



Italy Incentive Tour

Italy is the perfect country for a company incentive tour; it offers excitement, flamboyance, vibrancy, great food, fantastic shopping, fashion, cars and of course some red hot Italian passion! This itinerary is a great starting point, with many options and variations available to customize it to meet the requirements of your own individual incentive. We can give two different tours in each city; one more general for first time visitors and one on a particular theme or that visits the more unusual sites for previous visitors.

Itinerary at a Glance

- A dedicated hospitality desk at all hotels to provide personal assistance to group members every day
- A group photographer on hand throughout to capture photo opportunities, formal and informal
- Optional activities for the afternoons in each of the cities; golf on a local, quality course; sightseeing to further local attractions; or afternoon shopping tours to an outlet mall or the high quality shops
- Turndown gifts provided at the hotels each night
- Arrive in Rome to be met by 'Roman Gladiators' at the airport and hotel
- An evening meal on a roof terrace with views over Rome
- Lunch in an open air trattoria with Italian specialties
- An awards ceremony dinner at a hilltop castle just outside Rome
- A trip on the Pendolino fast train to Florence with lunch in a local restaurant
- A tour into the beautiful Tuscan countryside, driving into Chianti wine country, sample some of the great wines and olives
- Visit to San Gimignano, dubbed the 'medieval Manhattan'
- Dinner inside the medieval walled town of Lucca
- Enjoy the scenery as the tour travels through the Apennine mountains
- A visit to the Galleria Ferrari for the group to see everything Ferrari
- Dinner at the up market Savini restaurant in the Galleria in Milan
- Evening farewell dinner at the wonderful Palace Hotel in Varese outside Milan
- The top achievers will be chauffeured in Lamborghini or Ferrari sports cars from Milan to Varese, with the cars remaining at the hotel for photo opportunities
- At departure each person will be presented with their own personalized photo albums of the tour

Full Itinerary

Day One: Arrive in Rome

Meet and greet in Rome Fiumicino Airport with the experienced tour manager and group photographer who will take some posed and informal shots. Two 'Roman Gladiators' will also welcome the group with a traditional present of Italian goodies, before they are whisked off to the hotel in central Rome in a deluxe coach. Two more 'Roman Gladiators' greet the group in the hotel upon arrival, along with a hospitality desk and a selection of drinks and snacks during check-in. Evening dinner in the hotel. The Mecenate Palace Hotel is the ideal spot with its roof terrace views over Rome and a turndown gift in the room.

Day Two: Rome

A city tour of Rome with deluxe coaches and experienced guides. Lunch in an open air trattoria with Italian specialties complete with a half bottle Italian wine per person. Optional activities for the afternoon; golf on a local, quality course in Rome; sightseeing tours; Vatican trip; Tivoli and Villa d'Este gardens; afternoon shopping tours to an outlet mall or the fine shops around Via Condotti and the Spanish Steps. Evening awards ceremony dinner at a hilltop castle just outside Rome. A fantastic setting offering cocktails on the lawn as the sun sets. An unforgettable experience and a great photo opportunity. Depending on the season the

Toll Free: 1-877-758-9131 ** Phone: 1-805-984-6633 ** Fax: 1-805-815-4749
www.europemadeasy.com ** E-mail: info@europemadeasy.com
CST 2062720-40



group could have dinner outside or inside in the Knight's Hall, with either a buffet dinner or set tables. The awards can be presented by a medieval knight and his lady. Late evening return to the deluxe hotel in Rome where a new turndown gift awaits the guest in their room.

Day Three: Florence

Deluxe coaches and experienced tour managers meet the group at the hotel for the short transfer to the station to take the Pendolino fast train to Florence. Arrive in Florence and walk to a local restaurant for lunch. The group can then embark on their guided sightseeing tour on foot of the pedestrianised old town, taking in all the main sights including a visit to the Uffizi gallery. Optional activities for the afternoon; play golf on a local course; sightseeing tours; visits to the Medici chapels, the Uffizi gallery; shopping in Florence or an outlet mall, with many famous names at reduced rates or to the fine shops around Ponte Vecchio; a visit to the leather working factories; or the Salvatore Ferragamo Museum in Florence. Evening dinner followed by an evening 'passagiata' (stroll) through the smart parts of town. The perfect chance to check out the coffee shops bars and indulge in a spot of people watching. The tour managers could accompany the group or they can go individually. Return to the hotel to find a turndown gift of a local bottle of Chianti wine per person.

Day Four: Tuscany

Take a tour into the beautiful Tuscan countryside, driving into Chianti wine country, to sample some of the great wines and olives of the area. Enjoy the drive in the deluxe coach whilst listening to the experienced tour managers stories and history of the area and taking in the gorgeous scenery. Lunch in a local cantina, perhaps even a barbecue at the vineyard, with a tasting of the wine, olive oils and local cheese. Then to San Gimignano, dubbed the 'medieval Manhattan' by some. Explore this wonderful place with the expert tour managers as guides. To finish the day, a short trip to Pisa to view the famous Leaning Tower, the group can even go to the top. To Lucca for dinner inside this medieval walled town. There is outdoor dining in the pedestrian area of the historical centre followed by a short 'passagiata' to finish the day and absorb the relaxed and friendly Italian way of life. Return to the hotel in Florence to find a turndown gift of a local bottle of olive oil.

Day Five: To Milan

Leave Florence and climb up through the Apennine mountains enjoying the scenery to Maranello, the home of the legendary car company Ferrari. Visit the Galleria Ferrari, for the group to see everything Ferrari. Then to Parma for a visit to a factory of this world famous ham, plus a visit to see the making of Parmesan with plenty of opportunities for tasting. Outdoor lunch in Parma. An alternative route would be to go via Portofino; take a boat ride along the coast and lunch in a quayside restaurant overlooking the beautiful harbor. In the evening arrive in Milan to check into the hotel. Dinner at the up market Savini in the Galleria in Milan. Return to hotel and receive a turndown gift.

Day Six: Milan

A city tour in the morning with two different tours; one taking all the main sights for the first time visitors and another with different sites for those who have been before. Afternoon free at leisure to take in the sights and sounds of the vibrant city of Milan. Options include; playing golf; shopping in Milan near the Galleria and Corso Buenos Aires or to an outlet mall. Evening farewell dinner at the wonderful Palace Hotel in Varese outside Milan. The top achievers will be chauffeured in Lamborghini or Ferrari sports cars from Milan to Varese. The cars remain at the hotel for photo opportunities, using the group photographer throughout the evening. Welcome glasses of Italian champagne, Prosecco, to be enjoyed before entering the main restaurant for the fabulous farewell dinner. Return late in the evening, or early morning to the hotel in Milan. Turndown gift of special handmade chocolates awaits each person in their room Overnight Milan.

Day Seven

Depart from Milan airport.

Toll Free: 1-877-758-9131 ** Phone: 1-805-984-6633 ** Fax: 1-805-815-4749
www.europemadeasy.com ** E-mail: info@europemadeasy.com
CST 2062720-40