



TAILOR-MADE ITALY FOR DISCERNING TRAVELLERS

Case Studies

Every journey we design begins with a conversation and ends with a story worth telling. The examples that follow range from last-minute requests to milestone celebrations, ski safaris to slow wellness retreats. They share one thread: a genuine intimacy with Italy, local partnerships built over years, and attention to the details that make the difference between a good holiday and one that changes how you travel.

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A 40th Anniversary in Sicily

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Lake Garda, Merano & Venice

CASE STUDY 01 · NORTHERN ITALY & SWITZERLAND

A Last-Minute Journey: Lakes, Riviera & the Alps

Couple

Last-minute

Fully private

15 days



Portofino



Cinque Terre



The Bernina Express

THE REQUEST

A couple in their early fifties, passionate about history and culture, with high expectations and a late decision: Amsterdam, then Como, and finally Italy, confirmed just weeks before departure. We built the full wish list first and refined it from there, because the right shape of a journey always comes before the details.

THE BRIEF

- Everything private, with private guides throughout
- Luxury hotels and the best restaurants
- Culture and scenery; no hiking

TRAVELLERS Couple

DURATION 15 days

REGIONS Tuscany, Liguria, the Lakes, Switzerland, Milan

WHAT WE BUILT

Florence

A private walk from Piazza della Signoria to the Duomo, Ponte Vecchio and the Uffizi, ending at the Ferragamo Museum and its story of Italian fashion.

The Ligurian Riviera

From Rapallo, a private boat to Portofino and the ancient abbey of San Fruttuoso, arriving by sea as it has always been meant to be approached.

Cinque Terre

Five hours by private boat along all five cliff-top villages, with lunch served on board.

Lake Maggiore

A cooking class and lunch at a historic castle, then a private boat to the baroque gardens of Isola Bella and the fishing village of Isola dei Pescatori.

Lake Orta

Water taxi to the island of San Giulio and its Romanesque basilica, then wine and cheese in the hills above.

Switzerland

The Centovalli Railway, one of Europe's most beautiful narrow-gauge lines, from Domodossola to Locarno, with a guided visit.

Lake Como

A private boat to Bellagio, Varenna, Isola Comacina and Villa del Balbianello, whose gardens have starred in Star Wars and James Bond.

The Bernina Express

First class with a private guide from Tirano to St. Moritz: 122 km of UNESCO-listed railway, 196 bridges and 55 tunnels, from palm trees to glaciers in a single journey.

Milan

The Duomo and La Scala with a private guide, then an afternoon in the Quadrilatero della Moda, with introductions only local knowledge makes possible.

“

They arrived with three possible destinations and a broad wish list. They left with fifteen days they will spend the rest of the year retelling, and a relationship with Italy they are already planning to deepen.

CASE STUDY 02 · SICILY

A 40th Anniversary in Sicily: History, Sea & Flavour

Couple

5★ luxury

9 nights

Dietary requirements



Valley of the Temples, Agrigento



The Greek theatre of Taormina



Mount Etna

THE REQUEST

A couple celebrating their 40th wedding anniversary: both physicians, both experienced luxury travellers, with a recent high-end trip to Iceland as their benchmark. They chose Sicily for its breadth: ancient temples and baroque towns, a volcanic coastline and the richest table in Italy.

THE BRIEF

- Shellfish allergy and no pork, in a cuisine built around seafood
- King-size beds and sea views throughout
- A balance of real discovery and genuine rest

TRAVELLERS Couple

DURATION 9 nights

HOTELS Villa Athena · Mazzarò Sea Palace · Villa Igiea

THE JOURNEY

Agrigento · Villa Athena 5★

The Valley of the Temples visible from the breakfast terrace. A sunset catamaran along the white cliffs of the Scala dei Turchi; a private day among the finest Greek temples outside Greece; a Sicilian cooking class with a chef who learnt from her grandmother.

Syracuse & the baroque south

A private stop at the Villa Romana del Casale, with 3,500 m² of Roman mosaics, including the famous 'bikini girls'. A morning in Modica for its grainy chocolate, still made by an ancient cold-working method. Ortigia at dusk, with an optional private boat around the island.

Taormina · Mazzarò Sea Palace, 4 nights

The Greek theatre at golden hour, with Etna framed in its open stage. Isola Bella by private boat, a tiny nature reserve joined to the beach by a sandbar that comes and goes with the tide. A full day on Etna, the highest active volcano in Europe, by 4×4 to the summit craters, and down through a family winery on volcanic soil.

Palermo · Villa Igiea, 3 nights

On a private promontory above the Tyrrhenian Sea. The Palatine Chapel, its Byzantine gold mosaics built for Roger II in the 1130s; the cathedral and cloister of Monreale; a half-day on the cliffside paths of the Zingaro Nature Reserve, seven kilometres of coast with no road and no crowds.

“

A circle from Palermo to Palermo: ancient and baroque, volcanic and coastal. Every dietary restriction handled before it became a conversation at the table. The couple's note afterwards: they had eaten better in nine days than on any trip they could remember.

CASE STUDY 03 · LOMBARDY, EMILIA & LAKE GARDA

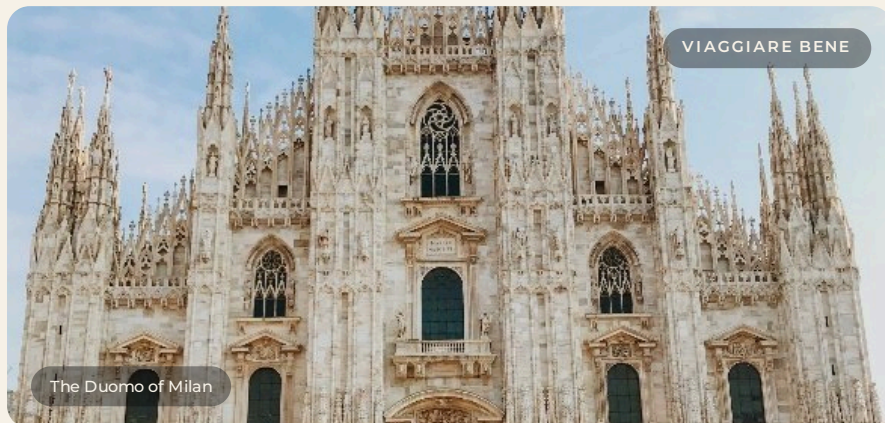
A 50th Birthday: Opera, Wine & the Lakes

Family of 3

Birthday

Opera & culture

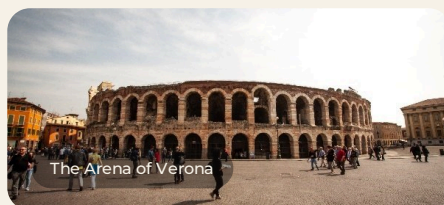
Relais & Châteaux style



The Duomo of Milan



Punta San Vigilio, Lake Garda



The Arena of Verona

THE REQUEST

A classically trained opera singer celebrating her 50th birthday with her husband and teenage son. Hotels with character throughout: nothing corporate, nothing anonymous.

THE BRIEF

- Gluten-free and lactose-free, allergic to down and feathers: advance work with every hotel and restaurant
- A son who reads history and likes to explore on his own
- Franciacorta, cheese tastings and a cooking class she could share with her students

TRAVELLERS Family of 3

DURATION 10 nights

HOTELS Grand Hotel et de Milan · Villa Cordevigo · Due Torri

THE JOURNEY

Milan · Grand Hotel et de Milan, 4 nights

The hotel where Verdi spent his last years. A private tour of the Duomo and the La Scala Museum, a reserved visit to the Last Supper, and on the birthday evening, seats at Teatro alla Scala: the stage she had studied her whole career.

Parma & Cremona

Verdi's land and the gilded Teatro Regio of Parma; then Cremona, world capital of violin-making: the Museo del Violino and a private visit to a master luthier's workshop, with concert instruments open on the bench.

Bergamo & Franciacorta

Bergamo's Città Alta, within UNESCO-listed Venetian walls and reached by funicular; then a private tasting at a Franciacorta estate, Italy's great classic-method sparkling wine.

Lake Garda · Villa Cordevigo Wine Relais, 3 nights

An organic wine estate on the Bardolino hills. By e-bike from Lazise to Punta San Vigilio, with its cypress avenue and 16th-century loggia, tasting wine and olive oil on the way; a second day cycling the northern shore to Riva del Garda, where the Dolomites close in.

Verona · Due Torri 5★, 2 nights

The Roman Arena, Juliet's balcony and Piazza delle Erbe at their own pace. On the final evening, opera at the Arena di Verona, under a sky that turns from orange to violet above thousands of spectators.

“

A 50th birthday built around what mattered most to her: the music she has loved all her life, the landscapes she wanted her son to see, and a table where she could eat without asking questions. From the bedding to the bread basket, everything handled before she arrived.

CASE STUDY 04 · CAMPANIA, ROME & TUSCANY

A Grand Italian Journey: Amalfi, Rome & Tuscany

Couple

First visit to Italy

12 nights

Suites throughout



THE REQUEST

An American couple on their first trip to Italy: twelve nights across three very different regions. Suite lovers, passionate about history, art and local food, and non-drinkers. In a country whose culture is woven through with wine, we treated this as a design brief: every tasting replaced by something equally immersive and food-focused.

THE BRIEF

- Suites with views or terraces at every property
- Curious and active, but never rushed
- A first encounter with a country they intended to return to

TRAVELLERS Couple

DURATION 12 nights

HOTELS Borgo Sant'Andrea · Rome · Borgo Pignano

THE JOURNEY

Amalfi Coast · Borgo Sant'Andrea, 4 nights

A coast tour by vintage gozzo boat and vintage Fiat 500 with a local who knows where to stop; Capri by private boat, arriving before the ferries and leaving after them; a lemon farm and a Campania cooking class; Amalfi and Ravello, whose gardens inspired Wagner's Parsifal.

Pompeii

Two hours with an archaeologist on the way to Rome, with early entry: the Garden of the Fugitives in near silence.

Rome, 3 nights

The Colosseum, Forum and Palatine with a private archaeologist; fountains and piazzas from Trevi to the Pantheon; the Vatican Museums before opening hours; a Trastevere food walk, from suppli to carbonara.

Siena

A private stop in one of Europe's best-preserved medieval cities: the Duomo and the shell-shaped Piazza del Campo.

Tuscany · Borgo Pignano, 4 nights

An organic estate of 750 hectares in the hills near Volterra. Florence with the David at opening time and the Oltrarno workshops; perfume-making in a medieval tower in Chianti; Pisa and Etruscan Volterra; olive oil at a family estate; a farmhouse cooking class near Montepulciano.

Departure

An unhurried stop at the thermal cascades of Saturnia, then a night at QC Terme Roma before the flight home.

“

Three souls of Italy, Mediterranean, imperial and rural, each given time to breathe. Every food preference anticipated, every guide chosen for the site rather than by rotation. They wrote afterwards that it had not felt like a first visit: it had felt like coming back to somewhere they already knew.

CASE STUDY 05 · VENICE & THE DOLOMITES

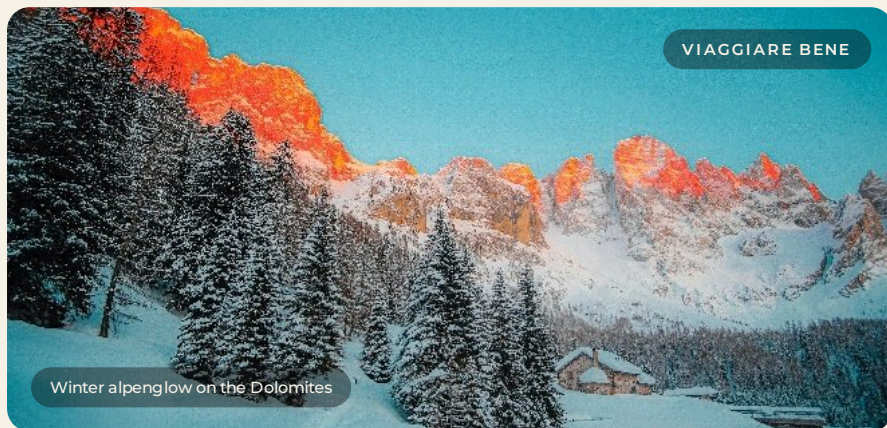
Christmas on the Slopes: Venice & a Dolomites Ski Safari

Group of couples

Christmas & New Year

5★ luxury

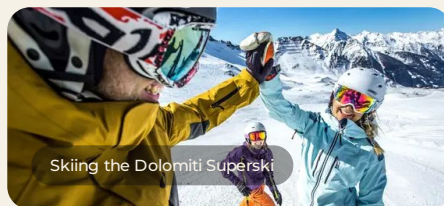
Ski safari



Winter alpenglow on the Dolomites



Venice



Skiing the Dolomiti Superski

THE REQUEST

Several couples planning a winter holiday together: the kind of trip where one booking has to work flawlessly, so that no couple ends up managing the others. They wanted snow, the Dolomites and real skiing, with two anchors: a few days in Venice first, and a mountain hotel worthy of the occasion.

THE BRIEF

- A fully inclusive ski experience: equipment, passes, private guiding, multi-valley safari
- A luxury hotel the whole group would be proud to share
- Group dynamics handled invisibly: same hotels, flexible individual programme

TRAVELLERS Group of couples

DURATION 8 nights

HOTELS Boutique 5★ Venice · Gardena Grödnerhof

WHAT WE BUILT

Venice, 2 nights

Private water taxi from the airport to the hotel dock; a guided morning at St. Mark's Basilica and the Doge's Palace, a gondola through the smaller canals, and a cicchetti tour of the bacari once the day visitors had gone.

Val Gardena · Gardena Grödnerhof, 6 nights

A Relais & Châteaux hotel with direct access to the Sellaronda, a spa with a following of its own and a Michelin-starred kitchen. A welcome aperitivo on the terrace, with Dolomite views.

Everything ready

Premium ski rental fitted in advance and waiting in the hotel ski room; six-day Dolomiti Superski passes, 1,200 km of slopes across 12 ski areas; a private mountain guide for all six days, reading the group from the first morning.

Day 1 · Sellaronda

The classic circuit around the Sella massif through four valleys, skied in the best morning light, with boots off on the hotel terrace by four o'clock.

Day 2 · Alta Badia

Broad, sunny slopes with the Marmolada on the horizon; canederli and Lagrein at a Ladin hut above 2,000 m; in the afternoon, the Gran Risa World Cup run for the bravest.

Day 3 · Marmolada

The only glacier ski area of the Dolomites: from Malga Ciapela to over 3,200 m, with views from the Austrian Alps to the Venetian lagoon.

Day 4 · Free choice

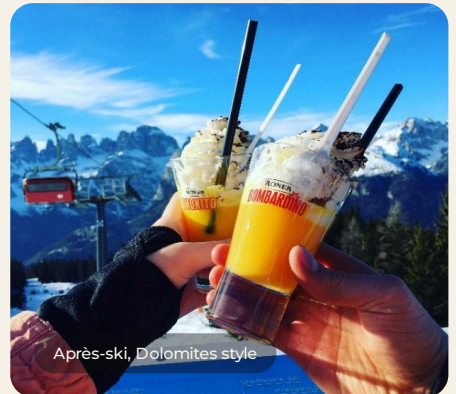
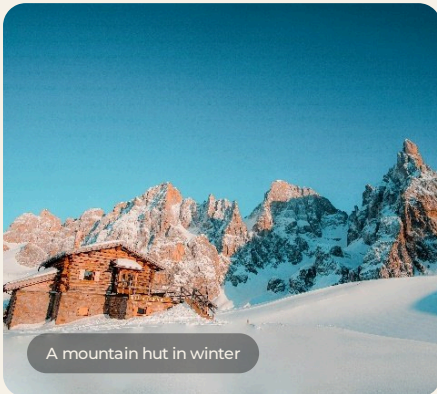
The guide for those who wanted more, the spa and alpine-herb treatments for those who had earned a rest. Both groups named it their favourite day.

Day 5 · Val di Fassa

The slopes beneath the Catinaccio, the rock that glows pink at sunset: the enrosadira of King Laurin's legend. Lunch in Canazei and a late run back to Val Gardena.

Day 6 · A final morning

The group's favourite run by vote, late check-out and a farewell dinner in the Michelin-starred restaurant: speck carved at the table, valley venison and a vertical of local Pinot Noir.



“ A Christmas trip where every detail, from the gondola in Venice to the gondola lift, was in place before anyone left home. The group skied, feasted and celebrated for eight days without a single logistics conversation between them. That silence is what we actually deliver.

CASE STUDY 06 · LAKE GARDA, MERANO & VENICE

Slow Spring: Lake Garda, Merano & Venice

Retired couple

Spring

Wellness & longevity

14 nights



THE REQUEST

A well-travelled retired couple looking for a spring in Italy that felt different from the Italy they already knew. Rome, Florence and the Amalfi Coast: all visited, all loved. Now they wanted something quieter: a lake beyond the obvious, a mountain town with its own rhythm, and a wellness programme with real medical content. Warm but not hot, uncrowded by design.

THE BRIEF

- Quality of experience over number of places
- A medically supervised longevity programme
- Venice at the end: always the right way to close an Italian journey

TRAVELLERS Couple

DURATION 14 nights: Garda 5 · Merano 7 · Venice 2

SEASON April – May: lemon and apple blossom, wildflowers

THE JOURNEY

Phase 1 · Lake Garda

Day 1 · Arrival

Private transfer from Milan Malpensa to Cape of Senses above Torri del Benaco, its terraces suspended over the water. A first afternoon in the spa, aperitivo at sunset.

Day 2 · Lazise

The best-preserved of Garda's medieval villages: the Venetian customs house on the water, the 14th-century walls, the Romanesque church of San Nicolò, the Saturday market, and lunch on the old port.

Day 3 · Private boat

Punta San Vigilio and its 16th-century loggia, a favourite of Churchill and Laurence Olivier; Sirmione and its castle rising from the water; and a slow circle around Isola del Garda.

Day 4 · Bardolino

A private morning at a family winery: Bardolino Classico, the delicate Charetto rosé and the lake's olive oil, with a visit to the stone press when it is running.

Day 5 · The northern shore

Malcesine, where Goethe was nearly arrested as a spy in 1786 while sketching the castle; then by ferry to Limone and its historic lemon houses, with a guide who has shown them for thirty years. Lake trout and fresh limoncello for lunch.

Phase 2 · Merano & South Tyrol

Day 6 · To Merano

North through the Adige valley, as vineyards give way to orchards and Italian to German. Villa Eden, a Leading Hotels of the World property, set in its hillside gardens.

Days 7 – 12 · Longevity programme

Seven nights in Villa Eden's medically supervised programme: a diagnostic consultation, then a personal daily plan with lymphatic drainage, alpine-herb hydrotherapy, massage, guided movement and nutrition from the estate's own garden.

Phase 3 · Venice

Days 13 – 14 · Venice

From the airport, a private water taxi across the lagoon, with the campanile of San Marco rising ahead. A boutique hotel in San Marco, steps from the Grand Canal; a day at their own pace, with a private guide on hand, and aperitivo above the Grand Canal.

Excursions

A private morning at the Trauttmansdorff Gardens, where Empress Sisi came to rest, in full spring bloom; a castle winery above Merano for mountain whites; Castel Tirolo above the village that gave its name to the whole region, and the walk down through the vineyards.

Day 15 · Departure

Private water taxi from the hotel dock to the airport.



Apple blossom in South Tyrol



Punta San Vigilio



Venice

“ Fourteen nights, three landscapes and a programme that took seriously what it means to truly rest in Italy, rather than move through it efficiently. Hotels chosen for position and character, not category. And the right pace, which in spring means unhurried.

LET'S TALK

Let's travel further, together.

*Each of these journeys began with a single conversation. Tell us about your clients,
and we will design the next story together.*



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