

# ITALY'S BEST:

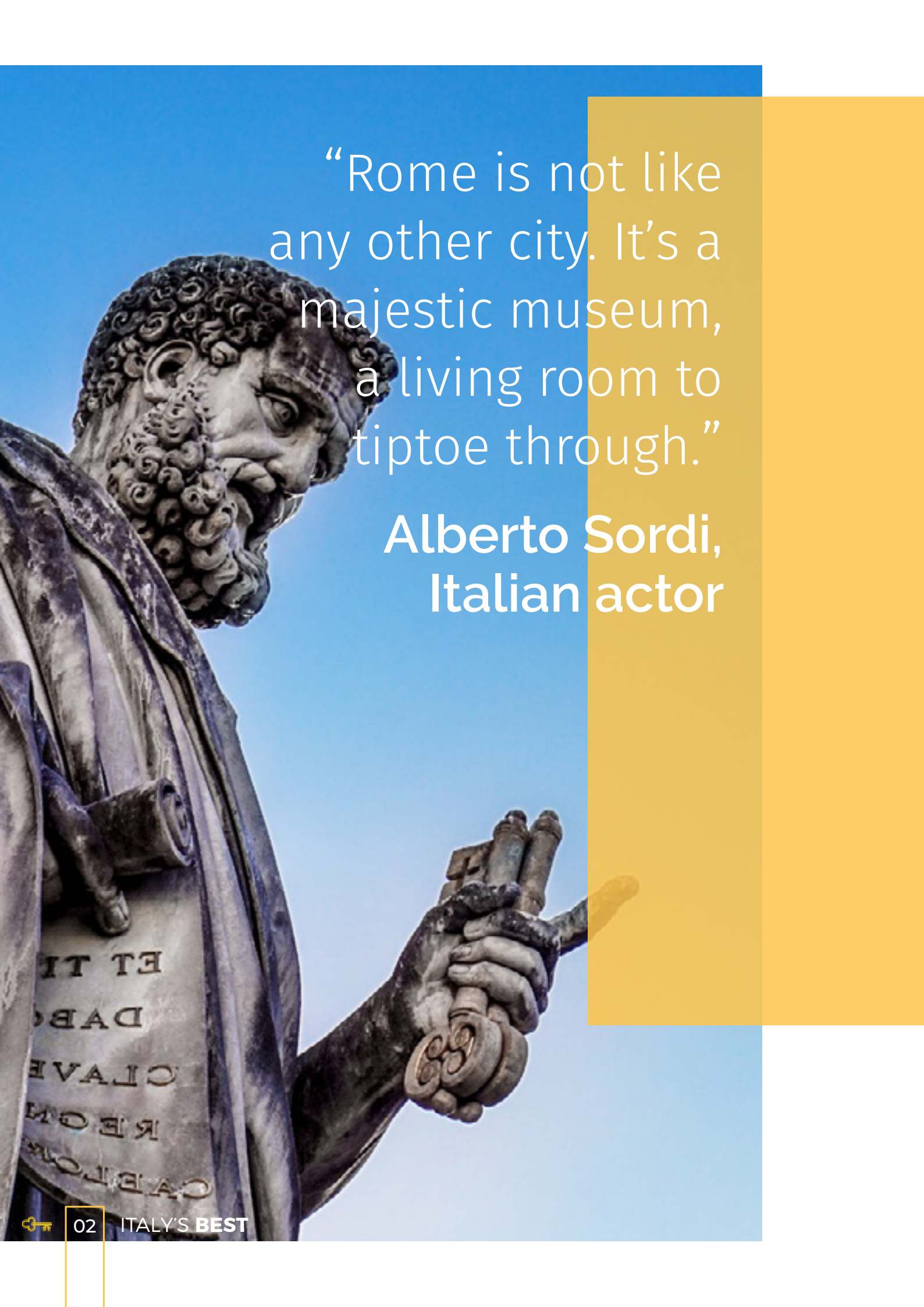
## Presenting the Company

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**ITALY'S BEST**  
ITALY EXCLUSIVELY YOURS

[www.italysbestrome.com](http://www.italysbestrome.com)



“Rome is not like any other city. It’s a majestic museum, a living room to tiptoe through.”

**Alberto Sordi,  
Italian actor**

# The Italy's Best Philosophy

ITALY'S BEST is a boutique DMC that caters to cultured travelers who may have seen a lot but want to experience more. We create exclusively high-quality vacations ideal for families traveling with children, or for adults, couples and small groups. We have created anything from walking tours to day trips, to private tours in luxury vehicles, after hours museum visits and culinary excursions all accompanied by our English-speaking experts.

Based in Rome, we serve all of Italy thanks to our privileged network of relationships cultivated over the last 30 years. Each Italy's Best custom vacation and escorted tour is carefully researched, designed and managed. As seasoned professionals, we know and understand that your vacation time is precious, and our goal is to make every moment unforgettable by tailoring each and every detail to your needs, expectations and values.

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*"Such a great trip. There's no way that I could have designed a trip of this quality. We had a little bit of everything and we were able to see a lot even though we were in each spot for so little. A lot done, a lot seen and a lot learned, that's really what travel is to me." – An Italy's Best Traveler*



# The Founder




Italy's Best was founded in 2000 by **Tony Guerrieri**, a 40-year veteran of the Italian tourism scene.

Tony kicked off his career in 1961 as the private chauffeur for Elizabeth Taylor and Richard Burton when they were filming "Cleopatra" in Rome. He soon after became a coveted personal assistant for movie producers, show business professionals and actors. Recognizing his finesse in interpersonal relationships, he was chosen as Director of Operations and Events Planner for the largest European company handling incentive American groups. During his 25 years in this role, Tony garnered quite a reputation in both Italy and the U.S. thanks to the epic events that he organized for some of the biggest names in business. When Tony created ITALY'S BEST, he maintained contact with his past colleagues for the benefit of the company today.

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*"The guide was especially impressive in the way he presented so much information - in comparisons, in anecdotes, he really tied everything together. We honestly learned more in those 3 hours than an entire year of schooling." – An Italy's Best Traveler*





“Venice is like  
eating an entire box of  
chocolate  
liqueurs in one go.”

**Truman Capote,  
American novelist**



“Italy’s Best is a family-run tour operator founded in 2000 by Tony Guerrieri, a 40-year veteran of the Italian tourism scene. Today Tony’s sons, *Luca* and *Lorenzo*, continue to build the company’s reputation by serving clients the ultimate elite travel experiences through seamless service.”

# Our Team

From an early age, Luca and Lorenzo would watch their father from the side-lines absorbing the tricks of the trade as well as Tony's philosophy, which encompassed professionalism, respect and attention to detail resulting in a harmonious marriage of concept creation and execution.

The brothers went on to study linguistics in high school, and then obtained degrees in communication and art history. Following graduation, their love of travel brought them to England, Scotland, Ireland and finally, the United States, where they gained a strong understanding of American culture. This experience enhanced their work for Italy's Best as they began to undertake a larger, more active role in developing programs, itineraries and services.

Nowadays, this duo powerhouse are hands-on with every project. The plethora of business skills the Guerrieri brothers bring to the table have enabled Italy's Best consecutive years of growth and they intend to position Italy's Best as a top Italian DMC.



**Lisa Sudiro**

Whether juggling notes from Luca and Lorenzo, proposing itineraries or networking, Assistant Product Manager, Lisa, has firm control of the individual needs of each client that comes through Italy's Best. Her ease at multitasking results from her diverse experiences in tourism. After studying linguistics, she worked abroad in Oxford for five years as the manager of Retail and Catering, creating strong working relationships with internal and external stakeholders. Upon returning to Italy, she joined the team at Italy's Best.



**Lu Settembrini**

Newest addition to the team, Lu's role as Assistant Product Manager has emphasis placed on the long-term projects. An M.A. graduate of "Sustainable Cultural Heritage" in Rome, she obtained a well-rounded foundation on how to effectively communicate and manage between the various components of a cultural organization for its longevity. Originally from Brooklyn, her passions for travel, art and culture led her to work in the tourism sector in America and Italy.



**Stefano Santini**

Stefano is a master of interpersonal relationships being an Italian journalist. An assistant of industry relations, Stefano establishes contact and promotes Italy's Best often out of office. His long relationship with Italy's Best makes him the ideal candidate to share the company's philosophy as well as its evolution. Using his professional experience and education in Communication Sciences and Journalism, he is dedicated to Italy's Best long-term marketing project of branding the company in the DMC network.

# What sets us apart

**F**amily friendly itineraries that appeal to adults and kids alike through the hands-on experiences such as, pizza and gelato making classes, arts or crafts activities like mosaic making, fresco paintings or interactive adventures such as gladiator school.


**E**xclusive after-hours tours with in-depth art historical and cultural guides to museums and cultural institutions.

**G**astronomic experiences all around the country famous for its cuisine, mozzarella making, truffle hunting, visits to wine and olive oil producers, cooking classes, neighbourhood food and market tours.

**B**espoke experiences on the unheard activities in Italy from a helicopter ride over Rome, a fresco painting lesson at Palazzo Vecchio in Florence to a gondolier lesson in Venice.

**R**ecreational excursions like hiking and customized shore trips to see the best of the Mediterranean.

**A**head of the trends. Over the years our family has maintained close personal relationships with all those providing top quality services, meaning Italy's Best has a leading edge on the evolution of tourism in Italy.



**Being a family owned business, Italy's Best is about total involvement. As seasoned professionals, we know and understand that your vacation time is precious, and our goal is to make every moment unforgettable by tailoring each and every detail to your needs, expectations and values.**





# Creating Experiences

*Beyond museum visits, boat tours or cultural sightseeing, we've had the pleasure of creating unique experiences like:*



Private access to secluded areas of the Vatican, *Rome*



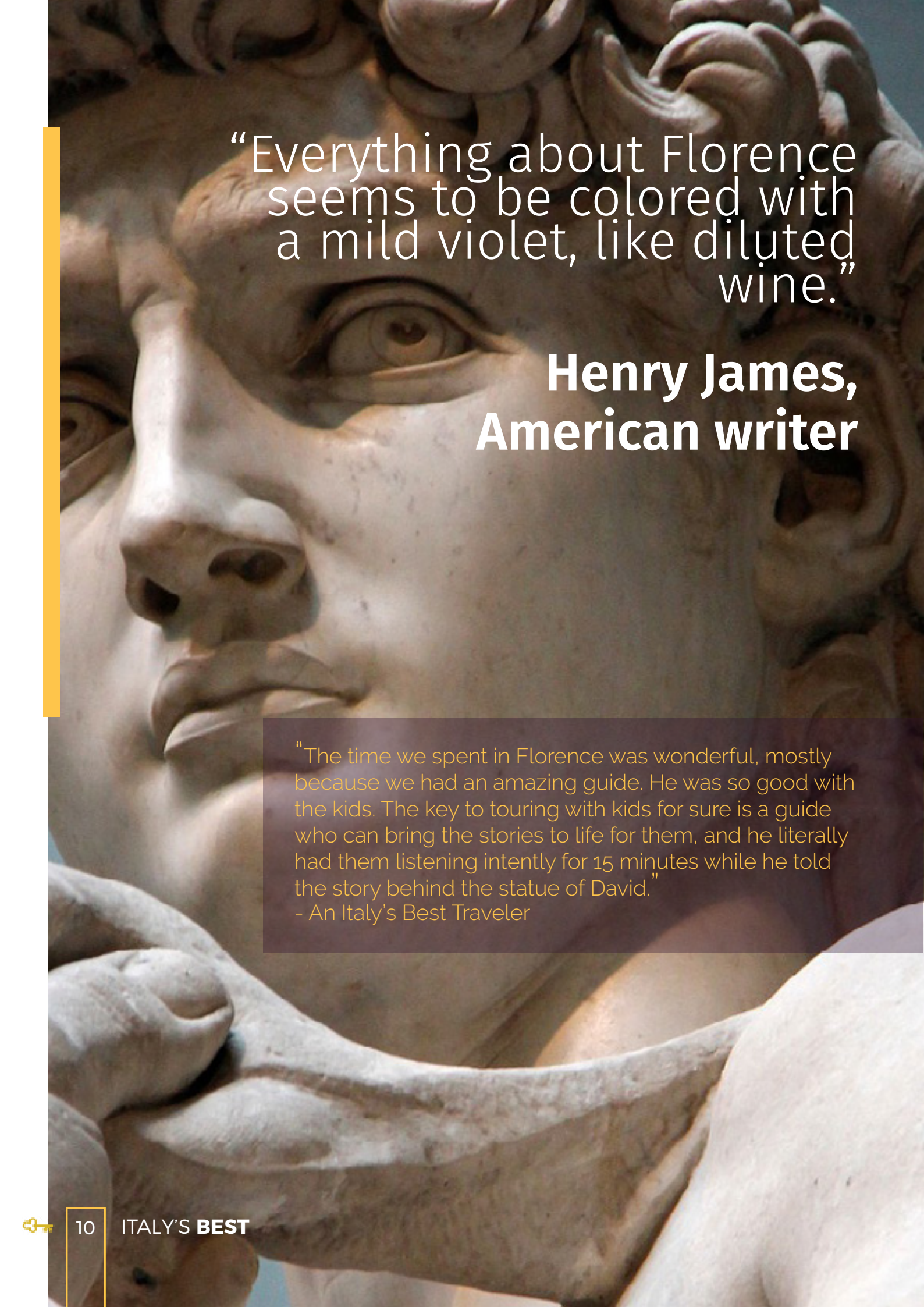
Candlelight dinner with a private orchestra in a Florentine palace, *Florence*



Be a winemaker for a day and design a personal bottle and label, *Chianti*



Discover blue caves only accessible by your private chauffeured boat, *Capri*

A close-up photograph of Michelangelo's marble statue of David. The focus is on the statue's face, showing its intense gaze and detailed features like the nose and lips. The lighting is dramatic, highlighting the texture of the marble. A yellow vertical bar is visible on the left side of the image.

“Everything about Florence seems to be colored with a mild violet, like diluted wine.”

**Henry James,  
American writer**

“The time we spent in Florence was wonderful, mostly because we had an amazing guide. He was so good with the kids. The key to touring with kids for sure is a guide who can bring the stories to life for them, and he literally had them listening intently for 15 minutes while he told the story behind the statue of David.”

- An Italy's Best Traveler

# ITALY'S BEST

## How to Contact us



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