

# Completed Web Copy Deck Submission

The Italian Tour Company



## Landing Page

*Avventuri in Italia.* Let nothing stop you.

Embark on the journey your spirit yearns for, in the place you've always dreamed of. Unforgettable experiences await you in Italy. Our job is to lead you to them.

**We plan each moment so you can savor each moment.**

Have you ever said the words, "what now?" while struggling to enjoy a hard-earned vacation? We sure have, and we know how disappointing it feels. When you're in the heart of *il bel paese*, the last thing you want to do is waste time searching for your next activity. Instead, every second should be spent making cherished memories. We're here to help with that.

Our *esperti* know Italy inside and out, and they're ready to prepare every aspect of your ideal Italian getaway. Whether you would like a guided tour or are simply looking for advice, we'll work with you to ensure that you arrive in Italy with zero worries... and leave with no regrets.

## Our story

The Italian Tour began with two *amici*, Julie Farricker and Ed White. One summer evening in Trieste (east of Venezia), Ed shared his idea with Julie: to start a travel agency devoted to helping others discover the best of Italy. Both friends considered Italy *il vero amore*, as they had for many years already. Needless to say, it took very little convincing to get Julie onboard. Later, a third *appassionata italiana*, Lindsey White, joined the crew. With over 30 years of collective travel experience, together, the three friends put their wisdom and passion to work for dozens of satisfied clients every year.

## Our team

Our agency is led by three seasoned travelers, each with a strong emotional connection to Italy. We have over 30 years of travel planning experience between us!

## Why Italy?

You can ask practically anyone about their top ten vacation choices, and chances are Italy will be on their list. In fact, according to the World Tourism Organization, the nation has consistently ranked fifth or higher among the world's most popular destinations, hosting more than 62 million tourists in 2019 alone.<sup>1</sup> From its rich history to its stunning views – not to mention *spectacular* food – there's so much about this country that makes it unlike any other. Click below to learn about some of the reasons we're forever captivated by *la splendida Italia*.

## Why now?

The Italians have an old saying: "*Chi non va non vede, e chi non vede non sa.*" This directly translates to "He who does not go does not see, and he who does not see does not know." In English, the closest expression we have is "You need to be in it to win it." And it's true. There's no such thing as the perfect moment, so stop waiting for it to come! You've spent enough time dreaming. Now is your chance to start doing. Live your life. That is the essence of *entusiasmo italiano*. Embrace it and don't look back.

## Tour Packages Page

### Planning Assistance

There's nothing wrong with being economical, even when it comes to setting up your Italian escape. In fact, the trips you work tirelessly to budget for tend to be the most rewarding! That being said, just because savings are sparse doesn't mean you have to plan alone.

Think of us as friends who frequently travel to Italy, not as salespeople trying to sell you an expensive vacation package. A little bit of advice from one of our veterans goes a long way and costs less than you'd believe!

### Escorted Tours

For those seeking *l'esperienza completa*, nothing beats having a savvy tour guide at your side – and few guides can escort, educate, and entertain you like The Italian Tour can! Each of us possesses a long history of involvement in Italian culture and has covered almost

every inch of ground on the peninsula. Better yet, we're all extremely social, fun-loving travel companions!

Our escorted tours are comprehensive, one-and-done getaway bundles. We plan every day's events for you in advance, including research, scheduling, and booking, down to the most minor details. All you need to do is board your flight! Our guide(s) will meet you upon arrival and accompany you for the duration of your stay.

Interested in a group tour? The more, the merrier! Check with us for current offerings.

## Personalized Tours

When people tell you "Italy has something for everyone," they're not exaggerating. It's an incredibly diverse country composed of twenty regions, each with different wonders to explore. All the more reason to be ready with a strategy! If you play it by ear, you could easily end up doing something meant for someone else.

Getting the best value from your trip means targeting areas and activities you can personally enjoy. We at the Italian Tour have done it all, so we're masters at this. Simply tell us a bit about yourself, and we'll build a custom-made itinerary that caters to your interests.

## Solo Tours

Not everyone travels in groups. Actually, many of our clients prefer traveling by themselves. Know what? We get it. Company is nice, but there's definitely something to be said for going solo. Imagine exposing yourself to environments as fascinating as they are foreign; breathing in the air, witnessing the world as one individual. It's a rare, perhaps even spiritual, experience.

We can't think of a better way to feel alive, and Italy is the perfect outlet for this kind of adventurism. Of course, careful planning is even more important if you intend to travel alone. Please allow us to assist you. Our experts can prepare you an itinerary full of exhilarating solo activities. We'll also give you helpful tips on staying safe while abroad.

## Tours for Women, by Women

It's no secret that two of The Italian Tour's founders are women — not just women, but women who know how to party! If you've ever thought about traveling somewhere together with "the gals," Italy is the place to bring them. Visit museums and historical sites to stimulate those brilliant lady brains by day, enjoy stupendous food and world-famous wines in the evening, and immerse yourselves in the mediterranean's most vibrant nightlife after dark.

We have several vacation packages designed for women, by women. Plus, we have many female advisors, all with the know-how necessary to plan the Italian expedition you and your friends will be talking about for ages. *Andiamo, belle donne!*