

PREMIUM ITALY

BY CARRANI TOURS





WELCOME TO PREMIUM TRAVELLERS' EXPERIENCES

Premium Travellers is dedicated to creating exclusive, tailor-made experiences and to providing luxury travel services. Our experts aim to design the most personalized itineraries, giving each guest an unforgettable trip to Italy while providing excellent customer service focused on details and client satisfaction.

We are delighted to share with you an introduction to Italy through the experiences we love and recommend most from North to South. After gaining a little inspiration, we invite you to contact our Premium Department. We are waiting to help you plan your perfect Italy escape.





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Piemonte

ALL THE FLAVORS OF PIEDMONT

The magic of glittering snow, lush nature, red wines, and white truffles. The warm welcome of Alpine villages mixed with the regal elegance of Turin, the first capital of Italy and still one of its most lively social and industrial headquarters. This is what we love most about Piedmont, the northwestern region crowned by Mont Blanc and by the shimmering Alpine mountains, the place where Italy was founded almost two centuries ago.

To dive into its evocative, gentle charm, we recommend exploring Turin and artistic gems such as Superga, Stupinigi, and the Royal House of Savoy. Balance that with the romantic countryside of the Langhe and Barolo vineyards, Asti and Monferrato, and Alba and its uniquely delicious truffles. Tastings, exclusive visits, and thrilling excursions will lend the framework for your new love of Italy.

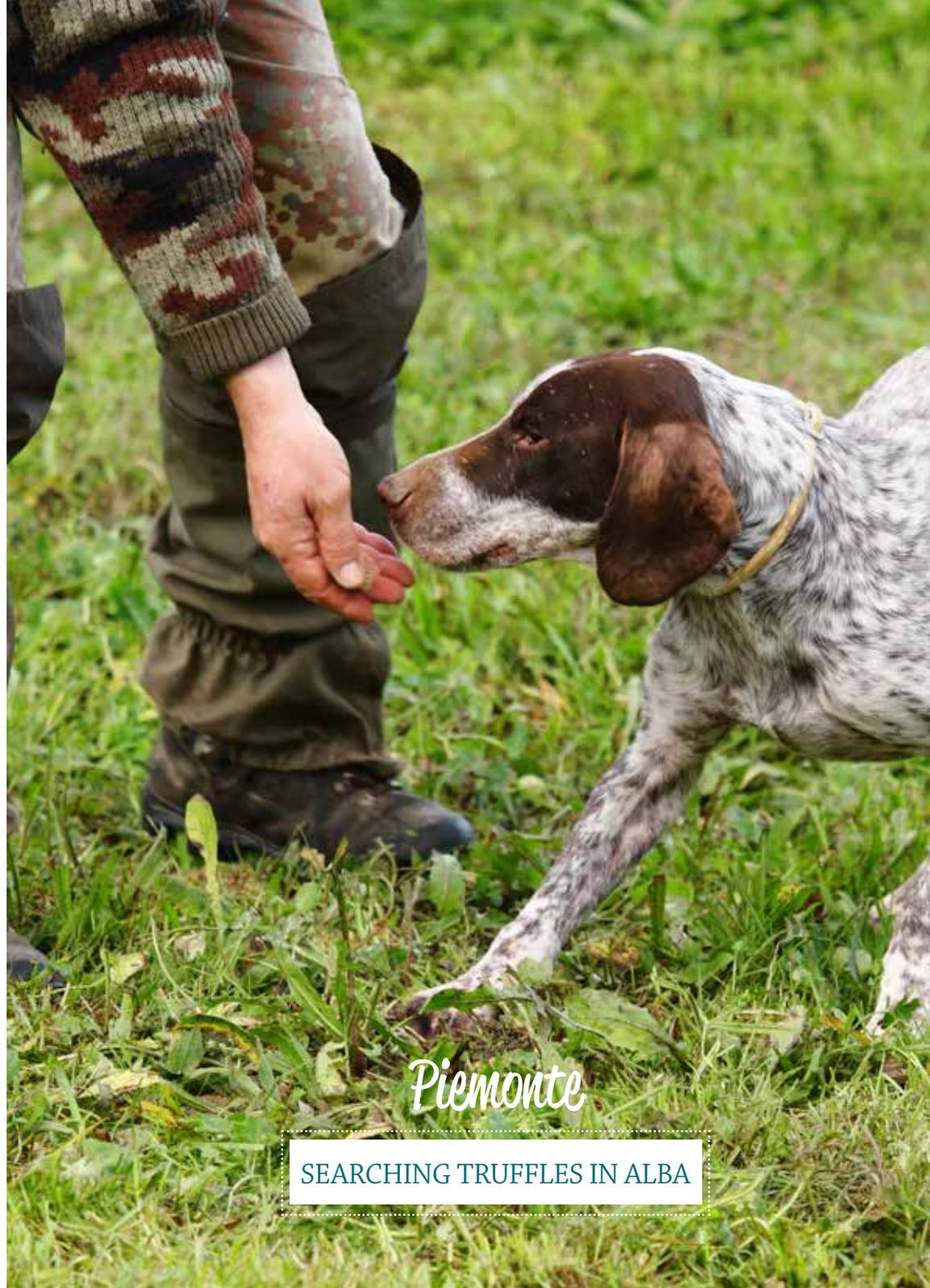




Piemonte

ROYAL HOUSE OF SAVOY
STUPINIGI

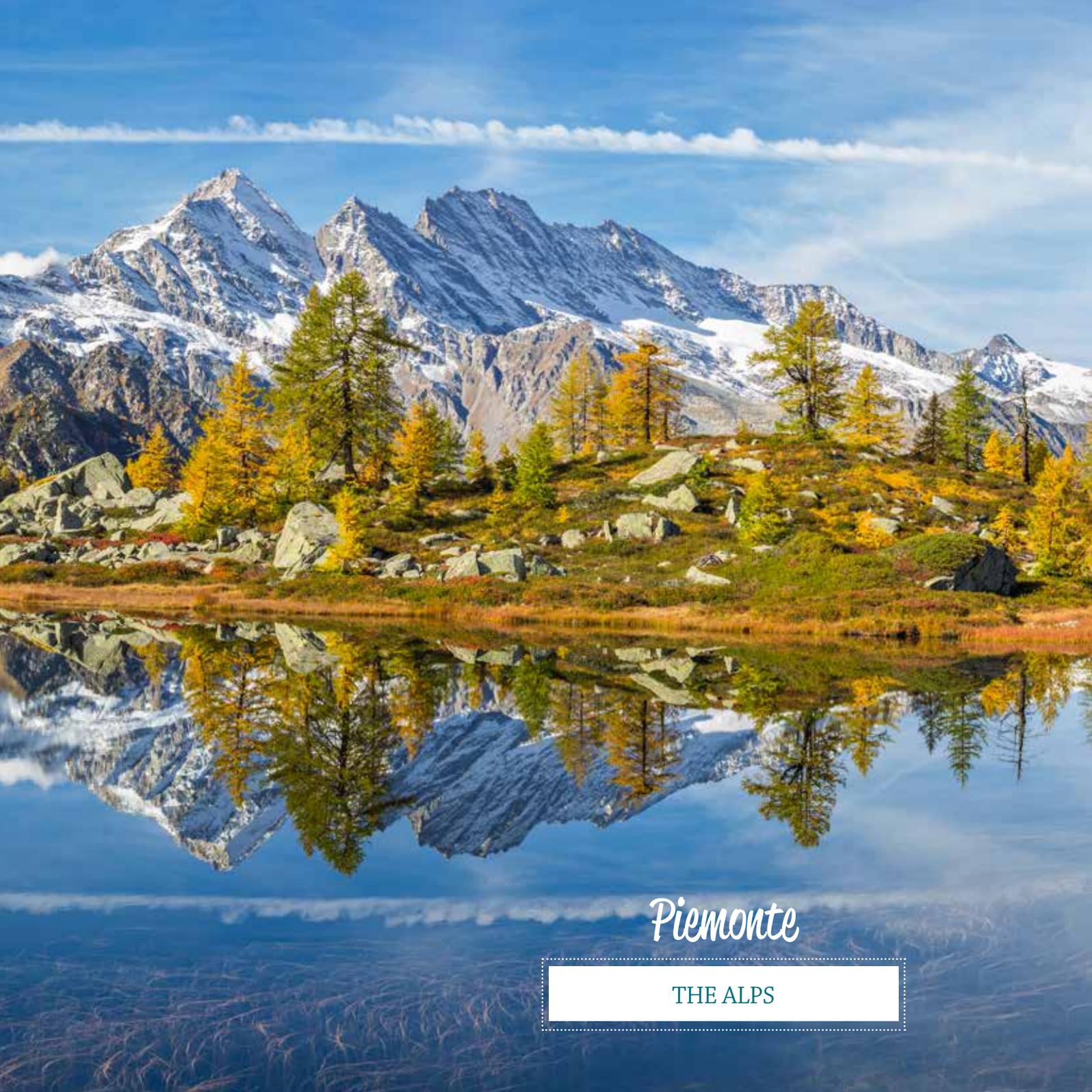




Piemonte

SEARCHING TRUFFLES IN ALBA





Piemonte

THE ALPS





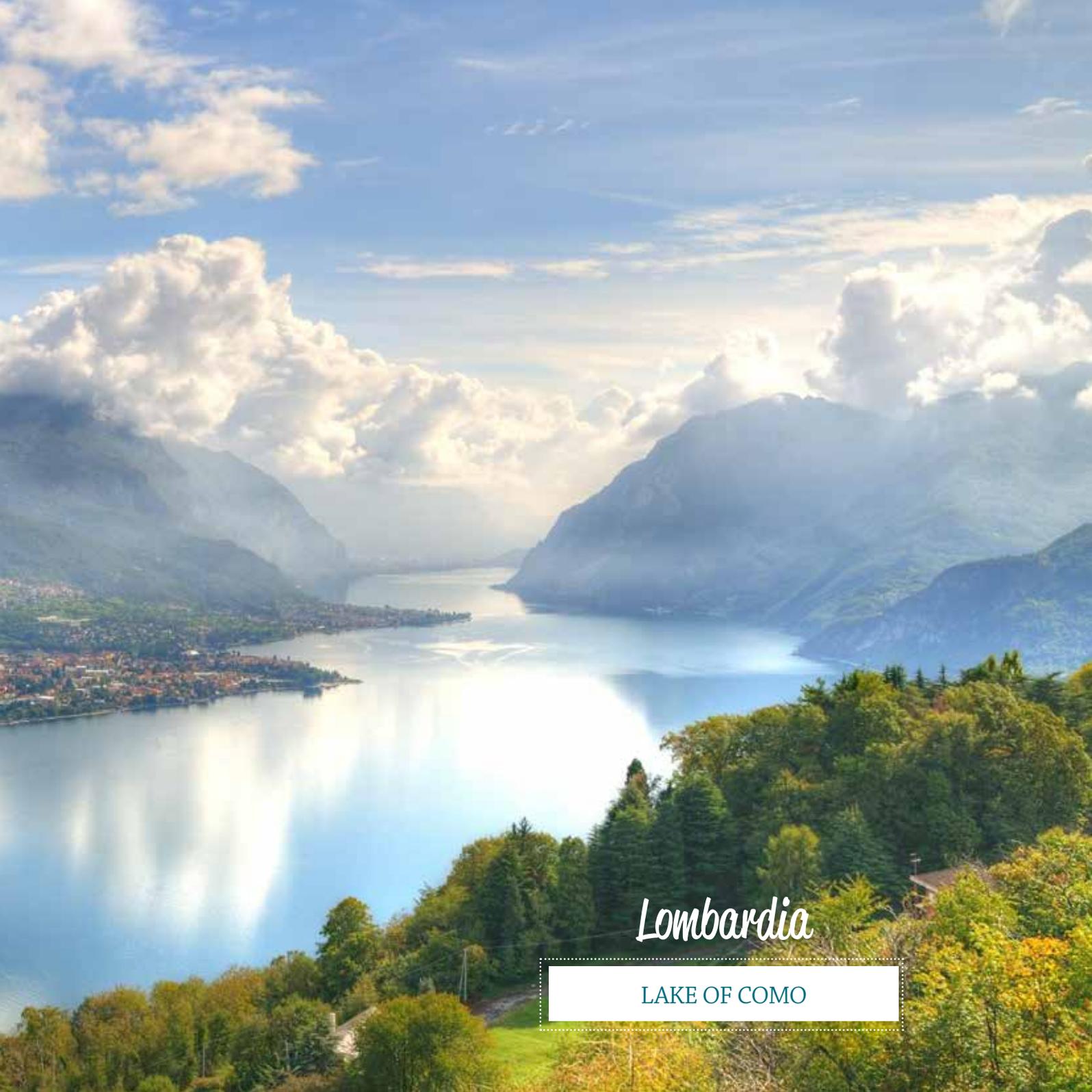
Lombardia

GLAMOUROUS MILAN AND EXCLUSIVE LOMBARDY

Surely you know Milan and its excellent boutiques and restaurants, but we'd love to be your experienced guide to its temples of 5-star food and fashion. This dynamic metropolis represents the heart of Italian finance and economy, but it also contains magnificent artistic views and secret corners - from the breathtaking marble Gothic Duomo to The Last Supper by Leonardo da Vinci, tucked away in the little church of Santa Maria delle Grazie.

Milan is also close to the evocative Lake Como region at the foot of the Alps. Here, you can't miss the breathtaking scenery dotted with aristocratic gardens and villas, archaeological sites, and ancient churches - plus the picturesque wooded island Isola Comacina. The unique cities of Como, Bellagio, Menaggio, Brunate, and Varenna are ideal locations for those who love the outdoors - particularly activities such as sailing and water sports.





Lombardia

LAKE OF COMO





Lombardia

QUADRILATERO DELLA MODA





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Veneto

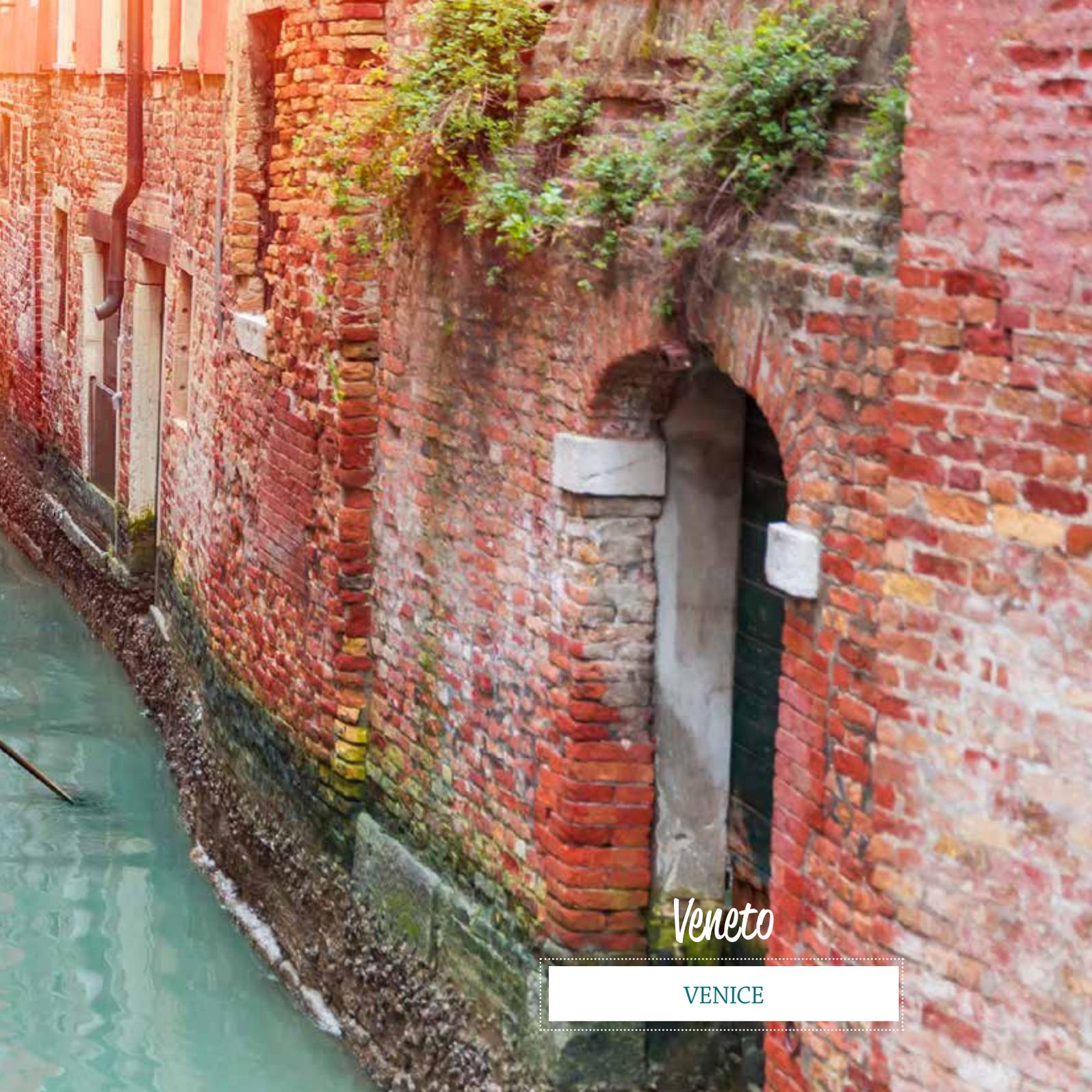
ROMANTIC VENETO

Traveling Veneto means opening a treasure chest filled with an incredible variety of artistic jewels, historical cities, and unique natural landscapes. We love the magic atmosphere of Venice, the City on the Water which has charmed travelers, painters, and artists for centuries.

Then there is Verona, with its Medieval architecture and the still-active Roman Arena, a must-visit location for lovers of music, art, and history. Also the city where William Shakespeare set his play *Romeo and Juliet*, visitors can still visit the Gothic house with the balcony said to have inspired the Bard.

Meanwhile, nature enthusiasts can easily venture to the biggest lake in Italy, Lake Garda, and the impressive Dolomite Mountains. The pearl of the Dolomiti, Cortina d'Ampezzo, is the perfect spot to spoil yourself with serene landscapes, skiing, and other exciting outdoor sports. Or, opt for relaxing spa treatments and delicious traditional mountain cuisine all in a spectacular setting.

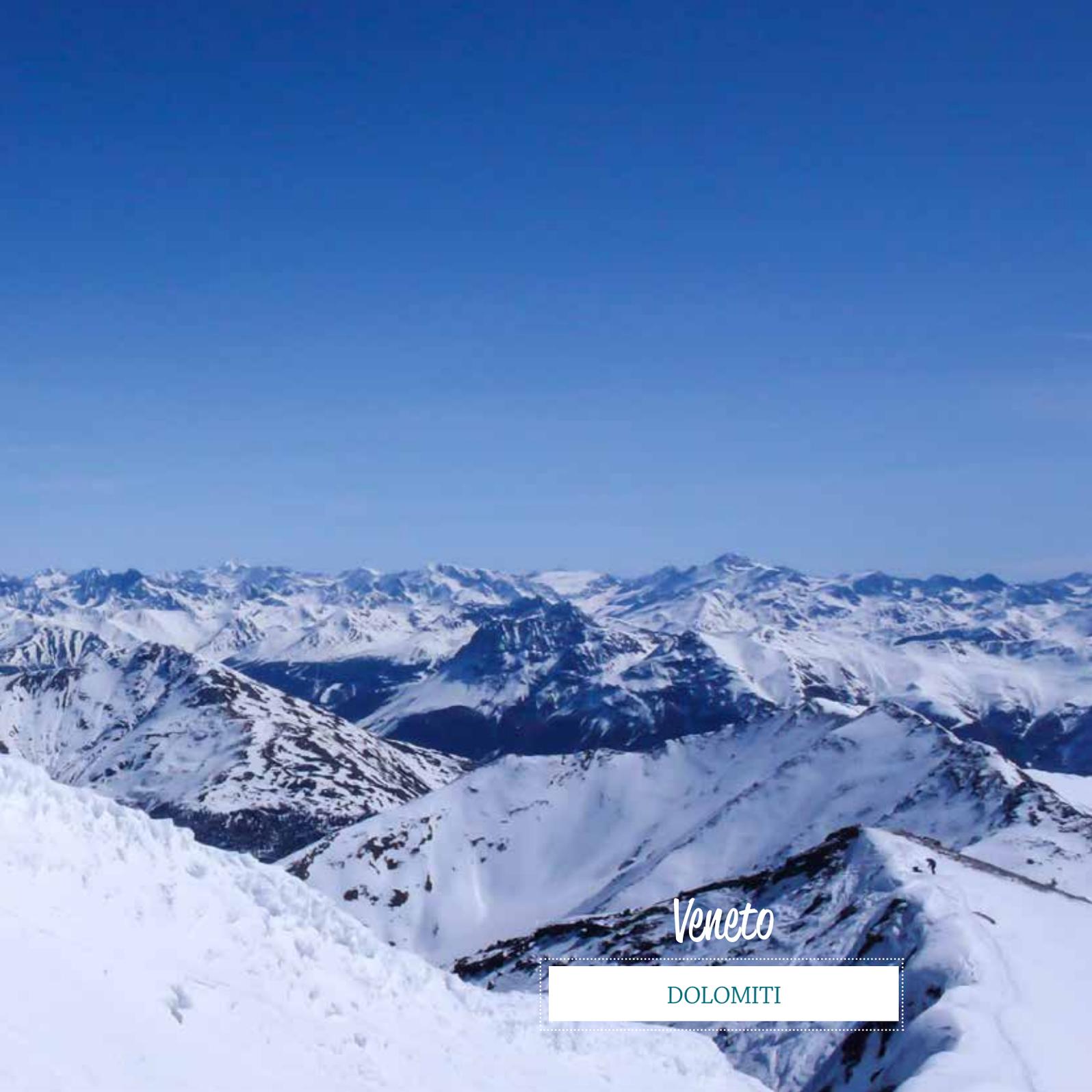




Veneto

VENICE





Veneto

DOLOMITI



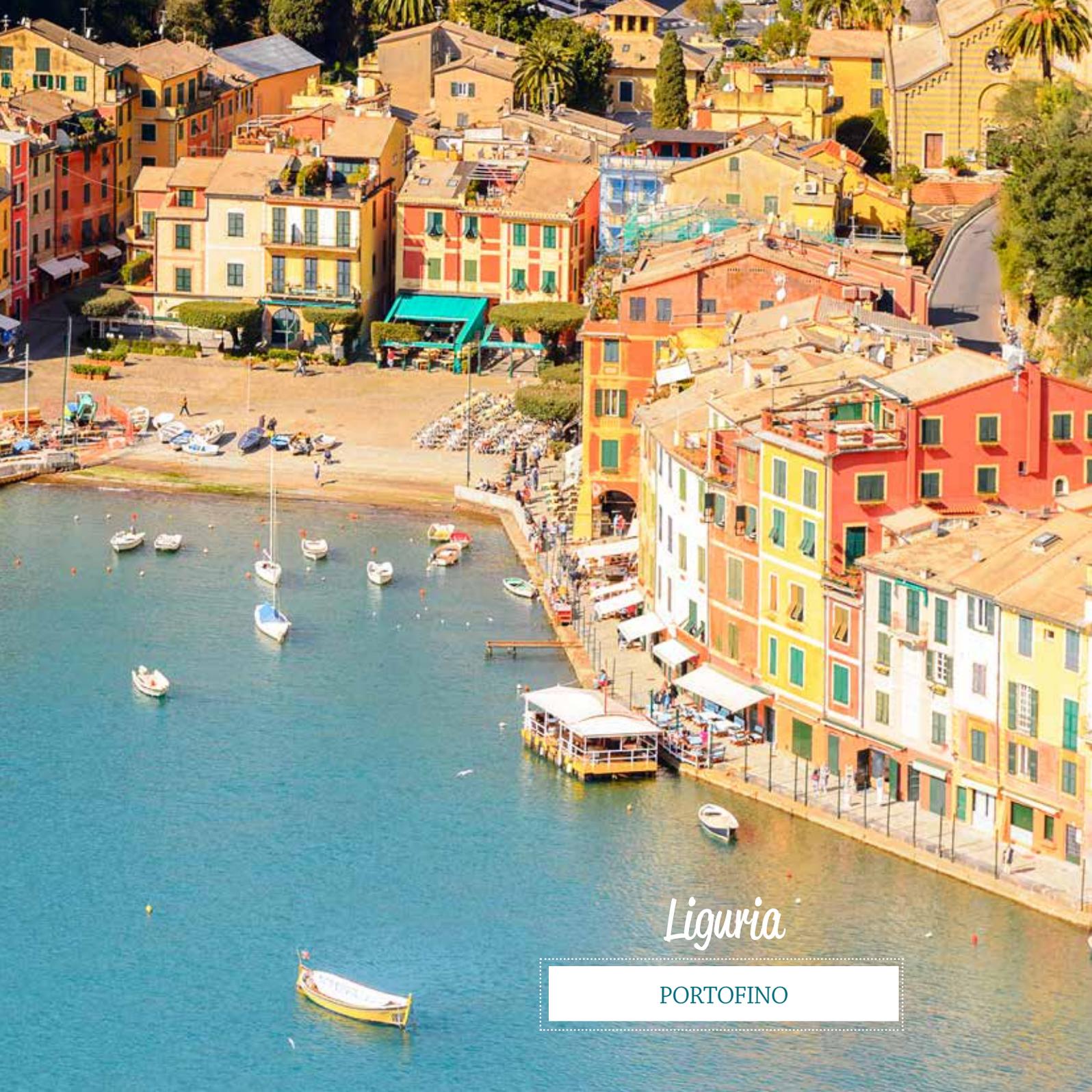
Liguria

PICTURE-PERFECT CINQUE TERRE

Cinque Terre translates to “Five Lands,” representing five lovely villages dating back to 11th century: Monterosso al Mare, Vernazza, Corniglia, Manarola, Riomaggiore. Each town gracefully clings to the rocky coast of Liguria, offering one-of-a-kind views of Italian life and the stunning Ligurian Sea. Cinque Terre and its colorful clusters of old fishermen’s houses, make up a national park and a UNESCO World Heritage Site, casting a spell over everyone who visits.

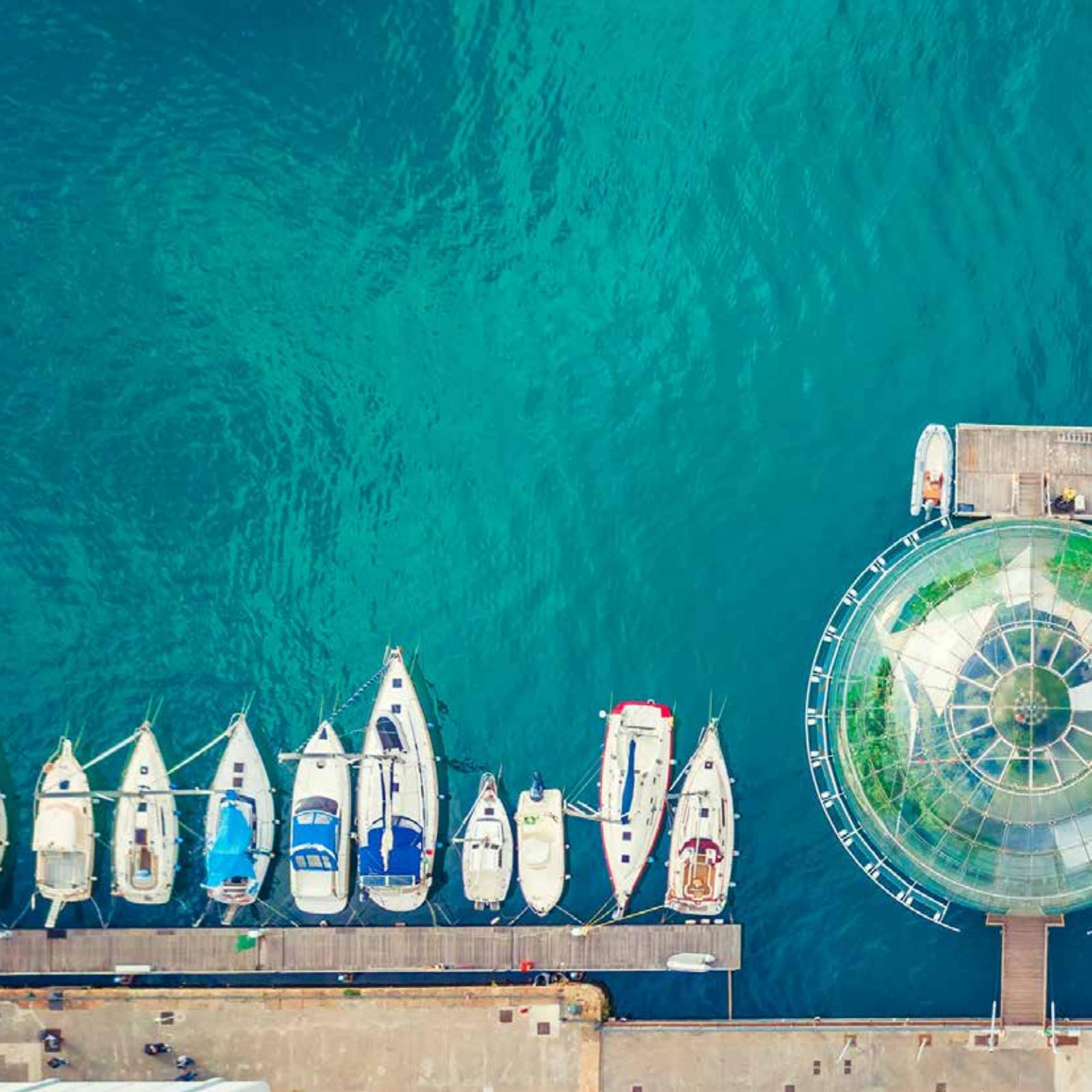
The Cinque Terre also serve as an ideal place to start an adventure through France or the rest of the Liguria region. Nearby Genoa boasts an historic Old Town, while other picture-perfect destinations include the exclusive Portofino, Rapallo, Tigullio, and Santa Margherita Ligure. For the most dreamy trip through Northern Italy, be sure to visit the 8th century Abbey of San Fruttuoso, the small harbor of Lerici with its castle and evocative Gulf of Poets, and Sanremo, home to an annual music extravaganza.





Liguria

PORTOFINO



Liguria

MARINA OF GENOA





Emilia Romagna

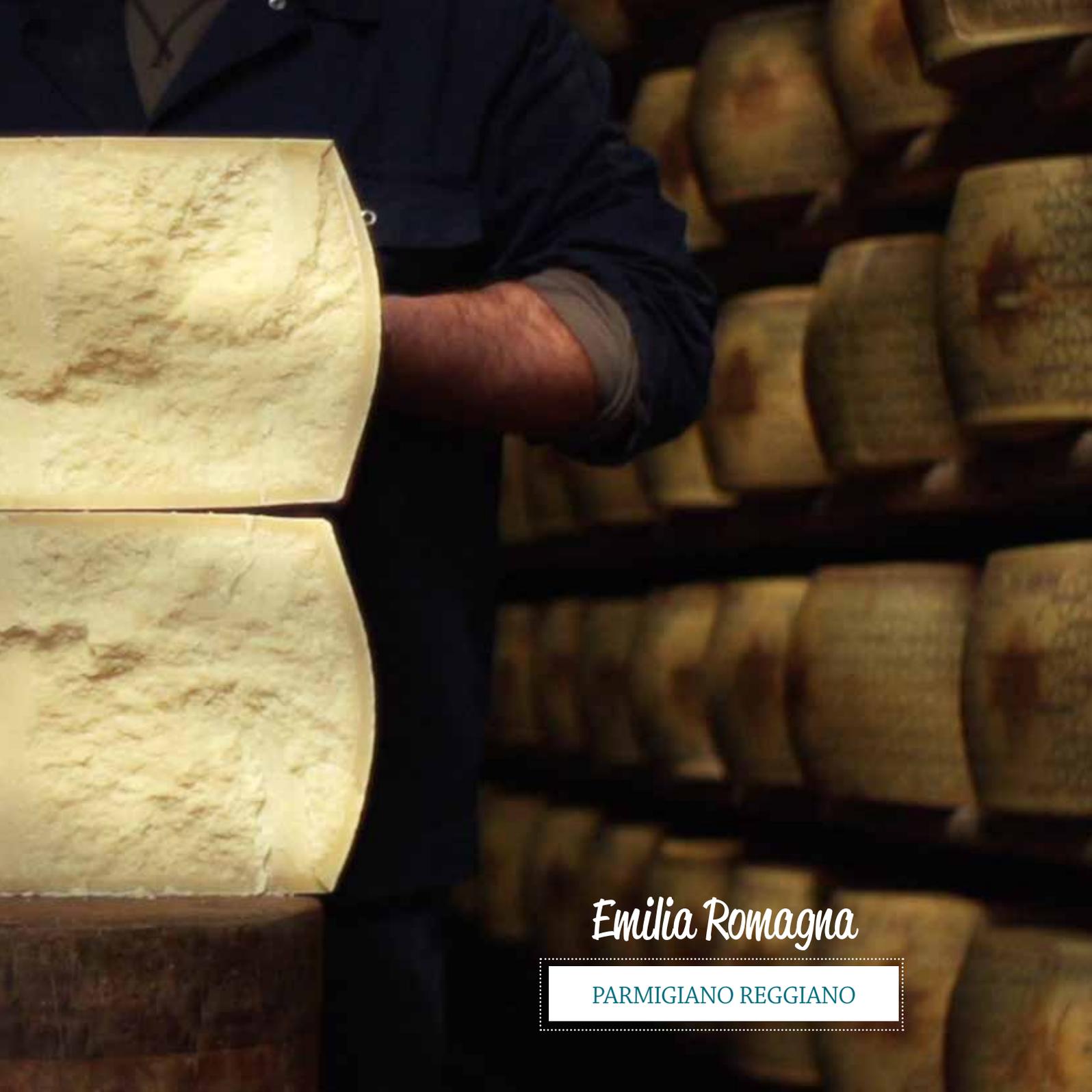
ON THE ROAD TO EMILIA ROMAGNA

A region built along a road. Emilia Romagna was developed along the ancient Roman street Via Emilia, unifying its multi-faceted culture and its many lively cities, including Bologna, Parma, and Ravenna; its Medieval tower-filled hamlets such as Brisighella, and its amazing countryside, from the smooth Apennine mountains to Rimini on the Adriatic coast.

Bursting with welcoming people, delectable local cuisine, and suggestive landscapes, Emilia Romagna is also the home of movie director Federico Fellini and luxury sports car founder Enzo Ferrari.

When in this all-encompassing region, our suggestion is to combine all of its wonders—visit its historic and artistic sites with its motor valley, stopping along the way to sample unforgettable delicacies: Lambrusco wine, Prosciutto di Parma, Aceto Balsamico di Modena, and Parmigiano Reggiano cheese.





Emilia Romagna

PARMIGIANO REGGIANO





Emilia Romagna

PROSCIUTTO DI PARMA



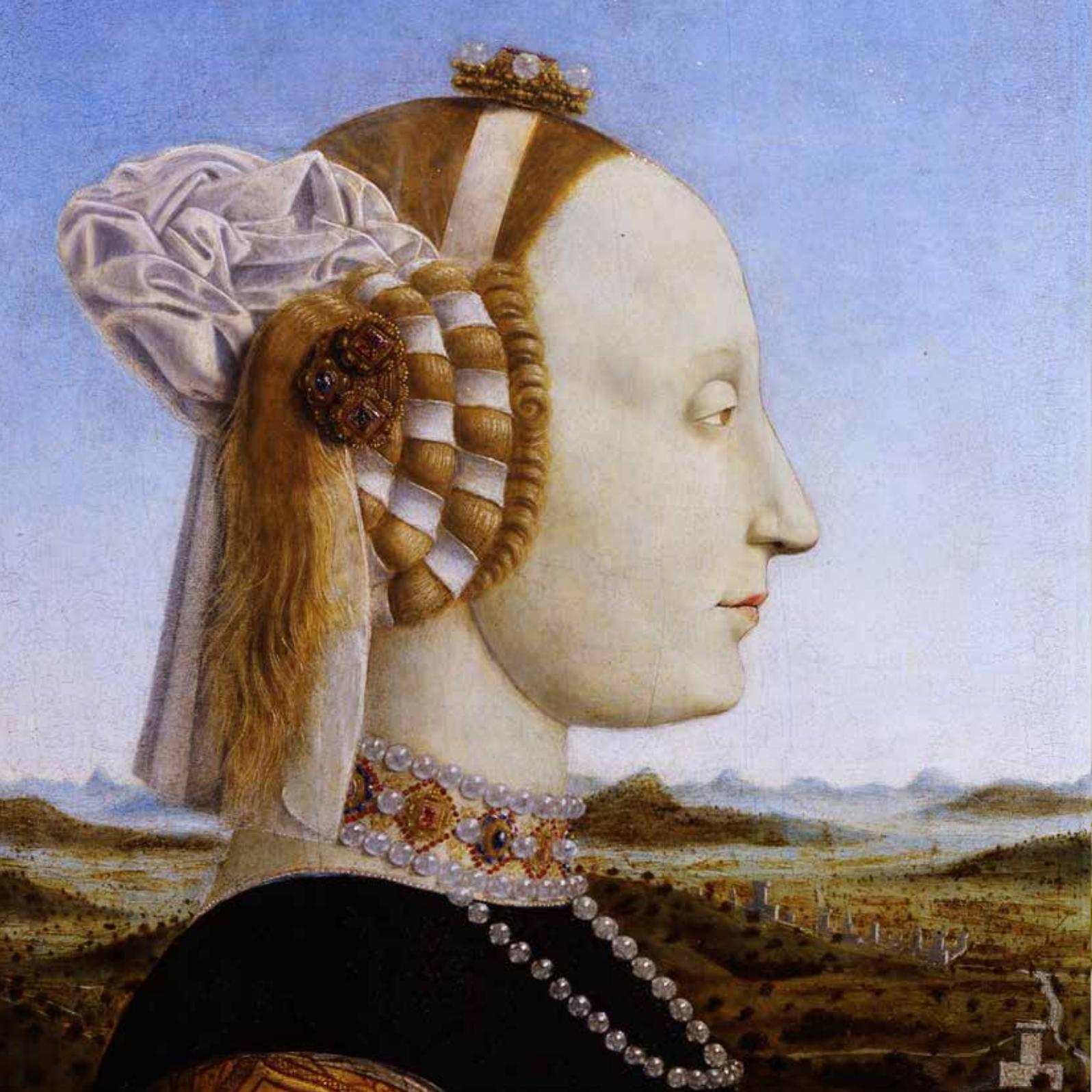
Toscana

A GLASS OF WINE IN THE HEART OF THE RENAISSANCE

Few regions have the charm of Tuscany. Divided between an extremely refined culture, valuable art and historical sites, and a genuine tradition of exquisite food and red wines, Tuscany has it all. And we'd love for you to sample all of these intriguing aspects.

We suggest you wander through Tuscany's rolling hills and fragrant vineyards, indulging in the pleasure of traditional cuisine and tasting local wines such as the velvety Chianti, an authentic Brunello di Montalcino, or the fruity Vino Nobile of Montepulciano. In between, visit the celebrated historic centers dotted across the region to travel into the very heart of the Italian Renaissance and Middle Age fairytales.

We absolutely recommend Florence with its famed art galleries and unique architecture, amazing boutiques and local artisans, but you also can't miss either the surrounding UNESCO World Heritage Sites: Pisa and its Leaning Tower, San Gimignano with its Medieval towers, Siena and its long-running Palio horse race, Pienza, Lucca, Monteriggioni, the Val D'Orcia, and the aristocratic villas and gardens once owned by the powerful Medici family.





Toscana

PIERO DELLA FRANCESCA AT THE UFFIZI



Toscana

COOKING LESSON







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Lazio

WHEN IN ROME

When in Rome, do as Romans do. We are all familiar with this old adage. So, as Romans, we have some pretty clear ideas about what is eternally beautiful in the amazing Eternal City.

Some places are so iconic that you really can't miss them—but you can benefit from exclusive entrances, reserved opening times, and specialized experiences. These sites include the majestic Colosseum and Pantheon, the elegant Spanish Steps close to the boutiques on Via dei Condotti, and the Trevi Fountain, famous for its appearance in Fellini's movie *La Dolce Vita*. Other locales, however, are more unexpected and intimate, and we look forward to designing a personal tour full of unique gems and secret corners throughout Rome.

We also love the evocative hills, lakes, and towns around the Italian capital: the Medieval castles of the Castelli Romani, well-known for their food and wines; the impressive aristocratic villas and gardens of Villa D'Este and Villa Adriana in Tivoli; or, finally, the decorated Etruscan necropolis and archaeological sites of Cerveteri.



A yellow and white golf ball sits on a green, with the word "Lazio" written in a white, cursive font to its right.

Lazio

OLGIATA GOLF CLUB





Lazio

ROMAN CARCIOFI





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Campania

CAMPANIA FELIX

Romans used to say that the Campania region is felix—that is, fertile, fecund, rich, and happy. It's not a secret that Campania represents some of the most celebrated parts of Italian cuisine, from its espresso coffee to the original pizza, which, in 2017 was named to the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

But Campania doesn't just only delicious, characteristic flavors. Amazing seascapes and a suggestive patchwork of colorful towns overlook the glittering blue Mediterranean from the Amalfi and Sorrento Coasts, as well as on lovely little islands such as Capri, Ischia, and Procida—all perfect for relaxing and sailing. The electrifying metropolitan life on the streets of Naples is waiting for you, while signs of ancient life are frozen in time in the impressive archaeological sites of Pompeii, Herculaneum, and Cuma.





Campania

SORRENTO COAST





Campania

NEAPOLITAN FOOD EXPERIENCE



Puglia

IN THE HEEL OF ITALY'S BOOT

Once home to Greeks, Romans, Byzantines, Normans, Swabians, and the Spanish, Puglia is a peninsula within the larger Italian peninsula, bathed by the Mediterranean Sea on three sides. Its prime position has made it a colorful melting pot of traditions, as well as a favorite destination for those who love heavenly golden beaches and bright turquoise water.

Among the cities we love most is Lecce, often called “the Florence of Southern Italy,” with its unique Baroque palaces and decorated churches sculpted from local sandstone.

The characteristic towns of Polignano a Mare, Trani, Monopoli, Putignano, Ostuni, and Gallipoli all deserve a visit as well. Then there's Alberobello and its surprising conical white houses called “trulli,” Grottaglie and its world-famous ceramic artists and workshops, and the natural wonders of Gargano, Valle d'Itria, and Alta Murgia. Finally, honorable mention goes to fresh burrata cheese, seafood, and slow food trattorias—perfect for tasting local products.

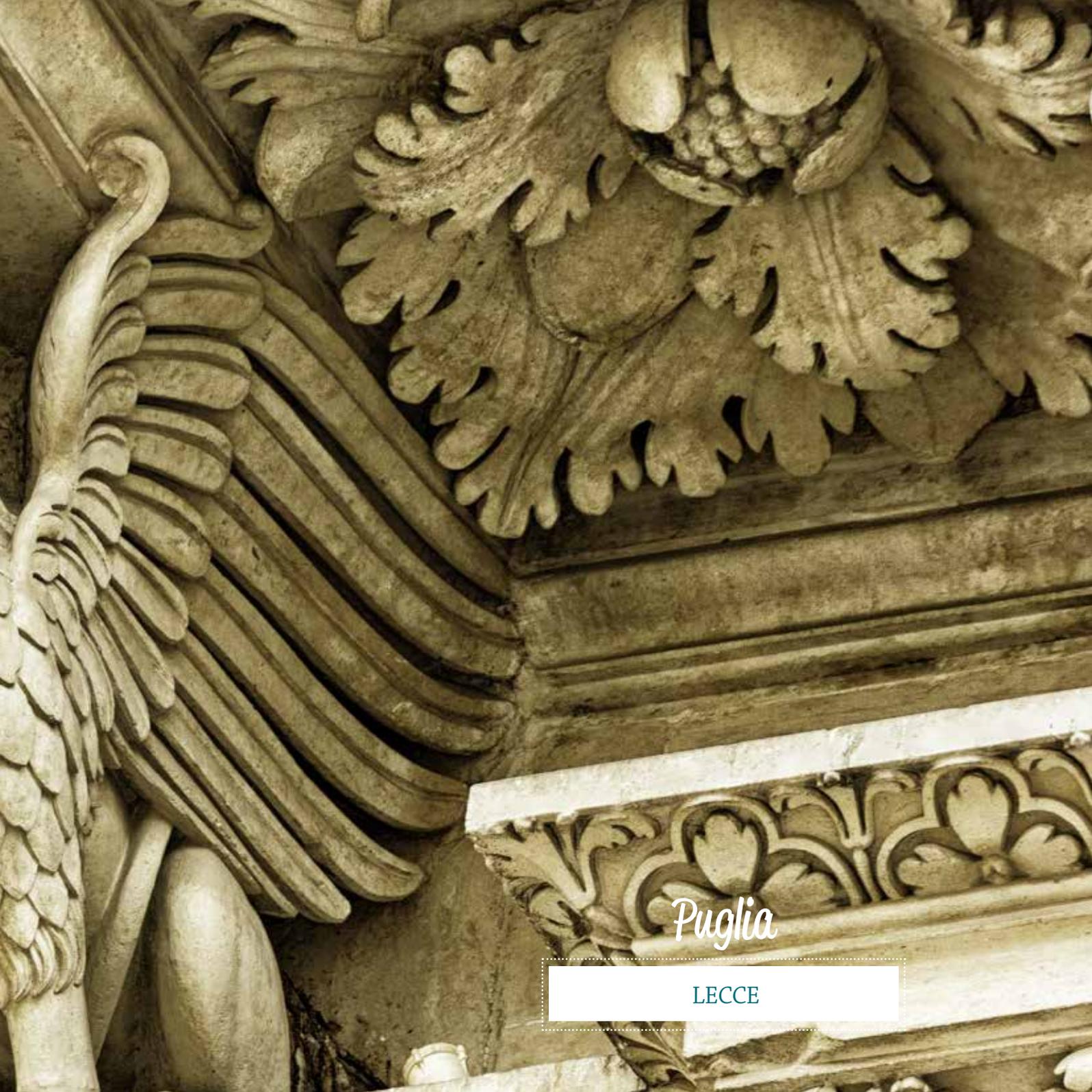


Puglia

ALBEROBELLO







Puglia

LECCE





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Sicilia

SICILY, THE LAND OF MYTHS

Sunbathed and complex, with an extremely rich cultural background that makes it absolutely unforgettable, Sicily is the biggest Italian island, boasting a diverse history spanning more than 3,000 years. Homer mentioned it in his *Odyssey* as Trinacria, and since that time, Sicily has remained a land of myths in the eyes of travelers and explorers.

Breathe in its enigmatic, magnetic atmosphere at the Valle dei Templi, the impressive archaeological site of ancient Greek temples in Agrigento, and while exploring the sublime volcano Mount Etna.

A kaleidoscopic variety of cities, small towns, and breathtaking natural landscapes offers you the widest choice of iconic destinations—all characterized by a warm welcome and delicious fragrant cuisine. Some highlights include the Baroque Noto, Ragusa, and Modica, well-known for its aromatic traditional chocolate; the Aeolian Islands and several amazing, historic cities overlooking the Mediterranean such as Taormina and Palermo with its unique Arab-Norman architecture; and, finally, the major cities of Catania and Siracusa.





Sicilia

TONNARA DI SCOPELLO



Sicilia

TAORMINA





Vatican City

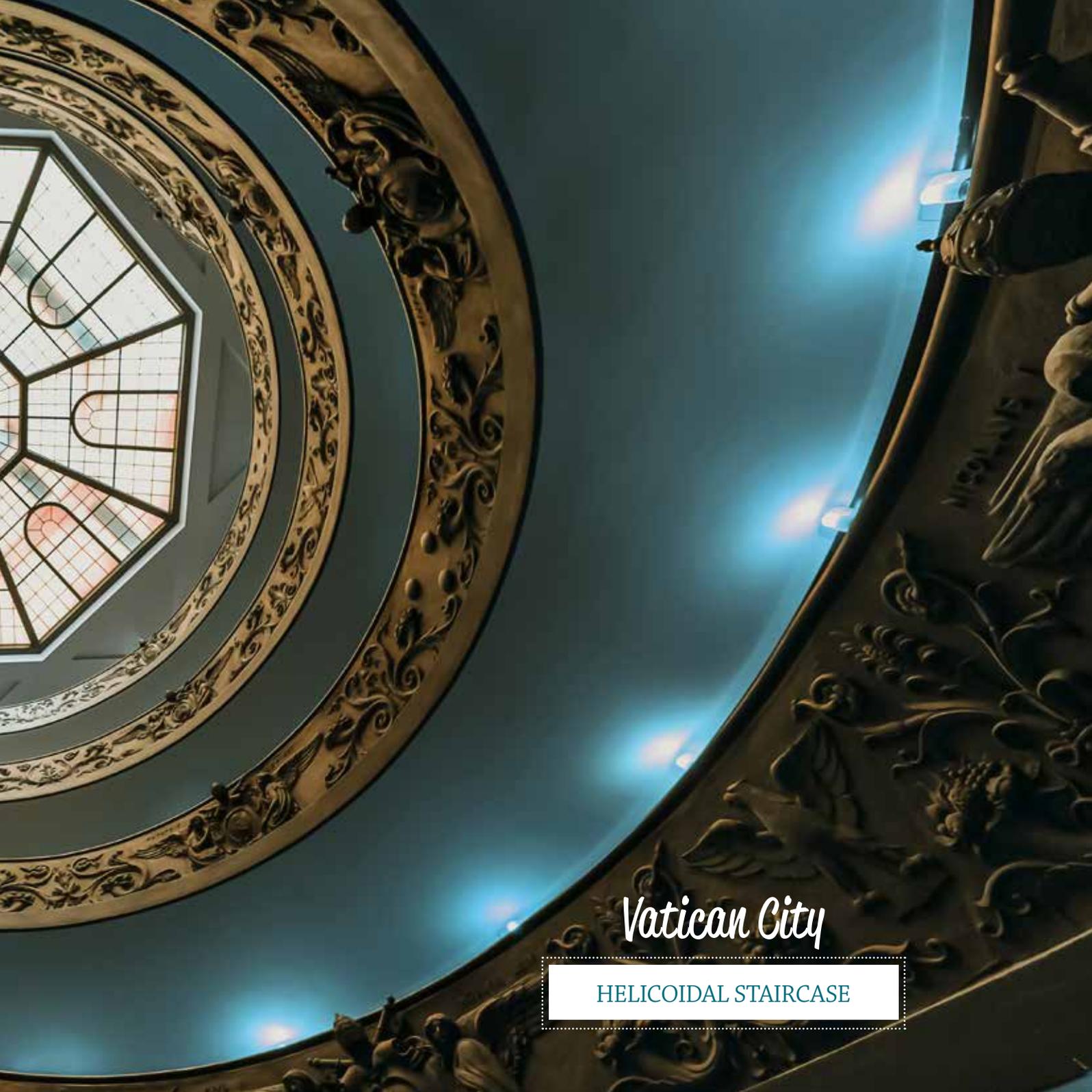
YOUR UNEXPECTED VATICAN

Rome is also home to the independent city-state of the Roman Catholic Church—Vatican City. With its long story of cultural patronage and dazzling treasures, it's among the most-visited attractions of the Eternal City. The area's large gardens and museums, along with the stunning St. Peter's Basilica, secures the Vatican's presence among the top UNESCO World Heritage jewels.

Our goal is to make sure you do not miss unique works of art such as Michelangelo's Sistine Chapel or the Raphael Rooms because of the stress brought on by overcrowding. To guarantee your highly specialized experiences, we can organize customized reservations and early entrances to visit the Vatican's most-visited spots in addition to areas typically closed to the general public, such as the panoramic Bramante Staircase.

The icing on the cake? Being inside the museums without tourists—especially at the moment when the clavigero solemnly opens each of the doors with their ancient keys, one by one, to the monumental entrance of the holy Sistine Chapel.

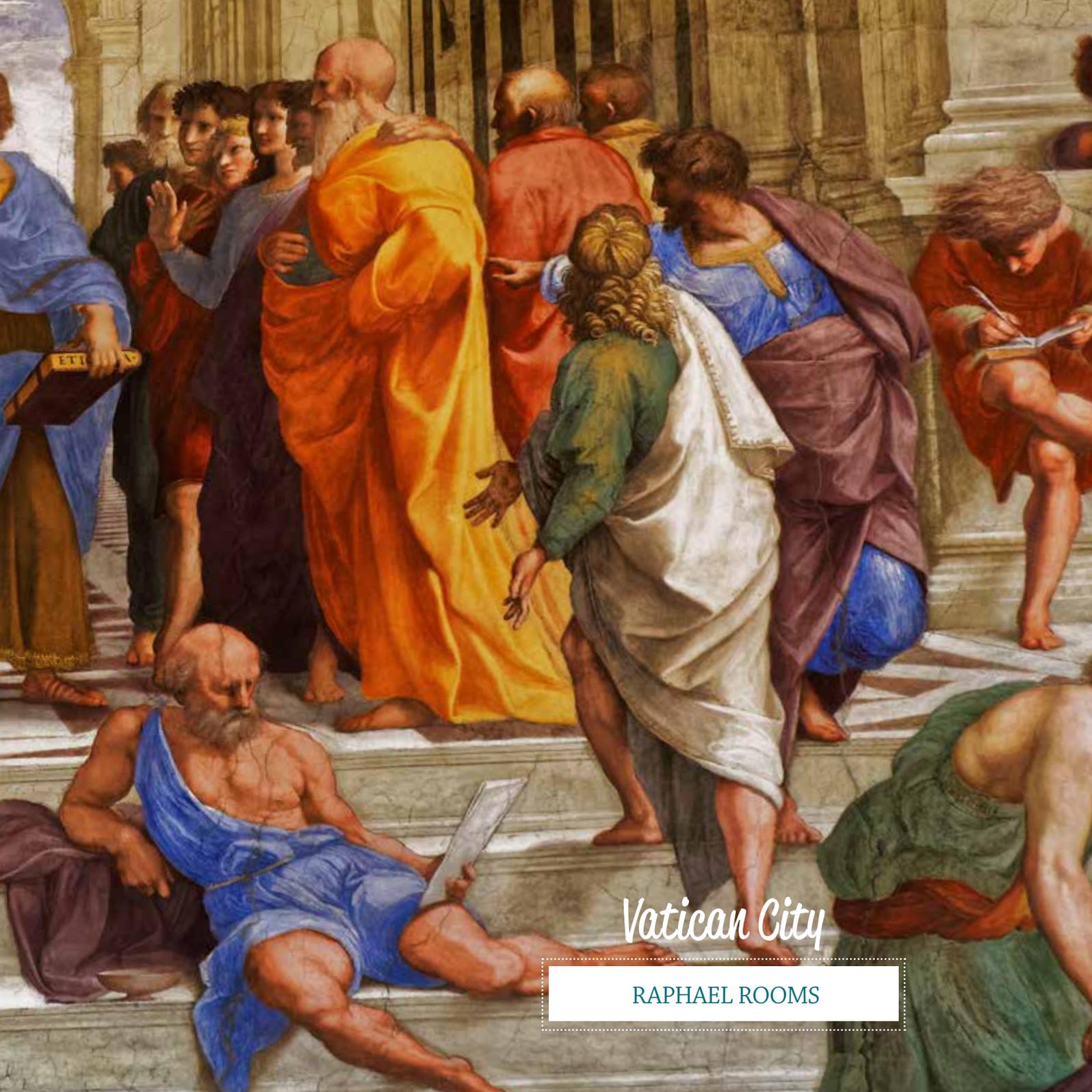




Vatican City

HELICOIDAL STAIRCASE





Vatican City

RAPHAEL ROOMS



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WE'D LOVE TO HELP YOU CAREFULLY CREATE YOUR UNFORGETTABLE ITALIAN EXPERIENCE, INCLUDING:

- Personalized itineraries, activities, shopping tours, and tastings.
- Exclusive visits to both highly-requested sites and attractions closed to the general public.
- Local assistance from our experts and insiders.
- The most comfortable and excellent accommodations, restaurants, spas, and entertainment.
- Meet-and-greet services.
- Private services and rentals (limousines, luxury and vintage cars, planes, helicopters, yachts, scooters, golf carts, bicycles).
- Horse and carriage tours.
- Hot air balloon rides.
- ... and much more!

To discuss your future getaway, contact us at sales@carrani.com

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