

# ASTA

WORLDWIDE DESTINATION GUIDE

2022/23



A-Z of worldwide destinations • International members • Regional profiles

## FIVE MINUTE GUIDE: FLORENCE

• **ABOUT:** Nestled in the foothills of the Chianti mountains, the first thing to notice about Florence is the orange glow coming from the city's rooftops that makes the whole place radiant. Florence was the birthplace of the Renaissance movement that's so shaped its gorgeous architecture, pastel-colored walls, hanging shuttered windows and immaculate churches. No wonder the entire city center is listed as a UNESCO World Heritage Site. When the sun sinks towards the horizon, be sure to catch a glimpse of the city from the River Arno that runs through the town; you're unlikely to forget it anytime soon.

• **EAT:** Expect simplicity and quality at the Fattoria Rossi Firenze in Piazza dei Davanzati. Choose from hearty plates of hams, Mediterranean vegetables and regional cheeses with a selection of organic wines to accompany it all. Produce comes directly from the owners' farm, where sustainable farming is the order of the day. Outdoor seating available for sunny days.

• **DRINK:** Take a seat on an upturned barrel and sample the flavors of Tuscany at wine bar Vini E Delizie in Via dei Banchi. Choose one of the local bottles that line the walls or opt for one of the bar's

classic cocktails, such as an Aperol spritz. The small plates of delicious spreads and dips will be sure to keep you there for hours.

• **STAY:** For a quintessential stay in Florence, look no further than the beautiful Hotel David. Set in a former 19th-century mansion that still contains all the original antique furniture, this elegant and cosy residence will make you feel at home, especially as it has a limited number of individually decorated rooms to choose from. Enjoy an iced drink in the leafy garden or grab a book and sink into an armchair in the lobby. Breakfast is included.

• **VISIT:** There's no sight in the world quite like Piazza del Duomo. Located in the heart of the city's historic center, it's where you'll find the exquisite Florence Cathedral (Santa Maria del Fiore). The exterior of the cathedral itself is a work of art and has the largest brick dome roof ever constructed. The square is also home to other famous landmarks such as Giotto's Campanile, a giant bell tower, and the Florence Baptistery, one of the oldest buildings in the city, with a mosaic octagonal dome. Visit at night, when these famous three sites are lit up with floodlights, for a truly spectacular view.



Florence, Italy



# TUSCANY TRUST A LOCAL

Guido Barocchi, CEO of Italy Breeze, talks about his passion for creating authentic travel experiences for visitors to his country

Above: Florence, Tuscany

**Whether it's a wedding, special event or vacation, Italy Breeze will design an exclusive tailor-made experience that won't be replicated elsewhere.**

#### **What is Italy Breeze?**

Based in Florence, Italy Breeze is a luxury destination management company (DMC) catering for the leisure, events and weddings markets. It's part of a larger family-run inbound tour operator, Caf Tours, which was founded in 1954 and now has a prestigious chauffeur service.

#### **Do you have a specialist region and why does your team stand out?**

Our signature work is designing unconventional luxurious travel packages and private experiences in Tuscany, but we also cover the rest of Italy. We're a young, passionate and professional team, sharing the same instincts and values, paying attention to detail and investing time researching itineraries.

#### **Why would U.S. visitors like your product?**

For us, luxury is not replication or standardization, it's authenticity. Italy Breeze was born with the mission to let people discover our country as we

also like to do: to visit timeless places like an ancient Tuscan village, to be lulled by the waves crashing on a cliff in Sorrento, to watch the sun sink behind the vineyards of Barolo, and to be amazed by the frescoes in the Sistine Chapel.

#### **How do you work with the travel trade?**

The travel industry needs specialists and not generalists. Our family footprint requires us to maintain a strong vocation for artisan quality together with innovation and, at the same time, relationships of trust with customers and partners.

#### **Why should U.S. travelers visit Italy in 2022?**

To discover the secrets of the country's incredible food and wine, to explore magical places rich in history and art, to tour its evocative landscapes and meet artisans preserving age-old traditions. The year seems to have started with a renewed enthusiasm and we've already received numerous bookings. We're convinced that the virtuous model of pandemic management carried out by Italy will be a strong attraction for the many impatient travelers around the world.



Italy Breeze is a luxury DMC based in Florence. It specializes in bespoke leisure travel, events and weddings in Tuscany and the rest of Italy.

#### **• CONTACT DETAILS:**

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