



Discovering Rome through the movie

For those that have loved the movie by Paolo Sorrentino, (award's winner movie) here is a special VIP tour that follows the steps of Jep Gambardella.

Inspired by the 2014 Oscar and BAFTA award-winning Italian film "La Grande Bellezza" (The Great Beauty) by Paolo Sorrentino, we are launching an exclusive tour inviting guests to explore the magnificent, undiscovered locations throughout the Eternal City featured in the film.

Led by the hotel's resident Art Historian, the full-day excursion engages guests with a morning filled with visits to the Fontana dell'Acqua Paola on the Janiculum Hill and Donato Bramante's Tempietto within the courtyard at San Pietro in Montorio.

Participants will then be driven to Trastevere and walk across the Ponte Sisto, what some consider the most beautiful bridge in the city. From there, guests can walk to and marvel at the Palazzo Spada, Piazza Farnese and along the cobblestones of the historic Via Giulia lined with Renaissance palaces and hidden courtyards.



Prosecco...now more popular than champagne

News today that prosecco is outselling champagne probably comes as no surprise but why have its fortunes soared so dramatically? (Wine merchant Majestic reports a 39% increase in sales in the last six months.)

The Spanish produce a similar product called «Cava» wine which is generally a bit cheaper. However, to most palates, prosecco is more appealing. It is softer and creamier than cava and generally quite a bit sweeter (prosecco typically contains 15-16g of sugar per litre compared to 9-10g for champagne).

It mixes better as well, especially with fresh fruit purees (the classic Bellini or the fashionable Aperol Spritz) that makes it a better base for cocktails.

The grape used to produce «Prosecco» is called Glera and exclusively produced in the North East of the «boot» spread over 5 provinces in the Veneto region (Treviso, Venezia, Vicenza, Padova and Belluno) and 4 in the Friuli Venezia Giulia (Gorizia, Pordenone, Trieste and Udine).



Drinking coffee in Italy

"Prendiamo un caffè? The ritual of coffee in Italy is something unique to the country and to the Italians.

You will be amazed to see the amount of bars in any Italian city or village and you will be dazzled by the many ways you can drink coffee.

Whether you drink a coffee in a street bar of Taormina or in a similar location in Cortina, the cost may be the same or at least it will cost between €uro 0.80 to a maximum of 1.20 this is because the rate is fixed and capped by the Italian government.

But beware! For the same cup of coffee the price changes dramatically if you drink it at the bar or if you sit down, if you drink one in your hotel or in a main city square. The cost may/will increase considerably and you have the right to question it.

The reason for this is: you are using a public soil managed by a private entity and someone is bringing it to you on a "silver tray". So on your next trip to Italy...you know you have the choice and you have been warned. This is valid for anything from a glass of water to a simple snack!



+ Welcome Italy *Your local DMC*

Welcome Italy (fully owned by Welcome Swiss) has over 40 years of proven experience combined with a passion for showcasing Italy as a MICE destination, delivering proposals and events to match your needs within 48 hours.

We possess extensive local knowledge, resources and contacts, specializing in the design and implementation of activities, tours, event program logistics and varied transportation.

With our great selection of local partners we guarantee the best value for money as well as high quality services and hands-on management.

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Italy – a crossroads of artistic, innovative and ancient wonders

Just for a laugh

HEAVEN is where:

- The police are British
- The chefs Italian
- The mechanics are German
- The lovers are French
- and it's all organised by the Swiss

HELL is where:

- The police are German

Where to start from when talking of Italy? A modern and cosmopolitan country with an excellent standard of living, superior health and education provision, endless opportunities in beautiful landscape, a vibrant cultural country, rich in culture, beauty and history contrasting landscapes of bustling cities and romantic countryside, these and many more are the reasons for millions of visitors every years decide to visit our country.

Italy is recognized for its international brand in strategic sectors such as fashion, automotive, marine, design, mechanics. The Italian style, innovation, creativity and love for the tradition are all key success factors of the “Made-in-Italy” brand in the competitive world market. Moreover, Italy has the largest number of World Heritage (UNESCO) sites in Europe, with 47 locations listed as places of outstanding cultural and historical significance.

This and much more is the reward for the Australian undertaking such a long trip to the other side of the world, come and experience the extraordinary warmth and hospitality of the Italian people.



A dinner, an idea!

Dining with David – the privilege of dining with the David of Michelangelo. Simply special.

Italian street food Festival – We, Italians, take food seriously, with our street food festival we prove how serious we can be, but the rest is fun throughout the evening. Entertaining !

The dinner show – A gourmet dinner hosted by a famous Italian chef involving a show cooking event. Exclusive !

The sky is the limit – we keep it simple... we take you for a private tour of the Sistine Chapel followed by dinner in one of the Vatican museums. Fills the soul!

The Godfather – there “he is” with his picciotti hosting your dinner, spectacular, entertaining. Thrilling !

Festa Paesana – there is a “Party in the village” - typical Italian feast brought to you by Welcome Italy. An awesome event.

A tavola con il Doge – if you happen to be in Venice, your dinner can be hosted by the Doge in his Palace! Overwhelming !

Carnival night – Italy has a strong tradition of Carnival; with this dinner we bring you sample of carnival tradition across Italy, from the elegance of Venice to the orange fighting of Ivrea! Awe-inspiring !

Dining under the vineyards – we mean it literally! A dinner served under the vineyards with local Sardinian Folklore. Remarkable !

Meet Lorenzo il Magnifico – A medieval dinner hosted by Lorenzo the Magnificent plus colourful street artists and medieval parade. Astonishing !

The element of life – a spectacular show on stage themed around the 4 elements, something of a rare beauty a dinner to be remembered for years to come. Spectacular !

The fisherman’s dinner – Picture your guests enjoying an aperitif at dusk; at a distance fish boats approach, fresh fish is handed over to the local ladies in typical costumes and it is immediately deep fried and served. Can you picture the special moment? Memorable !



Activities & more

Gladiator for a day – « my name is Maximus Decimus Meridius, Commander of the Armies of the North, General of the Felix Legions, loyal servant to the true emperor » ...remember? Would you like to play this role for a day?

The Caterpillar event – Never seen before! An event where guest have to complete heavy works using real construction vehicles. Piece of cake !

The Italian Job – Ok there is no robbery or assault involved, yet with our Italian job the fun is guaranteed. With the Ipad you find your way around, surprises are set along the way. Oh by the way we use Fiat 500 in this case. A legendary event.

Fly to the Dolomites – Famous throughout the world as World Unesco Heritage, but how many have made it there? This is the occasion to give a bird eye view and discover the dramatic beauty of the Dolomites.

The exclusive event – It starts with a low-key element and it turns with something extraordinary, a Ferrari drive through the countryside

The Pit stop – Many of us remain speechless when we see how fast the tyres are changed during a Formula 1 Grand prix. How do they do that? This is the occasion to learn and understand better, you have 5 seconds!

Mixing & drinking – how about creating your own cocktail, prizes are awarded for the best mix.

Is it white or red? – An interactive wine tasting session, an ideal icebreaking event themed around the world of wines

Off road driving – Imagine a fleet of 4 x 4, stop in a forest and discover that your meal is prepared by real shepherds...imagine!

The Roman chariot race – but first you have to build one!

Old timer rally – would you not want to give your guests the unique pleasure of driving at a slow pace on board the Alfa Romeo Duetto? We love it and our guests too.

The Renaissance re-discovered – It does not matter if you are an art lover or a not, there is something magic still. When a door closes to the public and magically opens for your guests alone, a private visit of the Uffizi gallery speaks by itself.

The Vespa – Ok let's clear one thing – you are not doing driving, sorry! Yet can you picture yourself through the city on board your own vespa with an Italian driver?

The elements of life – a special tour designed for VIPs where we start with a chauffeured driven cars, we stop for a VIP lunch, we continue with a tour on a luxury yacht and we return back to the base by helicopter. Did we forget the fire? Or probably not, keep it silent, it is a surprise!
