



4-Day Florence & Tuscany Ferrari Tour

A New Travel Concept

Red Travel offers a new travel concept; an innovative approach to the self-drive tour offering absolute luxury combined with the ultimate Gran Turismo experience.

RedTravel tours are unique journeys, individually created to enable our guests to fully experience the Italian Way of Life. Each tour is a sublime blend of art, fashion, architecture, gastronomy and spectacular scenery.

Our guests will feel part of a real Ferrari team, enjoying the opportunity to personally drive the very latest models. Travelling for approximately one thousand kilometres, accelerating through the steep, winding roads of Tuscany, along the route of the legendary Mille Miglia race, putting their driving skills to the ultimate test.

Behind the scenes, Red Travel staff take complete care of the Ferraris. Our guests will find their car, clean and polished, refuelled and fully checked, ready to begin another day of exciting driving through further dazzling landscape.





4-Day Florence & Tuscany Ferrari Tour

DAY 1: WELCOME TO FLORENCE, CRADLE OF THE RENAISSANCE

- You will be met at *Florence International Airport* and transferred by Mercedes E-Class to [Villa La Massa](#). Accommodation in deluxe room.

Featuring two villas dating back to the days of the Medici (16th century), the Noble Villa (Villa Nobile) and the Old Mill (Vecchio Mulino), plus the more recent Little Villa (Villino), the Villa la Massa, formerly an ancient home of the aristocracy, was transformed into a hotel in 1950. The hotel offers 34 individually distinctive rooms, all recently refurbished in the traditional Florentine style. The spacious rooms are decorated with antique furniture, fabrics woven at the historic Florentine textile mills, wrought iron and woodwork from renowned Florentine cabinetmakers.

- Time at disposal for shopping or for a guided tour of Florence (upon request).

Birthplace of the Renaissance, Florence is a jewel in Italy's crown with architectural treasures literally around every corner. The capital of Tuscany plays host to some of the world's most beautiful museums and galleries housing works of art by da Vinci, Michelangelo, Giotto and Botticelli. The city of Lorenzo the Magnificent, Dante and Brunelleschi is truly full of magic.

Evening



Dinner in Florence - Restaurant suggestions: **Borgo San Jacopo** (1 Michelin star), **Il Verrocchio** at Villa La Massa.



Overnight at **Villa La Massa 5*** (Florence).





DAY 2: DISCOVERING CHIANTI BY FERRARI

Route: Florence ▶ San Gimignano ▶ Siena ▶ Castelnuovo dell'Abate

Morning

- 09.30: Meeting with Red Travel Tour Director at the hotel.

Our private Tour Director, an expert Ferrari driver, will introduce our guests to the world of Ferrari; clarify the finer details of the controls, explain the differences between the various models (Ferrari 488 Spider, Ferrari 488 Pista, Ferrari Portofino) and the engines (new 8-cylinder turbo) and most importantly, give guidance on how to handle the F1 paddle-gear shifting behind the steering wheel.

- All luggage will be transported separately.

10.00: Departure by Ferrari towards San Gimignano



During the tour, several halts will allow drivers and passengers to swap seats, if they wish to.

Our Tour Director leads the way at the wheel of his car guiding the Ferrari along the Chiantigiana Road passing Greve in Chianti, Castellina in Chianti, Barberino Val d'Elsa. During the whole journey, the Ferraris and the Tour Director's car will be constantly in touch by mobile radio system.

- Halt in San Gimignano for a coffee at Relais La Collegiata.

San Gimignano rises on a hill (334m high) dominating the Elsa Valley with its more than 7 medieval towers. Once the seat of a small Etruscan village of the Hellenistic period (200-300 BC) nowadays it's part of Unesco Heritage.

The roads carefully selected by Red Travel ensure maximum driving pleasure while enjoying the beautiful landscape of Tuscany.

- The tour continues in direction of Siena where you will stop for a visit of the town.

Siena, an unspoiled mediaeval city, is the location of the famous Palio, a horse race around the city's shell-shaped Piazza del Campo. Siena's other historic gems from the Middle Ages include the Town Hall (Palazzo Pubblico) and the Torre dei Mangia (1340), which are similar in height to the Cathedral.

- Indulge for lunch in the magnificent Piazza del Campo.



Lunch in Siena - Restaurant suggestion: **Al Mangia**, located in Piazza del Campo, Siena's main square.



Afternoon

- Free time to explore Siena.

15.00: Departure by Ferrari towards the magnificent Val d'Orcia

- Arrival at [Castello di Velona Resort](#) and check-in.

Castello di Velona Resort, Thermal Spa & Winery is a National Monument, a renovated fortress dating back from the XI century, on the top of a hill overlooking the entire Val d'Orcia. Located in Montalcino County only 9 km away from the town center, Castello di Velona is known for its thermal OLI SPA and for producing one of the best 10 Brunello di Montalcino wine, as well as Extravirgin Olive Oil.

Evening



Dinner in Castelnuovo dell'Abate - Restaurant suggestions: **Settimo Senso**, for an elegant emotional dinner, or **Brunello**, for a Tuscan-like retreat.



Overnight at **Castello di Velona Resort, Thermal Spa & Winery 5*** (Montalcino, Siena).

Guests can drive the Ferrari for up to 200 km during the day 



DAY 3: CONTINUES THE FERRARI EXPERIENCE IN VAL D'ORCIA

Route: Castelnuovo dell'Abate ▶ Bagno Vignoni ▶ Pienza ▶ Florence

Morning

Departure by Ferrari

A day to revel in the spectacular panorama offered by this delightful Tuscan valley, known worldwide for its extensive vineyards.

In his car, Red Travel Tour Director leads the tour through a succession of enchanting towns and villages, whose charming appeal encapsulates the very soul of Val d'Orcia.

- First stop at Bagno Vignoni, whose characteristic, besides the thermal waters, is its unchanged structure. In fact, the main square of this town is not like it can be imagined in other places, but it is made by boiling water that flows at 52 °C (126 °F).
- Second stop is Pienza, Pope Pius' II birthplace, located high on a hillside. Meant to be the ideal Renaissance town, Pienza comprises such beauties as a white stone cathedral, Palazzo Piccolomini with its fine courtyard, Palazzo Borgia, a graceful Piazza...



Lunch in Pienza - Restaurant suggestion: **La Terrazza del Chiostro**.



Afternoon

Departure by Ferrari, the itinerary leads back to Florence: en route Montepulciano and Arezzo

- Arrival in Florence and check-in at the splendid hotel [Il Salviatino](#). Accommodation in deluxe room.

Il Salviatino is a luxuriously refurbished Renaissance villa set within the sloping hills of Fiesole, yet only a stone's throw away from the Florence city centre. Surrounded by a 50,000 m² (12.5 acres) private park, the hotel was built in the 14th century and for centuries was used as a cultural gathering place for artists, performers, and intellectuals. The sumptuous Spa Il Salviatino is located in the greenest corner of the villa's private park, immersed in the luxurious gardens, where relaxation in a welcoming atmosphere is the crowning touch to the select treatments performed by highly qualified personnel.

- End of the Ferrari experience and time at guests' disposal.

Evening



Dinner in Florence - Restaurant suggestions: [La Cucina del Salviatino](#) at Salviatino Hotel, [Enoteca Pinchiorri](#) (3 Michelin stars).



Overnight at [Il Salviatino 5*](#) (Florence).

Guests can drive the Ferrari for up to 180 km during the day 



DAY 4: ARRIVEDERCI ITALIA!

Morning

- Time at disposal for shopping or just to relax.
- Private transfer by Mercedes E-Class to *Florence International Airport* for your return flight, and the end of the services with Red Travel.



Highlights & Included Services

- 4 days Italy by Ferrari tour on the most exciting roads of Tuscany
- Florence - San Gimignano - Siena - Val d'Orcia - Chianti - Florence by Ferrari
- Opportunity to drive the latest models of Ferrari
- Full Ferrari briefing
- Full-kasko (civil liability) car insurance for all cars and up to 400 km of Ferrari driving
- 3 nights' accommodation in deluxe room with breakfast in 5-star hotels: Villa La Massa (Florence), Castello di Velona Resort Thermal Spa & Winery (Montalcino), Il Salviatino (Florence)
- Spa treatments at Castello di Velona Resort (indoor and outdoor swimming pools, jacuzzi with volcanic naturally-warmed water, solarium, relax area, steam bath, sauna and multi-sensory showers)
- Red Travel staff (1/2 persons), including your private Tour Director with his car
- Mobile radio system (guests and Red Travel staff, while driving, are always connected through radio)
- Service of parking, cleaning and refuelling for all the cars
- Visits, private transfers by Mercedes E-Class as per programme and from/to Florence International Airport
- Amateur photographic service
- For any pre- or post-tour extensions, please contact Red Travel

Red Travel's full Ferrari service

You enjoy the Ferrari driving while your private Tour Director and his staff take care of everything else: refuelling, cleaning, parking, technical assistance...

Not included

Airfare, fuel for the Ferrari, meals and drinks, night transfers, everything not shown as "included services".

Red Travel car portfolio (upon availability)

- **Ferrari 488 Pista** (with surcharge)
- **Ferrari Portofino**
- **Ferrari 488 Spider**



Deposit for the car:

10,000.00 euro for each Ferrari

The programmes are indicative and subject to modifications, on a day-to-day basis and with the assent of Red Travel Tour Director. On request: tailor-made programmes including alternative itineraries and activities (golf, yachting, hot air ballooning, shopping tour, cooking lesson, wine tasting tour, private guided tour...)

Note: Final price will be communicated after hotel selection.