



6-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.

Red Travel 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 Umbria and Tuscany, along the route of the legendary Mille Miglia race, putting their driving skills to the ultimate test.

As a relaxing contrast to the exhilaration of driving a Ferrari, our journeys include wellness programmes at the Fonteverde Tuscan Resort & Spa, a world-class spa hotel located in the midst of the rolling hills of the Val d'Orcia.

Behind the scenes, Red Travel staff take complete care of the Ferraris. Every morning, our guests will find their car at the entrance of the hotel, clean and polished, refuelled and fully checked, ready to begin another day of exciting driving through further dazzling landscapes.





6-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 Berardenga (Siena)

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 for the 2nd part of the tour towards the magnificent Val d’Orcia to reach Castelnuovo Berardenga and the famous Relais&Chateaux of Borgo San Felice.

- Arrival at [Borgo San Felice](#) and accommodation in deluxe room.

An ancient Tuscan stone village dating back to Medieval times, now converted into a hotel diffuso following a lengthy conservative restoration, offering 2 restaurants, a heated outdoor pool, a fitness centre, tennis courts and, a Spa – Borgo San Felice is also a Wine Resort set amidst vineyards and olive groves.

Evening



Dinner in one of the restaurant of the hotel - Restaurant suggestion: **Il Poggio Rosso (1 Michelin star), Osteria del Grigio.**



Overnight at **Borgo San Felice 5*** (Castelnuovo Berardenga, Siena).

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



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

Route: Castelnuovo Berardenga (Siena) ▶ Bagno Vignoni ▶ Pienza ▶ Montepulciano ▶ San Casciano dei Bagni

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 towards San Casciano dei Bagni

- Stop in Montepulciano and visit of the town: archetypical Tuscan mediaeval town built at the summit of a hill as well and surrounded by walls and fortifications. The place is famous for its *Vino Nobile*, one of Italy's major red wines.
- Arrival at [Fonteverde Tuscan Resort & Spa](#) and check-in.

A Medicean residence restored to its former beauty. The hotel offers rooms, richly decorated premises with terraces overlooking fields and verdant hills. A blend of Renaissance aura and present-day comfort in a hotel where luxury engenders relaxation.



Dinner in San Casciano dei Bagni - Restaurant suggestion: **Ferdinando I** at Fonteverde Tuscan Resort & Spa.



Overnight at **Fonteverde Tuscan Resort & Spa 5*** (San Casciano dei Bagni, Siena).

Guests can drive the Ferrari for up to 120 km during the day 



DAY 4: SPA, RELAX AND FERRARI

Route: San Casciano dei Bagni ▶ Orvieto ▶ Cetona ▶ San Casciano dei Bagni

Morning

- Morning at disposal to relax at the Spa of the hotel and in the thermal pools.

Spa & Relax: the mineral-rich, natural warm spring waters that emerge here have multiple therapeutic benefits for the organism. Take advantage of the thermal pool, the bioaquam® circuit (with its various hydromassages) or any other spa treatment offered by this highly reputable spa resort set in the midst of the rolling hills of the Val d'Orcia (southern Tuscany).



Lunch in hotel or en route.

Afternoon

Departure by Ferrari for Orvieto

- Orvieto, an unspoiled mediaeval city, world-renowned to be a perfect example of integration between nature and man's work.



Orvieto is an ancient Etruscan city (Velzna) that reached its pinnacle as a commercial centre in the VI century BC. Subsequently, it was invaded and destroyed by the Romans in 264 BC.

Re-established in the Middle Ages under the name of Urbs Vetus; today the town still has the appearance of a stronghold in tufa and basalt, chiselled with a network of narrow roads, and a labyrinth of underground passages and tunnels.

- Time at disposal to visit the town and the famous well of St. Patrick.

Departure by Ferrari, towards hotel Fonteverde

- Arrival and time at disposal for Relax.

Evening



Dinner in Cetona - Restaurant suggestion: **La Frateria di Padre Eligio Mondo X**.

La Frateria di Padre Eligio Mondo X, 25 minutes from the Fonteverde Hotel, has been created in one of the most beautiful monuments ever built by man - St. Francis' Convent - founded by St. Francis in 1212, an unchanged example of the life in convent in the Dark Ages.

- Return to the hotel after dinner.



Overnight at **Fonteverde Tuscan Resort & Spa 5*** (San Casciano dei Bagni, Siena).

Itinerary Option – Perugia or Assisi

- Breakfast and departure by Ferrari for Perugia or Assisi with lunch in the town chosen, visit of the town after lunch and return to the hotel in the afternoon.

Perugia, with its ancient Etrurian walls, has one of Italy's most beautiful main squares: the middle of the square is dominated by Fontana Maggiore, a splendid mediaeval fountain which has been realized in the second half of Thirteenth century.

Assisi, splendid town, where one can visit some of the most important religious monuments of the world (St. Francis and St. Clare Basilicas, with frescoes by Giotto, Lorenzetti, Simone Martini...).

Guests can drive the Ferrari for up to 160 km during the day 





DAY 5: CORTONA AND AREZZO

Route: San Casciano dei Bagni ▶ Cortona ▶ Arezzo ▶ Florence

Morning

Departure by Ferrari and first stop in Cortona

Cortona was born as Etruscan centre, as witness the ancient rests in the town; it became famous at the beginning of 1100 as centre of arts & crafts.

- Second halt on the route at Arezzo, this town, extraordinarily ancient, as Ninive or Assur, became strategically important during the Roman age as military station on the Cassia road.
- Time at disposal to visit the town.



Lunch in Arezzo - Restaurant suggestion: **I Tre Bicchieri**.

Departure by Ferrari to return to Florence

- Option - halt at the Outlet "The Mall" for shopping.
- Arrival in Florence check-in at 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 suggestion: **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 190 km during the day



DAY 6: 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

- 6 days Italy by Ferrari tour on the most exciting roads of Tuscany
- Florence - San Gimignano - Siena - Val d'Orcia - Orvieto - Arezzo - Chianti - Florence by Ferrari
- Opportunity to drive the latest models of Ferrari
- Full Ferrari briefing
- Welcome coffee
- Full-kasko (civil liability) car insurance for all cars and up to 650 km of Ferrari driving
- 5 nights' accommodation in deluxe room with breakfast in 5-star hotels: Villa La Massa (Florence), Borgo San Felice (Castelnuovo ìBerardenga, Siena), Fonteverde Tuscan Resort & Spa 5* (San Casciano dei Bagni, Siena), Il Salviatino (Florence)
- Spa treatments at Fonteverde Tuscan resort (indoor and outdoor thermal pools, Bioaquam circuit with hydromassages and waterfall and Etruscan circuit with sauna, grotto and Turkish bath)
- 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.