

ITALIA IN FERRARI

powered by  RedTravel®



8-Day Rome, Florence, Maranello & Milan 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 for you to fully experience the Italian Way of Life. Each journey 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 kilometres, accelerating through the steep, winding roads of Lazio, Tuscany, Emilia Romagna and Lombardia, putting their driving skills to the ultimate test.

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.





8-Day Rome, Florence, Maranello & Milan Ferrari Tour

DAY 1: WELCOME TO ROME, THE ETERNAL CITY

- You will be met at *Rome Fiumicino International Airport* and transferred by Mercedes E-Class to the splendid *Hotel de la Ville*, a modern-day icon atop the Spanish Steps.

A lively 18th-century palazzo in a peerless position, Hotel De La Ville both embodies and overlooks life in the Eternal City'.

The confluence of classical Roman romance and contemporary cool, sweeping city views, buzzing drinking and dining spots and fresh, zestful design make for Rome's most exciting new arrival. Fall for its enchanting courtyard, exquisite food from Fulvio Pierangelini, effervescent rooftop bar, street-side bistro and Sicilian-inspired spa.

Here you can take a rest before setting out on an initial tour of the wonders of the 'Eternal City'. You may have the opportunity to explore some of its most beautiful sights, like the *Coliseum*, the *Trevi Fountain*, *The Pantheon*....

Evening



Dinner in Rome - Restaurant suggestions: **Mosaico** (elegant hotel's restaurant), **La Pergola** (3 Michelin stars), **Agata e Romeo**.



Overnight at **Hotel De La Ville 5*L** (Rome).





DAY 2: LA DOLCE VITA IN ROME

Morning

- You have the choice of a guided tour of Rome's most beautiful sights, the Coliseum, the Spanish Steps, the Trevi Fountain and the Vatican or you are of course free to explore on your own.

Visit the Ferrari store as well and capture the right mood for tomorrow's encounter with the Prancing Horse!

A private car and a guide will be at your complete disposal for 3 hours unique and innovative tour of Rome.

Whether you require information on the ancient wonders of Rome or simply advice on where to find the finest shops, our staff is available to help you get the most out of your stay in this beautiful city.

Evening



Dinner in Rome – Restaurant suggestions: **La Pergola** (3 Michelin stars), **Seta** (2 Michelin stars).



Overnight at **Hotel De La Ville 5*** (Rome).



DAY 3: FOLLOWING THE MILLE MIGLIA ROUTE

Route: Civitavecchia ▶ Viterbo ▶ Bolsena ▶ Pienza ▶ Castelnuovo dell'Abate

Morning

- Transfer by Mercedes E-Class from your hotel to Civitavecchia's "Riva di Traiano" tourist harbour on the Roman coast.
- Welcome aperitif in the exclusive Sporting Yacht Club followed by a dedicated Ferrari briefing, with your Ferrari scenically displayed in front of the yachts.

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 F8 Tributo, Ferrari 488 Spider, Ferrari 488 Pista, Ferrari Portofino) and the engine (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.



Departure by Ferrari for Bolsena

After a short Ferrari practice-drive a pleasant drive along the panoramic and enchanting roads of the mythical Mille Miglia, passing Tarquinia, Viterbo, Bolsena, Acquapendente, Radicofani, etc. The tour director will lead the way at the wheel of his powerful car, to discover the picturesque and the breathtaking panorama offered by the valley landscape, enriched by pure driving pleasure on an amazing succession of rolling hills and never-ending curves!

During the whole journey, the Ferraris and the Tour Director's car will be constantly in touch by mobile radio system.



Lunch at Bolsena - Restaurant suggestion: **La Pineta**, with a splendid view over the lake.

Afternoon

Departure by Ferrari towards the magnificent Val d'Orcia

- Stop in Pienza, for a visit to Pope Pius' II birthplace. 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...

Departure by Ferrari for Castello di Velona

- 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 4: SIENA & FLORENCE

Route: Castelnuovo dell'Abate ▶ Siena ▶ Florence

Morning

Departure by Ferrari for Siena

- 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.
- Free time to explore Siena.



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

Afternoon

Departure by Ferrari for Florence

Next milestones of the famous Mille Miglia: Monteriggioni, Poggibonsi, San Casciano Val di Pesa, Florence, passing through the famous Chianti region vineyards.

- Arrival in Florence and check-in at [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.

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).

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





DAY 5: FLORENCE AND BOLOGNA

Route: Florence ▶ Mille Miglia passes (Futa & Raticosa) ▶ Bologna

Morning

- Time at disposal for a guided tour of Florence by feet or for shopping.

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.

- Return to the hotel before lunchtime.



Lunch in Florence - Restaurant suggestion: **Il Palagio** (Four Seasons Hotel Firenze).

Afternoon

Departure by Ferrari for Bologna, with a mix of countryside roads and highway

Today's itinerary will include stops in some beautiful locations, among them the Mugello area, world-famous for the Mugello circuit, which hosts the Moto GP Grand Prix of Italy, as well as several car races. Whilst driving, our guests will be able to enjoy outstanding views of mediaeval villages and beautiful natural landscape that offer an overwhelming feast for the eyes. Guests will also be passing by the Passo della Futa, well-known as an important stage of the famous Mille Miglia race that took place in Italy in the 50's.

- On route, halt at Passo della Raticosa for a coffee.

Taking its legendary fame from the time of the Mille Miglia race, the Futa and Raticosa passes are the kind of roads you dream of if you get behind the wheel of a Ferrari.

Arrival in Bologna and accommodation at **Grand Hotel Majestic (ex Baglioni) 5***.

The Grand Hotel Majestic, situated in the heart of Bologna's historic centres a luxurious city retreat designed for a clientele in search of an elegant environment and a Grand Hotel-type atmosphere offering exclusive, elegant rooms combined with impeccable service. Lavish use of antique furniture makes this hotel the most prestigious in the city.

Evening



Dinner in Bologna - Restaurant suggestions: **Enoteca Morandi** at Grand Hotel Majestic, **Bistrot Marco Fadiga**.



Overnight at **Grand Hotel Majestic 5*** (Bologna).

Guests can drive the Ferrari for up to 150 km during the day





DAY 6: MARANELLO AND FERRARI MUSEUM

Route: Bologna ▶ Maranello ▶ Milan

Morning

Departure by Ferrari for Maranello

- On route, visit to a traditional balsamic vinegar producer, Villa San Donnino, followed by a balsamic vinegar tasting.
- Arrival in Maranello and visits to the Ferrari Gallery and the Ferrari store, the roundtrip of the Maranello complex... The guests will have the opportunity to visit the whole Ferrari complex in Maranello during a sightseeing tour by car.



Lunch in Maranello - Restaurant suggestion: **Il Cavallino**, in front of the Ferrari factory.

Afternoon

Departure by Ferrari for Milan following the highway

- Arrival in Milan and check-in at the **Palazzo Parigi Hotel** in Milan.

Palazzo Parigi will captivate you with its majestic spaces endowed with enveloping light, the precious works of art and antiques, its marbles and rich woodwork, the century-old garden, its bright, cosy rooms and suites with private terrace. .

- Check-in and accommodation in deluxe room.

Evening



Dinner in Milan - Restaurant suggestions: **Cracco**, **Il Luogo di Aimo e Nadia** (2 Michelin stars).



Overnight at **Palazzo Parigi Hotel 5*** (Milan).

Guests can drive the Ferrari for up to 250 km during the day 





DAY 7: SHOPPING IN MILAN, CAPITAL OF FASHION

- Time at disposal for shopping in the fashionable shops of the town or for a guided tour (upon request).

Milan, the financial heart of the country, has got an energetic pace that matches its skyscrapered counterparts in the rest of the world. Yet the Italian eye for beauty and style never dims.

Milan, however, is not only fashion and business. Art is also of outstanding relevance: during the Renaissance, the dynastic Visconti and Sforza families commissioned art that endured long beyond their political intrigues. Among many familiar art masterpieces, Milan is home to Leonardo da Vinci's Last Supper. Indeed, architecture too is relevant in Milan: its captivating, 14th century gothic rose-marbled Il Duomo Cathedral is second in size only to Rome's St. Peter's, but exceeding it in grandeur.

Evening



Dinner in Milan - Restaurant suggestions: **El Brellin**, **Gold Restaurant** by Dolce&Gabbana.



Overnight at **Palazzo Parigi Hotel 5*** (Milan).



DAY 8: ARRIVEDERCI ITALIA!

- Time at disposal for the last leverages.
- 12.00: Return to the hotel before lunchtime.
- Transfer by Mercedes E-Class to *Milan Malpensa (or Linate) International Airport* for your return flight.



Highlights & Included Services

- 8 days Italy by Ferrari tour on the most exciting roads of Lazio, Tuscany, Emilia-Romagna and Lombardia
- Rome - Siena - Florence - Maranello - Milan by Ferrari
- Opportunity to drive the latest models of Ferrari
- Full Ferrari briefing
- Full-kasko car insurance (civil liability) for all cars and up to 800 km of Ferrari driving
- 7 nights' accommodation in double deluxe room in 5-star luxury hotels: Palazzo Manfredi (Rome), Castello di Velona Resort, Thermal Spa & Winery (Montalcino), Villa La Massa (Florence), Grand Hotel Majestic (Bologna), Palazzo Parigi (Milan)
- 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 of the car
- Visits, private transfers by Mercedes E-Class as per programme and from/to International Airports
- Guided tour of Rome by car and guided tour of Florence on foot
- 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 F8 Tributo** (with surcharge)
- **Ferrari 488 Pista** (with surcharge)
- **Ferrari Portofino**
- **Ferrari 488 Spider**



Deposit for the car:

10,000.00 euro for Ferrari 488 Spider, Ferrari Portofino

20,000.00 euro for Ferrari F8 Tributo, Ferrari 488 Pista

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.