



6-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.

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.





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DAY 1: WELCOME TO ROME, THE ETERNAL CITY

- You will be met at *Rome – Fiumicino International Airport* and transferred by Mercedes S-Class to the splendid [Hotel De Russie](#), at Piazza del Popolo in the heart of Rome.

A luxury five-star hotel located in the heart of the beautiful city of Rome between the Spanish Steps and Piazza del Popolo on the Via del Babuino. The hotel is within easy walking distance of Rome's key attractions, fashion houses and Via Condotti.

Guests can capture the spirit of 'La Dolce Vita' and enjoy the comfort and luxury services offered by this hotel.

You may have the opportunity to explore some of its most beautiful sights, like the Coliseum, the Spanish Steps, the Trevi Fountain, the Vatican...

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

Evening



Dinner in Rome - Restaurant suggestions: [La Pergola](#) (3 Michelin stars), [Il Pagliaccio](#) (2 Michelin stars), [Agata e Romeo](#) (1 Michelin star), [Il Convivio-Troiani](#).



Overnight at [Hotel De Russie 5*](#) (Rome).





DAY 2: FOLLOWING THE MILLE MIGLIA ROUTE

Route: Civitavecchia ▶ Viterbo ▶ Bolsena ▶ Pienza ▶ San Casciano dei Bagni

Morning

- Transfer by Mercedes S-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 488 Spider, Ferrari California T, Ferrari 458 Speciale, Ferrari 458 Spider) and the engines (8-cylinder and 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 Alfa Romeo Giulia, 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 for San Casciano dei Bagni

- 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 Fonteverde Tuscan Resort & Spa

- 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.

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).

Evening



Dinner in San Casciano dei Bagni - Restaurant suggestion: **Ferdinando I** at Hotel Fonteverde.

Taste the excellence of Tuscan cuisine: natural ingredients offering refined products of indisputable quality with particular attention to detail combine to give delicious gourmet and Spa Cuisine recipes.



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

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



DAY 3: SIENA & FLORENCE

Route: San Casciano dei Bagni ▶ 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 [Four Seasons Hotel Firenze](#).

An enchanted city sanctuary in the midst of Florence, where an art-filled Renaissance palazzo and conventino frame a centuries-old private park. Relax amidst original frescoes and sculptured relieves, graced by sunlight and airy garden vistas. Sip cappuccino under majestic trees, lounge by the open-air pool or bask in Italian spa secrets. Wonders of the Uffizi and Duomo are a stroll away. Tuscan hill towns beckon.

Evening



Dinner in Florence - Restaurant suggestions: [Enoteca Pinchiorri](#) (3 Michelin stars), [Borgo San Jacopo](#).



Overnight at [Four Seasons Hotel Firenze 5*](#) (Florence).

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



DAY 4: 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 Grand Hotel Majestic \(ex Baglioni\) 5*](#).

The Grand Hotel Majestic, situated in the heart of Bologna's historic centre 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 140 km during the day 



DAY 5: 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 [Four Seasons Hotel](#) in Milan.

A dramatically reborn 15th-century convent with a mere 118 rooms and suites, the intimate Four Seasons is steps from Milan's couture houses and financial district on the exclusive Via Gesù between Via Montenapoleone and Via della Spiga.

Evening



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



Overnight at **Four Seasons Hotel 5*** (Milan).

Guests can drive the Ferrari for up to 240 km during the day 



DAY 6: 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.

- Return to the hotel before lunchtime, checkout.
- A Mercedes S-Class will take you to *Milan Malpensa* (or *Linate*) *International Airport* for your return flight.



Highlights & Included Services

- 6 days Italy by Ferrari tour on the most exciting roads of Lazio, Tuscany, Emilia-Romagna and Lombardia
- Rome - Siena - Florence - Bologna/Maranello - Milan by Ferrari
- Opportunity to drive the latest models of Ferrari
- Full Ferrari briefing
- Full-kasko car insurance for all cars and up to 830 km of Ferrari driving
- 5 nights' accommodation in 5-star luxury hotels: Hotel De Russie (Rome), Fonteverde Tuscan Resort & Spa (province of Siena), Four Seasons Hotel (Florence), Grand Hotel Majestic (Bologna), Four Seasons Hotel (Milan)
- 1 lunch at La Pineta (Bolsena) and 1 lunch at Cavallino (Maranello) – drinks not included
- Spa treatments at Fonteverde Tuscan Resort & Spa (BioAcquam, Etruscan circuit with sauna, hot plate, Turkish bath and access to therapeutic spa pools)
- Red Travel staff (1/2 persons), including your private Tour Director with his Alfa Romeo Giulia
- 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 S-Class as per programme and from/to International Airports
- Photographic service; our guests will be offered a souvenir DVD with high-resolution pictures
- 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, everything not shown as "included services".

Red Travel car portfolio (upon availability)

- **Ferrari 488 Spider** (upon request, with surcharge)
- **Ferrari California T**
- **Ferrari 458 Speciale**
- **Ferrari 458 Spider**



Deposit for the car:

10,000.00 euro for each car model

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.