



5-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. 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.





5-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 S-Class to [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.

- Check-in and accommodation in Junior Suite.
- 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: **Enoteca Pinchiorri** (3 Michelin stars), **Borgo San Jacopo** (1 Michelin star), **Il Palagio** (1 Michelin star) ([Four Seasons Hotel Firenze](#)).



Overnight at **Four Seasons Hotel Firenze 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 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 Alfa Romeo Giulia, 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 220 km during the day 



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

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

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 Alfa Romeo Giulia, 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 Montepulciano

- Stop in Montepulciano and visit of the town, archetypical Tuscan mediaeval town built at the summit of a hill and surrounded by walls and fortifications. Montepulciano is famous for its *Vino Nobile*, one of Italy's major red wines.
- Arrival at [Castello di Velona](#) and time at disposal.

Evening



Dinner in Seggiano - Restaurant suggestion: **Silene** (1 Michelin star).

Located in a quiet spot, this is an old inn which has been renovated over the years. Elegant dining hall with nice furniture. Traditional cuisine and innovative dishes.

- Return to the hotel after dinner.



Overnight at **Castello di Velona Resort, Thermal Spa & Winery 5*** (Castelnuovo dell'Abate, Siena).

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





DAY 4: CORTONA AND AREZZO

Route: Castelnuovo dell'Abate ▶ Cortona ▶ Arezzo ▶ Florence

Morning

Departure by Ferrari and first stop in Cortona

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

- Second halt on 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**.

Afternoon

Departure by Ferrari to return to Florence

- Option - halt at Outlet The Mall for shopping.
- Arrival in Florence and check-in at **Villa La Massa 5***. Accommodation in Junior Suite.

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 suggestion: **Verrocchio** at Villa La Massa.



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

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



DAY 5: ARRIVEDERCI ITALIA!

Morning

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



Highlights & Included Services

- 5 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
- Welcome coffee
- Full-kasko car insurance for all cars and up to 500 km of Ferrari driving
- 4 nights' accommodation in Junior Suite with breakfast in 5-star hotels: Four Seasons Hotel (Florence), Castello di Velona Resort, Thermal Spa & Winery (Montalcino), Villa La Massa (Florence)
- 1 lunch at La Pineta (Bolsena) – drinks not included
- 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 Alfa Romeo Giulia
- 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 S-Class as per programme and from/to Florence International Airport
- 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 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.