



***Italy***

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Italy is in southern Europe  
Rome is the Capital City of Italy

# Getting There

Current daily flights on domestic carriers

## DELTA

JFK- MILAN  
JFK - ROME  
JFK - VENICE  
JFK - PISA  
ATL - ROME  
ATL - MILAN  
ATL - VENICE  
CINCINNATI - ROME

CONTINENTAL  
EWR - MILAN  
EWR - ROME

US AIR & UA  
PHIL - MILAN  
PHIL - ROME  
PHIL - VENICE  
WASH - ROME

AA  
JFK - ROME  
JFK - MILAN  
CHI - ROME

# Overview

1. Archive of Western Culture

2. Art & Architecture

3. Lifestyle

4. Design

# Fast Facts

Money

The EURO

Entry

No Visas  
needed for  
US citizens.

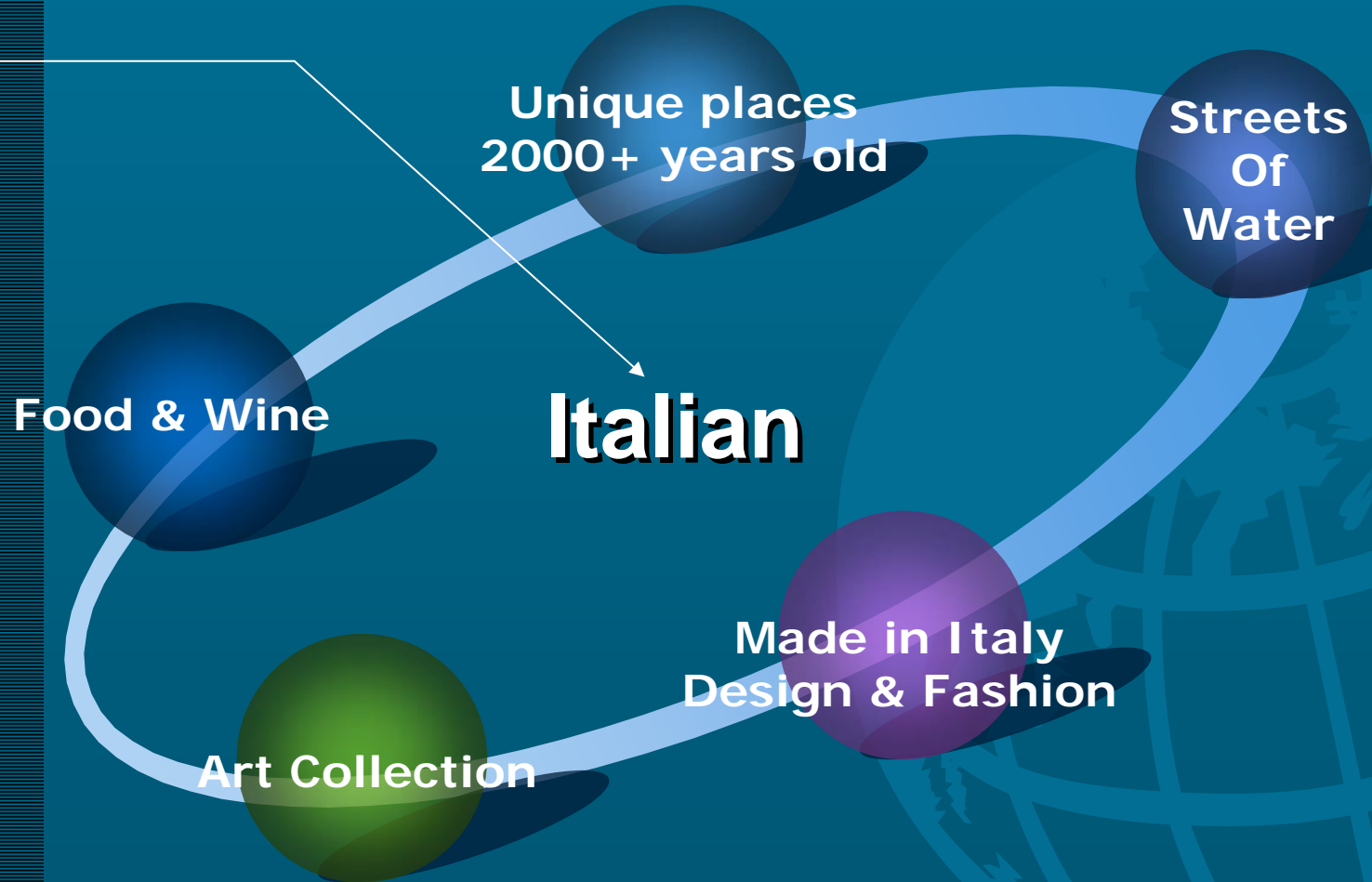
Tipping

Not included.  
Add 10% of  
bill by  
rounding up  
verbally or  
leaving  
change with  
bill.

Catch All

English is  
spoken  
freely  
hotels and  
restaurants

# Uniquely



# Highlights!

1. Colosseum and Forum

2. St. Peter's Square

3. Pont Vecchio & the Uffizi

4. Grande Canal

# Visual Highlights



# Seasons - When to go!

High

Low

Value

April - October

January  
August  
December

February  
March  
November

# Hotels

Rome

Westin Excelsior  
Boscolo Exedra  
Regina Baglioni  
St Region Grand

Florence

Hotel Regency  
Westin  
Excelsior  
Plaza Hotel  
Lucchesi

Venice

San  
Clemente  
Palace  
Bauer Hotel  
Luna  
Baglioni  
Palazzo  
Sant'Angelo

# Must do activities!

- Colosseum & The Forum
- St Peter's Basilica & The Sistine Chapel
- The Uffizi and The David
- Gondola and San Marco Square
- Pasta, wine and olive oil

# 5-Day Sample Itinerary

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Morning	Arrivals	Vatican City	Transfer to Train Station Luggage Transferred directly to Venice	At Leisure	At Leisure
Afternoon	Walking Tour of the Colosseum and The Forum	<ul style="list-style-type: none"> <li>•Leisure Shopping</li> <li>•Optional Tours</li> </ul>	Full Day in Florence with Lunch	Optional Tours of Venice	Departures
Evening	Dinner atop the Vittorio	Dine Around to local Piazza Restaurants	Light Dinner on Train Arrive Venice Transfer to Hotel	Masked Ball Carnival	

# Promotion ideas

Phase I

Phase II

Phase III

Rome  
Archaeology or  
History Book

Florence  
Fine Paper  
Leather Goods

Venice  
Venetian Glass  
Carnival Mask

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***Grazie***

***(thank you)***