



ARNO

TRAVEL & EVENT DESIGN



Extraordinary  
bespoke Italian  
journeys and  
experiences

# NONE OF THIS WOULD BE POSSIBLE WITHOUT OUR TEAM!

Urbano  
Brini  
CHIEF OF  
LUXURY TRAVEL



Debora  
Orselli  
GENERAL MANAGER



Marusca  
Innocenti  
DIRECTOR OF SALES



Cristina  
Visconti  
SENIOR SALES  
MANAGER



Ilaria  
Di Rigo  
TRAVEL DESIGN  
MANAGER



Antonella  
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SENIOR TRAVEL  
DESIGNER



Elena  
Ferri  
MANAGER OF  
OPERATIONS



Jhoana  
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ARNO  
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Matteo  
Lucà  
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Elena  
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DESIGNER



Silvia  
Penagoli  
TRAVEL DESIGNER &  
EVENT PLANNER



Eleonora  
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ARNO  
OPERATIONS



Sofia  
De Salvo  
ARNO  
OPERATIONS



Giada  
Tani  
ARNO  
OPERATIONS



Daniela  
Cappelletti  
SENIOR TRAVEL  
DESIGNER



Silvia  
Baldi  
SENIOR TRAVEL  
DESIGNER



# OUR OFFICES

Via del Trebbio, 6, 50123 Firenze FI



# Exceptional Italian Journeys Tailored to Perfection

Extraordinary bespoke Italian journeys designed for individuals, families, and small groups. Arno Travel offers flawless planning and exclusive experiences, meticulously tailored to guests' needs and surpassing expectations. We craft exceptional Italian honeymoons, family holidays, special-interest itineraries, and adventures with creativity, expertise, and deep destination knowledge. Our dedication to attentive planning and fulfilling desires makes creating tailor-made itineraries and activities our true passion.



Urbano Brini  
CHIEF OF LUXURY TRAVEL





# The Team Behind the Scenes

Our dedicated team of 18 professionals is the cornerstone of our pursuit of excellence. Each day, our travel designers craft extraordinary journeys tailored to each client's unique desires. Our operations team ensures that every aspect of the trip runs smoothly and seamlessly, handling all logistics with precision. Additionally, our client relations department is committed to providing personalized support and building lasting relationships. Together, this dynamic team works tirelessly to deliver exceptional experiences and maintain the highest standards of service



**Debora Orselli**  
GENERAL MANAGER





# Rooted in Excellence

Founded in 1969 Arno Travel, an onsite Italian travel planner, has been the leading company for US, Brazilian, and Mexican luxury tourism for over 50 years. Committed to offering its clients the best in Italy, and providing guests with memorable experiences, Arno Travel specializes in selecting properties, ideating outstanding experiences, and partnering with charismatic experts, to create uniquely enlightening Italian journeys.



**Marusca Innocenti**  
DIRECTOR OF SALES



# Leading Travel Networks

At Arno Travel, we proudly stand as Italy's first Virtuoso Onsite DMC, a distinction that reflects our unwavering commitment to excellence. Our journey has been marked by dedicated effort and innovation, earning us esteemed positions in influential networks such as Virtuoso, Select – Internova, XO Private, and Gifted Travel Network. These affiliations are a testament to our hard work and industry reputation. Our fruitful collaborations are further enriched by pivotal interactions at major industry events, including Virtuoso Travel Week, ILTM, and Duco.



**Cristina Visconti**  
SENIOR SALES MANAGER



# Exceptional Experiences with a Personal Touch

Everything starts with your dedicated Arno travel designer listening, to gain a perfect understanding of what the guests is looking for. We then begin designing a first draft. Dynamic and dedicated, our experts always offer extra shine, and personal added insight, which makes for inventive out-of-the-box ideas that wow our clients. Know-how and knowledge of our country allow us to offer ingenious options, superb accommodation solutions, highly exclusive experiences and choice opportunities.



Ilaria di Rigo

TRAVEL DESIGN MANAGER







# Seamless Logistics

Arno's Operations team excels in managing the logistics of each itinerary. Our dedicated professionals provide expert assistance and innovative solutions, guaranteeing personalized attention and care throughout the guests' stay. Leveraging a vast network of local contacts across Italy, we secure exclusive access to museums, landmarks, and sites not open to the general public. We meticulously review and verify every service, briefing our escorts, guides, and drivers multiple times to ensure they are fully informed of the logistics and each guest's specific needs.



Elena Ferri

MANAGER OF OPERATIONS





# Precision and Personalized Care

We constantly strive to enhance your guests' experience in Italy. To ensure their utmost satisfaction, we've introduced a dedicated role within our team. From the moment they arrive, our Guest Relations team meticulously coordinates every detail, providing specialized assistance and resolving any issues promptly. The team also offers personalized recommendations, securing reservations and suggesting hidden gems. Collaborating with our operations team, we ensure a seamless and unforgettable journey for your guests.



**Lucia Morelli**

SENIOR TRAVEL DESIGNER AND GUEST RELATIONS





# Crafting Exceptional Events

At Arno Travel, we create unforgettable private events, including corporate celebrations, product launches, meetings, and retreats, all meticulously planned to achieve your specific goals. Our engaging team-building activities foster cooperation and boost company spirit. We offer a range of stunning venues, from historic villas to modern spaces, ensuring impeccable events. Tailor-made weddings, birthdays, and proposal dinners are crafted in Italy's most charming locations.



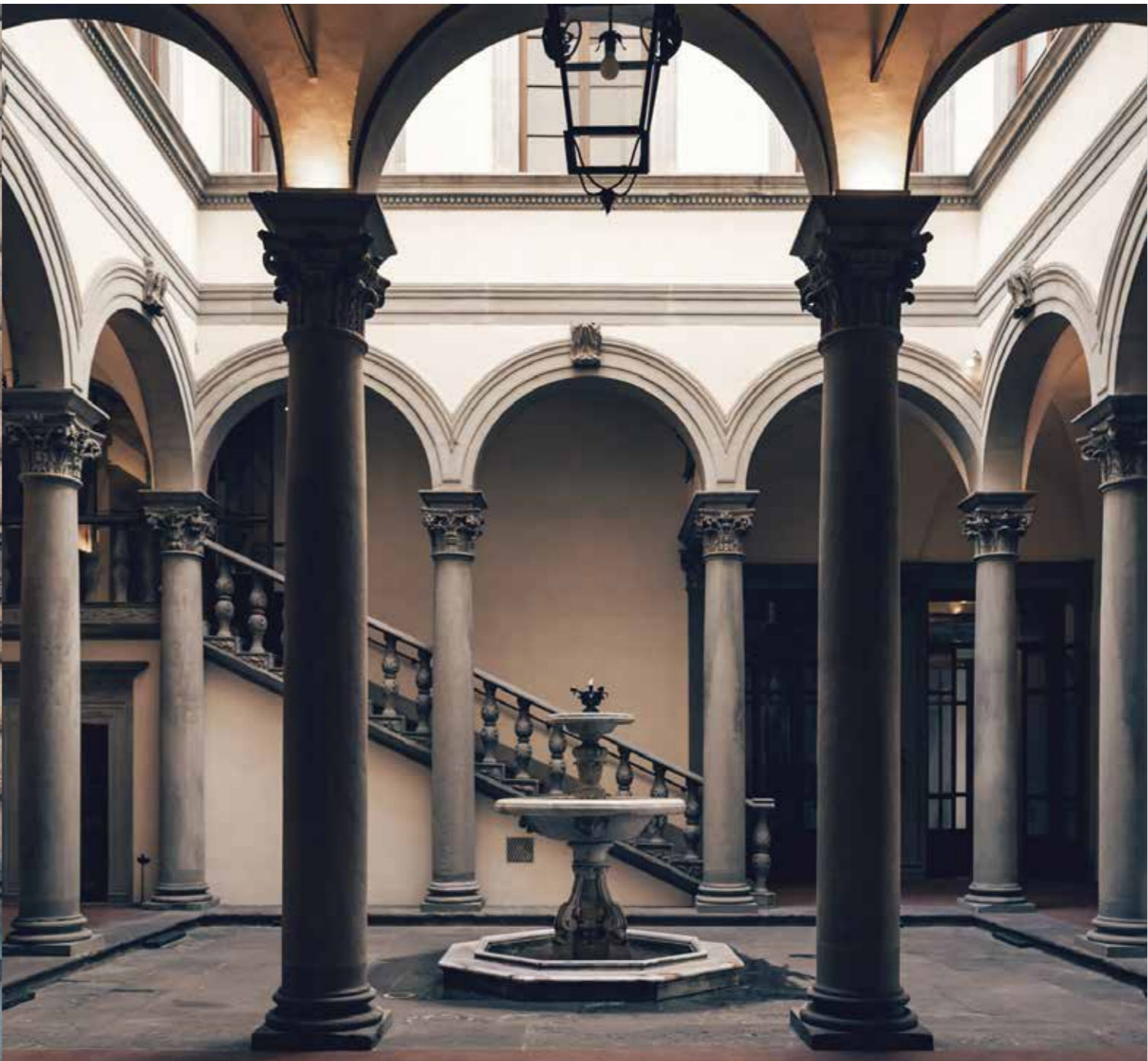
Silvia Penagoli

TRAVEL DESIGNER AND EVENT PLANNER













# Arno Travel part of ToIT Group

Arno Travel is the luxury travel division of Towns of Italy Group, Italy's leading experiential travel group encompassing a diverse range of business units, from regular tours, to Groups and FIT to Food & Hospitality. At the heart of our operations are the fundamental values of quality, authenticity, and innovation, which guide every aspect of our services. The group's comprehensive support structure includes dedicated departments in HR, Marketing, IT, and Administration, ensuring that we deliver seamless and exceptional experiences to our clients. This robust framework allows us to continuously enhance our offerings and maintain our position at the forefront of the industry.







Scan and Discover our  
tools and resources





# Contacts

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Arno - Travel and Event Design



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