

VITORITALY®

Italy with Italians

ITALY IN 10 DAYS

Milan, Cinque Terre, Florence and Rome

DAY-BY-DAY ITINERARY



Lombardy, Liguria, Tuscany, Umbria, Lazio: 5 regions where you will admire the extraordinary beauty of Italy, you will be seduced by its enchanting landscape, you will enjoy different habits and traditions as well as diverse yet most savory cuisine!!

TOUR SUMMARY

- Duration: 10 days + 10 Nights
- Type of tour: point to point
- Tour starts in Milan and ends in Rome

TOUR HIGHLIGHTS

- Milan, the 2,000-years-old trendy capital of Northern Italy
- Parma, the art of food
- Cinque Terre, the stunning 5 villages perched on the rocks
- Pisa, how can it stand?
- Florence, an open-air museum
- Siena and San Gimignano, power in the Middle Ages
- Val d'Orcia, where Man and Nature blend with harmony
- Orvieto and Civita, the cities "on the rocks"
- Tivoli, an invitation from the Emperor
- Rome, walking in the shade of history
- Vatican City, Popes and power



ITINERARY SUMMARY

DAY	ACTIVITIES INCLUDED IN THE PROGRAM
Day 1 Milan	- 3-hour private walking tour of Milan city centre with an <u>Authorised Tourist Guide</u> - Admission to the Duomo Cathedral - Free time in Milan city centre - Transfer to your accommodation in Parma area <i>Overnight in Parma area</i>
Day 2 Parma	- Full-day excursion of Parma area with an <u>Authorised Tourist Guide</u> - Visits of a Parmesan Cheese factory, and a Parma Ham factory - Drop off at your accommodation in Cinque Terre area <i>Overnight in Cinque Terre area</i>
Day 3 5 Terre	- Full-day excursion by Shuttle Train in Cinque Terre area – Free time <i>Overnight in Cinque Terre area</i>
Day 4 Pisa	- Transfer to your accommodation in Florence – Stopover in Pisa - Admission to the Leaning Tower <i>Overnight in Florence city centre</i>
Day 5 Florence	- 3-hour private walking tour of Florence city centre with an <u>Authorised Tourist Guide</u> - Optional Admission to Galleria dell'Accademia (Michelangelo's David) - Transfer from your accommodation to the location of the Cooking Class and back - 2-hour Tuscan Cooking Class <i>Overnight in Florence city centre</i>
Day 6 Siena & San Gimignano	- Full-day excursion to Siena and San Gimignano – Free time - Drop off at your accommodation in Val d'Orcia area <i>Overnight in Val d'Orcia area</i>
Day 7 Val d'Orcia	- Full-day excursion to Val d'Orcia area: Montalcino and Bagno Vignoni - Visit of a local wine cellar with tastings <i>Overnight in Val d'Orcia area</i>
Day 8 Orvieto	- 3-hour private walking tour of Montepulciano city centre with a <u>Sommelier Guide</u> , with tastings of Vino Nobile, Pecorino cheese and truffle - Transfer to your accommodation in Orvieto – Stopover in Civita di Bagnoregio - Free time <i>Overnight in Orvieto area</i>
Day 9 Tivoli	- Full-day excursion to Hadrian's Villa and Villa d'Este with an <u>Authorised Tourist Guide</u> - Drop off at your accommodation in Rome <i>Overnight in Rome city centre</i>
Day 10 Rome	- Transfer from your accommodation to the entrance of the Vatican Museums - 3-hour private walking tour of the Vatican City with an <u>Authorised Tourist Guide</u> - Admission to the Vatican Museums with the Sistine Chapel - 3-hour private walking tour of Imperial Rome with an <u>Authorised Tourist Guide</u> - Admission to the Colosseum and Imperial Fora Archeological Area <i>Overnight in Rome city centre</i>

WHAT'S INCLUDED

- **Accommodations in Double Room with Continental Breakfast (*):**

- Day 1: 3* to 5* Hotel in Parma area
- Days 2 & 3: 3* to 5* Hotel in Cinque Terre area
- Days 4 & 5: 3* to 5* Hotel in Florence city centre
- Days 6 & 7: 3* to 5* Hotel in Val d'Orcia area
- Day 8: 3* to 5* Hotel in Orvieto area
- Days 9 & 10: 3* to 5* Hotel in Rome city centre

(*) The Hotel list is available upon request

- **Transfers (**):**

- Day 1: Transfer to your accommodation in the Parma area
- Day 4: Transfer to your accommodation in Florence – Stopover in Pisa
- Day 5: Transfer from your accommodation to the location of the Cooking Class and back

- Day 8: Transfer to your accommodation in Orvieto – Stopover in Civita di Bagnoregio
- Day 10: Transfer from your accommodation to the entrance of the Vatican Museums

(**) All transfers by private car (2 pax) / minivan (3 to 6 pax) / minibus (7 to 10 pax)

- **Private Guided Visits / Tours (***) / Activities:**

- Day 1: 3-hour private walking tour of Milan city centre with an Authorised Tourist Guide
- Day 2: Full-day excursion of Parma area with an Authorised Tourist Guide - Visits of a Parmesan Cheese factory, and a Parma Ham factory - Drop off at your accommodation in Cinque Terre area
- Day 3: Full-day excursion by Shuttle Train in Cinque Terre area
- Day 5: 3-hour private walking tour of Florence city centre with an Authorised Tourist Guide – 2-hour Tuscan Cooking Class
- Day 6: Full-day excursion to Siena and San Gimignano – Drop off at your accommodation in Val d’Orcia area
- Day 7: Full-day excursion to Val d’Orcia area: Montalcino and Bagno Vignone - Visit of a local wine cellar with tastings
- Day 8: 3-hour private walking tour of Montepulciano city centre with a Sommelier Guide, with tastings of Vino Nobile, Pecorino cheese and truffle
- Day 9: Full-day excursion to Hadrian’s Villa and Villa d’Este with an Authorised Tourist Guide - Drop off at your accommodation in Rome
- Day 10: 3-hour private walking tour of the Vatican City with an Authorised Tourist Guide - 3-hour private walking tour of Imperial Rome with an Authorised Tourist Guide

(***) All tours by private car (2 pax) / minivan (3 to 6 pax) / minibus (7 to 10 pax)

- **Admission Tickets to:**

- Duomo Cathedral in Milan
- Leaning Tower in Pisa
- Hadrian’s Villa and Villa d’Este in Tivoli
- Vatican Museums with the Sistine Chapel in Rome
- Colosseum and Imperial Fora Archeological Area in Rome

- **Full emergency assistance 24 hours/day by our Back Office**

- **List of recommended restaurants along the itinerary**

- **All taxes**

NOT INCLUDED IN THE PRICE

- All transfers and other services not specifically mentioned in the above program
- Meals, wine and beverages
- Porterage fees at every accommodation
- Camera or Video fees
- Tipping for local guides and drivers
- Laundry, telephone calls and other expenditures of personal nature
- Travel / Vacation insurance

OPTIONS

- Pick up at Milan Airport /Railway Station at the start of the tour
- Accommodation in Milan the night before the start of the tour
- Galleria dell’Accademia (Michelangelo’s David) in Florence
- Drop off at Rome Airport /Railway Station at the end of the tour
- Other options upon request

TOUR MAIN FEATURES

MILAN

Benvenuti in Italia, welcome to Milan!

Milan is, first of all, the Fashion Capital of Italy! The showrooms of all Italian manufacturers are located in the city, and here buyers from worldwide distribution find the one and only “Italian Style”! But Milan is not only fashion, it is also and above all art, beauty and culture! **Piazza del Duomo** is the geographical and historical centre of the city. Palaces



surround it with arcades; in the middle, you can see the Duomo, one of Europe’s biggest Gothic cathedrals, whose construction started in the 14th and ended in the 20th century. And on the Gran Guglia, the Cathedral’s highest spire, the Madonnina, a symbol of Milan, stands. On the left of the square, the 19th-century **Galleria Vittorio Emanuele II** links the grand Piazza del Duomo with Piazza della Scala, featuring mosaics and a wrought iron and glass roof.

Then stroll down the streets of “**Quadrilatero D’Oro**”, the heart of the fashion industry, admiring the shop windows of Prada, Armani, Versace, Ferragamo, Dolce & Gabbana and Valentino. The multi-concept store by Giorgio Armani, Spazio Armani, in the elegant Via Manzoni, extends for

6,000 square meters and offers fashion showrooms, furniture, flowers and hi-tech Sony equipment. After shopping, enjoy an aperitif or a coffee at the Emporio Armani Cafè upstairs or book a table at the Japanese restaurant Nobu. Or taste a gorgeous cappuccino at Pasticceria Cova, as locals often do via Montenapoleone, “Montenapo” for the Milanese!

At dinner, what about a tasty yellow “Risotto alla Milanese”? According to an ancient tradition, the Duomo is where Risotto alla Milanese was “born”, invented by a boy who worked for the stained glass artist Valerio di Fiandra, nicknamed “Zafferano” for its habit of adding spices to his colours. One day, he also put some saffron in the rice, and the result was a great success!

PARMA

Your next destination is called “The Capital of Food”, and this is a well-deserved denomination, as Parma is known worldwide for its delicious food products.

Parma is known for its delicious food products. First, you will visit a **Parmigiano Reggiano factory**, where you will see cheese masters at work: an extraordinary way to get into the area’s production culture and discover how a true gastronomic gem is made (more about Parmesan cheese in our [BLOG](#)).

Later on, visit a **Parma ham factory**, where you will learn the secrets of the most delicious ham, Prosciutto di Parma (to know more about raw ham in Italy, read the [article](#) in our **BLOG**).



And finally, you may savour authentic Italian cuisine in a fun-filled cooking class led by a local “**rezdora**” (a female cook in the Parmesan language). Immerse yourself into the tradition of fresh Italian pasta and study the secrets of preparing pasta dough from scratch, using just flour and eggs. You will make your own “Tortelli d’erbetta” (Parma’s most traditional pasta with a filling of ricotta cheese and chards) and delicious tagliatelle with tomato sauce – all local ingredients! Once your fantastic meal is ready, you will

enjoy what you prepared, matched with a glass of local *Lambrusco* wine. A very tasty experience at the end of an unforgettable day!

CINQUE TERRE

Welcome to Cinque Terre, the beautiful villages on the Ligurian Sea included in the UNESCO World Heritage Site list. You will be stunned by the sea views and the contrasts between the sea and the cliffside. From Monterosso, you may reach the other fishing villages by train or on foot: Corniglia, Vernazza, Manarola and Riomaggiore. The vineyards, typical of this area, contribute to creating a unique landscape with dry-laid stone walls, winding paths, enchanting beaches between cliffs and clear waters!



The area is divided into five seaside and agricultural villages enriched with colours, simplicity and charm. The first stop in Cinque Terre is **Monterosso**, a well-known tourist destination embellished with elegant villas and a large beach. The old town centre, whose narrow alleys clamber up the hill, is home to the Gothic parish church of San Giovanni Battista and the 17th-century church of San Francesco, which is connected to the convent of the Capuchins.

Next is **Vernazza** and its charming marina, surrounded by the medieval little town and its characteristic little piazza, two Genoese lookout towers and the enchanting Gothic two-storey church dedicated to Santa Margherita d'Antiochia.

Just a short distance away is **Corniglia**, a village perched on a promontory ridge and connected to the beach by a stairway with 365 steps. The view of the village and the surrounding vineyards is just marvellous.

Then, **Manarola**, with its enormous black cliff overlooking the sea and its colourful houses, apparently coming out of the rock.

The last town in Cinque Terre, and the heart of the homonymous park, is **Riomaggiore**, a picturesque fishing village with tall, narrow, pastel-coloured houses and alternating light and darkness coming from the tight alleyways.

Do you like *anchovies*? They are a local speciality of Monterosso! Have you ever tried "*Linguine al Pesto*", a sauce made from basil leaves, garlic, salt, olive oil, pine nuts and pecorino cheese? And what about Ligurian wines? *Sciachetrà* will seduce you!!

PISA

Pisa is famous worldwide for its "Torre Pendente" (Leaning Tower), but its wonderful square, **Piazza dei Miracoli**, set over an ample greenfield, hosts three other whiter-than-white masterpieces of exquisite Medieval art: the Cathedral, the **Baptristy** and the "Camposanto" (Graveyard). They are so unique that their creation originated a new style, "Pisan Romanesque".

This area was chosen to construct the **Duomo of Santa Maria Assunta** strictly for its centrality; founded in 1064, it was intended to celebrate the grandeur of Pisa during the Marine Republic's epoch of power. "The temple of marble white as the snow"; that's how the structure is described on the gravestone of its architect, Buscheto di Giovanni Giudice. Consisting of five naves with its transept divided into three naves, it is surmounted by a splendid dome encircled by a loggia. The Duomo's façade and exterior lateral sections feature elaborate decoration in marble (which can also be seen on its interior), mosaics, and bronze.

In front of the Cathedral stands the **Baptristy**, also in a particular version of the Romanesque style. Initiated in 1152 by Diotalvi, the Baptristy was finally completed in the 14th century; Gothic elements were added then. Of cylindrical form and circled by arcades of columns, this structure in white marble even boasts impressive acoustics.

The **Camposanto** closes the northern end of the complex's piazza. This monumental cemetery, begun in 1278, is bordered by a marble fence and houses a cloister at its centre. Unfortunately, most frescoes that once coloured its walls were destroyed in a fire in 1944 during the battle for Pisa.



Ultimately, the true symbol of Pisa is the **Campanile**, the Leaning Tower, which completes the image of this city. Because of land sinkage beneath it, the Tower stands at a significant incline. Its construction started in 1173, but the Tower was not completed until the second half of the 1300s. In cylindrical form, the blind arcades of its lower part mutate into six floors of loggias, repeating motifs from the Duomo. Inside, a spiral staircase of 294 steps leads to the heights of one of the most famous towers in the world, where the lovely belfry and a spectacular view of the surrounding landscape await.

FLORENCE

Welcome to Florence, the land of Giotto and Dante!

Despite its international fame and greatness, Florence is also a small city whose history has been interwoven with that of its passionate citizens for more than one thousand years.

In Piazza Duomo, you will be astonished by the **Duomo** with the incredible Brunelleschi's dome, a masterpiece of art and architecture whose building techniques are still covered by a veil of mystery. Beside it, Giotto's Belltower and the Baptistry, one of the oldest buildings in the city, with its famous bronze doors made by no and Ghiberti in the 14th and 15th centuries. In **Piazza della Signoria**, you will walk in the middle of bronze and marble masterpieces by Giambologna

and Cellini inside the marvellous Loggia dei Lanzi and will admire the imposing Palazzo Vecchio, one of the symbols of Florence and still the seat of government of the city. You may also spare some time to relax, visit a typical market for shopping, stroll through the city's pedestrian streets, and cross the oldest bridge in Florence, "**Ponte Vecchio**" (Old Bridge), rich in jewellery shops.



Your itinerary may include **Galleria dell'Accademia**, hosting Michelangelo's David, the most famous sculpture in the world. The David was uncovered and shown to the Florentines on September 8, 1504, and with its height of 4 meters, the impeccable physical features and the political

significance that the iconography of David had taken over the previous century left the Florentines of the time speechless and has done the same ever since with visitors from all over the world.

Florence is also the main Italian centre for the production of **high-quality leather goods**. Florentine artisans are so famous that many fashion brands have opened factories in the city or close to it due to their high skill and the continuous inspiration designers take from the town's masterpieces. The area around Piazza Santa Croce, in particular, hosts numerous leather shops and workshops.

Thanks to the tradition of Tuscan tanneries, there is no better place to find **shoes for all tastes** than Florence: from the creations, designed and produced by hand by skilled craftsmen, to the extensive collections available in stores, renewed every season. Above all, Ferragamo (also worth seeing the museum), Gucci and Prada for refinement and elegance. If you prefer a simpler style, many shops specialise in handmade shoes and sandals across the river Arno.

At lunch, you may enjoy "*Panino con Lampredotto*" in a typical Florentine market. At dinner, taste the simple yet unforgettable recipes of the Tuscan tradition, such as "*Crostini*", "*Panzanella*", and "*Pepeoso*". And remember, Florence is the home of "*Fiorentina*" steak! In case you are a vegetarian, don't worry: Tuscan cuisine offers tasty alternatives like "*Pappa al Pomodoro*" or "*Ribollita*" (read our [BLOG](#) to know more about Tuscan Cuisine).

SIENA AND SAN GIMIGNANO

In Siena, the city of the Palio, you will walk on the famous **Piazza del Campo**, the concave square where horses run twice a year in a dangerous race that symbolizes the city's freedom. On the days of the Palio, the whole town goes crazy; read about it in our [BLOG](#).

Indeed, you will not forget the colour of frontages and roofs, the renowned colour "**Sienna**", a pigment first produced during the Renaissance, that makes the city lovely and warm. And don't forget to taste the **Senese sweets**: "*cantucci*" (biscuits with toasted almonds), "*ricciarelli*" (soft biscuits with icing sugar), "*panforte*" (cake with fruit nuts and spices) and "*cavallucci*" (biscuits with honey, walnut, candied fruits and spices). Travellers who love dessert will be delighted!

In the afternoon, you will stroll with your head upwards along the streets of one of the most beautiful cities in Tuscany, **San Gimignano**, also known as the "Medieval Manhattan", thanks to its old and impressive 14 towers that dominate the town skyline. Originally, the towers were 72, and they were built by patrician families, probably to demonstrate their wealth and power. Seven of San Gimignano's towers are around Piazza del Duomo; the tallest one is **Torre Grossa**, 54 meters high, dating back to 1298.



VAL D'ORCIA

Val d'Orcia is one of the most fascinating places in Italy, included by UNESCO in the list of World Heritage Sites. Its landscape is a part of the agricultural hinterland of Siena, redrawn and developed when it was integrated into the city-state's territory in the 14th and 15th centuries to reflect an idealized model of good governance and create an aesthetically pleasing picture. The landscape's distinctive aesthetics, flat chalk plains with almost conical hills and fortified settlements on top, inspired many artists. Their images have come to exemplify the beauty of well-managed Renaissance agricultural landscapes.



Your first stop will be in **Pienza**, "Pio's town": here, Pope Pius II decided to build the perfect palazzo for his papal court according to the project of an "Ideal City" drawn up by artists such as Piero della Francesca. You will enjoy a breathtaking panorama of the valley from the loggia of the Palace. Pienza is also the area of the typical "*Pecorino di fossa*" cheese, an absolute delight to the palate!

In **Montepulciano**, our friend Francesca will lead you to discover this beautiful town full of stories, legends and thousand flavours, introducing you to the excellent products of this unique land: *olive oil, pecorino cheese and Vino Nobile di Montepulciano*.

Then, you will get to **Montalcino**, one of the prettiest hill towns in Tuscany. Around the village, rows of olive trees, precious grapevines and yellow fields create an enchanting landscape. Here, you may visit a *Brunello* winery to taste the most famous *Supertuscan* wine, probably the best Italian red!

Then, you will stop in **Bagno Vignoni**, a tiny and charming village where the main square is a pool 49 meters long and 29 wide. Several hot springs, whose therapeutic qualities have been renowned since antiquity, bubble up from its bottom! All this creates a pleasant sensation; leaving will be hard!

ORVIETO

Orvieto in Umbria is perhaps the most beautiful hill town in Italy, perched up on a volcanic rock, its history dating back to the Etruscans.

Although just an hour from Rome, the architecture is different, with many of the buildings constructed out of "tufo", a volcanic rock. Orvieto's main attraction is its 14th-century Cathedral – a masterpiece of Gothic architecture with a glistening façade of stained glass, mosaics and sculptures. Another attraction is St. Patrick's Well, a 62-meter-deep (203 feet) feat of engineering characterized by two spiral staircases that wind around the well (yet never meet), with 248 steps down to the water. A pleasant guided tour along a straightforward route makes it possible to know Orvieto's underground world, created by its ancient inhabitants over about 2,500 years of uninterrupted digging. A tour at the discovery of a millenary, surprising and unexpected "Underground City", you will surely enjoy it!



At lunch, don't miss "*salumi di cinghiale o cervo*" (boar or deer sausage) and *pecorino cheese* and taste the region's prized white *truffle oil* together with the delicious white wine of the area, *Orvieto Classico*!

TIVOLI

Discover one of Italy's hidden gems! Here is Tivoli, a small town about 30 Km east of Rome, boasting 2 of the most spectacular sites in Italy, **Emperor Hadrian's Villa and Villa d'Este**.

Emperor Hadrian built his villa to escape the crowd and turmoil of the capital. Much of the enormous, luxurious ancient villa remains intact today. You will be surprised by the innovative application of Renaissance plumbing in the fountains and waterworks, perfectly integrated with the landscape.



The other masterpiece in the area is Villa d'Este, the fantastic Villa commissioned by Cardinal Ippolito of the Este family around 1560. Among the masterpieces of the Italian Renaissance that most inspired landscape architects and painters, it is an ideal reinterpretation - in a sumptuous way - of the hanging Eden of Babylon. The prestigious residence is surrounded by terraces, stairways, and avenues set on each other. It is decorated with water games so audacious as to reveal considerable engineering skills. The monument was elected the most beautiful park in Europe and UNESCO Heritage with the

motivation: "one of the first gardens of wonders, which from the beginning had a decisive influence on the development of European landscape painting ».

ROME

Here you are in Rome, where ancient history, excellent art and religious icons mix uniquely! Start from the 2,000-year-old **Colosseum**, the most famous amphitheatre in the world, and the Imperial Fora, the administrative and monumental centre of the Roman Empire. On the Palatine Hill, the majestic ruins of the Palaces of Augusto, Tiberius and Domiziano still dominate the **Circus Maximus** valley, 50-meter-high structures giving a unique view of the city.

Close to the Colosseum, inside the **Church of San Pietro in Vincoli**, you may see the famous Michelangelo sculpture of "Moses". Supposedly, Michelangelo, admiring his Moses, enraptured by the so realistic shapes of the imposing statue, was struck by a violent outburst of anger and exclaimed the famous phrase "Perchè non parli?" (Why don't you speak!?)



From Piazza Venezia, you will head inside "Baroque" Rome, starting with the **Pantheon**, dedicated to worshipping every god (Pan-every Theon-divinity), now the memorial chapel of great Italian people of the past. After that, don't miss the Church of **St. Louis of the French**, famous for the cycle of paintings of the

great Caravaggio at the end of the 16th century. Then, **Piazza Navona**, the splendid oval area corresponding to the underground Domitianus' Stadium, with the gorgeous Fountain of the Four Rivers by Lorenzo Bernini in the centre of the Piazza. And finally, **Fontana di Trevi**, the city's biggest and most famous fountain, a Rome icon renowned worldwide: here, statues of travertine marble stand over the cliff and the broad basin in an epic representation of the Kingdom of the Oceans.

At the end of the day, sit down at a local "*trattoria*" or "*fiaschetteria*", the typical home-style restaurant, to taste authentic Roman cuisine in a popular and cheerful atmosphere (for an overview of Roman cuisine, see our [BLOG](#)).

VATICAN CITY

On the other side of River Tevere, Vatican Hill is the home of the tiny state of Vatican City. The **immense St. Peter's Basilica** dominates the extraordinary Piazza framed by the magnificent four-column-deep colonnades designed by Gian Lorenzo Bernini. The Basilica is an extraordinary casket for some of the world's most beautiful works of art, such as Michelangelo's "La Pietà" and Bernini's "Baldacchino", along with works of the most important artists of the Renaissance, from Raphael to Canova.



Inside the Vatican Museums, you will be astonished by the exquisite and unique **Sistine Chapel**, the "Sancta Sanctorum" ("Holy among the Holiest" in Latin) of the Roman Catholic Church, where cardinals gather to elect the new Pope! The Sistine Chapel takes its name from Pope Sixtus IV della Rovere (pontiff from 1471 to 1484), who had the old Cappella Magna restored between 1477 and 1480. The decoration of the walls was executed by a team of painters, Pietro Perugino, Sandro Botticelli, Domenico Ghirlandaio and Cosimo Rosselli, assisted by their respective shops.

Julius II della Rovere (pontiff from 1503 to 1513), the nephew of Sixtus IV, decided to partly alter the decoration, entrusting the work in 1508 to Michelangelo Buonarroti, who painted the Ceiling and, on the upper part of the walls, the lunettes. The nine central panels show the Stories of Genesis, from the Creation to the Fall of Man to the

Flood and the subsequent rebirth of humanity with the family of Noah. Again, towards the end of 1533, Clement VII de' Medici (pontiff from 1523 to 1534) asked Michelangelo to paint the Last Judgement on the altar wall. How could he refuse? And, in fact, he did not, but painted his vision of the Judgement, with a powerful and furious Jesus Christ.

The tour is over, but the memories of a fantastic journey will accompany you for a lifetime!

See more about your destinations on our website at <https://vitoritalytours.com/video.html>

Arrivederci for another tour with **VITOR, Visit Italy on the Road.**