

WEEKEND in ITALY

ITALY FOR THE INDEPENDENT TRAVELER



Weekendinitaly was established in 1995, inspired by a simple idea: to give lovers of Florence access to authentic Florentine products and services online.

At the time, the Internet was completely new and we wondered if it would be all that some said it would be. And, of course, we wondered if people would respond with as much enthusiasm as we had for the idea of **buying quality products** direct from Italy.

The answers came quickly and orders started the moment we went online. We were honored to be included as a case study in the first e-commerce textbooks, and we were asked to share our startup experiences in the first prestigious conferences on the web in Europe and in the United States.

Florence turned out to just be our starting point. Today, **Weekendinitaly.com** offers to hundreds of exclusive tours, access to Italy's most famous museums plus travel services throughout Italy -- in and around **Rome, Venice, Milan, Naples, Siena, Turin,** and **Sicily** in addition to **Florence** -- often to places otherwise little-known. And, of course, hundreds of **Italy-made products** that reflect that best our country has to offer.

Over our **20 years in business**, millions of customers have enjoyed what we provide. Our young and dynamic staff (in Italy and abroad) is committed every day to improve, grow and give shape to new ideas.

Today, it is hard to imagine the world without the Web and the smartphone. The 1995 bet we made is certainly won, but we do not rest on our laurels. We work every day to assure **our future success as Italy's leading online travel services** provider 20 years hence, and beyond.

Alessandro Naldi
Presidente Weekendinitaly

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