

WEEKEND in ITALY

ITALY FOR THE INDEPENDENT TRAVELER

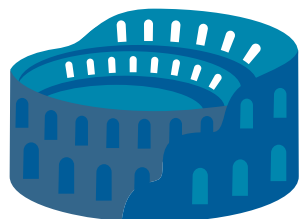
www.weekendinitaly.com

20 YEARS OF SUCCESS

20
year of
business



3600 affiliates



**PROVIDING THE MOST REQUESTED
TOURIST SERVICES IN ITALY**

Testimonials from the European Community for
development of Ecommerce for SME

3.1 million
customers
served



5.2 € millions in retail sales

WEEKENDin**ITALY**
ITALY FOR THE INDEPENDENT TRAVELER

www.weekenditaly.com

WHO WE ARE

In the fall of 1994 a small group of professionals from several specialties (marketing, law, accounting, ...) imagined using the Internet as a way to allow **Italy lovers to purchase Italy made products, museum tickets, and tours online.**

Online since Nov. 30, 1995 we have received testimonials from the European Community for development of Ecommerce for SME, presented case histories at many conferences around the world (New York, Chicago, Paris, Dublin, New Orleans, Athens, Philadelphia etc.) and have partnered with many major corporations and institutions (Trenitalia, ACI, TCI etc.)



EXECUTIVE TEAM

Alessandro Naldi
President
Weekend in Italy



Born in Florence.
In 1995 dreamed that the incoming web will change our lives and will allow the best experience through Italy. Now he runs every day a team which enhance this vision.

Adriana Granados
Operations



Born in Mexico City.
Joined our team in 2001 and coordinates activities concerned with services and customer service.

Cosimo Zecchi
IT Manager



Born in Florence.
Joined our team in 2010 and coordinates activities concerned with the Information Technology.

EXECUTIVE TEAM

Laura Liccese
Customer Service



Born in Florence.

Joined our team in 2013 and coordinates activities concerned with customer service.

Raffaella Bellonzi
Customer Service



Born in São Paulo.

Joined our team in 2008 and coordinates activities concerned with customer service.

Giulia Naldi
Account Manager



Born in Florence,

Joined our team in 2015 and coordinates activities concerned with Account Manager.

EXECUTIVE TEAM

Marco Mazzoni
Marketing



Born in Prato.

Journalist, writer and editor, creator of marketing campaigns and promoter with international partners.

Richard Cross
USA Operations



Born in New York City.

Joined our team in 2012 and provides support for various Weekend in Italy activities in the North America.

Antonella Orlandi
China Account Manager



Born in Livorno.

Joined our team in 2016. She is our China Account Manager

WHAT WE DO NOW

- 1 Today we serve online several hundred thousand customers a year, offering more than **600 services all over Italy** plus a **selection of goods** available for delivery around the world.
- 2 Our business model makes us a provider to many thousands of **travel agents and tour operators** all over the world.
- 3 Thanks to our technology and business methods many **important cultural institutions in Italy** have an online way to reach travelers from every country.

OUR MISSION

- 1** Our goal is to **provide a wide selection of what we consider the best in our country**, offering the most convenient way for independent travelers to plan their time in Italy and **to obtain what they need for the most rewarding possible experience.**
- 2** Products and service are chosen based on the **trustworthiness of the provider**. We look for **quality** that the customer will remember and will share with friends. We see ourselves as a personal concierge offering our thorough knowledge of Italy.
- 3** We are **online since 1995** and we wish to stay many years more... understanding that **tourism is a business** based on promises and trust that builds as time goes on.

THE SELECTION WE OFFER

Areas available include: Turin, Milan, Venice, Florence, Rome, Naples, Siena, Sicily.



THE SELECTION WE OFFER



Our audience is independent travelers who rely on us to help them **organize custom itineraries** based on their individual preferences.



We use a **network of trusted local providers** to deliver on the promises we make on our website.



Our **price selection is quite wide**: from a Colosseum ticket up to a Ferrari tour in Chianti, from a city sightseeing tour to a helicopter flight over Venice and so on.



Every order is **immediately fulfilled or confirmed in one working day**.



Our **customer service** is available from 9 am to 6 pm CET, and is available in English, Spanish, Portuguese, Italian.

WHY COOPERATE WITH US?



Enhance your online services with little or no effort or expense.



Provide your audience with easy and time saving offers from all over Italy.



Take economic advantage of the traffic on your website.



Have just one provider for hundreds of services in Italy.



Benefit from our ongoing search for new tour and excursion opportunities.

HOW TO COOPERATE WITH US - Booking System



Sell services on the web...and earn commissions!



The travel agency **selects from a list the services** that it wants to sell online through its website.

We provide (**FOR FREE**) a **booking system**.

The travel agency links this **new booking system** to its website.

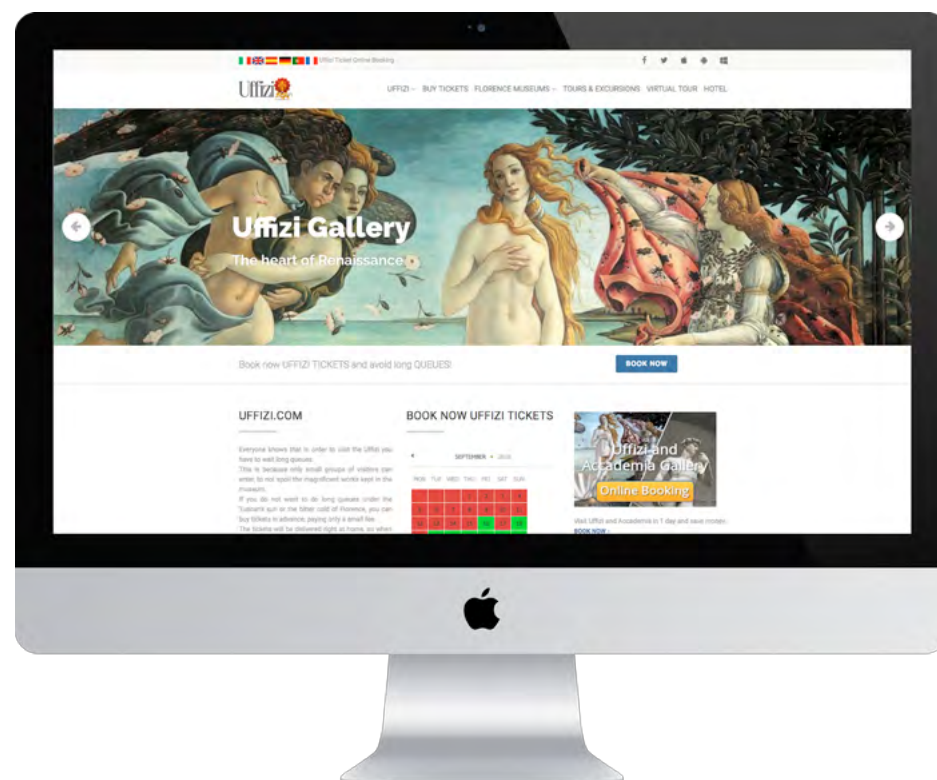
Please note: every web visitor of the travel agency will remain within the agency's control. After accessing the booking system (with purchase or not) the visitor is seamlessly delivered back to the travel agency website.

A **report page** will immediately **record sales and commissions**.

HOW TO COOPERATE WITH US - Booking System

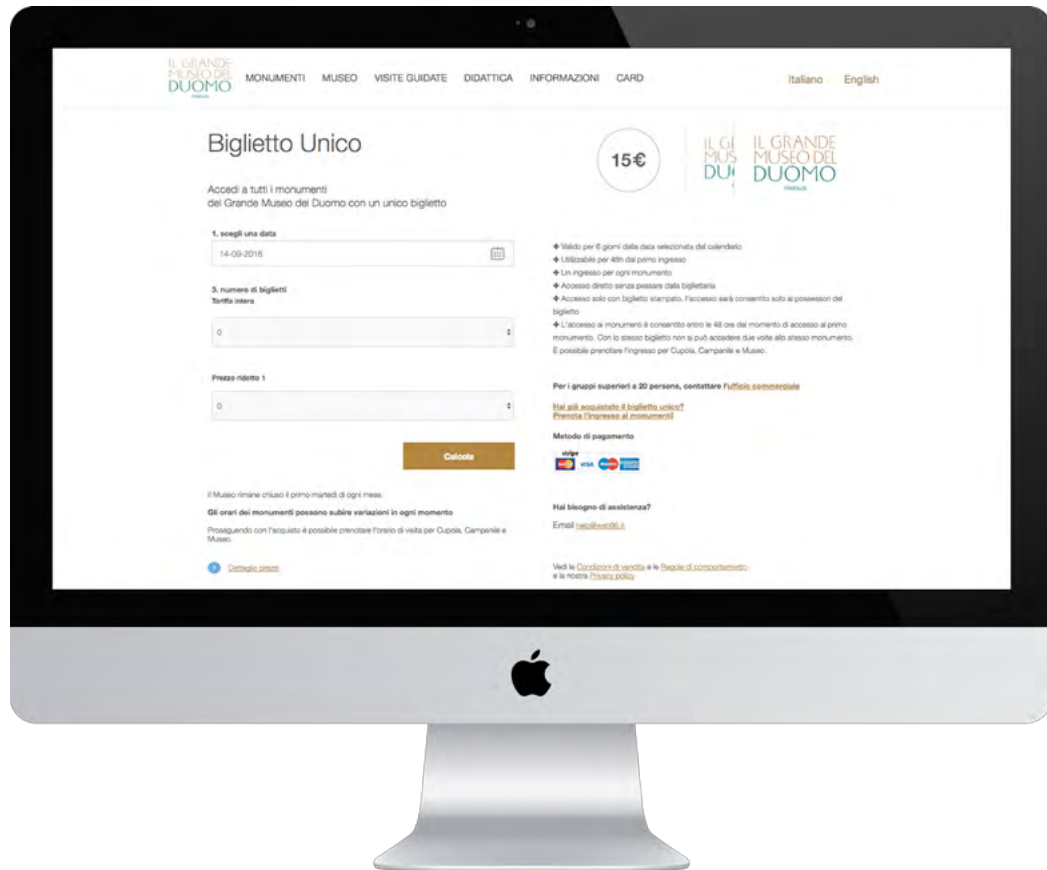


Standard ticket office example.
The free online ticket office we
provide.



Example of an online ticket
office provided by us
www.uffizi.com

CASE HISTORY-THE GREAT MUSEUM OF THE CATHEDRAL OF FLORENCE



The **Great Museum of the Cathedral of Florence** entrusts the Weekend in Italy team with ticket sales to the most famous monument in Florence.

it.grandemuseodelduomo.waf.it/museo_dett.php?idtour=8484

CASE HISTORY - BTO (BUY TOURISM ONLINE)



BTO - Buy Tourism Online - the tourism fair relies on the Weekend in Italy team to handle ticket sales for important events.

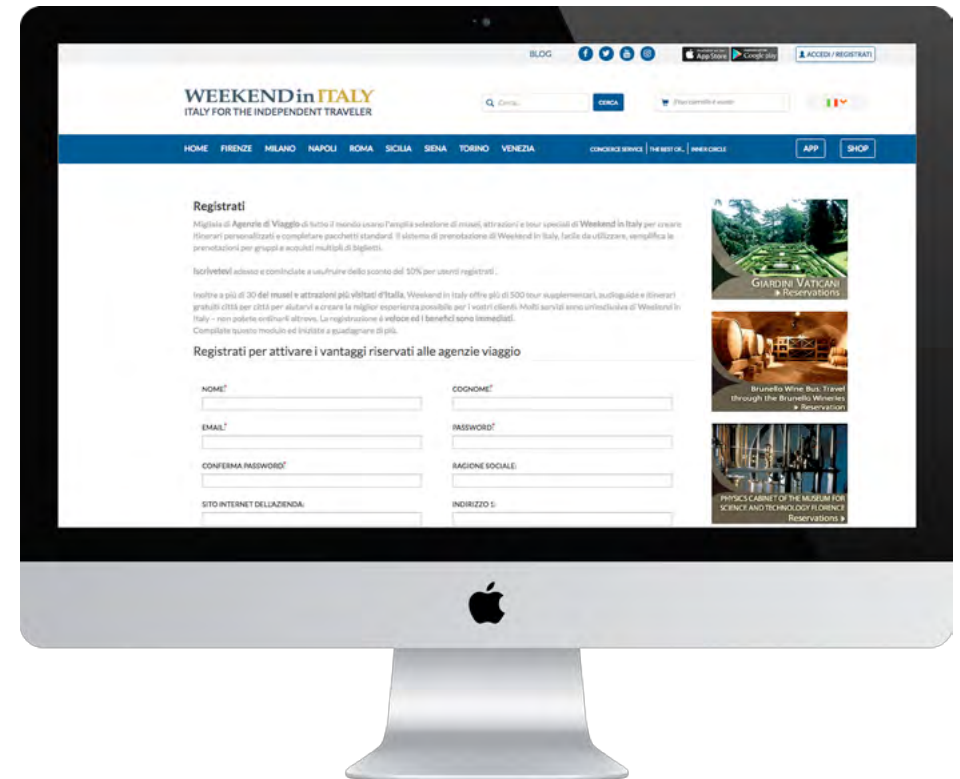
shop.buytourisonline.com

HOW TO COOPERATE WITH US

“I don't have a website, but I wish to profit too...”

The travel agency registers its email address at www.weekenditaly.com/userreg.php

Within one working day, travel agency is enabled to make purchases with a **10% discount.**



VOUCHERS EXAMPLE



WEEKEND in ITALY
ITALY FOR THE INDEPENDENT TRAVELER

In cambio del seguente Voucher vogliate fornire a:
In exchange of this voucher please provide:

Galleria degli Uffizi full	
Nome/Name:	MARIO ROSSI
Data-Ora/Date-Time:	26-09-2015 15:00
Ordine/Order:	1577558
Biglietti/Tickets:	1
Codice di conferma/Confirmation code:	2376506



Ritirate i vostri biglietti presso lo sportello prenotazioni del museo, 15 minuti prima dell'orario confermato la data della visita. Please pick up your tickets at museum reservations' cashier, 15 minutes before confirmed time on the date of the visit.



Scarica la App / Download the App Weekend in Italy App:

The new Weekend in Italy App is your ticket to all the best Italy offers. Make your reservations and show them on your smartphone for immediate admission even to Italy's most desired attractions. Back in the 90's Weekend in Italy pioneered online museum tickets sales.

Weekend a Firenze S.r.l.
www.weekenditaly.com - eMail: help@waf.it
Via Pistoiese, 132 - 59100 Prato ITALY - Tel:+39 (0574) 38074 - Fax:+39 (0574) 401744
Cap. Soc. 61.200,00 Euro I.v., P. IVA 02180560480, CCIAA Firenze 0469679, Tribunale di Firenze Reg. Soc. 69630

A/To: Web95 in collaborazione con Opera Laboratori Fiorentini
Via Pistoiese 132
59100 Prato PO Italia

WEEKEND in ITALY

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Via Pistoiese, 132 - 59100 Prato Italy
Tel. +39 (0574)38074
Fax +39 (0574) 401744

In cambio del seguente Voucher vogliate fornire a:
In exchange of this voucher please provide:

Gli Uffizi, la guida ufficiale Italiano	
Nome/Name:	MARIO ROSSI
Ordine/Order:	1577545
Quantità guida/Quantity:	1
Lingua/Language:	italiano



La guida deve essere ritirata, esibendo il voucher, presso il bookshop.

The guide must be picked up, showing the confirmation voucher, at the bookshop.

Indirizzo/Address: Piazzale degli Uffizi, 6, 50122 Firenze, Italy



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The new Weekend in Italy App is your ticket to all the best Italy offers. Make your reservations and show them on your smartphone for immediate admission even to Italy's most desired attractions. Back in the 90's Weekend in Italy pioneered online museum tickets sales.

WEEKEND in ITALY

Weekend a Firenze srl

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HOW TO COOPERATE WITH US - Travel agent



A travel agent wants to sell tickets to an Italian museum, get commissions... with no problems



The travel agent indicates to us which of our over 500 services he wants to sell: museums, tours, excursions, events... whatever

HOW TO COOPERATE WITH US - Travel agent



Our staff sets up the online booking system, which sells the services chosen by the travel agent.



The travel agent links the booking system created by Weekenditaly for him to his website: it's the only activity required from the travel agent.

HOW TO COOPERATE WITH US - Travel agent



An online customer reserves Vatican museums, Last Supper, and Uffizi on the website of the travel agent.



Weekenditaly manages the requests and confirms orders in one working day, sending invoices and vouchers.

HOW TO COOPERATE WITH US - Travel agent



..and the client enjoys the vacation thanks to the travel agent.

The travel agent periodically receives commissions from Weekend in Italy.

HOW TO COOPERATE WITH US - Travel agent 2



A travel agent has no website but sells several services a year to customers going to Italy.

Weekenditaly helps the travel agent to register in its online booking system at www.weekenditaly.com/userreg.php

HOW TO COOPERATE WITH US - Travel agent 2

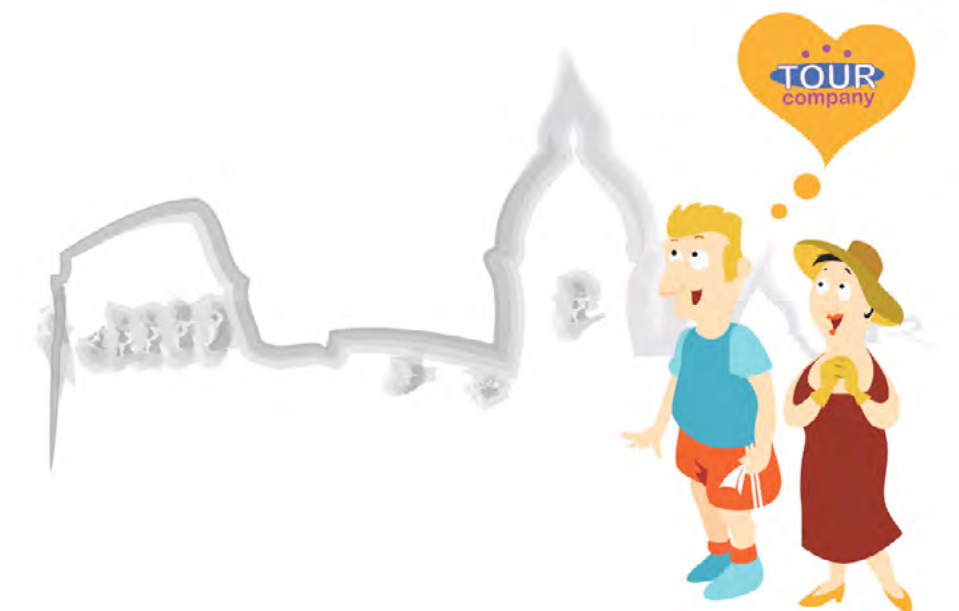


A family wants to go to the most famous museums in Italy... and also some less known ones. The travel agent logs in to the Weekenditaly website and fills the order.



Weekenditaly manages the requests and confirms the order in one working day, sending invoices and vouchers.

HOW TO COOPERATE WITH US - Travel agent 2

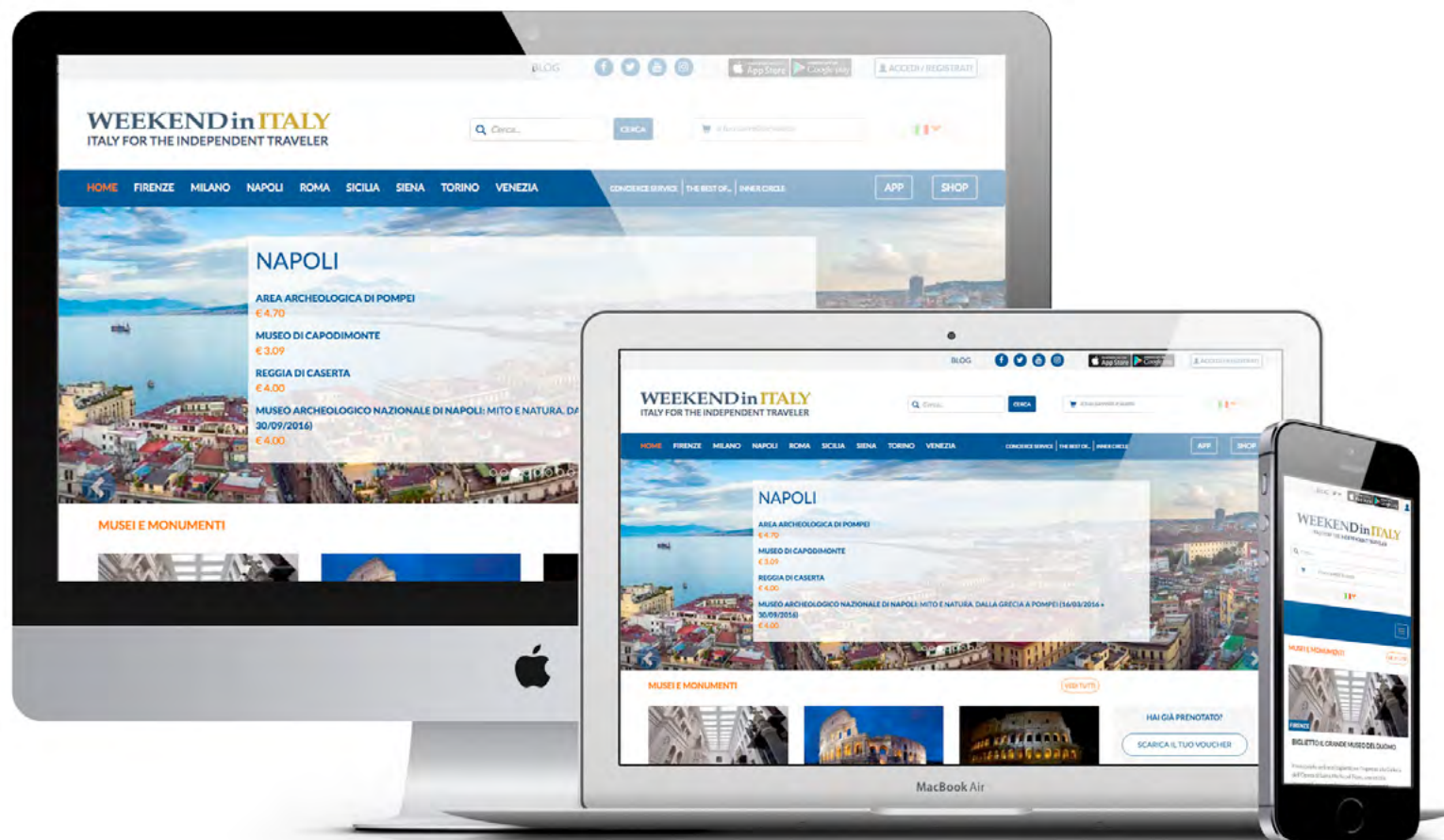


The family enjoys its vacations in Italy.



The travel agent gets money in two ways: commissions from Weekendinitaly and markup from the customer.

OUR WEBSITE - WWW.WEEKENDINITALY.COM



WEEKENDinITALY
ITALY FOR THE INDEPENDENT TRAVELER

www.weekendinitaly.com

OUR WEBSITE - WWW.WEEKENDINITALY.COM

The screenshot shows the homepage for the Venice section of the WEEKEND in ITALY website. The header includes the logo, navigation menu (HOME, FIRENZE, MILANO, NAPOLI, ROMA, SICILIA, SIENA, TORINO, VENEZIA), and utility links (BLOG, social media, app store, and account registration). A search bar and a language selector are also present. The main content area features a large image of Venice at night with a semi-transparent overlay box containing the following information:

- VENEZIA**
- COLLEZIONE PEGGY GUGGENHEIM €4.50
- GALLERIE DELL'ACCADEMIA DI VENEZIA €5.70
- PALAZZO DUCALE - MUSEI DI PIAZZA SAN MARCO: VENEZIA, GLI EBREI E L'EUROPA 1516-2016 (19/06/2016 + 31/10/2016) €4.09
- PALAZZO DUCALE - MUSEUM PASS €5.40

Below the main image, there are sections for 'MUSEI E MONUMENTI' with a 'VEDI TUTTI' button, and a 'HAI GIÀ PRENOTATO?' section with buttons for 'SCARICA IL TUO VOUCHER' and 'SCARICA LA TUA FATTURA'. A 'NEWSLETTER' sign-up form is also visible. The main content area is a grid of 12 travel offers:

- FIRENZE**: BIGLIETTO IL GRANDE MUSEO DEL DUOMO (Da € 3.00)
- ROMA**: BIGLIETTO CUMULATIVO COLOSSEO, PALATINO E FORO ROMANO (Da € 4.00)
- ROMA**: LA LUNA SUL COLOSSEO (Da € 4.00)
- VENEZIA**: GALLERIE DELL'ACCADEMIA DI VENEZIA (Da € 5.70)
- NAPOLI**: REGGIA DI CASERTA (Da € 4.00)
- ROMA**: MUSEO NAZIONALE DI CASTEL SANT'ANGELO (Da € 5.70)
- ROMA**: PALAZZO BARBERINI: GALLERIA DI ARTE ANTICA (Da € 5.00)

The screenshot shows the homepage for the Florence section of the WEEKEND in ITALY website. The layout is similar to the Venice page, with the main content area featuring a large image of Florence and a semi-transparent overlay box containing the following information:

- FIRENZE**
- MUSEI DI FIRENZE, ITALIA e TOUR GALLERIA DEGLI UFFIZI
- Non aspettare oltre per Vivere i Migliori Tour e Musei di Firenze

Below the main image, there are sections for 'MUSEI E MONUMENTI' with a 'VEDI TUTTI' button, and a 'HAI GIÀ PRENOTATO?' section with buttons for 'SCARICA IL TUO VOUCHER' and 'SCARICA LA TUA FATTURA'. A 'NEWSLETTER' sign-up form is also visible. The main content area is a grid of 12 travel offers:

- FIRENZE**: BIGLIETTO IL GRANDE MUSEO DEL DUOMO (Da € 3.00)
- ROMA**: LA LUNA SUL COLOSSEO (Da € 4.00)
- ROMA**: PALAZZO BARBERINI: GALLERIA DI ARTE ANTICA (Da € 5.00)
- FIRENZE**: GALLERIA DEGLI UFFIZI (Da € 9.99)
- FIRENZE**: BIGLIETTO IL GRANDE MUSEO DEL DUOMO (Da € 3.00)
- FIRENZE**: LA GALLERIA DELL'ACCADEMIA COL DAVID DI MICHELANGELO (Da € 9.99)
- FIRENZE**: COMBO GALLERIA DEGLI UFFIZI + GALLERIA DELL'ACCADEMIA (Da € 18.97)
- FIRENZE**: VISITA AI PERCORSI SEGRETI (Da € 5.29)
- FIRENZE**: TORRE DI PISA (Da € 4.07)
- FIRENZE**: BASILICA DI SANTA CROCE (Da € 2.25)

PARTNER

IL GRANDE
MUSEO DEL
DUOMO
FIRENZE



Fondazione
Parchi Monumentali
Bardini e Peyron
promossa da
Ente Cassa di Risparmio
di Firenze

STARHOTELS®
L'ITALIA NEL CUORE

viator



INTEGRITY
IN TOURISM
USTOA
United States Tour Operators Association



CityDiscovery®



KUONI group travel
experts



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Your
Guide

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CONTACT

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