

Q+A

TONY GUERRIERI ITALY'S BEST FOUNDER

Owner Tony Guerrieri and his family.



Q: HOW DID YOU GET YOUR START IN VIP SERVICES?

A: I started by working for the ultimate VIP. I was Liz Taylor's driver in 1961 when she was filming *Cleopatra* near Rome. There was a great deal of Hollywood production in Italy through the 1970s, and we provided chauffeur and VIP services for actors like Anthony Quinn, Ryan O'Neal and many others. After that I brushed up my English and worked for a large tourism incentive company in Italy. We developed cutting-edge packages for corporate travelers; I was the first one to offer a takeover of an entire "Italian village," where the corporate visitors are hosted and entertained by everyone in a small traditional town. All the while I continued to operate my limousine business, and in 1999 I decided to take my wealth of contacts and experience and offer the ultimate white-glove VIP service in Italy: Italy's Best. Not only is it my passion, it also my family business.

Q: WHAT MAKES ITALY'S BEST DIFFERENT?

A: The Italy's Best difference is our unique start-to-finish experience. You know, it's an old-fashioned idea, but we really "host" the VIP families we work with. From the moment you land we offer the finest, quickest most convenient meet-and-greet services, often picking you up right on the tarmac when you land. You are met by a uniformed contact who ushers you past the lines at immigration, a dedicated porter takes care of your bags, and a private chauffeur is waiting curbside. Our customized tours are second to none. Wherever you go, whatever you decide to do, you can rest assured that your experience will not be "off the shelf." We negotiate exclusive, often after-hours private viewings of key sights and objects d'art.

Q: CAN YOU GIVE US AN EXAMPLE OF THIS "SPECIAL ACCESS" PHILOSOPHY?

A: Last summer we hosted a VIP family who specified a visit to the Coliseum on what I knew to be one of the busiest tourist days in the season. Typically, the Coliseum only operates one gate, so there are enormous lines and multiple security checks--it can take hours to get in. This was unacceptable, so through our contacts we were able to usher the family unobtrusively through another gate, with no waiting. They essentially got a very private Coliseum experience on one of site's busiest visitor days. This is how we approach every program we offer.

TOUR ITALY....ELITE STYLE

7 KEYS TO YOUR JOURNEY OF A LIFETIME

Tour operator *Italy's Best* is committed to the idea that private events, deluxe accommodations, exclusive itineraries, enriching destinations and exceptional customer care all combine to create the ultimate elite travel experience. Their seasoned professionals know that your vacation time is precious, and their mission is to make every moment of your elite trip unforgettable by tailoring every detail to your needs, expectations and values. Italy's Best has created and arranged itineraries for top travel agencies as well as for some of the most inspired and discerning travelers in the world.



VATICAN BEHIND-THE-SCENES

More than just the center of Catholicism, the Vatican is also the richest storehouse of artwork in the world. Your completely private, guided visit to the Vatican Museums and the Sistine Chapel (which are normally the most heavily visited art sites in the world) lets you bypass the crowds and experience "insider" attractions like the secret Bramante staircase that let the Pope get to his palace even on horseback, or a tour of the Vatican Gardens filled with rare plants and flowers, or the rarely-visited Clementine Chapel, one of the most beautiful rooms of Pope Sixtus the Fifth's "Palazzo Nuovo."

2



ROME

As the ancestral center of the Roman Empire as well as the heart of Christianity, Rome may well be the most visited city on the planet. Experience the power of the Eternal City as Italy's Best, and you'll be treated to an up-close and personal program of exclusive private visits and guided encounters that reveal the glories of Rome's past. See Capitol Hill, the very heart of Rome high atop the city. Visit the Borghese Museum and its gardens to view the collection of history's most ruthlessly ambitious collector, Cardinal Scipio Borghese, who would stop at nothing to acquire the most prized works of art of his time and hoard them in his collection. Look into the eyes of Michelangelo's Moses, enjoy the Trevi Fountain, and explore all of Rome's attractions with a private, elite edge.

3



ORVIETO: MEDIEVAL TOWN

This surprising town is full of artistic wonders like the Orvieto Cathedral—perhaps the most perfect church façade ever built. Inside you'll see the reliquary containing the Shrine of Corpus Christi, a miraculous Christian relic. View artist Signorelli's image of the Antichrist, a subject no one ever dared to paint before. Italy's Best provides private visits and expert guides to all of these attractions as well as viewing a cycle of frescoes, hosting organ concerts inside the cathedral, private underground sightseeing, private wine tasting and more.

4



POSITANO

The cultural and artistic heritage of Italy is second to none, but real elite travelers know when it's time for a little "fun in the sun." John Steinbeck once wrote: "Positano bites deep, it is a dream place that isn't quite real when you are there and becomes beckoningly real where you have gone." Let Italy's Best take your breath away with an exceptional visit to the Amalfi coast.

6



POMPEII

Contrary to popular myth this ancient city was buried, but not completely destroyed, by volcanic eruption. And, while no mirror to the past could possibly be more vivid than the reflections offered by Pompeii, let Italy's Best unleash your inner Indiana Jones by sharing expert guides who will show you the city's "unknown" quarters and rarely visited sites.

5



FLORENCE

Florence is many things: An open air museum, a beacon of civilization and the home of Michelangelo's iconic "David." But Italy's Best's version of Firenze offers you so much more. Experience expert private viewings of "insider" masterpieces like Masaccio's "Tribute Money," which bestowed the Lord's blessing on taxation; Michelangelo's second dramatic "Pietà," conceived for his own tomb; "Mary Magdalen" by Donatello, a Renaissance sculptor whose spirit inspired Michelangelo himself; as well as tours to Santa Maria del Fiore Cathedral and Giotto's Bell Tower in the sumptuous and magnificent religious center of the city.

7



CAPRI

Another of Italy's leisure gems, this dream island has attracted the glitterati (and the paparazzi) for years. Have an unforgettable, and private, rendez-vous at the legendary Blue Grotto, an astonishing natural cave featuring surreally lit waters of the deepest azure. Italy's Best can show you the hotspots and insider sites of Capri only the international elite know

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