

FACT SHEET

Description

Imago Artis Travel is an elite boutique destination management company that specializes in creating bespoke experiences for upscale travelers to discover the incomparable treasures of Italy. Based in Rome but offering travel experiences throughout the Italian Peninsula, Imago Artis Travel began as a dream of three charismatic and passionate art historians – Fulvio de Bonis, his wife Alessia Tortora, and their best friend Chiara di Muoio – who, upon graduating from Sapienza University in Rome, turned to tourism as a way to express the strong socialization that lies within art.

Employing natural charm and deep knowledge of history and culture of the country they proudly call home, the founders of Imago Artis Travel are able to unlock doors to ancient palaces, historic villas, classical churches, renowned ateliers, gastronomic experiences, craft traditions and more in ways that satisfy the personal expectations of clients and provide them with lasting enlightenment.

Imago Artis Travel has expanded well beyond Rome in the years since it was founded in 2007.

The company now employs 200 top-class guides to lead client experiences, with its reach extending to **Venice, Milan, Florence, Vatican City, Pompeii, Piedmont, Cinque Terre, Tuscany, Emilia Romagna, Apulia** and other cultural destinations beyond.

The expansion is destined to continue, thanks to beneficial partnerships the company has formed with five-star hotels and international hotel collections in Italy, positive word of mouth, and new membership since 2018 in the prestigious **Virtuoso Destinations & Experiences Program**, including being designated an **Onsite Preferred Partner for Italy**.

Address & Contact

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Foundation & Management

Founded in 2007

Fulvio De Bonis | CEO & Founder

Alessia Tortora | CEO & Founder

Chiara Di Muoio | CEO & Founder

Experiences

The bespoke experiences created by Imago Artis Travel are as enriching and varied as Italy itself. Offerings focus on cultural treasures, access to hidden locations, gastronomy, craft traditions, and of course art and history. Among a smattering of offerings that have been enjoyed by clientele of Imago Artis Travel:

- **Milan:** Exclusive access to a local architecture atelier
- **Venice:** Masks turning alive
- **Tuscany:** Sculpture class with Carrara marble
- **Rome:** Private after-hours visit to the Vatican Museums
- **Amalfi Coast:** Lemon and Limoncello discovery
- **Apulia:** Fishing experience with a cooking class on a boat
- **Chianti:** Exclusive visit to an off-the-beaten-track Medieval Castle
- **Florence:** Private visit of a private noble estate
- **Taormina:** Cannolo dessert cooking lesson

Partnerships

Essential to Imago Artis Travel's expansion and the client experiences are partnerships secured with five-star hotels and international hotel groups operating throughout Italy, enabling the company to manage requests on short notice, guarantee excellent service, and recommend and secure luxury accommodations for clients, as requested.

Among just a handful of the company's current partners:

- **Rocco Forte Hotel De Russie and Hotel de la Ville, Rome**
- **Hotel Eden, Rome**
- **Hotel Hassler, Rome**
- **Hotel Principe di Savoia, Milan**
- **Four Seasons Hotels & Resorts, Florence**
- **Mandarin Oriental, Lake Como**
- **Hotel Principe, Forte dei Marmi**

Prominent Clients

Imago Artis Travel has built a strong following among dedicated clientele over the years, with no small number of celebrities and international elite among them, including:

**Jeff Bezos / Viola Davis / Ben Harper / Matthew McConaughey / Diane Keaton / Natalie Portman
Martin Scorsese / Ryan Reynolds / Katy Perry / Kate Upton / Alyssa Milano / Keanu Reeves**

Children

Imago Artis Travel recognizes the significance of family travel in inspiring young minds. Guided by the belief that "learning by playing" is the best way to discover the world, the company has developed offerings just for kids, including interactive games and scavenger hunts to entertain at important Italian monuments, private classes from to inspire creativity, hands-on cooking classes of kidfriendly delicacies, and unique visits that surprise and inspire, such as truffle hunts and spooky walks down haunted alleys. Parents are always invited to participate – and plenty do.

Transportation

Imago Artis Travel offers impeccable transportation services including a fleet of luxury vehicles – Italian, of course (please note that the cars are branded Mercedes, so not Italian, only drivers are Italian) – to ensure the time its clients spend in Italy is hassle free. Along with comfortable and reliable transportation between destinations, the company also provides "Meet & Greet" services at the main international airports within Italy.

Accommodation

Through its partnerships with five-star hotels and international hotel collections, Imago Artis Travel is able to recommend hotel and resort properties throughout Italy and coordinate stays and other onsite services to satisfy the needs and desires of its clientele.

Shore Excursions

Imago Artis Travel is able to offer Imago Artis Travel offers a special service to maximize shore excursions of cruise passengers stepping off their vessels in Italy. Guides can meet and greet clients at any port in Italy and organize experiences for them to discover the wonders of history and culture in ways that complement existing cruise programs – or take them to a whole new level.

Honeymoons

Imago Artis Travel tailors ad hoc experiences for newlyweds on honeymoon in Italy, creating fairy tale stays that make lasting memories in the country's most beloved and timeless destinations, from romantic gondola rides in Venice to strolling noble palaces hand-in-hand in Rome.

Guiding

Along with employing and training top guides throughout Italy, Imago Artis Travel believes strongly in elevating the role of guides to that of **hosts who reveal the wonders of Italy through their own eyes**. Founder and CEO Fulvio De Bonis, in particular, is keen to polish the reputation of the profession, making a strong case that Imago Artis Travel illustrates the transformation of art from personal passion to group expression: *"We felt tourism was the best way to express our vision of art, and we have shaped it in a way that has become an art itself."*

Membership

In 2018, Imago Artis Travel was welcomed into **Virtuoso Destinations & Experiences Program** Classic Portfolio and named a **Virtuoso Onsite Preferred Partner for Italy**.

Press Releases

Telegraph / Daily Mail / Jetsetter / Fodors / CNN / Vogue / Conde Nast Traveler / Afar / Architectural Digest Town and Country / Brides / Departures / Worth / Global Traveler

Awards & Accolades

- **2019 DUCO Award for "Most Creative Video"**
- **Nomination for "Best Local DMC" in the world**
- **Luxury Travel Advisor Awards of Excellence**
- **Tripled our employees in the last 2 years** (22 employees as of May 2019)

Rates

Starting from \$ 330,00 for a 3-hour private guided tour for up to 4 people.
Special access tours start from \$ 900,00 to \$ 22,400,00.