

PRESS INFO

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About Arno Travel

Arno Travel was founded in 1969 as an onsite Italian travel planner and in 2018 the Agency was acquired by Luca Perfetto and Urbano Brini, also founders and owners of the tour operator Florencetown-Towns of Italy.

Arno Travel specializes in identifying unique spots in each Italian destination, selecting properties, ideating outstanding experiences and partnering with charismatic experts, to create enlightening Italian journeys from A to Z for individual travelers, families and small groups, but also for corporate events and private celebrations.

Everything starts with listening to the client's desires and enriching them with creativity and scrupulously attentive planning to even exceed their expectations, thanks to long-practiced expertise and unrivaled insight and knowledge of the destinations.

Strategically based in Florence city center, Arno comprises a passionate team of skilled professionals dedicated to delivering the world-class services required by the standards of the premium networks we work with: Virtuoso, Internova In-Country program and XO Private.

In these years Arno has been the leading company for US, Brazilian and Mexican luxury tourism, thanks to a widespread network of partnerships in these countries and the expertise in designing flawlessly planned itineraries, fine-tuned to match guests' specific needs and wishes. We love to make everything splendidly easy, comfortable, and enlightening for our guests.