

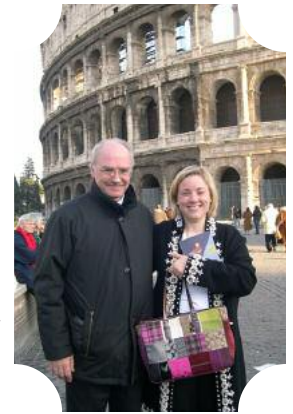
# The Italian Dream Concierge

TRAVEL PLANNING BY  
**DREAM OF ITALY**

Gift certificates available – makes a unique holiday present!



Truffle hunting near Alba



At the Colosseum with Enrico Bruschini



Positano, along the Amalfi Coast

For five years now, those seeking unique, timely and exclusive information on travel to Italy have turned to *Dream of Italy, The Insider's Guide to Undiscovered Italy*. During that time, I have fielded hundreds of phone calls from readers asking for assistance in planning trips incorporating our special finds. That's why I am introducing *The Italian Dream Concierge*, a travel planning service devoted to bringing you the same authentic and insider Italy that *Dream of Italy* presents in its pages.

Through the services of *The Italian Dream Concierge*, you can benefit directly from my extensive knowledge, years of personal travel experience and network of colleagues and insider contacts throughout Italy. Services include basic travel consulting, day-by-day itinerary planning and escorted trips.

*"Kathy's insights and very practical advice made me feel quite comfortable about my (Italy) itinerary. If you feel the need to sort out from all the great but confusing options this is a great place to start...or finish!!"* —NATHAN SCHWARZBAUM

*Here are a few examples of how I can assist you:*

- Locate the perfect accommodations (hotels, B&Bs, villa and apartment rentals, farm stays) to fulfill your needs.
- Expose you to the culinary world of Italy through cooking lessons, truffle hunting, olive harvesting, chocolate school, vineyard tours and factory visits.
- Arrange for exclusive, behind-the-scenes access to museums and cultural events.
- Find the perfect tour guides and drivers for every leg of your journey.
- Plan plenty of romantic surprises for a honeymoon or anniversary trip.
- Expose you to authentic Italian craftsmanship with hands on lessons in building gondolas, firing ceramics, creating mosaics and restoring paintings.
- Create an itinerary around your specific interests—opera, sailing, golf, painting, yoga, antiques, biking, horseback riding, spas, genealogy and more.



Exploring the Tuscan countryside

My unique perspective as a writer and Italian travel expert allows me to approach travel planning from the "experience" of travel rather than the "business" of travel. Indeed, unlike a travel agent, *The Italian Dream Concierge* doesn't accept referral fees or commissions for recommendations. (You can take our itinerary to your own travel agent or seamlessly book through one of our partner agents for no extra charge.)

When media outlets such as *ABC News, Travel Channel Radio, USA TODAY* and *U.S. News & World Report* need the inside scoop on travel to Italy, they come to me. I hope you will too! I look forward to making your dreams of Italy a wonderful reality through the personal service of *The Italian Dream Concierge!*



—Kathy McCabe

Turn the page to find out more about *The Italian Dream Concierge!*



# The Italian Dream Concierge

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Once you purchase your consultation package, you will receive *The Italian Dream Questionnaire*, a unique tool I have developed to get to know you and your travel needs and to create a vision for your trip. This allows me to learn all about your likes, dislikes, goals, desires, special needs, desired pacing and budget before we talk. We can then use our phone consultation to dive right into the details!

—Kathy McCabe, *The Italian Dream Concierge*

## Define

### Your Italian Dream

**(Introductory Travel Consultation) includes:**

- A phone consultation with *The Italian Dream Concierge* — ask her anything you want to know about travel to Italy. She will also help you focus your trip, allocate your time and learn more about transportation and accommodation options in your destinations.
- Up to seven recommendations for your trip, along with contact information. These will differ depending on clients needs but may include hotels, restaurants, private guides, tours, museums, stores, etc.
- Three back issues of the subscription travel newsletter *Dream of Italy* covering your selected destinations and activities.
- Full credit towards purchasing the DESIGN package. If within six months of your DEFINE consultation, you would like to receive a personalized itinerary designed by the *Concierge*, you may use the cost of this package towards that fee.

**Price: \$295**

## Design

### Your Italian Dream

**(Personalized Daily Itinerary) includes:**

- An initial phone consultation with *The Italian Dream Concierge*.
- A custom-designed daily itinerary for your trip to Italy — for up to eight travelers — each day includes recommendations and details for accommodations, restaurants, transportation, activities related to your interests, best times to visit museums, etc.
- A follow-up phone consultation with the *Concierge* once you receive your itinerary.
- A customized *The Italian Dream Concierge* Guidebook — no two are the same — including your daily itinerary and contact information for all hotels, restaurants, museums, etc. and all *Dream of Italy* articles related to your selected destinations and activities.
- Your itinerary will include complete contact and booking information so that you or your travel agent can easily make arrangements. We can also put you in touch with one of our travel agent partners who will book your trip for no additional fee.\*

**Price: \$995** for a 10-day itinerary  
**\$1295** for a 15-day itinerary  
**\$1595** for a 21-day itinerary

## Direct

### Your Italian Dream

**(Travel Escorted by *The Italian Dream Concierge*) includes:**

- *The Italian Dream Concierge* or one of her colleagues (a select group of historians, authors, regional experts) will plan and accompany your group of two to eight travelers on the ultimate Italian dream journey!
- Fee covers itinerary planning and the *Concierge's* salary for one week of 24/7 service. As with all of the planning packages, individual travel expenses for the participants are NOT included in the price. Participants must also pay for the *Concierge's* travel expenses.

**Price: \$4995**



Shop for authentic Italian products

All of the packages above include a one-year subscription by mail to the award-winning newsletter *Dream of Italy* and online access to all of our back issues (45 + issues) —\$89 value!

For more information about *The Italian Dream Concierge*, visit [www.dreamofitaly.com](http://www.dreamofitaly.com), e-mail [concierge@dreamofitaly.com](mailto:concierge@dreamofitaly.com) or call (877) OF-ITALY