

The Flavors of Tuscany & Cinque Terre - Day 1 thru Day 5



Day 1 – Monday, September 14, 2026 – Departure Flight from Pittsburgh

We will depart today for our overnight flight to Florence, Italy

Day 2 – Tuesday, September 15, 2026 - Arrive Florence, Italy / Transfer to Montecatini Terme

After landing at Florence International Airport (FLR), and completing customs and immigration formalities, Creative Incentives and local travel staff will meet and greet all guests with a 'Benvenuti in Italia' (Welcome to Italy)! Our home, and base for the next 7 nights, is the Grand Hotel Croce di Malta in Montecatini Terme. This evening we'll enjoy a welcome drink and group dinner at the hotel. Welcome to Tuscany ... we're glad you're here!



Day 3 – Wednesday, September 16, 2026 – Montecatini Terme & Fattoria il Poggio Farm

After breakfast we'll start our exciting award trip with an orientation tour of Montecatini Terme. Discover the town's rich history of restorative waters and baths dating back to Roman times, and see why it is recognized as a UNESCO World Heritage site. Our hotel is centrally located amid the town's elegant architecture and close to a multitude of shopping and restaurant options.

This evening, we'll visit Fattoria il Poggio, an 'agriturismo' farm that embodies the spirit of sustainability. While exploring the vineyard and olive grove, we will savor wine and olive oil tastings, and sit down for a traditional, home-cooked Tuscan culinary experience.



Day 4 – Thursday, September 17, 2026 – Pisa & Lucca

Today's journey takes us to the medieval town of Pisa to see the famed Leaning Tower and its neighboring buildings in the marvelous Piazza dei Miracoli: the grand white marble cathedral and the amazing round baptistry. Next, we travel to Lucca, a beautiful walled city with cobblestone streets where the group will have time for independent exploration and lunch. You might choose to visit some of the hundred churches for which this small city is known, admire the medieval architecture of the towers, or buy a souvenir from the shops specializing in artisanal paper, ceramic, jewelry, and leather products. Back in Montecatini Terme, the evening is free to explore and dine independently. We will have a mouth-watering list of local restaurants near the hotel to choose from. Choose your cuisine, authentic Italian, Seafood or the Tuscan delicacy ... Bistecca alla Fiorentina (Florentine Steak)!

Day 5 – Friday, September 18, 2026 – Florence & Accademia Gallery

After breakfast we'll drive into Florence, the birthplace of the Renaissance, on a walking tour. Along the way, we will visit the Accademia Museum, which was founded in 1784 and hosts a collection of sculptures, picture galleries and paintings. One of the most important works on display at the museum the statue of David by Michelangelo completed around 1504. We'll journey to the Piazza Del Duomo which is the center of religious life in medieval Florence. It is here that we'll see the impressive Cathedral of Santa Maria del Fiore before continuing our tour to view Palazzo Vecchio, the town hall of Florence. The group will have some free time to sightsee around the area independently before we all meet for an early dinner in a local Florentine Restaurant for a traditional Italian dinner before heading back to Montecatini and our hotel.



The Flavors of Tuscany & Cinque Terre - Day 6 thru Day 9



Day 6 – Saturday, September 19, 2026 – Cinque Terre

Today we set off to explore the Italian Riviera – the Cinque Terre Region. Our journey begins in Manarola, a long, winding village built into the hillside overlooking the sea. We'll stroll past the small shops making our way to the train station, where we journey by train into Vernazza. Vernazza has a natural pier with an amphitheater shape making it the most picturesque village of the Cinque Terre. The next village is Monterosso, known as having the best beaches of the Cinque Terre. Upon arrival to Monterosso we'll have free time to explore and relax as you wish: savor lunch in one of the local restaurants, explore the shops, or indulge in gelato on the harbor. After a long journey our group dinner this evening will be at the hotel.

Day 7 – Sunday, September 20, 2026 – San Gimignano, Siena & Castello di Verrazzano

Today we travel into San Gimignano, a small 14th century town, which has kept its medieval appearance unchanged. The city is encircled by ramparts bristling with fourteen tall towers of nobility, which have earned the nickname "San Gimignano of the Fine Towers". Stroll through the Piazza del Duomo, the main square of the city, before heading to nearby Piazza della Cisterna, which has a triangular shape and is surrounded by old houses and medieval towers. As we leave San Gimignano it's time to journey through Tuscany's low-lying hills and olive groves to the town of Siena, one of Italy's most beautiful cities. We'll visit San Domenico Church, a vast brick church founded by the Dominicans in 1125 as part of their friary and contains the head of St. Catherine. We'll visit the Piazza Del Campo, where the famous 'Palio de Siena' (Palio Horse Race) is held twice a year in July and August. We'll finish up our big day with a visit to a local winery (Castello di Verrazzano – a renowned vineyard producing Chianti Classico wine) to enjoy a tour and tasting session followed by a gourmet Italian dinner.

Day 8 – Monday, September 21, 2026 – San Miniato, Truffle Hunting, Vinci and Farewell Lunch

After breakfast we're headed to San Miniato, a charming medieval gem famed for wild truffles, to enjoy a Truffle Hunting Experience. We'll join our host and local expert and his skilled truffle-hunting dog to learn about the various truffles and search for these prized delicacies in their natural habitat. Sadly today is our final day in Tuscany and it's been a wonderful experience filled with history and food! We'll head to a local venue to have our Farewell Lunch savoring truffle specialties and, of course, local wine! After lunch we'll journey to the town of Vinci, located just outside of Florence known as the birthplace of famed artist, Leonardo da Vinci. This evening we are letting everyone have a 'breather' to do some relaxing, pre-packing and dining independently in Montecatini Terme.

Day 9 – Tuesday, September 22, 2026 – Departure Day ... Ciao Italia!

All too soon, the Standard Air & Lite dealer award trip has come to its final day. We will have our private transfer scheduled to Florence International for our departure flights back to the U.S.

