



# COMPANY PROFILE



**best  
tours**<sup>®</sup>  
ITALIA



## OUR HISTORY

Established in the spring of 2013 by Alessandro Rosso, at the time already a well-known figure in the tourism scenario of our Country, Best Tours Italia, with registered office in Milan, brings together two of the most significant players in Italy's tourist industry: Best Tours and Kuoni Italia.

Founded in 1974, in the course of three decades, **Best Tours** has made a name for itself as a brand signifying quality and reliability, a benchmark for people wishing to travel in full freedom and at the same time be able to rely on constant and discreet assistance. Operating successfully in the medium-high end of the market, Best Tours has won the trust of an exclusive and highly demanding customer base.

Kuoni Italia has been for many years the official representative in Italy of the Kuoni Group, one of the world's leading tour operators, operating in over 30 Countries.

Nowadays, Best Tours Italia is a member of the Alessandro Rosso Group, one of the key players in Italy in the field of recreational travel.

Having combined the expertise and extensive networks of these two companies, Best Tours Italia is able to propose – under the Best Tours brand name – tours characterised by the fascination of the sites, the luxury of the accommodation facilities and the quality of the service offered, with the richest choice of locations in every continent: a veritable global collection, carefully thought out and rich with opportunities.





## RESEARCH IS A MATTER OF STYLE

The best added value we can offer to those who choose to buy a Best Tours vacation lies in the experience acquired over so many years of activity and especially in our love for travel, which enables us, day after day, to offer something more to our customers. For them we have selected many of the most exciting destinations, the most exclusive itineraries, the most comfortable hotels, with a special focus on solutions designed to satisfy the specific requirements of an Italian clientele, offering a choice between pure relaxation holidays, cultural tours and special packages combining culture and leisure, and, for those wishing to concentrate the emotions of a journey in a few days, the opportunity to do so over the span of a weekend.

## OUR STRENGTH IS YOUR PEACE OF MIND

Absolute respect for the host countries and unwavering dedication have enabled us to grow professionally together with our partners, so that oftentimes we are perceived by the latter as the best choice on account of the utmost degree of reliability that we can ensure. It is the same dependability that is appreciated day after day by the people who travel with us and can count on the constant and discreet assistance of an Italian staff, always mindful of the needs of our guests and at the same time qualified supervisors of the quality of the services offered.

## DETAILS MAKE A DIFFERENCE

Full attention to every detail begins before departure, from the time a customer inquires about a trip and we prepare an estimate to the time travel documents are handed over, and, from then on, continues throughout the tour as we assist our customers in every step. Best Tours Italia has studied every possible way to make everything simpler, safer and more pleasant.



## TRAVEL DOCUMENTS

In the preparation of a trip we leave nothing to chance and pay undivided attention to each and every detail: stylish and practical bags, technical documentation including vouchers and air tickets, luggage stickers and extensive information on their destinations accompany our customers on their exciting trips with Best Tours.

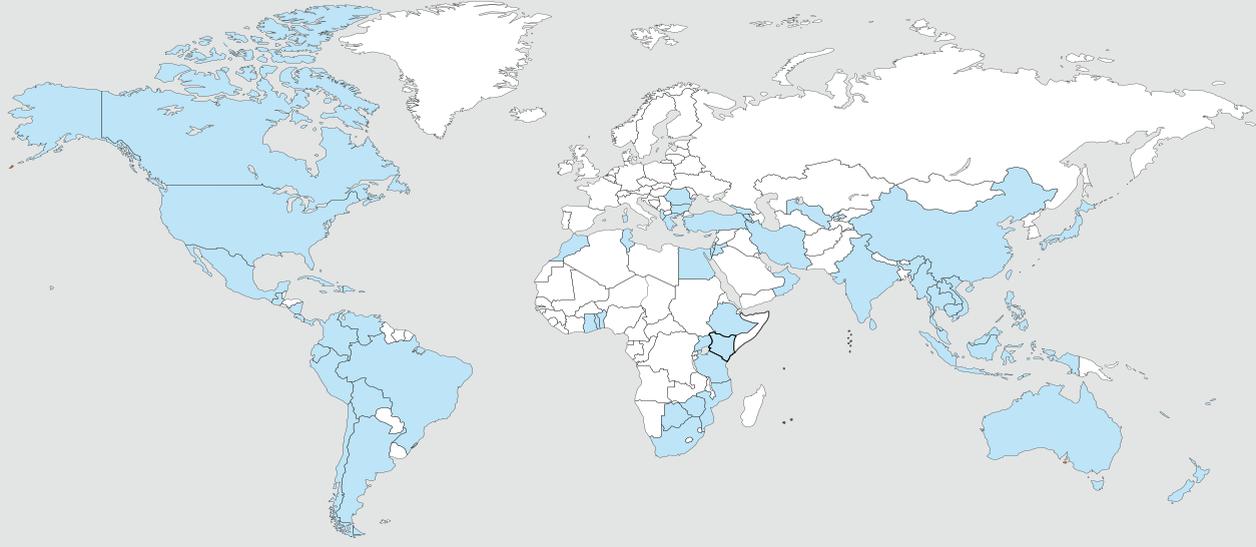
## BEST SERVICE AND BEST SERVICE PARK

An exclusive program of services, specially designed to relieve our customers from the petty, tiresome chores that must be taken care of before leaving on a holiday tour, and to make every instant pleasurable, from parking their car in the vicinity of the airport to the various steps that precede boarding a plane.

## RED LINE

This is a 24/7 customer care service provided throughout the journey via a telephone number which is handed over to our customers together with their travel documents.





## EVERY DESTINATION HAS SOMETHING UNIQUE TO OFFER

The world is our home and thanks to our strong experience we at Best Tours Italia are able to offer travel solutions in every corner of our wonderful planet. This applies in particular, to the Indian Ocean, with **Sri Lanka**, a Country where nature and history vie to capture the hearts and minds of travellers; **Mauritius**, a.k.a. the “smiling island” on account of the warm hospitality of its people; the **Maldives**, a genuine Garden of Eden under an equatorial sky and custodian of an enchanted hidden paradise: the Kaleidoscope of life forms, shapes and colours that live around one of the most suggestive undisturbed coral reefs left on earth; and finally, the **Seychelles**, an archipelago that has more than a hundred islands, a veritable natural reserve of virgin forests and tropical beaches.

The fascinating world of the **Arab Emirates** is another destination that has characterised for years the range of sites covered both by Best Tours and by Kuoni: with the elegant, cosmopolitan and affluent **Dubai**, the sunny “City of Gold,” and **Abu Dhabi**, two of the most exciting locations for people seeking a vacation that is truly out of the ordinary, and **Oman**, a land that has retained its mysterious quality and arcane allure.

Inextricably associated with the history of Best Tours are exciting destinations in North Africa, including places that resonate with the fascination of history, like Egypt, offering unforgettable cultural experiences such as cruises on the Nile River, or short- and long-term stays on the banks of the **Red Sea**, where the sun shines all year round; **Morocco**, where a natural setting of extraordinary beauty is the backdrop of an ancient, highly refined civilisation; and Israel, a mosaic of cultures, history and religions set against enchanting scenery.

Best Tours was one of the first operators to propose tours in **Israel**, in **Tunisia** and in **Jordan**, unique location in terms natural beauty and artistic treasures.

The fact that that you need not always travel far to reach a place of extraordinary beauty finds confirmation in the fascination and unmistakable flavour of the





Mediterranean Sea, with some of the most attractive and secluded sites located in **Italy, Greece, Cyprus, Malta**, or in **Turkey**, the ideal bridge between Europe and Asia, with extremely lively cities rich with history, such as Istanbul, the fairy-tale-like landscape of Cappadocia, plenty of relaxing seaside resorts.

From our over 30 years of experience in the long-haul destinations it originates a wide range of proposals encompassing more distant locations, with a special focus on the American continent: from **Canada**, and **Alaska** to the **U.S.**, with unique tours, the majesty of great natural reserves, or thrilling stays in **New York** - the mythical Big Apple.

Another favourite of Italian travellers is the **Caribbean** region, a heaven-like world comprises of islands small and big, each of them with an unmistakable personality of its own, and all of them sharing the beauty of nature and the warmth of their people; **Mexico** and **Guatemala**, rich in nature and featuring the splendid remnants of ancient civilisations. Deep and mysterious Africa offers destinations in **Kenya, Tanzania** and **South Africa**, featuring stunning scenery, fabulous natural reserves, splendid beaches.

The Far East with **Thailand, Indonesia, China, India**, South East Asia and **Japan** are lands characterised by a rich heritage with remnants of ancient and extremely refined civilisations. Finally, for those who really want to reach the confines of the world, stunning destinations in **Australia, New Zealand** and **French Polynesia** include dream islands like Tahiti and Bora Bora.



## EVERY VACATION IS A SPECIAL OCCASION

For those who have little time available but want to capture the best in terms of colours and flavours, those who want to get to know a place they've never seen or go back to a location visited before, those who love freedom but want to rely on punctual and timely assistance. Our highly qualified experts are at your disposal with plenty of tips and exhaustive information, so that we can work together to define a plan and personalise it in every respect, to enable you to enjoy – if only just for a few days – an experience you will never forget.

## HONEYMOON TRIPS

Carrying on a long-lived tradition, Best Tours Italia undertakes to offer something special to all the couples who turn to us for their honeymoon: we can propose, besides a dedicated brochure, range of unique, specially designed offers, ensure top-notch services, and provide an assistance that can hardly be equalled, all the time lavishing our guests with attention. For a list of all the outstanding proposals selected for their customers by Best Tours, see [www.besttoursitalia.it](http://www.besttoursitalia.it). We see to everything. And if your trip is a present from relatives and friends, you can open your wedding list with a travel agent of your choice.”



## ONLINE OR AT YOUR TRAVEL AGENT: BEST TOURS ITALIA IS ALWAYS BY YOUR SIDE

You can remain continuously in contact with Best Tours Italia, be informed of new proposals, receive advice and valuable tips from its experts.

### [www.besttoursitalia.it](http://www.besttoursitalia.it)

This is the new website that enables you to communicate as quickly as possible with the world of Best Tours Italia, to learn about new proposals, promotional initiatives, up-to-the-minute price lists. A rich source of descriptions, images, in-depth news, the best way to find the right answer to any question you may have.

### NEW CATALOGUES

Completely refurbished and elegantly designed, with refined graphics that give ample space to highly suggestive images, the catalogues dedicated to Best Tours Italia's destinations provide detailed and exhaustive information on our offers. You can consult them online, by visiting [www.besttoursitalia.it](http://www.besttoursitalia.it), and on paper, at the best travel agencies.

*Every trip is a special emotion.  
Experience it with Best Tours.*

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