

TheBigDayTravel.com Selects Italy 4 Real Tours to Provide Italian Honeymoon Vacation Packages

SEATTLE –, (date) Italy 4 Real, Inc., a Pacific Northwest-based travel company specializing in tours to Italy and Europe, today announced that TheBigDayTravel.com, the leading honeymoon gift registry on the Web, has selected Italy 4 Real as a premiere provider of honeymoon vacation packages to Italy & Europe. Italy 4 Real and TheBigDayTravel.com will answer the need to service the growing number of newlyweds using TheBigDayTravel.com's on-line registry service.

“With this agreement, TheBigDayTravel.com and Italy 4 Real can provide memorable honeymoon services to Italy as well as assist newlyweds in financing their dreams through a honeymoon gift registry,” said Rem Malloy, president and co-founder at Italy 4 Real. “TheBigDayTravel.com honeymoon registry service has become immensely popular and this exciting relationship will allow us both to better meet our customers' needs.”

The honeymoon industry has grown to \$8 billion a year, with 63 percent of honeymoon trips to foreign locations. According to a survey of honeymooners conducted by Conde Nast Bridal Infobank, Italy ranks as one of the top 10 honeymoon destinations. Using TheBigDayTravel.com registry combined with Italy 4 Real services, more couples can now afford and experience the Italian honeymoon of their dreams.

“After the stress of planning a wedding, couples turn to honeymoon planners to put together a relaxing, died-and-gone-to-heaven vacation,” said Michael Cottam, co-founder and chief technical officer of TheBigDayTravel.com. “We are partnering with Italy 4 Real because of their unparalleled knowledge of Italian destinations as well as their strong service philosophy for pulling out all the stops for our clients.”

About TheBigDayTravel.com

From a moonlit walk on the beach on Maui to touring the charming towns of Tuscany, thousands of couples have found the honeymoon of their dreams online at TheBigDayTravel.com's honeymoon gift registry (www.thebigday.com). Now, in the same way couples register for china and crystal, they can register for honeymoon travel and romance.

Couples create their own unique lists of the honeymoon gifts they would like to receive, including lodging, airfare, romantic dinners, and special activities such as a luxurious massage or sunset cruise. Registry “wizards” help couples build a complete registry in about five minutes, providing tips on registry etiquette as well as a honeymoon checklist. Wedding guests can select gifts they know are desired from the couple's registry "wish list", choosing a gift that will be remembered and treasured forever. TheBigDayTravel.com also maintains a thank-you note list, notifies couples of gift purchases, and provides a wedding Web page that the couple can use as a central source for all their wedding-related information.

Headquartered in Portland, Oregon, TheBigDayTravel.com can be reached at P.O. Box 19606, Portland, OR 97280; phone: 1.800.304.1141; e-mail: press@thebigday.com.

About Italy 4 Real Tours, Llc.

Italy 4 Real (www.italy4real.com) is a subsidiary of Pacific Northwest-based travel company; Travel 4 Real specializing in individual and small group tours, custom itinerary and event planning to Europe. Owned and operated by a mother and son team, Deborah de Maio and Rem Malloy, Italy 4 Real brings the history and culture of Italy to life.

Each group tour is hand picked -- every hotel, room and restaurant. On its 13-day group tour, travelers are escorted by the owners of the company who make certain the highest quality and customer service is received. Italy 4 Real is like no other travel company. It is focused on providing travelers with a truly unique experience at a reasonable price without any hidden costs.

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