

Italy4Real chosen to represent America in Rome

Italy4Real is the leading authority on small group tours and recognized experts for those needing advice on building an independent itinerary throughout Italy. The mother and son team have created a company dedicated to creating unique and authentic travel experiences.

For Immediate Release

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(Seattle- January 2, 2003) Italy4Real, a small group tour company based in Seattle Washington, was recently selected by The Italian Tourist Board to offer it's travel planning expertise at the 9th Annual Art Cities Exchange in Rome, Italy. The 5-day consortium of travel professionals from around the world will share success stories of helping clients experience the many wonders of Italy. "We are honored to accept this important recognition", says co-founder Deborah de Maio. The mother and son team of de Maio and Rem Malloy put special emphasis on both small groups and very authentic cultural experiences. "Our aim is to give clients the trip of a lifetime and this unique invitation validates that our small group tours are doing just that", states Rem Malloy.

Italy4Real was one of only 25 US tour companies invited to Rome. The mission of the Art Cities Exchange is to breed the cross-pollination of offerings and new packages that will help Americans better understand the spectrum of possibilities of travel to Italy. "Giving our guests a look at Italy from the inside creates some of the most memorable travel experiences and that's what guests get when they travel with us", explains Malloy.

Both founders personally travel on each tour, inspect all properties, transportation companies, interview city guides and maintain a close watch on every detail to ensure clients are satisfied. "We've built our success on guests that have enjoyed our tours", says de Maio. Several previous guests of Italy4Real Tours have volunteered to offer personal testimonials at the mid January Annual Northwest Travel Show held in Bellevue, a suburb east of Seattle.

Another area of expertise of Italy4Real is it's custom planning or FIT (frequent independent traveler) consulting services. For travelers wanting to plan an independent itinerary, Italy4Real has extensive personal relationships with boutique hotel and villa owners, auto rental agencies, wineries and active holiday operators. "We offer that expert advice people want when planning an independent holiday including being able to recommend properties we've actually stayed in ourselves", states Rem.

For more information of Italy4Real Small Group Tours or FIT consulting services:
www.italy4real.com or 1-800-554-5170