

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 sta 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. A festive, family-style welcome dinner featuring authentic Lasagne alla Bolognese layered with rich béchamel and a hearty Spezzatino di Manzo con Patate, complemented by a crisp garden salad, fresh crusty bread, decadent Tiramisu, and plenty of flowing Tuscan wines. 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 – San Miniato, Truffle Hunting, Vinci & 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 true hunting dog to learn about the various truffles and search for these prized delicacies in their natural habitat. We'll head to a local restaurant, Pepenero Ristorante, to have 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. Tonight is an "evening at leisure. The local travel staff 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 – San Gimignano, Siena & Tenuta Torciano

Today's journey begins with a drive to the captivating gothic city of Siena. The group will have free time to explore its winding medieval streets and visit the famous shell-shaped Piazza del Campo, historic heart of the city. Take in the breathtaking architecture, marvel at the towering Palazzo Pubblico, or admire the striking striped marble facade of the Siena Cathedral. Next, we travel to the iconic hilltop village of San Gimignano, famously known as the "Town of Fine Towers." You will have time for independent exploration through its beautiful stone squares and cobblestone alleys. Browse the local boutiques specializing in Tuscan leather goods, saffron, and artisanal ceramics, or grab a scoop of world-famous gelato while admiring the medieval skyline. To cap off a wonderful day filled with history, we will head just outside the city walls to the beautiful Tenuta Torciano Winery. Here, we will enjoy a tour and an exclusive, multi-course Tuscan dinner paired with a private wine tasting featuring regional specialties like Chianti Classico and Vernaccia di San Gimignano. After a memorable evening of food and wine, we will return to Montecatini Terme and the Grand 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 – Florence & Accademia Gallery

After breakfast, we will drive into Florence, the "Cradle of the Renaissance," and set off on a guided walking tour of the city. We will journey to the Piazza del Duomo, the center of religious life in medieval Florence, to see the impressive Cathedral of Santa Maria del Fiore. From there, we will continue our tour to view Palazzo Vecchio, the historic town hall of Florence. Next, we will catch a unique glimpse into the creative and fashion side of Florence. During this stop, the group will learn firsthand about the traditional craft of leather gilding. Following the demonstration, we will gather at a local Florentine restaurant, Finisterrae, to enjoy a delicious, traditional Italian meal together. After lunch, we will visit the famous Accademia Museum. Founded in 1784, the museum hosts a magnificent collection of sculptures, picture galleries, and paintings. The highlight of our visit will be viewing one of the most important works on display: Michelangelo's statue of David, completed around 1504. After immersing ourselves in art history, the group will have some free time to sightsee, shop, and explore the surrounding area independently. Our guides will let us know our meeting point where we will meet back up and head back to Montecatini, returning to our hotel for a relaxing, free evening.



Day 8 – Monday, September 21, 2026 – Pisa & Lucca

Today's journey takes us to the medieval town of Pisa to see the famed Leaning Tower. We will explore its neighboring buildings in the marvelous Piazza dei Miracoli, including the grand white marble cathedral and the amazing round baptistry. Next, we travel to Lucca, a beautiful walled city with charming cobblestone streets. Here, the group will have free time for independent exploration and lunch at leisure. 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 shop for a souvenir. The local shops specialize in beautiful artisanal paper, ceramics, jewelry, and leather products. While today marks our final day in Tuscany, it brings a wonderful experience filled with history and unforgettable food to a close. Back in Montecatini Terme, the group will have a completely free evening. You will have plenty of time to relax, start pre-packing, and enjoy dining independently at leisure around town.



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.