

## Recognition

### PREMIO EXCELLENT 2006



Il Premio Excellent ( the “Excellent” Award), Italy’s most prestigious tourist industry award was presented this year to Carol and David Ross, founders of Sophisticated Italy. This was just the second time in eleven years that the award was presented to Americans and the first time to a Destination Management Company.

The award read as follows “Loving Italy is not a good enough reason for receiving this award. But having helped Americans discover new aspects of Italy, with its significant cultural traditions and doing so with contagious passion and inexhaustible curiosity is more than a valid motive for the Rosses receiving the Premio Excellent in 2006. Their work deserves our constant gratitude. Carol and David Ross, in the last ten years, have created a company which specializes in high class itineraries with surprising originality.”

### CONDE NAST TRAVELER JUNE 2006

Sophisticated Italy was included in a list of 35 “rigorously vetted rental agents in 16 countries” best qualified to match Conde’ Nast Traveler ‘s readers with the appropriate property.



*Here is what Conde’ Nast said about Sophisticated Italy:*

“ Former American diplomats who served in Italy, the Ross’s have lived there for 27 years now—long enough to become friends with local villa owners but also award-winning travel agents specializing in Italy.

You might hear from them several times during your stay—they check on to answer questions and make sure you have everything you need. Headed through Milan? They often meet up with clients there, taking them to the opera or for a round of golf ”

## Representative Office in Italy



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A new and unique way  
to discover the secret and unknown  
beauty and culture of Italy



## Who we are?

Sophisticated Italy, founded in 1996 is a US based destination management company, represented in Milan by its owners Carol and David Ross. It specializes in top quality customized tours and itineraries for both FITs and groups as well as top market villa rentals.



Carol and David are long time residents of Milan. Carol was a trade promotion officer at the commercial section of the American Consulate General in Milan before becoming Director of Tourism of the United States in Italy for twelve years. David was chief of the Commercial section at the US Consulate General in Milan and between 1987-1999 was a tour operator specialized in selling the United States.

Sophisticated Italy, in the last ten years, has become one of the most prestigious Destination Management Companies, specializing in top quality services for visitors to Italy.



## What we do!

**Sophisticated Italy** specializes in “new” and unusual itineraries for travelers-- both for groups (including small ones and incentives) as well as FIT's . The themes are many but include food/ wine, art, architecture, golf, villas and gardens, design and fashion. We organize them throughout all of Italy! These trips are “made to measure” and are developed in close consultation with the travel agent and take into consideration the tastes and interests of the client.

We also rent villas and try to recommend to clients houses that will ensure an unforgettable villa vacation experience. We arrange tours and special services from all villa rental properties, including cooking lessons, private drivers, bike rentals, wine-tasting etc. We specialize in renting villas to families made up of three generations as well as to clients celebrating special occasions such as weddings, birthdays and anniversaries.



## What is Sophisticated Italy?

**A “HANDS ON” DESTINATION MANAGEMENT COMPANY THAT OFFERS NEW, EXCITING, AND UNIQUE WAYS TO DISCOVER THE KNOWN AND UNKNOWN SECRETS, BEAUTY AND CULTURE OF ITALY.**

- ❖ We are the number one source for organizing special **trips and itineraries** for travellers seeking the unusual and different with expert guides, hostesses and drivers.
- ❖ We are Conde' Nast CN Traveler cited specialists in the rental of exclusive **and elegant villas** in Tuscany, Umbria and the Lake country.
- ❖ We organize both group and individual tours--**food and wine, art and architecture, cooking, shopping, villa and garden tours** (many open especially for us), **and golf combined with food/wine, shopping and art.**
- ❖ We arrange “special interest tours” --**Jewish Art and Culture, Food and Wine in Tuscany, Carnival in Venice, the Palio in Siena, the Grand Prix in Monza, Current Trends in Italian Design and Fashion, and Italian Contemporary Design and Art.**

**Sophisticated Italy** creates customized “made to measure” itineraries that make dreams come true and give travellers the opportunity to see Italy in a truly “special” way that becomes a unique and unforgettable experience!

