

Christmas Markets in Tuscany



Tour Description

This 8-night group tour offers a festive journey through Tuscany during the Christmas season, combining art cities, historic towns, wine experiences, and traditional Christmas markets. Based in Florence, the itinerary includes guided cultural visits, seasonal events, food and wine tastings, and carefully paced leisure time. Participants are accompanied by a dedicated tour leader and travel comfortably by private bus throughout the journey.

Tour Services

- * 8 nights accommodation at 4-star in Florence city center.
- * Accommodation in a private room (Double/twin or Duo to be specified after the confirmation) with daily breakfast.
- * Standard double or twin room for 2 adults.
- * Dedicated tour leader for the entire duration of the tour.
- * Private bus and professional driver for all scheduled transfers and excursions.
- * Licensed local guides in Florence, Arezzo, Pisa, Lucca, Siena.
- * Guided walking tour of Florence, including Accademia Gallery (ticket included).
- * Guided visit of the Uffizi Gallery.
- * Guided walking tours in Arezzo, Siena, Pisa, and Lucca.
- * Visits to Christmas markets in Florence, Arezzo, San Gimignano, Montepulciano, Pietrasanta.
- * Wine tasting experiences in Tuscany.
- * Cheese, wine, and regional food experiences as per itinerary.
- * Exclusive pop-opera concert with piano and voice.
- * Selected lunches and dinners as specified in the itinerary.
- * Earphones where required.
- * Tour operator insurance.

Detailed Itinerary

Day One – Arrival in Florence and Welcome Dinner



Participants arrive independently in Florence and check in at the 4-star, ideally located in the heart of the city. Rooms are available from 2:00 PM, and anyone arriving earlier can comfortably leave luggage at the hotel and start enjoying the atmosphere of Florence right away.

In the early evening at 6:30 PM, the group meets the tour leader in the hotel lobby for a welcome aperitif, a relaxed first moment to connect with fellow travelers. Dinner follows at 8:00 PM at the hotel, with traditional Tuscan flavors setting the tone for the days ahead.

Day Two – Florence Walking Tour and Christmas Markets



After breakfast, the day begins at 9:00 AM with a guided walking tour led by the tour leader and a licensed local guide. Participants explore Florence's historic center, from Piazza del Duomo to Piazza della Signoria, continuing toward Ponte Vecchio for an external view of the city's most iconic landmarks.

The morning includes a visit to the Accademia Gallery to see Michelangelo's David up close, a true highlight for first-time visitors and art lovers alike. The guided visit ends around 1:00 PM, followed by lunch at a typical local restaurant.

In the afternoon, Florence takes on its most festive character: participants have time to browse the Christmas markets, discover handcrafted gifts and seasonal treats, and enjoy the holiday lights and decorations throughout the city center. The tour leader remains available throughout the day. Dinner is at leisure.

Day Three – Arezzo, the City of Christmas



After breakfast, the group departs Florence at 9:00 AM by private bus with the tour leader, reaching Arezzo after a scenic drive (approximately 1 hour drive). Arrival is expected around 10:00 AM, when a licensed local guide leads a walking tour through the historic center, including Piazza Grande and the town's medieval corners. Afterward, lunch is at leisure around 12:00 PM (lunch not included), with time to choose among local caf s and trattorias.

From around 2:30 PM, the afternoon is dedicated to the Christmas markets, famous for their festive stalls and the spectacular light displays that transform the city during the season. At around 6:30 PM, the private bus returns to Florence (approximately 1 hour drive), and at 7:30 PM the group gathers again for dinner near the hotel.

Day Four – Uffizi Gallery and Evening Concert in Florence



After breakfast, participants meet the tour leader at 9:00 AM and walk to the Uffizi Gallery for a guided visit focused on the museum's highlights, with masterpieces by Botticelli, Leonardo da Vinci, Michelangelo, and Raphael.

Lunch is at leisure (lunch not included), and the afternoon remains free for a slower pace, whether that means shopping, a coffee in a historic cafe', or simply enjoying Florence on foot.

In the early evening at 5:30 PM, the group meets again for a special live concert featuring piano and voice, curated exclusively for this journey (approximately 1 hour). A three course Tuscan dinner follows, paired with local wines, before returning to the hotel.

Day Five – Siena and San Gimignano



After breakfast, the group departs Florence at 9:00 AM by private bus with the tour leader, traveling through the Tuscan countryside toward Siena (approximately 1 hour and 20 minutes drive).

Around 10:30 AM, a licensed local guide leads a walking tour through Siena's medieval streets, introducing the atmosphere of Piazza del Campo and the beauty of Siena Cathedral (approximately 2 hours). At around 12:30 PM, lunch and a wine tasting are served at a nearby estate, adding a taste of Tuscan countryside traditions to the day.

In the afternoon, the journey continues at around 2:30 PM to San Gimignano (approximately 1 hour drive), arriving around 3:30 PM. Free time allows participants to explore the "Town of Fine Towers" at their own pace, with a festive touch offered by the Christmas markets set within the UNESCO-listed center.

The return to Florence begins at around 6:00 PM (approximately 1 hour drive), and the evening is at leisure with dinner not included.

Day Six – Pisa and Lucca



After breakfast, the morning is free in Florence, offering time to relax or enjoy the city independently, with lunch at leisure (not included). At 2:00 PM, participants meet the tour leader and driver in the hotel lobby and depart for Pisa (approximately 1 hour and 20 minutes drive).

Arrival is expected around 3:20 PM, when a licensed local guide leads a walking tour of Piazza dei Miracoli, highlighting the world-famous Leaning Tower, Cathedral, and Baptistry from the outside (approximately 2 hours).

The afternoon continues with a short transfer to Lucca (approximately 30 minutes drive), where a guided walking tour introduces the charm of this walled medieval town, from quiet piazzas to ancient towers and the scenic city walls (approximately 2 hours). At 7:00 PM, dinner takes place in Lucca (not included), before returning to Florence (approximately 1 hour and 30 minutes drive), arriving at the hotel around 10:30 PM.

Day Seven – Pienza and Montepulciano



After breakfast, the group departs Florence at 9:00 AM by private bus, crossing the rolling landscapes of Val d'Orcia toward Pienza (approximately 1 hour and 40 minutes drive). Around 11:00 AM, free time is available to explore the town's Renaissance streets and small shops, with the chance to discover local pecorino specialties.

Lunch takes place at 1:00 PM in a traditional restaurant. In the afternoon at around 3:00 PM, the tour continues to Montepulciano (approximately 20 minutes drive), arriving around 3:30 PM. The late afternoon offers time to enjoy the Christmas markets and the seasonal atmosphere that fills the historic center.

At around 6:30 PM, the day concludes with a dinner paired with a local wine tasting experience, a warm and convivial way to enjoy Tuscan traditions. The return to Florence begins at 9:00 PM (approximately 1 hour and 30 minutes drive), arriving at the hotel around 10:30 PM.

Day Eight – Pietrasanta and Forte dei Marmi



After breakfast, participants meet the tour leader at 9:00 AM and depart by private bus toward the Tuscan coast. Arrival in Pietrasanta is expected around 10:30 AM, with time to explore the town's artistic streets and enjoy its Christmas markets, known for artisan crafts and festive decorations.

At 12:30 PM, the experience moves to Forte dei Marmi for a four-course lunch at Bocelli's Alpermare Beach Club, paired with Bocelli wines, in an elegant seaside setting. After lunch, from around 2:00 PM, free time allows participants to enjoy Forte dei Marmi at their own pace, whether strolling along the promenade, browsing boutiques, or simply relaxing by the sea. At 5:00 PM, the private bus departs for Florence (approximately 1 hour and 30 minutes drive). Dinner is at leisure.

Day Nine – Departure



After breakfast, participants check out from the hotel and depart independently, bringing the journey to a close.

Terms and Cancellation policies

Art. 1 terms and regulations:

- Group capacity: min 14 pax – max 28 people per group
- If the group tour does not reach the minimum capacity of participants by 3 months (90 days) prior the start of the tour, it will be cancelled.
- In case of the cancellation by the Great Italy Tour, the Great Italy Tour will return the amount paid by the customer via nexi payment platform.

Art. 2 – cancellation policy on behalf of the client:

Once customers pay the amount of a day tour, in the case of the eventual withdrawal on behalf of the client for any reason before departure, the client will be charged the following percentage of the participating shares, calculated taking into consideration how many days before departure he/she has requested the cancellation. From the day following the booking until:

- * 30 days pre-departure: 40% penalty : in this case Great Italy Tour will refund the 60% of the full amount paid.
- * 29-0 days pre-departure 100% penalty.
- By confirming the reservation and making the payment, you accept the regulation and the itinerary as previously described.

Art. 3 – Tour variations

The service providers (hotels, agritourisms, restaurants, chefs, etc.) At times mentioned in our tour itineraries are subject to change. In this unlikely event they will only be substituted by others of equal or better quality in order to avoid affecting the content of our services.

The itineraries are subject to changes. Suggested activities may have to be substituted as a result of natural disasters, sudden atmospheric changes, temporary closures, striking or any other problems for which the tour organizers may not be held accountable. Any alterations made will be done so in order to improve the service on offer and will always be of equal commercial value.