Italian Motor Valley & Emilia Romagna Group Tour

Tour Description

This 9-day group tour explores the heart of Emilia-Romagna and Italy's Motor Valley, combining cultural cities, world-renowned automotive heritage, regional gastronomy, and music traditions. From Florence to Parma, participants experience guided visits to historic centers, museums dedicated to iconic brands and composers, culinary tastings, cooking experiences, and exclusive musical events, all balanced with comfortable transfers and selected group dinners.

Tour Services

* Accommodation in 4**** hotels in Florence and Parma.
* Private air-conditioned coach for all transfers and excursions.
* Licensed local guides during scheduled guided visits.
* Guided walking tours in Florence, Lucca, Bologna, Modena, Parma, Ferrara, and Busseto.
* Parmigiano Reggiano factory visits and tastings.
* Museo Puccini in Lucca.
* Exclusive pop-opera concert at Casa della Musica in Parma.
* Ferrari Museum in Maranello.
* Lamborghini Museum.
* Pavarotti House Museum.
* Cooking class and lunch at a traditional Acetaia.
* Selected group dinners as per itinerary.

Day One – Arrival in Florence and Welcome Dinner

Participants arrive independently in Florence, the cradle of the Renaissance, with recommended arrival at Florence Airport (FLR) or Florence Santa Maria Novella train station. Arrival at the 4**** hotel takes place on an individual basis, as arrival transfers are not included. Rooms are available from the afternoon, with luggage storage available for early arrivals. In the late afternoon, participants meet the Tour Leader and the rest of the group in the hotel lobby for a welcome aperitif, offering a first introduction to the itinerary ahead (meeting at 5:00 PM). The evening continues with a guided walking tour of Florence's historic center, exploring elegant streets, squares, and iconic landmarks while the city transitions into its evening atmosphere (2-hour walking tour). Dinner is served at the hotel restaurant, featuring local dishes and regional flavors, marking the official start of the journey.

Day Two – Transfer from Florence to Parma via Lucca

After breakfast, participants check out and depart Florence toward Lucca in the morning by an air-conditioned minivan dedicated to the group for all transfers and excursions. Upon arrival in the walled Tuscan city, a licensed local guide leads a walking tour through the historic center, introducing Piazza dell'Anfiteatro, Torre Guinigi, and the city's refined Renaissance character (3-hour walking tour).

The visit includes an entrance to the Museo Puccini, dedicated to the life and musical legacy of composer Giacomo Puccini, with exhibits featuring manuscripts, instruments, and personal memorabilia.

Lunch is served at a local restaurant in Lucca, allowing time to enjoy regional Tuscan cuisine in a relaxed setting. In the afternoon, the journey continues toward Parma through the countryside of Emilia-Romagna (approximately 2-hour drive).

Arrival in Parma is scheduled for the late afternoon, followed by hotel check-in and time to settle in. Dinner is served at the hotel restaurant in the evening.

Day Three – Parmigiano Reggiano Experience and Music Event

After breakfast, participants depart Parma for a visit to a renowned Parmigiano Reggiano producer located in the surrounding countryside. The guided visit introduces the traditional production process, from copper vats to aging rooms, with an overview of the stables where the milk used for production originates. A tasting concludes the experience before returning to Parma (approximately 20-minute drive). The remainder of the morning and lunchtime are free, allowing participants to relax or explore local restaurants and cafés independently. In the late afternoon, the group reconvenes at the hotel and transfers to Casa della Musica in Parma for an exclusive cultural experience. A guided visit introduces the Museo dell'Opera and Casa del Suono, followed by an intimate pop-opera concert featuring a pianist and vocalist performing classic Italian compositions (60-minute concert). Dinner follows at a nearby elegant restaurant before returning to the hotel in the evening.

Day Four – Bologna and Lamborghini Museum

After breakfast, participants depart Parma by private bus toward Bologna. Upon arrival, a licensed guide leads a walking tour starting from Piazza Maggiore, with external views of Basilica di San Petronio, the Fountain of Neptune, the historic porticoes, and the iconic Two Towers (approximately 2-hour walking tour).
Lunch is served at a traditional Bolognese trattoria, offering the opportunity to sample regional specialties. In the afternoon, the tour continues with a visit to the Lamborghini Museum, where participants explore the history, design, and engineering innovations of this legendary Italian brand.
The return to Parma takes place in the late afternoon, with the evening free at leisure and dinner not included.

Day Five – Ferrari Museum, Acetaia Cooking Class, and Castelvetro

After breakfast, participants depart Parma for Maranello to visit the Ferrari Museum, exploring the evolution of the brand through iconic models and motorsport history (approximately 1 hour and 15 minutes drive).
The day continues with a culinary experience at a traditional Acetaia, beginning with a guided tour of the estate and an introduction to the production of traditional balsamic vinegar. A hands-on cooking class follows, during which participants prepare classic Italian dishes under expert guidance. Lunch is served featuring the dishes prepared, accompanied by selected wines.
In the afternoon, participants enjoy a leisurely visit to the Borgo di Castelvetro, strolling through cobblestone streets and historic squares that reflect the village's medieval character. The return to Parma takes place in the late afternoon (approximately 1 hour and 15 minutes drive), with the evening free and dinner not included.

Day Six – Modena and Pavarotti Museum

After breakfast, participants depart for Modena. A guided walking tour explores the historic center, including views of the Ghirlandina Tower, the former Jewish Ghetto, Piazza Roma, the Ducal Palace, the Church of San Domenico, and the Luciano Pavarotti Theater (approximately 2-hour walking tour).
The visit continues with the Pavarotti House Museum, located in the countryside outside Modena, where a guided tour introduces the Maestro's home, personal memorabilia, costumes, and awards.
Lunch is at leisure in Modena before returning to Parma in the early afternoon. Later in the evening, participants visit a Parmigiano Reggiano dairy farm in the countryside for a tasting experience followed by dinner featuring local products. Return to the hotel follows in the evening.

Day Seven – Parma and Ferrara

After breakfast, a guided walking tour of Parma introduces the city's historic center, including Piazza del Duomo, the Cathedral, and the Baptistery, highlighting Parma's architectural and cultural heritage (2-hour walking tour).
Lunch is at leisure before departing for Ferrara in the early afternoon (approximately 2-hour drive). Upon arrival, a guided walking tour explores this UNESCO World Heritage city, with Renaissance streets, palaces, and historic squares connected to the Este family (2-hour walking tour).
Dinner is served at a local restaurant in Ferrara before returning to Parma in the evening.

Day Eight – Transfer to Florence via Busseto

After breakfast, participants check out and depart Parma by private bus toward Busseto, birthplace of composer Giuseppe Verdi (approximately 1-hour drive). A guided walking tour introduces the historic town and includes a visit to Teatro Giuseppe Verdi, with insights into the composer's life and legacy.
Lunch is served at a local restaurant before continuing to Florence in the afternoon (approximately 3-hour drive). Upon arrival, participants check in at the 4**** hotel and enjoy free time. Dinner is not included.

Day Nine – Departure

After breakfast, participants check out from the hotel and depart independently, marking the conclusion of the tour.

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:

* 50 days pre-departure: 30% penalty: in this case Great Italy Tour will refund the 70% of the full amount paid.
* 49-30 days pre-departure 100% penalty:70% penalty: in this case Great Italy Tour will refund the 30% 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.