

Italian Riviera Tour



Tour Description

This 9-day group tour explores the Italian Riviera and coastal Tuscany, combining historic cities, seaside towns, cultural heritage, gastronomy, and exclusive music experiences. From Florence to the Ligurian coast, participants enjoy guided visits, scenic coastal journeys, culinary traditions, and relaxed seaside stays, discovering iconic destinations such as Cinque Terre, Portofino, Portovenere, Lucca, Pisa, and the Versilia coast.

Tour Services

- * Accommodation in a private room (Double/twin or Duo to be specified after the confirmation) with daily breakfast.
- * Accommodation in 4**** hotels in Florence and Marina di Massa.
- * Air-conditioned bus dedicated to the group for all transfers and excursions.
- * Tour Leader for the entire duration of the tour.
- * Licensed local guides during scheduled guided visits.
- * Guided walking tours in Florence, Cinque Terre villages, Carrara, Pietrasanta, Portovenere, Santa Margherita, Portofino, Lucca, and Pisa.
- * Accademia Gallery entrance in Florence.
- * Cinque Terre day tour with regional train transportation.
- * Carrara marble quarries guided visit.
- * Exclusive concert experience in Villa Bertelli: 60min piano/voice lyric-pop concert.
- * Gourmet lunch at Alpemare Beach Club.
- * Pesto cooking class in Portovenere.
- * Ferry boat services between Santa Margherita and Portofino.
- * Selected group lunches and dinners as per itinerary.

Detailed Itinerary

Day One – Arrival in Florence and Welcome Dinner



Participants arrive independently in Florence, with recommended arrival at Florence “Amerigo Vespucci” Airport. Check-in at the 4**** hotel takes place individually, as arrival transfers are not included. Rooms are available from the afternoon, with luggage storage available for early arrivals.

In the early evening, participants meet the Tour Leader and the rest of the group in the hotel lobby for a welcome aperitif, offering an introduction to the tour and an opportunity to get acquainted (meeting at 6:30 PM). Dinner follows at a nearby restaurant, featuring traditional Tuscan cuisine and local flavors, marking the official start of the journey (dinner at 8:00 PM).

Day Two – Florence Walking Tour and Transfer to Coastal Tuscany



After breakfast, participants meet the Tour Leader and a licensed guide to begin a guided walking tour of Florence’s historic center. The visit includes Piazza del Duomo, the Cathedral of Santa Maria del Fiore, Brunelleschi’s Dome, Giotto’s Bell Tower, and entrance to the Accademia Gallery to admire Michelangelo’s David (morning walking tour).

Lunch is served at a traditional Florentine trattoria, offering a relaxed introduction to Tuscan gastronomy (lunch at 12:00 PM). In the afternoon, participants board the bus and depart for the Tuscan coast, traveling toward Marina di Massa (afternoon transfer).

Upon arrival, check-in takes place at the 4**** Hotel, followed by free time to relax or explore the seaside town. Dinner is served at the hotel restaurant in the evening (dinner at 8:00 PM).

Day Three – Cinque Terre Day Tour



After breakfast, participants meet the Tour Leader and transfer by private bus to La Spezia train station, where a licensed English-speaking guide joins the group for a full-day exploration of the Cinque Terre (morning transfer).

The tour continues by regional train, allowing participants to visit selected villages among Riomaggiore, Vernazza, Corniglia, Manarola, and Monterosso, depending on conditions and timing. The guide leads the group through scenic coastal landscapes, colorful villages, and panoramic viewpoints along the Ligurian coastline (full-day guided tour).

Lunch is served at a cliffside restaurant, featuring traditional Ligurian cuisine such as fresh seafood and pesto-based dishes (lunch at 12:30 PM).

In the late afternoon, the group returns by train to La Spezia and continues by private bus back to Marina di Massa, arriving in the early evening (return around 5:00 PM). Dinner is served at the hotel restaurant (dinner at 7:30 PM).

Day Four – Carrara Marble Quarries



After breakfast, participants meet the Tour Leader and bus driver and depart for Carrara. A guided visit introduces the world-famous marble quarries, exploring the dramatic landscapes and learning about centuries-old extraction techniques and local traditions (morning guided visit).

Lunch is served in the area, offering regional specialties such as testaroli al pesto and Lardo di Colonnata (lunch at 12:30 PM).

In the afternoon, a guided walking tour of Carrara's historic center follows, including Piazza Alberica and the marble-built Cathedral, highlighting the city's cultural and architectural identity (afternoon walking tour).

Participants return to the hotel in Marina di Massa in the late afternoon (return around 5:00 PM). Dinner is served at a local pizzeria near the hotel (dinner at 7:30 PM).

Day Five – Pietrasanta, Music Experience, and Alpermare Beach Club



After breakfast, participants depart by private bus for Pietrasanta, known for its artistic heritage and vibrant cultural scene (approximately 30-minute drive). A licensed guide leads a walking tour through the historic center, introducing key landmarks and artistic traditions (1.5-hour walking tour).

The tour continues to Villa Bertelli, where participants attend an exclusive concert featuring a pianist and a pop-lyric singer performing iconic Italian compositions in an elegant villa setting (1-hour concert).

Following the performance, the group transfers to Alpermare Beach Club in Forte dei Marmi. The experience includes a gourmet seafood lunch paired with selected Bocelli wines at the Alpermare Restaurant (lunch experience).

The afternoon is dedicated to relaxation in a private luxury beach tent, allowing time to enjoy the sea and the refined atmosphere of Versilia's coastline (afternoon beach time).

In the late afternoon, participants return to the hotel by private bus (return at 5:00 PM). Evening and dinner are at leisure.

Day Six – Portovenere and Pesto Cooking Class



After breakfast, participants depart Marina di Massa for Portovenere (approximately 1-hour drive). Upon arrival, a licensed guide leads a walking tour through the historic center, including the Church of St. Peter and the picturesque harbor (1.5-hour walking tour).

Late in the morning, participants take part in a hands-on cooking class focused on traditional pesto alla Genovese, guided by an expert chef. The experience concludes with lunch featuring the dishes prepared during the class (cooking class and lunch).

In the early afternoon, the group returns to Marina di Massa by private bus for free time at the hotel (afternoon transfer).

In the evening, participants depart for Forte dei Marmi for dinner at a local restaurant, followed by a stroll through the town's elegant streets. The return to the hotel takes place later in the evening (return around 10:30 PM).

Day Seven – Santa Margherita and Portofino



Early in the morning, participants depart Marina di Massa by bus for Santa Margherita Ligure (approximately 1 hour and 15 minutes drive). A licensed guide leads a walking tour of the town, exploring its promenade, basilica, and colorful historic center (morning walking tour).

The journey continues by ferry along the Ligurian coastline to Portofino, offering panoramic sea views during the crossing. Lunch is served at a local restaurant overlooking the harbor (lunch at 12:30 PM).

In the afternoon, a guided visit explores Portofino's highlights, including La Piazzetta, the Church of St. George, and panoramic viewpoints along the lighthouse walk (afternoon guided tour).

Participants return to Santa Margherita by ferry, enjoy some free time, and then transfer by bus back to Marina di Massa. Dinner is served at the hotel in the evening (dinner at 8:00 PM).

Day Eight – Lucca, Pisa, and Return to Florence



After breakfast and check-out, participants depart for a full-day excursion to Lucca and Pisa. In Lucca, a licensed guide leads a walking tour along the Renaissance walls, Piazza dell'Anfiteatro, Cathedral of San Martino, and Via Fillungo (morning walking tour).

Lunch is served in Lucca, offering an opportunity to enjoy local Tuscan cuisine (lunch at 1:00 PM).

In the afternoon, the tour continues to Pisa for a guided visit of Piazza dei Miracoli, including views of the Leaning Tower, Cathedral, and Baptistery (afternoon guided tour).

The day concludes with the transfer back to Florence, arriving in the early evening (arrival around 6:00 PM). Evening and dinner are at leisure.

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:

- * 30 days pre-departure: 30% penalty : in this case Great Italy Tour will refund the 70% 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.