



**Ways**  
Italy with the locals

# AWESOME EXPERIENCES

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IN-DESTINATION MANAGEMENT COMPANY

# HERE IS WAYS

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Ways is the In-Destination Management Company of northern Italy providing a wide range of services including **day touring, activities, transportation & local experiences**. We are **your business on the ground**, we are there when you need us and out of the sight when you don't want

Thanks to 10 years of experience leading a team of local specialists, we became a worthy business partner touring the main cities of North Italy: **Venice, Verona, Milan and Turin**. We live locally designing experiences to go beyond our guests' expectations

# OUR PURPOSE

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We feel the responsibility of being part of a community. This is very important for us not only to involve you in our present, but also as an essential element to support and develop for a sustainable future

[Download latest annual report](#) ↓



Certification  
for sustainable  
Tour operator



Agenda 2030  
Sustainable  
Development  
Goals



100% certificate  
renewable  
energy

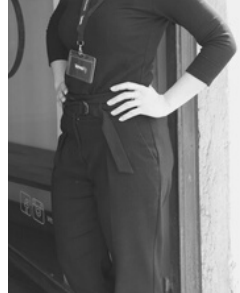
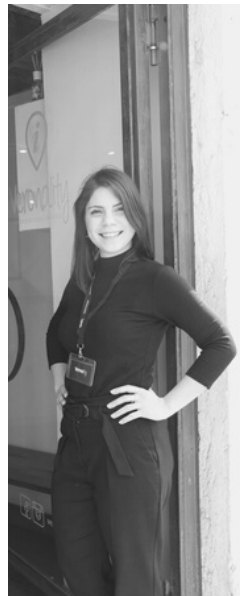


Carbon  
neutrality  
footprint

# HERE IS THE TEAM



By providing every experience with our in-house team we can guarantee the high quality of every service



# OUR BRANDS

**Waystours**  
Italy with the locals

## **Waystours**, local experiences

Pre-packaged small-group and private tours with daily departure from Venice, Verona, Milan and Turin

**Ways** adventures  
Unique wine itineraries

## **Ways Adventures**, unique wine itineraries

Tailor made wine tours and travels in northern Italy, Prosecco, Valpolicella, Dolomites, Franciacorta, Oltrepo and Piedmont

**Veronality**

## **Veronality**

Experiences and guided tours in Verona for domestic travelers, exploring city center, countryside and lake Garda



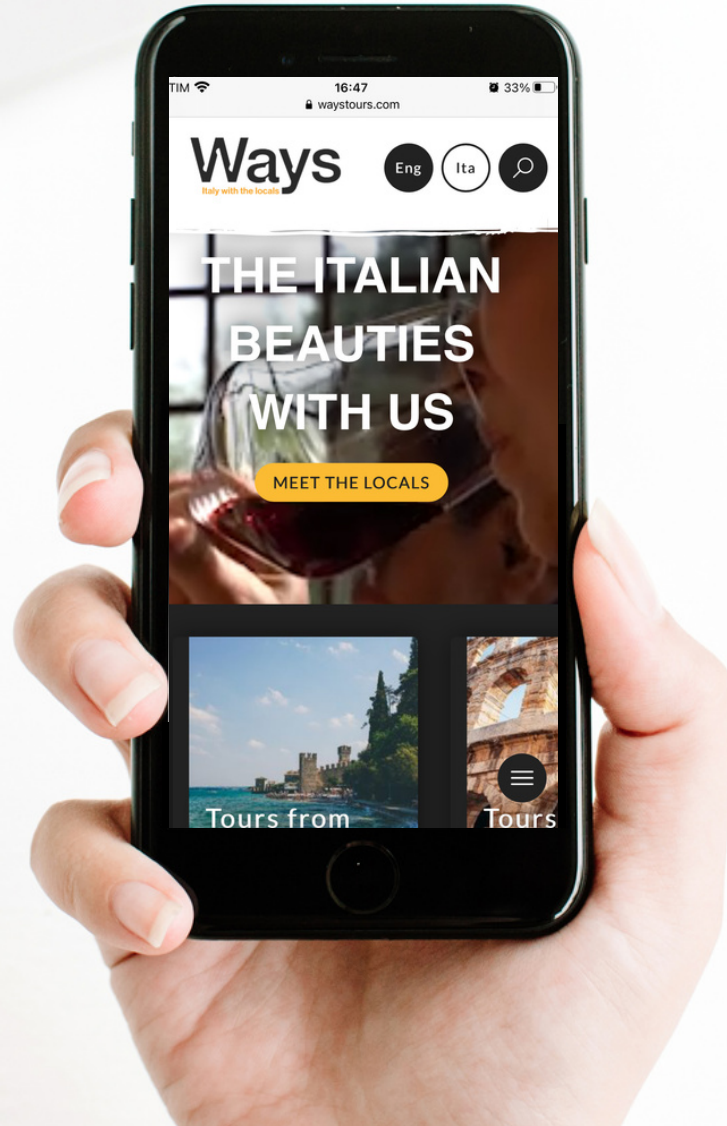
## **La Soffritta**

The loft-stylish cooking venue located in Verona city center, for cooking classes and culinary events

# Waystours

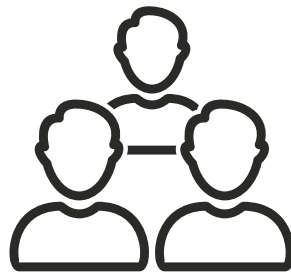
Local experiences

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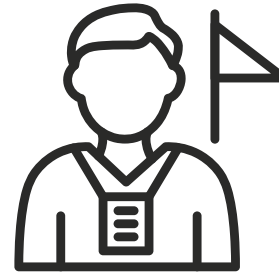




curated  
itineraries



small-group  
up to 12



selected  
guides



high-rated  
reviews

## Shared small-group



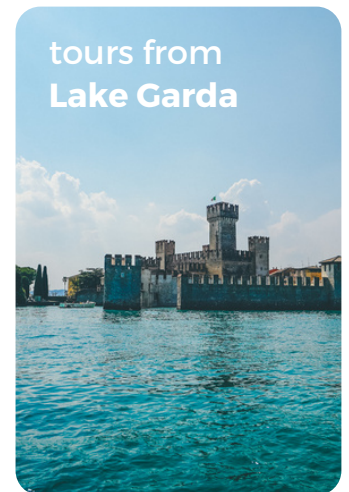
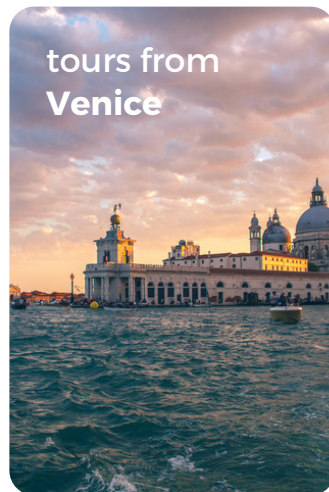
## Private





## Destinations

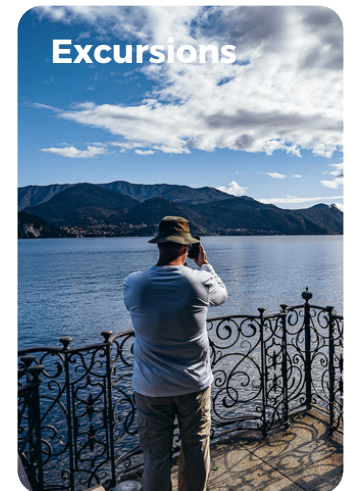
Pre-packaged small-group and private tours to discover the best of northern Italy, starting from Venice, Verona, Milan and Turin. Local experts at your disposal for 5-star tours and activities. **Ways** can help your travelers exploring more than a touristic way, we can open doors to a world of possibilities for high touch cultural experiences





## Verona

This romantic city offers an infinite beauty. Discover the ancient Roman city centre, the charming hills of Amarone wine, the fascinating villages of Lake Garda, the delicious local cuisine in the Osterie, the local and authentic traditions and much more





## Venice

Venice is a real jewel boasting wonders at every corner. The best way of visiting it and experiencing its infinite beauty is with a local guide. This way you can deepen into the great heritage of the city discovering not only the most iconic places such as Piazza San Marco, Ponte di Rialto, the Bridge of Sighs and Teatro alla Fenice, but also the most authentic corners where you'll explore the Venetians' everyday life





## Milan

Milan is a unique city brimming with life and opportunities that boasts incredible tourist attractions. It is the capital of the design Made in Italy and here world-famous brands populate the fashion center. This is just one of the many souls of the city: walk through elegant and historic streets, discover the Duomo di Milano, the iconic Galleria Vittorio Emanuele and taste the delicious cuisine, visit the near wine regions and much more





## Turin

Turin is the city of excellence. It was the headquarters of the Italian royal family; the capital of Italy and, since the XX century, is the center of Italian Automotive Industry. It is a multi-faceted city, where the royal blue blood and the red blood of the many workers coming from the south of Italy with their traditions and cultures, live together in a perfect balance, creating fascinating and interesting contrasts





## Lake Garda

A charming land of history, picturesque hamlets, stunning landscapes and clear waters. The biggest lake of Italy has hundreds of amazing places to explore: from the breathtaking mountains all around the coasts; pleasant and medieval hamlets; clear waters, ideal for swimming, relaxing and for many sports. The perfect place both for a relaxing holiday and for the adrenaline addicted



**Ways** *adventures*  
Italy with the locals

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Unique  
Wine Itineraries



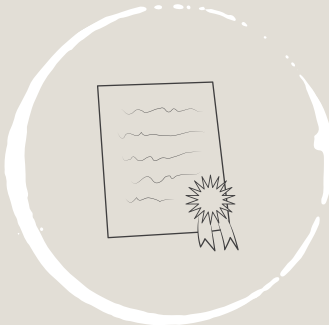
## **tailor made itinerary**

We help our guests to create the best possible trip, paying very close attention to their interests, desires and expectations. We help them to choose the best solution, between a wine tasting in one of the most famous brand wineries or small producers, between a lunch in a typical "trattoria" or in a gourmet restaurant, between an accommodation in a countryside relais or in a boutique hotel in the city.



## **selected wineries**

We are in-destination based, this allows us to know all the possible solutions and to guarantee the access to the wineries of important producers but also to small family-run businesses with a long production history. We often like to give our guests the chance to experience the most authentic realities. We believe that the right balance between quality, passion, history and family is the best way to make a wine tour unforgettable.



## **expert guides**

Our guides are some of the best local experts of the territory, they have a confidential relationship with the producers and they know the histories that made the wine, the families and the territory so important. We believe that a wine tour has a stronger value with a person who actually lives the territory, who doesn't only guide you during the tour but shares the experience with the whole group.





## Prosecco

The Prosecco region is a blessed land in so many ways: world-famous Prosecco Docg wine, the indisputable beauty of the **UNESCO hills**, **Palladian Villas**, **Asolo** and little hamlets, refined gourmet cuisine and much more. In the Prosecco region, hectares of vineyards design the hills and create unique wine gardens that welcome the wine lovers with a breathtaking beauty. Here, the artisans of wine create an exclusive product, born from the terroir and from the passion of the winemakers. The Prosecco region, a few kilometers from Venice, is for sure the ultimate destination for food and wine lovers seeking to combine culture with their trip!





## Valpolicella

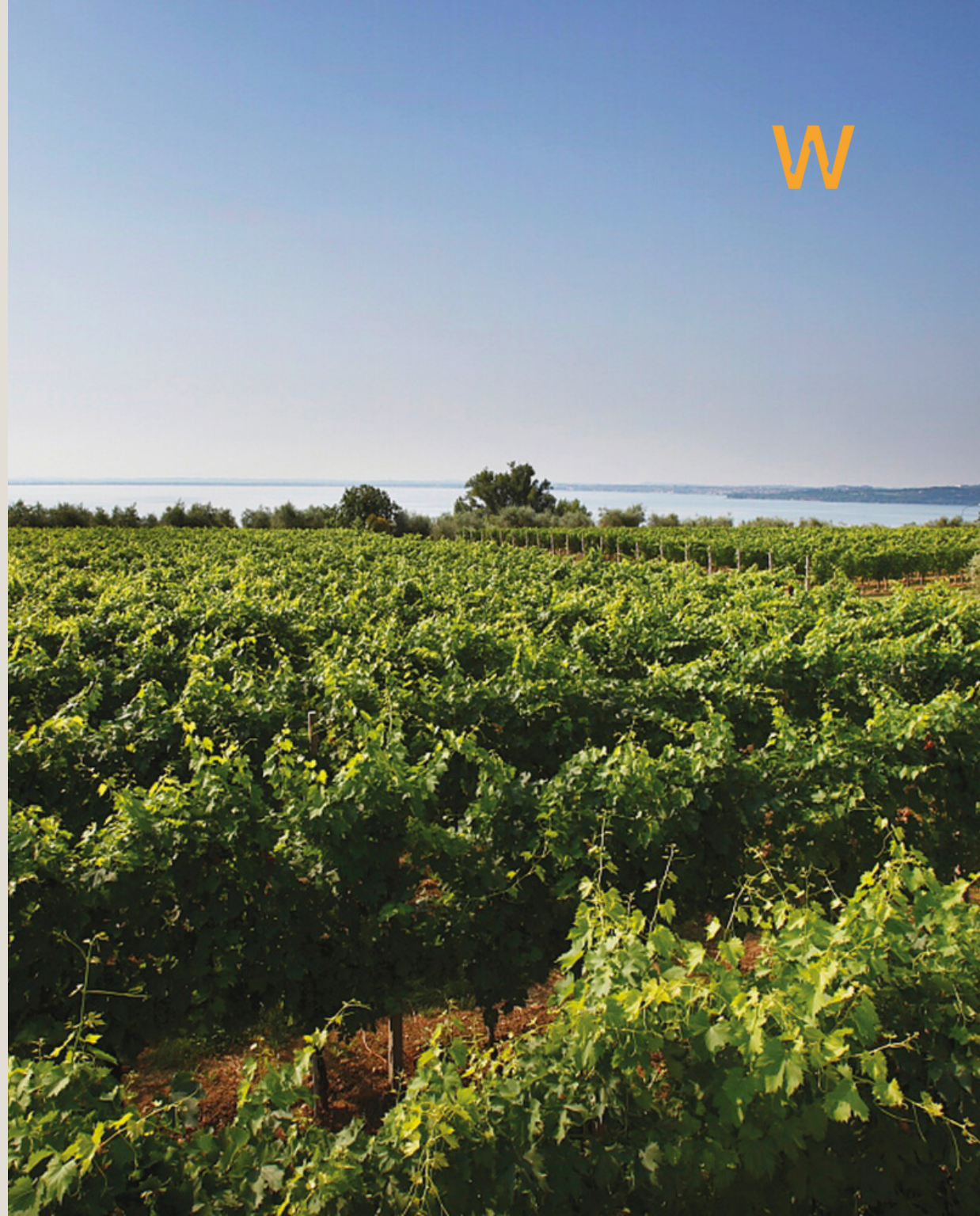
Valpolicella wine region is one of the most prestigious Italian winemaking areas. It is the home to the wonderfully unique **Amarone** wine, produced only from select grapes of the best harvests. Besides the stunning terraced vineyards, the region is dotted with pretty villages, hamlets and stunning villas such as **Villa Serego Alghieri** or **Villa della Torre**. The area surrounding Verona is a real paradise for wine lovers. This, in fact, entitled this territory the Wine capital of Italy for the rich and refined wine tradition of Valpolicella, with the top-class red wines, and **Soave**, the beautiful **volcanic territory** on the east side of Verona, famous for the white elegant wines and the fascinating castle.





## Lake Garda

A charming land of history, stunning landscapes with fabulous coasts and rolling hills with vineyards: this is Lake Garda and it's a perfect destination for food and wine lovers seeking to combine relax, culture and great wines in their trip! The biggest lake in Italy has hundreds of amazing places to explore: from the indigenous varieties of **Lugana**, **Bardolino** and **Custoza** growing on the smooth morainic hills around the lake, to hidden gems like the hamlet of Borghetto sul Mincio or Valeggio, famous for the Tortellini pasta. Lake Garda is an incredible destination offering authentic wine experiences, gourmet local food and the stunning Italian beauty.





## Dolomites

Refined and elegant white wines, gourmet South Tyrolean cuisine, unique cheeses and the sublime grandeur of UNESCO mountains are the essence of the Dolomites region. White wines of **South Tyrol**, such as the spicy **Gewürztraminer**, delicate **Pinot Bianco**, **Riesling** and top-class **Pinot Grigio**, are the ambassadors of this wine region all over the world. Iconic brands, famous for the **architectural wonders** and refined wines or boutique small wineries for an authentic experience with the winemakers will compose a perfect itinerary for wine enthusiasts. In the Dolomites, beauty and excellence will be the keyword of a unique vacation.





## Franciacorta

The picturesque wine region of Franciacorta is a relative secret, mostly untouched by non-Italian tourists. It is a fantastic destination for a short break a few kilometres from Milan. Franciacorta is famed for its velvety, elegant and refined sparkling **Metodo classico** wines, the silky **Satén** and the quality is on a par with the finest champagnes. The region is full of picturesque vineyards on rolling hills and medieval villages. A tailored selection of iconic brands such as Bersi Serlini or Berlucchi or boutique small wineries create a unique itinerary that fits perfectly.





## Lombardy

Lombardy, despite being the Italian region with the highest concentration of Michelin starred restaurants, has beautiful and unspoiled wine countries. One of the most famous is Oltrepò, the reign of **Pinot Noir**. This is still considered one of the few secret gems of wine production, mostly unknown for non-Italian travelers. The beautiful landscape shaped by nature and the hand of aristocratic families creates the velvety and elegant bubbles of **Oltrepò Pavese** wines. Family run estates, picturesque villages and enchanting hamlets populate the rolling and green hills of this region. This region is the perfect wine destination for a relaxing escape a few kilometers from Milan.



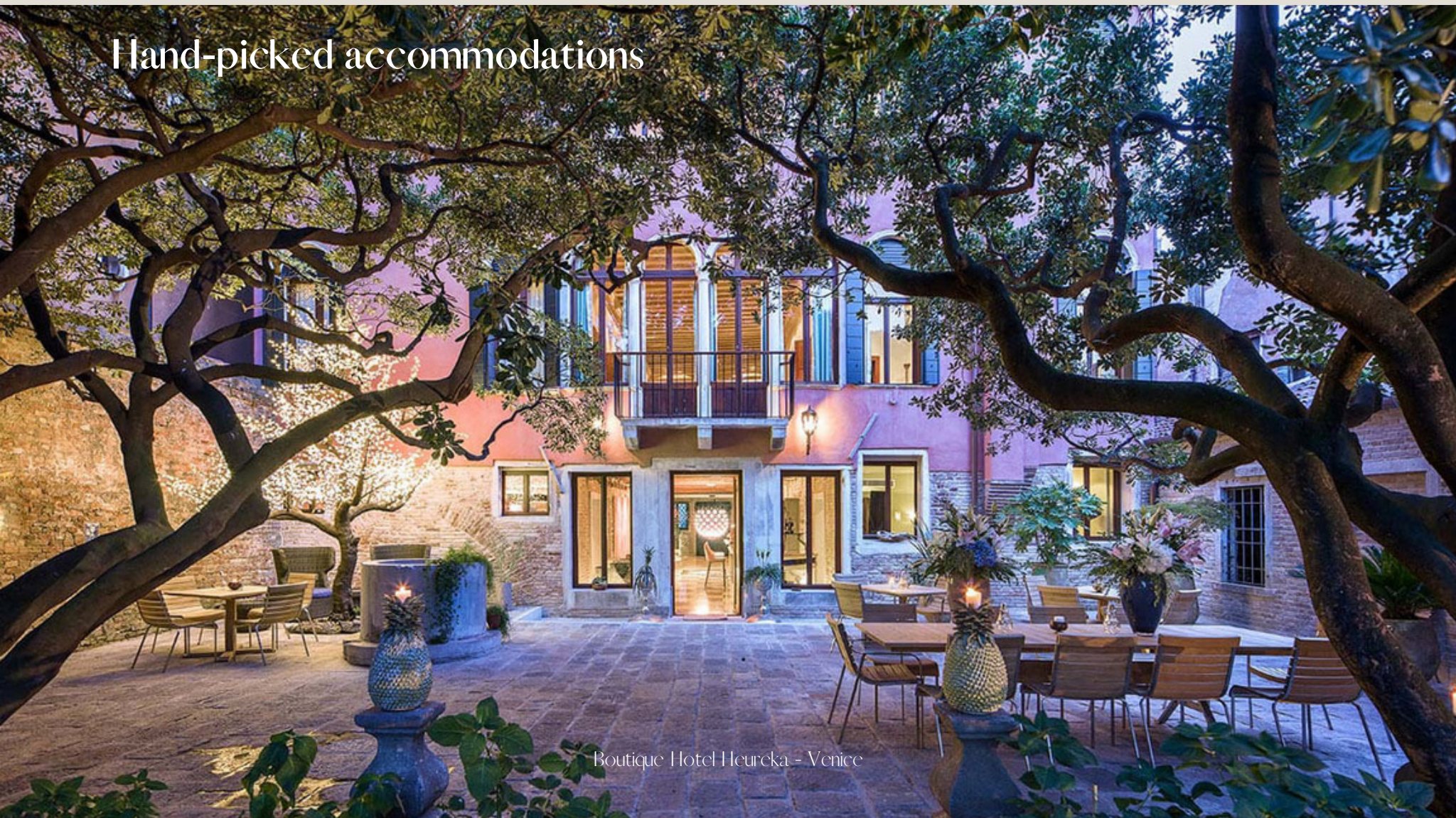


## Piedmont

Piedmont is one of the most famous wine regions in the world and “must do” for wine lovers and collectors. Barolo wine, the so-called “wine of the Kings” is the most fascinating expression of this blessed land. From the UNESCO hills of **Langhe** and **Barolo** region to less known boutique-estates in **Monferrato** and **Roero Gavi**. Piedmont offers unique experiences from wine excellences to delights for the palate: gourmet local cuisine, **Alba white truffles**, Turin delicious chocolate and vermouth. A tailored selection of iconic brands or boutique small wineries create a unique itinerary that fits perfectly.



## Hand-picked accommodations



Boutique Hotel Heureka - Venice



## Gourmet restaurants



## Memorable experiences



Vintage Cars Tour - Prosecco

The logo for Veronality, featuring a stylized 'V' with a yellow circle inside, followed by the word 'Veronality' in a white, cursive script font.

Veronality

A large, dark, serif letter 'W' logo, partially obscured by a blurred foreground element on the right side of the image.

W

A panoramic view of Verona, Italy, showing the Adige river, several bridges, and the city's architecture, including a prominent church tower. The foreground is filled with green foliage.

Best experiences in  
Verona



**Verona,**  
unusual and secret



**Valpolicella,**  
wine, relax and nature



**Lake Garda,**  
sport and fun

W

La

# Soffritta

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COOK'N ROLL



## Cooking, sociality and fun

A place completely dedicated to cooking where you will meet good cuisine and conviviality.

A wonderful open space in Verona city center where our chefs will prepare typical recipes of the Veronese cuisine everyday.



W



## How to put your hands in the dough

For a tourist on holiday in Verona who loves good food and wants to know and learn how to cook new traditional dishes, this activity is perfect: he will put literally his hands in the dough!



## Cooking Class Experience

If you want to live this experience in a special way, you can do it also privately, so you can have the entire location just for you, our chef at your disposal and more freedom to choose the menu.

The participants become the protagonists of the activity, cooking by themselves some of the most famous and delicious Veronese recipes. Our chef will be there to guide them during the experience.

In this way they can discover that the Italian cuisine is based on genuine aromas and flavours and that you can still use old machineries to create a fantastic dish.



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