



It's About **Experience** Responsibly

www.ways-experience.com





We warmly welcome you to discover Ways, an **Experience Company** that, since its inception in the city of Verona, has placed passion, innovation, and respect for the territory at the core of its mission.

Throughout our growth journey, we have evolved from a small local entity focused on experiential tourism to a national presence in major cities across Northern Italy, all while maintaining the same goal: to provide our guests with unforgettable experiences.

Join us on this journey through our history, our values, and our commitment to a responsible future.



GSTC Sustainability Certification by



↓
Brand
Manifesto



Our Story

Since 2011, **Ways** has embarked on a journey that has transformed it from a small local entity into a well-known company in the tourism and corporate experience sector. We have continuously expanded our offerings across various destinations in Northern Italy, building a comprehensive catalog of experiences in six locations.

Today, we are a leading **Experience Company** in Italy, structured to create unique and memorable experiences to a diverse range of guests.



2011

The journey began in Verona, organizing **bike tours** for international tourists. This initiative allowed visitors to explore the city and its surroundings in a unique and sustainable way.

2014

The range of experiences was expanded under the **Veronality** brand. In addition to bike tours, historical, cultural, and wine tourism activities were added.

2016

We launched **La Soffritta**, not just a cooking school, but a dedicated space for food and wine experiences in the heart of Verona. It's the ideal venue for culinary experiences.



cooking
school
1



e-bikes
+50



destinations
6



internal
staff
19

+77.000

Ospiti

+12.000

Managed Experiences

4,8/5

Review Rating

2020

The company evolved from a local entity into an Experience Company, expanding into competitive destinations such as **Milan** and **Venice**, offering experiences and services to a highly diverse international audience.

2022

Continuing its growth journey, the company further expands into new tourist destinations, such as **Turin**, strengthening its market presence and recognition.

2024

The company is now structured into business units: **Tours**, **Teams**, and **Tailored**, to better meet the needs of individual clients, corporate clients and luxury customers.



Why Choose Us?



Expertise Developed Over the Years

With years of experience in the industry, we have honed our expertise in organizing activities and experiences within the region. Our experience allows us to offer effective and innovative solutions for every occasion.



Understanding Your Needs

We are focused on attentive listening and understanding our clients' needs. This enables us to design and deliver customizable experiences that not only meet but exceed expectations, creating unforgettable moments for all participants.



Knowledge and Enhancement of the Region

Our deep knowledge of the region has allowed us to establish strong relationships with local producers. This enables us to offer authentic and engaging experiences that highlight local resources and traditions, contributing to the economic and social sustainability of the communities where we operate.



Commitment to Sustainability and Responsibility

We are firmly committed to social and environmental responsibility. Ways has earned the prestigious GSTC (Global Sustainable Tourism Council) and B Corp certifications, recognizing our dedication to sustainable and ethical business practices.



Our **Experiences**

reflect Ways' commitment to social and environmental responsibility for a more sustainable future.

Waystours is the Ways brand specializing in creating leisure experiences for international travelers, offering customizable activities, tours, and **experiences designed for individuals, couples, and small groups**. Our offerings, available with **guaranteed departures** or on request, are crafted to help visitors discover Italy in an authentic and engaging way.

Our unique value proposition lies in our commitment to sustainability and the enhancement of local territories. We collaborate with small-scale farmers, historic shops, and local artisans to provide experiences that promote a healthy lifestyle in harmony with nature. Our itineraries focus on lesser-known, off-the-beaten-path locations, allowing travelers to experience the true essence of Italy, away from mass tourism.

Waystours is dedicated to **fostering local economies** and **preserving the cultural and natural heritage** of the destinations we visit. Each experience is designed not only to showcase the beauty of the region but also to support local communities and their traditions. From tasting sessions at small wineries to visiting artisan workshops, every activity is carefully curated to create a positive impact on the area.

Choosing Waystours means traveling with the knowledge that you are **contributing to responsible tourism**, one that respects and enhances the environment and host communities. Every detail is crafted with passion and expertise to ensure experiences that leave a lasting impression on the hearts and minds of our travelers.

Venice

Elegant, overwhelming, mind-blowing, romantic: in the Venetian Lagoon, amidst bridges, water canals, calli (streets), campi (squares), churches and palaces you will feel a cultural vibrancy, so unique from anywhere else in the world

And while you may already be familiar with Saint Mark's Square and Doge's Palace or the picturesque gondola rides, they're always hidden gems for the most curious ones. Such as the thriving Cannaregio and Jewish Ghetto, or the **culinary experience** to Venetian taverns, the **Bacari**. That's why you better take a local guide to explore Venetians' everyday life and discover its best-kept secrets.



Venice from the Rooftops with Aperitif

This exclusive tour offers a **unique** and intimate **exploration of Venice**, providing an experience well beyond the typical summer tourist crowds. Designed to reveal the city's **most hidden and authentic** aspects, this tour is accessible only through the expertise of a local guide.

 Local culture

 Off-the-beaten



Prosecco Wine Tasting Tour from Venice

This experience offers a **delightful escape** from the city, providing an immersive experience in the scenic beauty and rich flavors of the Prosecco wine region. This tour is a perfect addition to any itinerary, especially for those seeking a reprieve from the high-season crowds in Venice.

 Family-run wineries

 Responsible consumption



Verona

A picturesque gem which inspired Shakespeare's **Romeo and Juliet** and was declared a UNESCO World Heritage. Verona is located in the north-east of Italy, **between Venice and Milan**.

Surrounded by **hilly wine regions**, mountains and very close to Lake Garda, it's a perfect destination for foodies and wine lovers. Amarone, Valpolicella, Soave and Custoza wine regions can be reached very easily from the city.



Best of Verona, Highlights Walking Tour with Arena

This tour offers a thorough exploration of the city's most iconic sites, combining a guided walking tour through the **historic city center** with an in-depth **visit to the Verona Arena**. The experience begins with a guided stroll through Verona's ancient streets and squares, showcasing the city's rich artistic and cultural heritage.

 Local culture

 Unesco heritage



Valpolicella and Amarone Wine Tasting Tour

This tour is ideal for **wine enthusiasts** seeking a unique and **eco-friendly experience** in the scenic Valpolicella region. It offers a sustainable way to explore the picturesque countryside and immerse oneself in the rich winemaking traditions of the area.

 Family-run wineries

 Responsible consumption



La Soffritta

Verona Cooking School

La Soffritta is the Cooking School of Ways. A location entirely dedicated to the culinary art, where you can meet good food and the conviviality of the table.

A wonderful open space in the historic center of Verona where our professional chefs will prepare the traditional recipes of the Veronese cuisine.



Italian Cooking Class with Pasta and Tiramisù

This **hands-on Cooking Class** in Verona offers a unique opportunity for individuals to master authentic Italian cooking techniques. This activity allows participants to cook alongside the chef, who will lead them through each step of the recipes to ensure a collaborative and enjoyable culinary experience.

 Good health, well-being

 Responsible Consumption



Gelato Cooking Class

This class offers a captivating and educational culinary experience, perfect for both **adults and families**. It combines culinary education with a fun, interactive activity, making it a memorable addition to any Verona itinerary.

 Good health, well-being

 Responsible Consumption



Lake Garda

It's not a coincidence that poets, painters and politicians have been inspired by the great variety and the microclimate of **Italy's largest lake**. On its shores, the northernmost olive groves and lemon trees thrive!

Head to the northern shores if you seek wind-ruffled waters overlooked by craggy **mountain peaks** and great outdoor experiences: **sailing**, windsurfing, cycling and climbing are right at home. Roll down to the south for some **vineyard-hopping** in Bardolino, Custoza and Lugana wine regions and walk around romantic cobbled villages. Lake Garda is ideal for relaxing holidays as well as adventure enthusiasts.



Best of Sirmione with Grotte di Catullo and Boat Tour

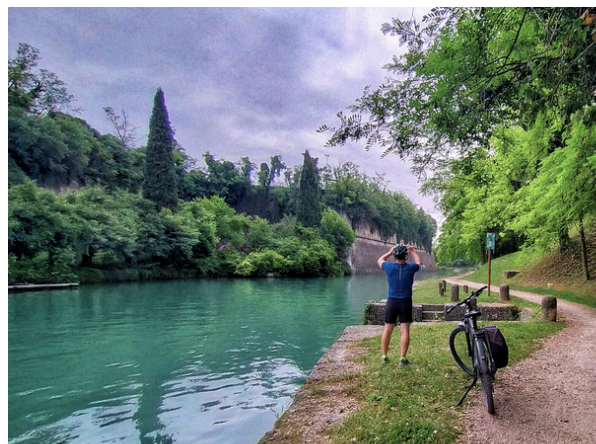
This tour offers a comprehensive experience, combining a **scenic boat ride** around the Sirmione peninsula, a guided **walking tour** through the town's charming streets, and an exploration of the historic **Grotte di Catullo archeological area**.



Lake Garda Countryside and Borghetto e-Bike Tour

This e-bike tour offers a perfect blend of **outdoor adventure** and cultural discovery in the Lake Garda region. Starting in Peschiera del Garda, participants ride along scenic paths with stunning lake views, culminating in the picturesque village of **Borghetto sul Mincio** for relaxation and an aperitif.

 Sustainable mobility



Milan

If you close your eyes and imagine Milan, what comes to mind is a picture of a dazzling and vibrant city lighting up a night sky, with modern and ancient building stretching for miles across a skyline of endless rooftops. Leaving out the two symbols of the city, the Duomo (Milan's Cathedral) and the Castello Sforzesco (Sforza Castle), Milan keeps its secrets from cursory glances and hurriedly tourists. Its beauty can be found behind the façades, such as in its fabulous courtyards, medieval cloisters, or in a clanking silhouette of an old tram.

Milan is the **most innovative** city in Italy where design and fashion merge together, standing for the perfect showcase of Made in Italy.



Milan Duomo skip-the-line with Rooftop Sky View

The Duomo di Milano, a hallmark of Milan's architectural heritage and cultural significance, offers a profound insight into the city's artistic legacy and historical evolution. Visiting the Cathedral and its **rooftop** offers a unique glimpse into Milan's artistic legacy and its evolution over centuries, making it an **essential experience** for anyone exploring the city's heritage.

 Cultural heritage



Da Vinci's Last Supper Guided Tour

This exclusive tour offers an unparalleled opportunity to experience **one of art history's** most renowned **masterpieces**. It provides insightful access to Leonardo da Vinci's **iconic fresco**, housed inside the of Santa Maria delle Grazie Church in Milan.

 Unesco heritage



Turin

A city of fascinating contrasts, Turin, the chief town of **Piedmont** will welcome you with a refined and elegant atmosphere without turning down its great contemporary buzz. They say Turin has **two souls**: its legacy of the **Royal Savoy family** on one side and the **cosmopolitan**, young, cool style on the other. It's a multi-faceted city, a crossroads of royal influences and working-class traditions, living in a perfect balance.

Discover its Art Nouveau and baroque architecture, stroll along its tree-lined boulevards, learn about Italy's most iconic car, the Fiat, and taste the finest chocolate at a historical coffee house. Journey into the past and present of this laid-back city.



Savoy Royal Palace and Egyptian Museum Tour

Royal Palace and Egyptian Museum are two of the most visited and **most important attractions** in Turin. The Royal Palace was the opulent residence of the **Savoya's royal family** and the **Egyptian** museum is the **most ancient** in the world - dedicated to Egypt - and the second most important after the one at Cairo.

 Cultural heritage

 Unesco heritage



Turin Food and Wine Tasting Tour

Perfect for foodies, wine lovers, or anyone curious about Italian cuisine, this tour is **a must-do**, offering lasting memories and a deeper appreciation for **Turin's gastronomic heritage**.

 Good health, well-being

 Local culture



Bologna

Welcome to Bologna, Italy's vibrant cultural capital nestled in the heart of the **Emilia-Romagna region**. Renowned for its rich history, delectable **cuisine**, and lively atmosphere... from its leaning towers to its bustling piazzas, every corner of this enchanting city tells a story waiting to be uncovered!

Discover Bologna on our guided tours, where you'll wander through the historic streets, marvel at the iconic sites, and stroll beneath the famous porticos that line the city's pathways.



Best of Bologna Walking Tour with Tower Sky View

This experience offers an immersive journey through the city's rich historical and cultural landscape, making it ideal for travelers seeking a deep dive into **Bologna's heritage**. The tour also includes a climb to one of the city's many **panoramic towers**, offering breathtaking views of Bologna.

 Local culture

 Unesco heritage



Bologna Food and Market Tour

Embark on a culinary journey through Bologna, the **heart of Italy's renowned Food Valley**. This gourmet tour is designed for those who want to delve into the city's rich **gastronomic heritage**, exploring the finest food shops, artisan workshops, and specialty stores that make Bologna a culinary capital.

 Good health, well-being

 Local culture





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