

# Destination **Piacenza**



**Groups Catalogue**

Nature, culture, relaxation in Piacenza and its surroundings

## PLACENTIA INCOMING

GENERAL CONTRACT CONDITIONS FOR THE SALE OF PACKAGE TOURS

### 1. INTRODUCTION. DEFINITION OF PACKAGE TOUR

Whereas:

- the Legislative Decree no. 111 of 17.3.95, which puts into effect the Directive 90/314/CE, in order to protect the customer provides that the organiser and the seller of the package tour purchased by the customer be in possession of the administrative authorisation to carry out their activity (Art. 3/1 Letter a Legislative Decree 111/95).
- the customer has the right to receive a copy of the sales contract of the package tour (according to Art. 6 of the Legislative Decree 111/95), which is the essential document to apply, if appropriate, to the Guarantee Fund as per Art. 18 of these General contract conditions. The concept of "package tour" (Art.2/1 of Legislative Decree 111/95) is the following: "Package tours cover journeys, holidays and "all inclusive" circuits deriving from the predefined combination of at least two of the following elements, which are sold or offered for sale at a fixed price, and last over 24 hours or cover a time span that includes at least one night:
  - transport;
  - accommodation;
  - tourist services not incidental to transport or accommodation (omissis) . . . constituting a significant part of the "package tour".

### 2. LEGISLATIVE SOURCES

The sales contract of a package tour is governed, in addition to these general conditions, by the clauses shown in the travel documentation given to the customer. Such contract, both concerning services to be provided nationwide and abroad, shall also be governed by the provisions – where applicable – of Law 27/12/1977 no. 1084 that ratifies and puts into effect the International Convention related to travel contract (CCV) signed in Brussels on 23.4.1970, as well as by the above mentioned Legislative Decree 111/95.

### 3. BINDING INFORMATION – TECHNICAL DATA SHEET.

The organiser must include a technical data sheet in the catalogue or the off-catalogue programme. The mandatory elements to be included into the technical data sheet of the catalogue or the off-catalogue programme are: details of the organiser's administrative authorisation, details of the insurance policy for third-party liability; validity period of the catalogue or the off-catalogue programme; reference exchange rate for the currency adjustments, day or value;

### 4. RESERVATIONS.

The reservation application shall be drawn up on a dedicated contract form, electronic if appropriate, filled in in all its parts and signed by the customer, who will receive a copy of it. The acceptance of the reservations is considered as finalised, with the subsequent close of the contract, only when the organiser sends the related confirmation, also via a computer system, to the customer at the selling travel agency. The acceptance of the reservation is subject to the availability of places. The agency reserves the right not to perform the trip, if the minimum number of participants as may be stated on the catalogue is not reached. Any accessory clauses or changes of the signed contract are not valid if they are not confirmed in writing.

The instructions related to the package tour that are not included in the contract documents, the brochures or any other means of written communication shall be provided by the organiser as normal carrying out of his obligation according to Legislative Decree 111/95, within a reasonable time before the beginning of the trip.

### 5. PAYMENTS.

The amount of the down payment, up to a maximum amount of 25% of the price of the package tour, to be paid upon the reservation or the binding request, as well as the date before the departure within which the balance must be paid, are to be found in the catalogue, brochure or any other documents. Failure to pay the above mentioned amounts on the fixed dates represents an express termination clause and will lead to the termination by rights by the intermediate agency and/or the organiser.

### 6. PRICE.

The price of the package tour is stated in the contract, with reference to what is stated in the catalogue or off-catalogue programme, and to any subsequent update of such catalogues or off-catalogue programmes. The price can be changed until 20 days before the departure, and only as a consequence of changes in:

- transport costs, including fuel cost;
- duties and taxes on some types of tourist services such as taxes, landing and boarding fees in ports and airports;
- exchange rates applied to the package being sold. For such changes reference will be made to the exchange rate and the above mentioned fees valid on the date when the programme is published as stated in the catalogue technical data sheet, or on the date stated in the above mentioned updates, if any. The oscillations will affect the fixed price of the package tour in the percentage expressly stated in the technical data sheet of the catalogue or the off-catalogue programme.

### 7. WITHDRAWAL OF THE CUSTOMER.

The customer may back out of the contract, without paying any penalty, in the following cases:

- price increase by more than 10% as per Art. 6 above;
- significant change of one or more contract elements that can objectively be considered as essential to the fruition of the package tour in its entirety, proposed by the organiser after the finalisation of the contract but before the departure, and not accepted by the customer. In the above cases, the customer has alternatively the right to:
  - avail himself of an alternative package tour, without any price supplement or with the refund of the price difference in excess, if the second package tour has a lower price than the first one;
  - the refund of the price share he has already paid.

Such refund shall be effected within seven working days from the receipt of the reimbursement request. The customer shall notify his decision (whether to accept the change or to back out) within two working days from the receipt of the notification of the price increase or the change. If the customer does not give such notification within the said time limit, the proposal made by the organiser shall be considered as accepted. The customer who backs out of the contract before the departure in cases different from the ones detailed in the first paragraph will be charged –net of the down payment paid according to Art. 5/1<sup>st</sup> paragraph– the amount of the penalty as detailed here below (in addition to the individual handling fee):

- 10% of the participation fee up to 30 days before the departure
- 25% of the participation fee up to 20 days before the departure
- 50% of the participation fee up to 10 days before the departure
- 75% of the participation fee up to 5 days before the departure

no reimbursement shall be due after such date.

For all departures, no reimbursement shall be due to any participant who does not show up at the moment of the departure or decides to stop the trip or the stay that has already started. Likewise, no reimbursement shall be due to any participant who cannot make the journey due to lack of accuracy of the personal documents required for the trip abroad. In case of pre-established groups, such amounts will be agreed on from time to time upon the contract signature.

### 8. MODIFICATION OR CANCELLATION OF THE PACKAGE TOUR BEFORE THE DEPARTURE.

If, before the departure, the organiser notifies in writing his inability to provide one or more services included into the package tour and proposes an alternative solution, the customer may alternatively exercise the right to be given back the amount he has already paid or to avail himself of the offer of a proposed alternative package tour (according to paragraphs no. 2 and 3 of Article 7 above). The customer may exercise such rights also when the cancellation depends on the failure to reach the minimum number of participants as stated in the Catalogue or in the off-catalogue Programme, or on cases of force majeure and fortuitous event related to the purchased package tour.

For cancellations different from the ones due to force majeure, fortuitous event or failure to reach the minimum number of participants, as well as cases different from the non-acceptance by the customer of the proposed alternative package tour (according to Art. 7 above), the organiser who cancels (ex Art. 1469 bis no.5 Civil Code) shall refund the customer with the double of the amount the customer had paid and the organiser had cashed, through the travel agent. The refunded amount shall by no means be higher than the double of the amounts that would be due by the customer on the same date according to Art. 7, paragraph 4 above if the cancellation was made by the customer.

### 9. MODIFICATIONS AFTER THE DEPARTURE.

If, for any reason whatsoever apart from reasons depending on the customer, the organiser is unable to provide an essential part of the services included in the contract, he shall arrange alternative solutions, without any price supplement for the customer; if the value of the services provided is lower than the value of the services originally included, the organiser shall refund the customer with an amount equal to such difference. If an alternative solution is not possible, or the solution proposed by the organiser is rejected by the customer for serious and justified reasons, the organiser shall provide, without any price supplement, a means of transport equivalent to the one originally foreseen for the return to the departure place or to a different place as may be agreed upon, depending on the

availability of transport and seats, and shall refund the customer based on the difference between the cost of the originally included services and the services performed up to the moment of the early return.

### 10. SUBSTITUTIONS.

The withdrawing customer may be substituted by another person, provided that: the organiser is informed in writing thereof at least 4 working days before the date set for the departure, and at the same time receives a notification about the particulars of the assignee; the substitute complies with all the conditions for the fruition of the service (ex Art. 10 Legislative Decree 111/95), particularly the requirements related to passport, visas, medical certificates; the substitute reimburses the organiser all the expenses he has borne to proceed with the substitution, to the extent that the organiser will quantify before the assignment. The assignor and the assignee are jointly responsible for the payment of the price balance, as well as the amounts as per letter c) of this article. With reference to some service types, a third service provider may not accept the change in the name of the assignee, even if it is made within the time limit as per the above point a). The organiser shall not therefore be responsible for the possible non-acceptance of the change by the third service provider. The organiser shall immediately inform the concerned parties about such non-acceptance before the departure.

### 11. OBLIGATIONS OF THE PARTICIPANTS.

The participants shall be in possession of their individual passport or any other document valid for all countries included in the itinerary, as well as any residence and transit visas and medical certificates that may be required. Furthermore, they shall comply with the rules of normal prudence and diligence, as well as any specific rules in use in the destination countries, all the information provided by the organiser, and also the regulations and administrative or legal provisions related to the package tour. The participants shall be responsible for any damage that the organiser may suffer due to their failure to comply with the above mentioned obligations. The customer is obliged to give the organiser all the documents, information and elements in his possession that can be used to exercise the organiser's right of subrogation toward third parties responsible for the damage, and is responsible toward the organiser for the prejudice caused to the right of subrogation. The customer shall also inform the organiser in writing, upon the reservation, about any particular personal requests that may become the object of specific agreements about the trip performance, as long as they are feasible.

### 12. HOTEL RATING.

The official rating of the hotel facilities is provided in the catalogue or other literature based only on the express and formal indications of the relevant authorities of the country where the service is provided. In the absence of official ratings recognized by the relevant Public authorities of countries members of the EU where the service is performed, the organiser reserves the right to provide, in the catalogue or brochure, his own description of the accommodation facility, in order to enable its evaluation and subsequent acceptance by the customer.

### 13. RESPONSIBILITY CONDITIONS.

The organiser is responsible for any damages caused to the customer due to the total or partial non-fulfilment of the services contractually due, whether they are provided by himself or by third service providers, unless he can prove that the event was caused by the customer (including any initiatives that the customer may have taken independently during the performance of the tourist services) or by circumstances unconnected with the supply of the services included in the contract, by fortuitous event, by force majeure or by circumstances that the organiser could not, according to professional diligence, reasonably foresee or solve. The seller at whose office the package tour was booked is in no case responsible for the obligations deriving from the organization of the trip, and is only responsible for the obligations deriving from his quality of intermediary and in any case within the limit for such responsibility provided for by the above mentioned laws and conventions.

### 14. COMPENSATION LIMITS.

The compensation due by the organiser for damages to the person cannot in any case be higher than the compensation indemnities stated in the International conventions in regard to services the non-fulfilment whereof caused the responsibility, and more precisely the Warsaw Convention of 1929 about international air transport in the text modified in The Hague in 1955; the Berne Convention (CIV) about railway transport; the Brussels Convention of 1970 (CCV) about travel contract for any assumption of responsibility of the organiser. In any case, the compensation limit cannot be higher than "2.000 gold Germinal Francs for damage to property", as prescribed by Art. 13 N° 2 CCV, and of 5.000 gold Germinal Francs for any other kind of damage and for those established by Art. 1783 Civil Code.

### 15. OBLIGATION TO ASSIST.

The organiser is obliged to supply the customer with the degree of assistance imposed by the criterion of professional diligence exclusively with reference to the organiser's obligations in accordance with the law and the contract. The organiser and the seller shall be exonerated from their respective responsibilities (Arts. 13 and 14) when the non-execution or inexact execution of the contract is imputable to the consumer or derives from the unforeseeable or inevitable action of a third party, or from an unavoidable accident or force majeure.

### 16. COMPLAINTS AND REPORTS.

Any failure in execution of the contract must be contested by the customer without delay so that the organiser, his local representative or the escort might remedy the situation promptly. The customer may also complain in writing to the organiser or seller by registered mail with advice of receipt, no later than ten working days following return to the place of departure.

### 17. INSURANCE AGAINST COSTS OF CANCELLATION AND REPATRIATION.

If not expressly included in the price it is possible, and indeed advisable, to take out special insurance policies at the organiser's or seller's offices against costs deriving from cancellation of the package, accidents and lost luggage. An assistance contract may also be signed to cover repatriation costs in the case of accident or illness.

### 18. GUARANTEE FUND.

Established at the General Tourism Management Department of the Ministry of Production Activities, the Guarantee Fund may be applied to by the consumer (in accordance with Art. 21, Legislative Decree 111/95) to safeguard the following rights should the seller or organiser declare insolvency or bankruptcy:

- reimbursement of the price paid;
- repatriation in the case of trips abroad.

The fund must moreover supply immediate economic assistance should tourists be forced to return from non-Community countries due to emergencies, irrespective of whether these are imputable to the organiser. The Fund's methods of intervention were established by decree of the President of the Council of Ministers of 23/07/99, N. 349, Official Bulletin N° 249 of 12/10/1999.

#### ADDENDUM – GENERAL SALES CONTRACT CONDITIONS FOR INDIVIDUAL TOURIST SERVICES

#### REGULATORY PROVISIONS.

Contracts dealing with only the service of transport, accommodation or any other separate tourist service cannot be considered as organisation of a trip or a package tour, and are therefore governed by the following provisions of the CCV: Art. 1, N° 3 and N° 6; Arts. 17 to 23; Arts. 24 to 31 with regard to provisions different from those relating to the organisation contract as well as any other agreements related to the sale of the single service included in the contract.

B) CONTRACT CONDITIONS. Further applicable to these contracts are the following clauses of the package tour sales contract general conditions shown above: Art. 4, 1<sup>st</sup> paragraph; Art. 5; Art. 7; Art. 8; Art. 9; Art. 10, 1<sup>st</sup> paragraph; Art. 11; Art. 15; Art. 17. Application of the said clauses in no way means that the related contracts may be considered as a package tour. The terminology of the aforementioned clauses related to package tour contract (organiser, trip etc.) should therefore be understood with reference to the corresponding figures of the sales contract for individual tourist services (seller, stay etc.). Place of jurisdiction. For any controversy, the place of jurisdiction shall be solely the Piacenza Courts.

Placencia Incoming is insured for third party liability with policy R.C. Professionale n. 0497374 Sara Assicurazioni, and is in possession of regular authorisation issued by Piacenza Provincial Administration, No. 655 of 29.03.06.

"Obligatory communication in accordance with Art. 16 of Law No. 269 of 3/8/1998. Italian law punishes with a prison sentence any crimes related to prostitution or pornography involving minors, even when these crimes have been committed abroad."

Privacy. Information ex Art. 13 Legislative Decree 196/03 (protection of personal data).

All personal data, the collection whereof is required for the contract finalisation and execution, will be handled in full observance of Legislative Decree 196/2003, in paper and digital form. The data will be communicated only to the suppliers of the services included in the package tour. The Client may at any time exercise his rights ex Art. 7 Legislative Decree N. 196/03 by contacting Placencia Incoming, Via San Siro 29 - 29100 Piacenza, holder of the data handling.

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PROVINCIA DI  
PIACENZA



COMUNE  
DI CAORSO



Camera di Commercio  
Piacenza

INERTI TREBBIA s.r.l.  
LAVORAZIONE DI AGGREGATI, SABBIE E GHIAIE

GRUPPO BASSANETTI

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Since 2006, **Placentia Incoming** is the agency dealing with hospitality in the Piacenza area. A reality which is constantly growing, a qualified team working to always supply the best and most advantageous offers, always creating new hints for your vacations; a wide selection of over one hundred hotels, farm houses, B&B, restaurants, in Piacenza and its province, accompanied by additional services such as guided visits to castles, tasting of typical dinners and lunches: all of this combined in order to find the suitable solution for every group. From one day outing to longer staying for small and big groups: the agency pays maximum attention to every requirement. Institutions and associations, national recreational clubs, companies, sporting associations, or simply groups of friends – from Italy or from abroad – addressed to Placentia Incoming, finding an excellent partner in the planning of their trip, in selecting the more suitable destinations also with an eye on the fixed budget. No details is ignored: hotels with convenient groups rate, restaurants and farm holidays with full menu, buses for hire locally, qualified multilingual guides. Each of those service facilities have long lasting and consolidated relation with the agency so to guarantee quality and accuracy. Wine and food tourism, culture, wellness, sport, relaxation, nature: a wide range of proposals to satisfy everyone and to introduce everyone to the several aspects of Piacenza territory. A team animated by its passion for Piacenza and its territory, which is aware of Piacenza potentialities and is willing to communicate and promote these

possibilities all around. Placentia Incoming means quality and reliability in order to release you from organizing the details and to let you free to enjoy only the best of your vacation.

For details see our web-site.

**[www.piacenzaturismi.net](http://www.piacenzaturismi.net)**

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To plan next individual or group outing, to find new proposals, or just to peep inside, visit our web-site and you will find:

- a complete list of the hospitality facilities in the territory, with full description, pictures, rates and information
  - our catalogues in PDF format
  - possibility of asking for more details on the tourist facilities or package travels by simply sending a form
  - possibility to enter our periodical newsletter to be informed about news and last minute offers.
  - calendar of the most important events in Piacenza and its province.
- try and see...

**and Placentia Incoming is much more:**

- individual trip offers and gift proposals
- event – meeting – wedding ceremonies organization
  - services for business: incentives, dinners...
  - school trips

*And we are working to offer you always new amazing proposals!*

And furthermore have a look  
regularly on our web site  
**[www.piacenzaturismi.net](http://www.piacenzaturismi.net)**,  
go to section "Week ends and organized tours"  
and "Hot spot", in the home page...to find always new  
vacation ideas!



Taste and culture outing along the  
flavor trails of the Po Valley

# Learn & Taste

Land of taste, Piacenza territory has always been synonym of good food: the famous cold cuts, first courses such as "tortelli" (filled dough) - exclusively "con la coda" (rolled up at the ends) - or "pisarei e faso" (bread dumplings and beans). Also second courses with meat and river dishes, which are a tradition in the Piacenza lowlands. The delicate and strong flavors of the local cuisine are properly accompanied by the eighteen RDO wines of Colli Piacentini produced in the four valleys of the province. Going through the territory, one will discover the cuisine tradition, the PDO products and the RDO wines and will taste

them slowly, in the restaurants, in the family farm houses or in the river restaurants, plunging oneself in a mixing of art, culture, tradition and hospitality. Piacenza can boast an enviable location, as being just few kilometers from Pavia, Parma and Cremona, can be the right starting point for brief outing in the nearby towns of the Po Valley. In addition, less than one hour drive and you are in Milan, capital of fashion and center of culture, shopping and fun.

**Duration:** 2 days, 1 night

**From:** Euro 261,00 *person (min 15 paying people)*

LEARN & TASTE PACKAGES

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*Bouquet of flavors and tastes along the Wine Trails of the Valleys and the Lowlands of Piacenza, through which river Po flows: ideal microclimates for the maturing of cheese and cold cuts and rich soils for the excellent RDO wines. A tour at the discovery of the secret traditions of Piacenza people and territory, an occasion just to discover yourself as wine expert, pork butcher or skilled head cook at the cuisine course in a castle...all of this enriched through the artistic charm and culture of the towns in the Po Valley, from Piacenza to Pavia and Cremona*

**First day:** first stop at Gropparello castle of medieval origin, plunged into the green Vezzeno Valley, guided visit to the castle, cuisine course and lunch in the country style restaurant waited by people wearing medieval costumes. In the afternoon, tasting tour along the Flavor Trail of Piacenza Hills making a stop at a cold meats factory or at a wine factory near Castell'Arquato, to taste the PDO cold cuts and the RDO wines of the territory. Then a free walking through the paved streets of Castell'Arquato, delicious medieval burg, called "Assisi di Emilia", through the houses of stone and the characteristic shops. Early evening accommodation in a \*\*\*\* hotel, dinner in a nice restaurant enjoying a wonderful view on the Chiaravalle della Colomba Abbey facade and overnight stay in hotel.

**Second day:** in the morning, in the middle of the plain along the Flavor Trail of Piacenza Lowlands stop at San Pietro in Cerro castle, on the boarder of Piacenza and Cremona provinces. The castle with its Renaissance structure is constituted by about thirty magnificently furnished rooms. The following stop at a fruit and vegetable processing factory, still using ancient and natural methods: brunch in a typical Lowlands Inn just near Villa Verdi. In the afternoon guided visit to the Villa, the great composer's elected residence, and then a further stop in a diary producing Grana Padano and cheese of Po Valley or, as an alternative, stop at a cold meat factory producing culatello of the Lowlands.

**The price includes:** 1 overnight stay in double bed /double room, HB (full dinner including beverages) in \*\*\*\*hotel inside ancient country house of XV century; entrance and guided visit to Gropparello and San Pietro in Cerro castles and to Villa Verdi; cuisine course and lunch in Gropparello castle; visit and tasting in a cold meat factory or in a wine factory, visit in a diary or in a cold meat factory, visit to a fruit and vegetables processing factory; brunch in typical inn of the Lowlands.

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes"

**Note:** upon request, possibility to add third day visit to **Pavia:** guided visit to the old town center, with University courtyards, the Visconteo castle, Victoria Square with "Broletto", the Cathedral façade, the picturesque "low quarter" with the Old Bridge (Ponte Vecchio) and the houses marked by the river Ticino floods, Strada Nuova and Corso Garibaldi for the shopping, the Covered Bridge (Ponte Coperto) the town symbol; in the afternoon stop in a wine farm in the Oltrepo Pavese (area around Pavia), walking through the vineyards and tasting of RDO wines with the guide of a wine expert. Possibility to add third day visit to **Cremona:** guided visit to the old town center with the Town Hall (Palazzo Comunale) and its Violin Hall (Sala dei Violini) and the masterpieces of the local classic workshop, the Cathedral, the Baptistery, Ponchielli Theater, XXV Aprile Gallery, Roma Square Gardens with the tombstone of the lute-maker Antonio Stradivari; in the afternoon taste and shopping of "torrone" (kind of nougat) and mostarda (Italian sweet fruit pickles).

**Additional price for the third day:** Euro 47,00 per person (the price includes: 1 overnight stay in \*\*\*hotel, B&B, guided visit in foreign language FD to Pavia or Cremona).

## Week end Culture & Relaxation

Learn & Taste

### Culture and relaxation in the fashion towns

**Duration:** 2 days, 1 night

**From:** Euro 167,00 *person (min 15 paying people)*

*Going from Milan to Rome just make a stop in Piacenza and Salsomaggiore : from the capital of fashion to the outlet stores, a mixture of charm, refined taste, all of this accompanied with art, culture and relaxation. Just to take a quick glimpse of North Italy artistic beauties well known all over the world such as Leonardo, Botticelli, Benedetto Antelami and Parmigianino; really everyone passing through or leaving nearby should not miss them!*

**First day:** guided visit through Renaissance palaces and Romanesque churches in the old town center of Piacenza, among the frescoes of Pordenone, Guercino and Carracci and lunch in typical restaurant on the "Munta dei Rat" steps, one of the most picturesque corner in the town. In the afternoon departure to Salsomaggiore, important thermal baths town in liberty style, where once a year takes place Miss Italia beauty contest : relaxation in the Berzieri Spa , welcome cocktail and entrance to the three new thematic baths (passing through multiple hydro massage for relaxing, intensive and toning-up treatments, warm and cool vascular toning walking, aromatherapy bath with underwater music diffusion). Overnight in \*\*\*\*hotel in front of Chiaravalle della Colomba Abbey.

**Second day:** breakfast in hotel and departure to Parma for guided tour in the old town center, seeing the works of Parmigianino, Correggio and Antelami, lunch in typical restaurant. In the afternoon, shopping at the outlet stores Fidenza Village where one can buy branded articles of clothing at discounted prices. In the late afternoon, return.

**The price includes:** 1 overnight stay in double bed /double room in \*\*\*\*hotel B&B, guided visits to Piacenza and Parma.

LEARN & TASTE PACKAGES

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Lunch in typical restaurant in Piacenza and Parma (including beverages) welcome cocktail at Berzieri Spa; entrance to the Orient Seas (Mari d'Oriente) area with the three new thematic baths with thermal waters.

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes"

**Notes:** possibility to add relaxation and beauty treatments at the Thermal Baths or third day visit to **Milan:** guided visit to the old town center with the Cathedral, Vittorio Emanuele II Gallery, Piazza della Scala, Castello Sforzesco (Sforzesco Castle), Santa Maria delle Grazie with Cencacolo by Leonardo da Vinci, Pinacoteca di Brera (Brera Picture - gallery), and finally a stop at an outlet store in Corso Buenos Aires to buy branded articles of clothing at discounted prices.

**Additional price for the third day:** Euro 47,00 per person (the price includes: 1 overnight stay in \*\*\*\*hotel, B&B, guided visit in foreign language FD to Milan).



## Week end Duchy Territory

Learn & Taste

### Piacenza and Parma: magnificence and elegance in the towns of farnese family

**Duration:** 2 days, 1 night

**From:** Euro 159,00 *person (min 15 paying people)*

*Both Piacenza and Parma were capitals of the Duchy of Farnese family, created by the Pope Paolo III Farnese for his son Pier Luigi. Piacenza proved to have an indomitable aristocracy never renouncing to its own privileges, plotting against its first Duke and murdering him. Parma, instead, took advantage being the Duchy capital, making of this an added value. A fascinating tour, on art and culture tracks, following the Farnese dynasty saga in Piacenza and Parma territories.*

**First day:** thematic guided visit to old town center in Piacenza, on the Farnese dynasty tracks, in search of the evidences of their presence on the local reality such as the city walls, the noble palaces, the Deeds of Farnese (Fasti Farnesiani), the equestrian statues by Francesco Mochi. Brunch in an elegant coffee bar in the town center overlooking Piazza Cavalli (Cavalli Square). In the afternoon tour on local noble family tracks: guided visit to the Rivalta castle, refined castle, still inhabited by Zanardi Landi Counts family, the ancient proprietor. Tasting and shopping in the wine shop of the medieval fortress and then dinner in a restaurant in the village. Overnight stay in \*\*\*\*hotel in Piacenza.

**Second day:** breakfast in hotel and departure to Parma, guided visit to the old town center on the Farnese family's tracks, such as Palazzo della Pilotta (Pilotta Palace), Teatro Regio (Royal Theater), Duchy Park and Palace, lunch in a typical restaurant in Parma; in the afternoon departure to Colorno, with its ancient fortress transformed in a palace by Ranuccio II Farnese in the second half of XVII century, guided visit to the palace. In late afternoon, return.

**The price includes:** 1 overnight stay in double bed/double room in \*\*\*\*hotel in Piacenza, B&B, guided visit to Piacenza and Parma; entrance and guided visit to the Rivalta castle and to Colorno fortress; brunch in coffee bar in Piacenza; dinner in restaurant in the village of Rivalta (beverages included); lunch in typical restaurant in Parma (beverages included).

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes"

LEARN & TASTE PACKAGES

1 2 3





The river with passion:  
nature, art and tasty food along the river

## Sport & Nature

The Apennines of Piacenza offer ideal routes for hiking, trekking or simple trips in the country: the green valleys of Arda Valley extending till the horizon, the Tidone Valley hills covered by the golden rows of vineyards, the Trebbia Valley with its winding route through an intense green, and Nure Valley with its uncontaminated nature and the river landscape are offering the best possibility for an holiday in contact with nature.

For small groups we propose trekking activities in high mountains, near medieval villages full of history, cycle-touring routes through country houses and castles, tasting stops, boat sailing on the River Po with motorship Calpurnia and in the end possibility to practise golf or to enjoy learning it.

**Duration:** 2 days, 1 night

**From:** Euro 152,00 *person (min 15 paying people)*

SPORT & NATURE PACKAGES

1 2 3

*The longest river – and tastiest!- in Italy and two days' time to go through its nature, to enjoy its landscapes and to experience traditions and flavors along its banks: the river Po with its peasantry culture and the fogs wrapping magically its territories during the winter months. Cherries in summer, culatello (cold cut ham), spongata and bargnolino (berry liqueur), together with river cuisine with fresh water fishes (such as eels, catfishes) will fill of taste the tour in the Piacenza Lowlands, culminating with a unique and exciting sailing with Calpurnia motorship. A quiet sailing which makes one feel as a part of that charming microcosm originated during the centuries along the Big River.*

**First day:** in the morning, tasty tour in the Piacenza Lowlands with stop at a farm factory tasting cherries of Villanova; then visit at a cold cuts factory producing culatello (cold cut ham) of the Lowlands. Brunch in typical restaurant of the area. In the afternoon, visit to the Renaissance castle of San Pietro in Cerro, to admire its historic rooms and MIM – Museum in Motion, important collection of over 500 contemporary art works exhibited in the attic room. Return and overnight in \*\*\*hotel, dinner in a typical restaurant in Piacenza.

**Second day:** breakfast in hotel and departure by bus to the Terre Verdiane (Verdi's Lands). Visit to Villa Verdi (Verdi's Country House), romantic and lonely house where the great composer worked and lived with Giuseppina Strepponi, then sailing on the Po River with motorship Calpurnia, to discover local flora and fauna and river lan-

dscapes. Lunch in a typical restaurant on the river banks (freshwater fish menu with eels and catfish upon request). In the afternoon, guided tour to Cortemaggiore or to Busseto, tasting typical cakes, spongata and liqueurs among which bargnolino (berry liqueur) and nocino (nut liqueur) to be tasted and eventually bought.

**The price includes:** 1 overnight stay in double bed/ double room, B&B in \*\*\*hotel, visit and tasting at a cold cut factory and at a farm factory, brunch in typical restaurant of the Lowlands, guided tour to Cortemaggiore or to Busseto; entrance and guided visit to Villa Verdi (Verdi's Country House) and to the castle of San Pietro in Cerro; dinner in typical restaurant of Piacenza (menu beverages included); lunch in a river restaurant (menu beverages included, with possibility of freshwater fish menu upon request); sailing with motorship Calpurnia (see "Notes").

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes".

**Notes:** to take advantage of the above-mentioned price/person the sailing on board of Calpurnia has to be planned on the base of the sailing dates already programmed for the individual tours. The sailing schedule is available at Piacenza Turismi offices (ph +39.0523.305254, infotur@piacenzaturismi.net).

## Week end Green & Golf

Sport & Nature

### The Green Arda Valley: trekking, golf, villages and castles

SPORT & NATURE PACKAGES

1 2 3

**Duration:** 2 days, 1 night

**From:** Euro 173,00 *person (min 15 paying people)*

*You can born sportsmen...or you can become too! Arda Valley seems to be the right field for holidays and sport; for trekking lovers enchanting valleys to climb and discover, mixing nature, archaeology and healthy fun. For golfers – or applicants – a fully equipped golf course to improve style or to test oneself for the first time with clubs, balls, a sort of golf initiation...all of that in beautiful surroundings with medieval villages and charming castles to be discovered!*

**First day:** in the morning trekking activity with excursion guide in the Monte Moria Park and typical lunch in the refuge. In the afternoon, relaxation in hotel and then departure to Gropparello castle: guided visit to the fortress and dinner in the Medieval Restaurant, for a pleasant banquet based on ancient recipes with waiters in medieval costumes. Overnight in \*\*\*hotel.

**Second day:** breakfast in hotel and guided trekking in Castell'Arquato, one of the "Most beautiful village in Italy". Then to the Golf Club for typical lunch and possibility to try practicing golf with the help of a professional instructor.

**The price includes:** 1 overnight staying double bed/ double room in \*\*\*hotel, B&B, trekking activity with naturalistic guide in the Monte Moria Park and lunch in refuge (menu including beverages); guided visit to Gropparello castle; medieval dinner in the Gropparello castle's Medieval Restaurant; trekking activity with na-

turalistic guide in Castell'Arquato, "initiation" to golf at Golf Club and lunch in the Golf Club restaurant (menu beverages not included).

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes".



## Week end River & Tracks

Sport & Nature

### Slow cycle riding through Castles and Verdi's Lands

SPORT & NATURE PACKAGES

1 2 3

**Duration:** 2 days, 1 night

**From:** Euro 195,00 *person (min 15 paying people)*

*An usual, simple and ecological way to visit the Lowlands, Verdi's lands full of touristic itineraries? On a bicycle! Riding through the country roads, accessible to everyone – adults and children, sportsmen and all the other ones- one is introduced to the history and places of the great composer and of the many castles in the area.*

*A new experience, such as sailing on the river Po with motorship Calpurnia, to explore the territory from different point of views and in addition to get back to one's own time of living, on the slow and continuous rhythm of the Great River which gives to the Lowlands an inexplicable charm ... only by visiting one can realize!*

**First day:** in the morning tour by bicycle through the Verdi's lands. Departure from Polesine Parmense, collection of bicycles and arrival at Villa Verdi (Verdi's Country House) for guided visit; second stop at Busseto to visit Teatro Regio and Casa Barezzi, important places in the great composer life; last stop at Roncole Verdi to visit the great composer's birthplace and lunch in historic restaurant.

In the early afternoon again on bicycle till Soragna to visit the castle and Parmigianino Museum, and then return to Polesine where bicycles are left. Transfer by bus to the \*\*\*hotel in a medieval fortress, dinner and overnight.

**Second day:** breakfast in hotel, then sailing on the river Po with motorship Calpurnia, to discover local flora and

fauna and river landscapes. Lunch in a typical restaurant on the river banks (freshwater fish menu with eels and catfish upon request). In the afternoon visit to the Lowlands castles: San Pietro in Cerro castle founded in 1460, which contains about thirty magnificently furnished rooms, halls, kitchen and prisons.

**The price includes:** 1 overnight stay in double bed/ double room in \*\*\*hotel, HB (dinner beverages included), entrance and guided visit to Villa Verdi (Verdi's Country House), to the Teatro Regio and Casa Barezzi in Busseto; to the birthplace in Roncole, to the castle of Soragna, to the Parmigianino Museum and to the castle of San Pietro in Cerro; lunch in a typical restaurant in Roncole Verdi (menu beverages included); bicycle renting from Polesine and return back in the same place; sailing with motorship Calpurnia (see "notes").

**The price does not include:** transfers, extras € 10,00 agency fees, and anything not indicated upon "the price includes".

**Notes:** to take advantage of the above-mentioned price/person the sailing on board of Calpurnia has to be planned on the same sailing dates already programmed for the individual tours. The sailing schedule is available at Piacenza Turismi offices (ph +39.0523.305254, info-tur@piacenzaturismi.net).

## Castles and tasting of the Parma and Piacenza Duchy

**Duration:** 2 days, 1 night

**From:** Euro 137,00 *person (min 15 paying people)*

FORTRESSES & CASTLES PACKAGES

1 2 3

*A tour dedicated to the lovers of good living, who - through a complete tour - will learn new cultural issues, will discover new food and wine through several delicious tasting stops. While exploring Piacenza valleys, visiting several castles to reach Parma lands, one can admire the buildings representing the Duchy, meanwhile in Castell'Arquato and Vigoleno villages one will go back to the glorious past of the valley, ready to welcome you with its stories and ... tastes!*

**First day:** in the morning visit to the new medieval village of Grazzano Visconti and its Park, which is listed as "one of best parks in the whole of Italy"; then lunch in farm house and wine factory, where one can buy local wines and food products. Afternoon dedicated to the medieval villages of Arda Valley: Castell'Arquato, enchanting fortress which for its beauty was selected as the set of a movie, and Vigoleno, example of defensive medieval fortress, both listed among the "most beautiful villages in the whole of Italy". Accommodation in \*\*\*\* hotel located in ancient country house of XV century, dinner in refined restaurant with view on the Cistercian abbey of Chiaravalle della Colomba. Overnight in hotel.

**Second day:** breakfast in hotel and transfer to Parma area to visit the Salami Museum of Felino, located inside the castle having the same name and which is guarding the Apennines lands since the IX century; then visit to the Torrechiara castle, one of the best preserved and more significant examples of Italian castle architecture;

then visit to the Ham Museum in Langhirano with lunch. Last visit to Montechiarugolo fortress, enjoying the view of the Enza river flow, visiting the magnificent fresco halls, where legends tells that the ghost of Bema Fay is still wandering. In the late afternoon, return.

**The price includes:** 1 overnight stay in double bed/double room in \*\*\*\* hotel located inside ancient country house of the XV century, HB (dinner beverages included); entrance and guided visit to the following castles of Parma and Piacenza Duchy: Grazzano Visconti (castle's Park), Felino (external walls and courtyard), Torrechiara; Montechiarugolo; guided tour of Castell'Arquato and Vigoleno villages; entrance and guided visit to the Salami Museum in Felino; entrance and guided visit to the Ham Museum in Langhirano with lunch; lunch in farm house in Nure Valley; Duchy of Parma and Piacenza castle card.

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes".

**Notes:** possibility to add entrance and guided visit to Rocca Viscontea of Castell'Arquato and to the Vigoleno donjon/keep.

# Fortresses & Castles

Over three hundreds fortifications, among which towers, fortified palaces, fortresses, country houses and walled up villages spread on Piacenza lands and surroundings. Many of them are opened to the public for guided visits, luxury overnight stays, refined tastings, but at the same time the possibility to plunge into an ancient atmosphere together with entertainment, music, traditional and innovative menus.

A tour through the castles of the area to start learning the variety of styles existing, from the defensive village to the elegant palaces, to the isolated fortresses and to hear about the ancient families plots, stories of brave leaders, refined patrons, of sweet and violent loves, or of souls in torment wandering still in search of peace. Everyone will be fascinated by the history, poetry and mystery of these magical places spread between Parma and Piacenza.

## Week end Architecture & Nobility

Fortresses & Castles

From Castles to Castles,  
discovering the nobility of the past

**Duration:** 2 days, 1 night

**From:** Euro 147,00 *person (min 15 paying people)*

FORTRESSES & CASTLES PACKAGES

1 2 3

*Between Parma and Piacenza in the representative buildings of the past through the village spreads all over the lands, to discover an enchanting story of dynasties such as Visconti, Farnese and Borbone, and of noble families, such as Zanardi Landi, Anguissola and Dal Verme, together with great Italian artists such as Parmigianino, who worked and left traces in the fortresses and castles. This is still today proof of the richness and magnificence of the Duchy. An occasion to rediscover the splendor of that time and for a complete survey of the castle architectural typologies, from the luxurious residence of Rivalta, to the Renaissance castles of San Pietro in Cerro, to the Fontanellato fortress surrounded by moat... in any case not to be missed! And to crown the experience, overnight in a comfortable hotel located inside a medieval castle.*

**First day:** in the morning tour of the medieval village of Rivalta perfectly preserved, visit to the castle, elegant high class residence still inhabited by the ancient proprietors, the Zanardi Landi Counts. Tasting stop in wine factory of Trebbia Valley for lunch and possibility of buying RDO wines, from Gutturmo to Ortrugo. Early in the afternoon, stop in Tidone Valley, in the background the imposing Rocca d'Olgisio (Olgisio Fortress), one of the most ancient and suggestive fortress of Piacenza area, encircled by 6 rows of walls. Accommodation in \*\*\*\* hotel which is ancient country house of the XV century, ancient commander residence, dinner and overnight stay.

**Second day:** breakfast in hotel, and departure for Parma area. Visit to Rocca Meli Lupi (Meli Lupi Fortress) of Soragna, with its luxury halls and wonderful park; then

transfer to Rocca Sanvitale of Fontanellato, with one of the main masterpiece of Italian Mannerism, the room painted by Parmigianino in 1524 portraying Diana and Attenoe. Typical lunch in suggestive restaurant in the ancient dining hall of the Cistercian Abbey of Fontevivo. In the afternoon tour in the Reggia of Colorno, monumental architectonic structure encircled by Parma stream, the square and wonderful French garden recently restored.

**The price includes:** 1 overnight stay in double bed/ double room in \*\*\*\* hotel, HB (dinner beverages included), entrance and guided visit to the following castles of Parma and Piacenza Duchy: Rivalta, Rocca d'Olgisio, Soragna, Fontanellato, Colorno; lunch and tasting at wine factory in Trebbia Valley; lunch in restaurant connected with Cistercian Abbey of Fontevivo, in ancient dining hall (beverages included); Parma and Piacenza Duchy card.

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes"



## Week end Thrilling tour

Fortresses & Castles

The Castles?  
Let's visit them with ghosts!

**Duration:** 2 days, 1 night

**From:** Euro 163,00 *person (min 15 paying people)*

FORTRESSES & CASTLES PACKAGES

1 2 3

*Slamming of doors, chains rumors, sudden starting of electrical appliances. And a strange atmosphere all around. Just prepare yourself to a thrilling tour between Parma and Piacenza, discovering the legends haunting the magnificent halls of the Duchy castles: in Rivalta castle, there is Giuseppe, the murdered cook who is today playing jokes to the present inhabitants, the Zanardi Landi Counts; Rosania Fulgosio walled up alive by her husband in the Gropparello castle dungeons; and then in Grazzano Visconti Eloisa, a young woman who died of jealousy, to whom one can leave a gift to secure her benevolence. In the Parma area, in Bardi castle one can meet the Moroello knight ghost and knowing his sad and romantic story, while in Rocca of Soragna (Soragna Fortress), Donna Cenerina is wandering to remind his assassination still unpunished.*

**First day:** in the morning visit to the neo-medieval village of Grazzano Visconti, the Waxworks Museum and the XIV century park of the castle, listed by Touring Club as "one of the best parks in Italy". Lunch in typical restaurant in Grazzano Visconti; in the afternoon transfer to Arda

Valley, to the Castle of Gropparello, important fortress in Piacenza area, for guided visit and banquet – dinner in the Medieval Inn, with ancient courses served by waiters in ancient costumes. Accommodation and overnight in \*\*\* hotel, a former medieval fortress duly restored.

**Second day:** breakfast in hotel and transfer towards Parma to visit castle of Bardi, wonderful fortress dominating on a red jasper rocks and then stop in Salsomaggiore, famous and nice thermal resort, lunch free. In the afternoon stop at Meli Lupi Fortress of Soragna, magnificent country house with Baroque pieces of furniture and important paintings. In late afternoon return.

**The price includes:** 1 overnight stay in double bed/ double room in \*\*\* hotel, HB (dinner beverages included), entrance and guided visit to the following castles of Parma and Piacenza Duchy: Grazzano Visconti (castle park and Waxworks Museum), Gropparello, Bardi, Soragna; lunch in Grazzano Visconti (full menu beverages included); dinner in Medieval Inn of Gropparello castle (full menu beverages included); Parma and Piacenza Duchy card.

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes"



## How to be sound and fine in Piacenza

**Duration:** 2 days, 1 night

**From:** Euro 213,00 *person (min 15 paying people)*

RELAXATION & WELLNESS PACKAGES

1 2 3

*A proposal for total relaxation, far from the daily stress, for a pleasant and relaxing pause to spend with friends or colleagues. First stop in Vigoleno, nice medieval fortress, to reach Salsomaggiore, its liberty architecture and tradition of officinal plants, and then to plunge completely in wellness into the new thematic baths, cuddled by the treatments of Terme Berzieri (Berzieri Thermal Baths).*

*After brunch in the refined Coffee bar in the Thermal Baths, it's the right moment to have some shopping at the Fidenza Outlet Village, to buy branded clothes once the fitness recovered!*

**First day:** arrival at medieval fortress of Vigoleno, listed among the "most beautiful villages in Italy", guided visit to the donjon/keep and the wall trenches. Lunch in the castle. In the afternoon transfer to Salsomaggiore, among Liberty and Belle Epoque buildings. Then guided visit to the Botanical Garden, nature oasis with almost 450 varieties of aromatic plants among which the White Lavander of Salsomaggiore. Shopping of essence and oils, cosmetic products and natural food products. Dinner in farm house. Overnight in \*\*\*\* hotel.

**Second day:** breakfast in hotel, and relaxing day in Berzieri Terme (Berzieri Thermal Baths) with entrance to the Mari d'Oriente area (Oriental Seas area) and its three new thematic baths (500 sqm. of wellness and relaxation with chloride sodium waters): in multiple hydro massages, for relaxing, toning up or intensive treatments,

cold and warm vascular toning-up walking, aromatherapy bath with underwater music diffusion. Welcome cocktail. In the afternoon branded shopping at Fidenza Outlet Village.

**The price includes:** 1 overnight stay in double bed/ double room in \*\*\*\* hotel, B&B, guided tour to the village and castle of Vigoleno; lunch in the castle (menu beverages included); dinner in farm house (menu beverages included); guided visit to the Botanical Garden with possibility of shopping of natural products; relaxation day in Terme Berzieri (Berzieri Thermal Baths) in the Mari d'Oriente area (Orient Seas area) (entrance permit max 3 hours time; section with the three new thematic baths multiple hydro massages, relaxing, toning up or intensive treatments, cold and warm vascular toning up walking, aromatherapy bath with under water music diffusion) with welcome cocktail; free tour in the Fidenza Outlet Village.

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes"

**Note:** possibility of adding relaxing and wellness treatments upon request.

# Relaxation & Wellness

Surrounded by nature, cuddled with proper treatments and tasting deliciousness of the land, one will have really sweet piece of living, by deciding to combine the visit to the Piacenza land with one or more relaxations experiences. Choice is wide: a full immersion in wellness in Salsomaggiore, widely known to be wellness birthplace for antonomasia with its chloride sodium waters. Or else an experience of total relaxation in a beauty farm in

Trebbia Valley where while having a massage, one can enjoy the beautiful landscape of the valley. Or a vacation at the discovery of the Verdi's Lands, full of art and history, combined with a short wellness experience just to recover entirely energies.

Not to be missed a shopping afternoon time at Fidenza Outlet Village within easy reach.

## Week end Trebbia Valley wellness

Relaxation & Wellness



Total wellness, cuddled among the Piacenza hills...

RELAXATION & WELLNESS PACKAGES

1 2 3

**Duration:** 2 days, 1 night

**From:** Euro 147,00 *person (min 15 paying people)*

Two days' time to know the best aspects of Piacenza and Trebbia Valley, which Ernest Hemingway described as "the most beautiful valley in the world", and to dedicate some time to relaxation in a Spa. A proper mixing of cultural tours- Piacenza old town center, Rivalta castle, the medieval village of Bobbio – and of relaxing pauses in a beauty farm, accompanied by tasty dinners (not to forget the good wine and good food). The perfect mixture to restore body and spirit through fine experiences .. and for sure with the desire to come back again!

**First day:** in the morning visit to the old town center of Piacenza, with Palazzo Farnese (Farnese Palace), Piazza Duomo (Cathedral Square), Piazza Cavalli (Cavalli Square) with the Gotico palace and the famous equestrian statues by Mochi, Sant'Antonino Basilica and the Municipal Theatre. At the end of the visit, transfer towards the province with tour in the village of Rivalta and guided visit to the castle, a really masterpiece in the area, with the standing out tower, projected by the same architect of the Cremlino in Moscow. Tasting stop in wine factory of Trebbia Valley and then accommodation in beauty farm, \*\*\*\* hotel in the full of nature, to enjoy relax. Dinner in the hotel restaurant and overnight.

**Second day:** breakfast in hotel, some more relax to take advantage of Spa benefits, and then in the late morning departure to Bobbio, enchanting medieval village for a lunch in local historic restaurant in San Francesco square. Then, guided tour of the village along the Ponte Gobbo (Humpbacked Bridge), the Cathedral high bell

towers, and San Colombano Abbey, the potricoad squares, the paved streets the typical shops, the Musuem in the Abbey, San Colombano cloister, the Malaspina castle. Shopping of wines and typical product in the old town center. Return .

**The price includes:** 1 overnight stay in \*\*\*\*hotel Wellness&Spa in double bed/double room, HB (menu beverages not included) with entrance to gym and relaxing area (sauna, Turkish bath, hydro massage, kneipp treatment) guided visit to the old town center in Piacenza; entrance and guided visit to the Rivalta castle;tasting in wine factory of Trebbia Valley; guided visit to the medieval village of Bobbio.

**The price does not include:** transfers, extras, € 10, 00 agency fees, and anything not indicated upon "the price includes"

**Note:** possibility of adding relaxing and wellness treatments upon request .



## Week end On the wings of music

Relaxation & Wellness



Verdi's Lands, Piacenza lowlands and Cremona: symphony of relax and taste

RELAXATION & WELLNESS PACKAGES

1 2 3

**Duration:** 2 days, 1 night

**From:** Euro 181,00 *person (min 15 paying people)*

For a perfect composition you need rhythm, taste, equilibrium. Just what is present in this proposal, ideal to go into Giuseppe Verdi's life and history, following the routes which were background to his compositions. From the magic world of instruments in Cremona, the so called "lute-maker" city, full of history and art, to the spirit of the Piacenza Lowlands and their people, all areas beloved by the composer. Also the good food will be properly represented by small restaurants and delicatessen of typical products where you can buy local food products as souvenirs. In the end, for total equilibrium, let's have a pause in the Spa of the hotel to recover from tiredness and to lie at ease.

**First day:** in the morning, entrance and guided visit to San Pietro in Cerro castle, valuable example of Renaissance castle for a visit in the historic rooms and to MIM – Museum in Motion, important collection of contemporary art exhibited in the attic room; then a stop in a farm factory to taste and buy local products, made following ancient recipes; then brunch in typical restaurant in the Lowlands. In the afternoon, visit to the first Verdian place: Villa Verdi (Verdi Country House), the composer's home where he lived and worked for long time. Accommodation in\*\*\*hotel located in ancient medieval castle, relaxation in the wellness section, dinner and overnight.

**Second day:** breakfast in hotel and day dedicated to a tour through Verdi's lands. Visit to the Giuseppe Verdi's birthplace at Roncole, then in Busseto and Teatro Regio

(Regio Theater) and to Casa Barezzi (Barezzi House): lunch in delicatessen in Busseto. Departure to Cremona for a guided visit of the town: the Town Hall with the Violin Hall and the masterpieces of the Cremona classical workshop of instruments, till the Cathedral in Romanesque style of the XII century, from the Baptistery to the neoclassic Ponchielli Theatre, from XXV Aprile Gallery, to Roma Square Gardens with the ingenious lute-maker Antonio Stradivari's tombstone. In the late afternoon return

**The price includes:** 1 overnight stay in double bed/double room in \*\*\*hotel , HB (dinner beverages included); utilization of the wellness area of the hotel for 60' (sauna, Turkish bath, hydro massage) entrance and guided visit to San Pietro in Cerro castle;stop at farm factory and brunch in a typical restaurant of the Lowlands; entrance and guided visit to the following Verdi's places: Villa Verdi (Verdi's Country House), birthplace in Roncole, Regio Theatre and Casa Barezzi (Barezzi House) in Busseto; lunch in typical delicatessen in Busseto, guided tour to the town of Cremona.

**The price does not include:** transfers, extras, € 10,00 agency fees, and anything not indicated upon "the price includes".

**Note:** in Cremona possibility to listen to a violin audition.



## Saints, monks and cardinals: soul and culture routes

**Duration:** 2 days, 1 night

**From:** Euro 97,00 *person (min 15 paying people)*

RELIGIOUS TOURISM PACKAGES

1 2 3

*Religion has for sure in Piacenza and its province its own place: being Piacenza "the town of the 100 churches" with its province crossed by the Franchigena Way, it is perfect area for tours dedicated to culture and religion. One will get fascinated by San Colombano Abbey culture, excited by listening to the story of San Rocco and his faithful dog, surprised for the Cistercian monks' efficiency and industriousness in the Chiaravalle della Colomba Abbey, or emotionally involved by the farsightedness of Cardinal Alberoni.*

**First day:** thematic tour of Bobbio medieval village, on San Colombano's steps, Irish abbot and missionary, famous for the construction of several monasteries and churches in the whole of Europe, among which the monumental structure in Bobbio. Free lunch in the village. Transfer to Sarmato to approach the story of San Rocco, plague-stricken and saint patron of pilgrims: he fell ill with plague near Sarmato, was saved by a dog who brought him daily some food. Transfer to Piacenza, city tour following Sant'Antonino (the patron saint) steps, and dinner in the old town center restaurant, accommodation in hostel and overnight.

**Second day:** breakfast in hostel and morning dedicated to the visit of Collegio Alberoni (Seminary Alberoni), seat of the meteorological – astronomic and seismic observatory, having also a rich library and the Alberoniano Museum, important collection of vestments and sacred objects, Flemish tapestries of XVII century, with a picture-gallery containing very important masterpieces, abo-

ve all the Ecce Homo by Antonello da Messina. Lunch in Arda Valley, in restaurant located in an ancient noble resort, few steps from the Cistercian abbey of Chiaravalle della Colomba. In the afternoon, visit to the abbey with basilica and cloisters, founded by S. Bernardo of Clairvaux, Cistercian monks seat, located on the via Emilia road and therefore on the Franchigena Way leading to Rome. In the distillery possibility of buying liquors and products manufactured by the monks from officinal plants cultivated in the monastery.

**The price includes:** 1 overnight stay in hostel in Piacenza in common rooms, B&B; thematic tours in the following places: Bobbio, Sarmato, Piacenza; entrance and guided visit to Collegio Alberoni; dinner in typical restaurant in the old town of Piacenza (menu beverages included); lunch in restaurant few steps from Cistercian Abbey of Chiaravalle della Colomba (menu beverage included).

**The price does not include:** transfer, guided visit to the Chiaravalle della Colomba Abbey (to be left an offering to the monk guide), extras, € 10,00 agency fees, and anything not indicated upon "the price includes"

# Religious tourism

In accordance with an ancient passage from the Bible, there is a time to have fun, a time to enjoy the pleasures of the table, but the moment arrives when a geographical tour has to be combined with a journey of soul. This is a journey to be "felt" on the wave of an interior impulse, and almost made to everyone's measure: or by following the medieval pilgrims' steps, sleeping in hostel to respect their original usages simple and sober, or by exploring the history of the great Saints and their miracles which contributed to the spiritual growth of Piacenza territory and also of Europe, or by considering

religion under an historic-artistic point of view, visiting the great abbeys of Bobbio, Chiaravalle della Colomba, Fontevivo, till the Carthusian monastery in Pavia. This is the way to feed the spirit, being inspired by the magnificent religious buildings or by the landscapes which were background to San Colombano, San Rocco and Sant'Antonino deeds. This is the way to reflect upon the importance of spirituality and of being today a Christian, in the middle of Third Millennium.

## Week end On the faith tracks

Religious tourism

### Francigena way, Romea way and abbots way in the Piacenza lands

**Duration:** 2 days, 1 night

**From:** Euro 59,00 *person (min 15 paying people)*

RELIGIOUS TOURISM PACKAGES

1 2 3

*The Francigena Way is an historical itinerary, a millenary road along which thousands of pilgrims were travelling on their way to the holy places, to Rome or to the Holy Land or the opposite way they were directed towards Santiago de Compostela. This made Piacenza area really a religious center for the whole of Europe and a fundamental crossing point of the following ways: the Francigena Way, the Romea Way, the Abbots Way... and along all of them were built parishes, hospices, abbeys and churches to be visited at the discovery of medieval spirituality and to dedicate some moment to one's own inner life.*

**First day:** first stop at Piacenza, just like the pilgrims when they crossed the river Po near Soprarivo and then reached Piacenza after by-passing Calendasco. In the town were present over 30 pilgrim hospices apart several churches which were also places visited by pilgrims. Free lunch in Piacenza. In the early afternoon departure to Bobbio, crossroads of the Abbots Way: small medieval village located in the Trebbia Valley heart and indicated as "one of the most beautiful villages in the whole of Italy". Between the VII and IX centuries it was one of the most important center for transmission of culture in the whole of Europe thanks to the Abbey founded by San Colombano and its Scriptorium activity. Overnight in hostel located in palace of XVIII century with magnificent frescoes.

**Second day:** breakfast in Bobbio and departure to Chiaravalle della Colomba with guided visit to the Ci-

stercian abbey for an immersion into religiousness and industriousness of monks still living in the abbey in poverty and equilibrium between pray and work. Brunch in a restaurant located in an ancient high-class building and then departure going along the Romea Way of Arda Valley: guided visit to Castell'Arquato to admire the Torrione Farnesiano (Farnesiano Tower) dated XVI century, Duke palace of XIII-XIV century, the Fountain of the end of the XIII century, Piazza Alta (High Square) with Palazzo Pretorio, the Romanesque collegiate church and the Fortress. Then, transfer to Vigoleno, defensive fortress in ellipsoidal shape, encircled by imposing battlemented walls still integral, with patrol paths from where to admire the wonderful landscape of the Stirone Valley; to be visited also the donjon, the oratory of Madonna delle Grazie, and the parish of San Giorgio.

**The price includes:** 1 overnight stay in hostel in Bobbio in common rooms (only overnight stay included), guided thematic visit to the following places: Piacenza, Bobbio, Castell'Arquato, Vigoleno; brunch in restaurant in front of Chiaravalle Abbey.

**The price does not include:** transfer, guided visit to the Cistercian abbey of Chiaravalle della Colomba (to be left an offering to the monk guide), breakfast, extras, € 10,00 agency fees, and anything not indicated upon "the price includes".

## Week end Sacred art

Religious tourism

### Masterpieces in the open air: the great abbeys on the land

**Duration:** 2 days, 1 night

**From:** Euro 97,00 *person (min 15 paying people)*

RELIGIOUS TOURISM PACKAGES

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*A suggestive tour to discover the monastic architectural secrets in the Po Valley, from Carthusian monastery of Pavia to the Cistercian abbeys of Chiaravalle della Colomba and Fontevivo, till the famous shrine of Madonna delle Rose on the Piacenza hills. A way to admire these beautiful religious medieval buildings, to understand how they transformed during the centuries and to reflect upon the significance of spirituality in the XX century.*

**First day:** in the morning guided visit to Carthusian monastery in Pavia, one of the most interesting example of old-gothic and Renaissance architecture in Lombardia, famous for its purity in every single detail, from the large windows to the decorated capitals. Transfer to Piacenza for free lunch in the old town center. Then guided thematic tour of the town, with particular attention to the churches in the old town center streets. At the end accommodation in \*\*\*hotel near Madonna delle Rose Shrine, dinner and overnight.

**Second day:** breakfast in hotel and visit to Madonna

delle Rose Shrine, well known destination for the religious tourism from every part of the world. The shrine is know as "del pero" (of the pear tree) because of the pear tree which blossomed simultaneously to the apparition of the Virgin Mary to Mamma Rosa (Mother Rose), who was covered with terrible sores and was healed by miracle. Then transfer to Arda Valley and lunch in a restaurant located in an ancient noble resort, few steps from the Cistercian Abbey of Chiaravalle della Colomba. In the afternoon, visit to the Abbey still inhabited by the Cistercian monks, and which is a obliged stop for the pilgrims going to Rome. Possibility to buy product done by the monks such as officinal plants grown in the monastery. In the end, transfer toward Parma area and stop at the Fontevivo Abbey, where one can admire a Virgin Mary with Jesus painting of the XII century, ascribed to Benedetto Antelami.

**The price includes:** 1 overnight stay in \*\*\*hotel near Madonna delle Rose shrine in double bed/double room, HB (menu beverages included); guided thematic visit to Piacenza; lunch in restaurant in front of Chiaravalle della Colomba Abbey (menu beverages included)

**The price does not include:** transfer, guided visit to Carthusian monastery in Pavia and to Chiaravalle della Colomba Abbey (to be left an offering to the monk guide), extras, € 10,00 agency fees, and anything not indicated upon "the price includes".





**Large numbers section**



**Piacenza:**  
the right destination for any occasion

# Large numbers section

In Piacenza one can find not only small enchanting corners, but also wide accommodation facilities for big tourist groups, granting professional and punctual services for big groups up to 2000 people. Apart the typical lunches or dinners, one can taste typical products in exclusive locations or be given demonstration of preparation proceedings, which are educating and putting the group together. In the end the guided visits to castles and villages are giving to the participants exclusive emotions. Placentia Incoming learned from its experience that in

order to manage big number groups all the granted services have to be well coordinated and tested: transfer timing, suitable location with parking, reception service and so on. The agency can manage big number groups with several requirements: from one single day outing to the company meetings. Thanks to the cooperation with touristic and economical local organization we can offer guides, interpreter, catering and transfer services so obtaining always very exclusive solutions.

**Duration:** 1 day  
**From:** Euro 49,00 *person (group max 500 people)*

*Piacenza, located on the border between Emilia Romagna and Lombardia, on the right bank of river Po, is an important railways and highway junction just in the center of North of Italy, with three airports (Milan Linate, Parma and Brescia) at few kilometers, and other six (Milan Malpensa, Verona, Bergamo, Bologna, Genova and Turin) at about one hour distance. All of this makes Piacenza the ideal destination for meetings, conventions, one day promotional outings for company purposes. In the territory are present exclusive and refined accommodation facilities, castles, charming houses, restored country houses surrounded by parks suitable for big touristic groups, granting top professional services.*

**The price includes:** guided tasting of wines and cold cuts, welcome cocktail; typical lunch in Piacenza Lowlands farm house with catering service.

**The price does not include:** transfers and everything not expressly indicated upon "The price includes"

**Notes:** possible entertainment and live music

**Program:** in the morning arrival at the most famous touristic destination in the Piacenza area, Grazzano Visconti the medieval village, well known for the typical houses still today inhabited, the characteristic shops of local food products and local handicraft (wrought iron, decorated piece of pottery, inlaid wood). Transfer by bus few kilometers away for tasting of cold cuts and local wines in historic farm factory of the early 900's where one can also buy the local food products. In the late morning transfer by bus to Piacenza Lowlands, for welcome cocktail and lunch in typical restored country house in the full of green (typical local menu, four courses and beverages included). Free afternoon for relaxation in the park.





# Events section

During certain period of the year visiting Piacenza area can be even more charming as it could be the right opportunity to follows one's own passions and interests for culture, music, theatre and gastronomy. In the summer crisp air of Tidone Valley, music lovers can enjoy classic, ethnic or jazz concerts housed in artistic places, or they can secure a privileged seat for the opera, dance and concert season in the Teatro Municipale (Municipal Theatre) in Piacenza.

People fond of gourmet instead should not miss the "Ricordanze di Sapori" (Tastes Remembrance), dinners cooked by skilled chefs housed in the castles of Parma

and Piacenza Duchy, or in the beautiful autumn days the seasonal menu of Piacenza Lowlands accompanied with a sailing on the motorship Calpurnia along the River Po. And for everybody, enchanting and convenient occasions for New Year's Eve in Piacenza and its surroundings: in informal farm houses, just to feel at ease, or to celebrate the new year in castle to spend the night in refined bedrooms, or to spend the first minutes of the new year in special settings with fireworks and delicious dishes. And all of that only at one hour time from the main towns in the North of Italy and a few kilometers far from the main airports.



## TIDONE VALLEY FESTIVAL Concert review

Divided into two main thematic branches, "Tidone Valley Classic" and "Tidone Valley Ethnic and Jazz", the Tidone Valley Festival (from June till October) is a travelling concert review through castles, country houses, squares and the most suggestive corners of Tidone Valley.



## AUTUMN FLAVORS Gourmet review

Autumn couples with flavors and tastes: Piacenza territory during autumn is showing all is charming with the fog closing the dark fields, mingling with river and the Apennines tinged of warm colors. So one can taste the characteristic products of the territory in the typical restaurant along the river, in the farm houses on the hills, with fixed-price menu at interesting rates. One can sail along the river Po till November on motorship Calpurnia, visiting also the surrounding areas where Giuseppe Verdi lived. On the hills one can chose among villages animated by the autumn festivals such as chestnut or grape feast, or by truffle or mushroom markets.



## TASTES REMEMBRANCE Dinners in ancient country houses

From June till December in the castles of the former Parma and Piacenza Duchy one can participate to scenographic thematic dinners, with menu inspired to ancient recipe books, cheered up by music and entertainment. It is possible to add an overnight stay in castles or historical dwellings.



## NEW YEARS' EVE IN PIACENZA Castles and Municipal Theater

New Years' Eve in Piacenza it's synonymous of castles: they are all spread on the hills of Piacenza or in the Lowlands and on the 31st December they open the doors for enticing New Year's Eve dinners, music, entertainment, fireworks. And the sooner one reserves, the better he stays: in the castle of course!

Music lovers can enjoy the traditional New Year's Eve concert in the Municipal Theater of Piacenza, while in the old town center one can visit the Christmas markets.



## OPERA AND CONCERT SEASON Municipal theatre in Piacenza

From October to May the young orchestra Luigi Cherubini directed by Riccardo Muti is offering some of the most exciting appointments of the concert season in Piacenza. Seat at very special price for tourist.

*All the above-mentioned appointments can be inserted in the standard programs for groups with overnight, as they can be adapted to the requirements and wishes of the tourists. Just to give an example:*

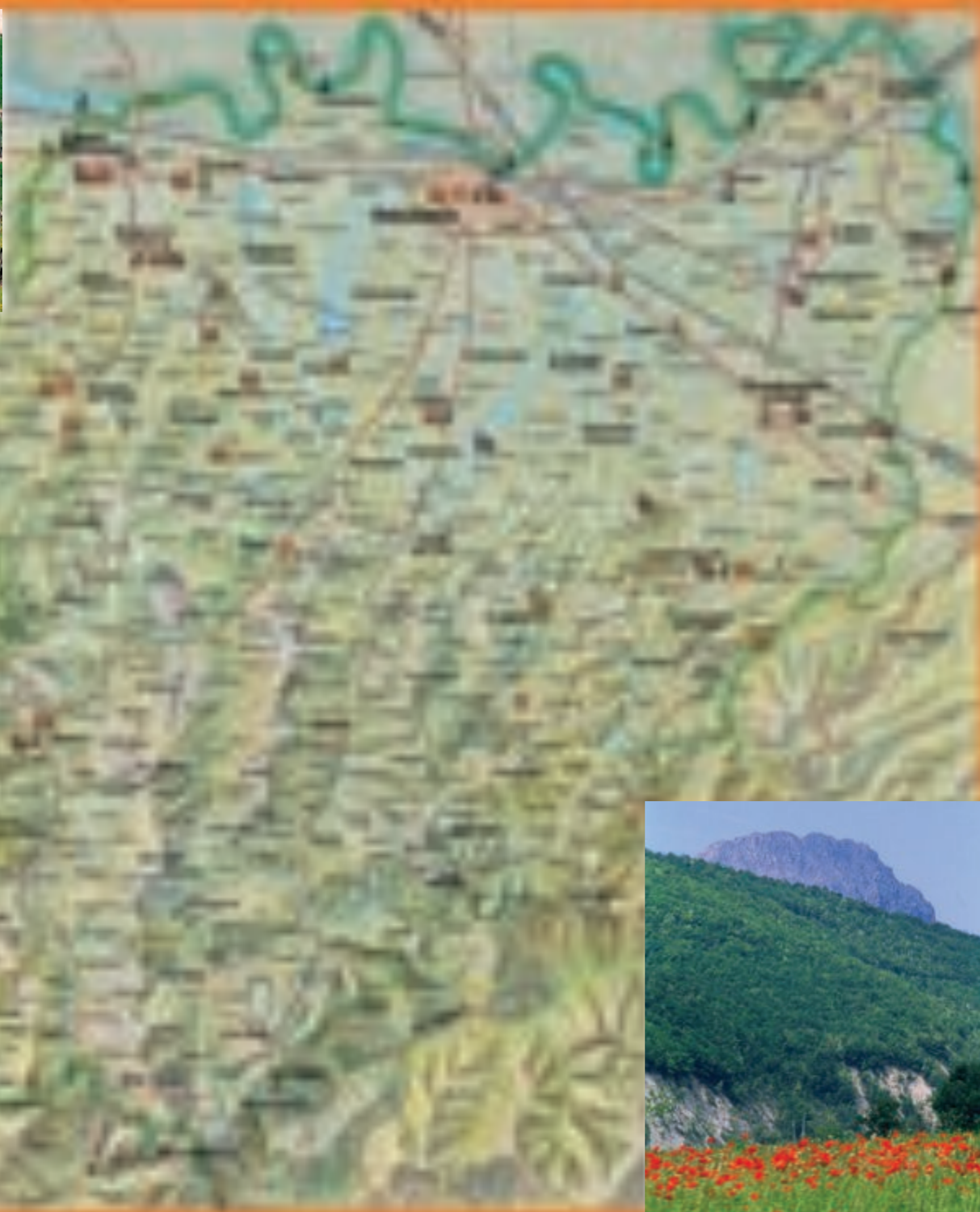
## PROPOSAL FOR A STAYING

**Duration:** 2 days, 1 night

**From:** Euro 102,00 (min 15 people)

**The price includes:** 1 overnight stay in \*\*\*hotel in Piacenza, B&B; guided visit to Piacenza old town center, 1 brunch in a coffee bar in the old town center; 1 typical dinner; 1 entrance to a park or a castle

**The price does not include:** transfers, museum entrance, theater ticket, thematic dinner in castle, everything not expressly indicated upon "the price includes"



## Week end and bike riding in the Piacenza countryside



**Cycle tracks through  
farm houses, castles,  
and bed & breakfasts.**

### **PINK ROUTE**

*From river Po to the hills:  
riding through villages and abbeys*

**Duration:** 3 days, 2 nights

**From:** euro 123,00 *person*

#### **The price includes:**

2 overnights in double room  
(breakfast included), in farm  
house, 2 dinners, 2 days bike rent,  
luggage transfer, road map.

*If one is fond of cycle-tourism and wants to have the possibility to rent a bike locally, with **luggage transfer** offered by the structures in which one spends the night this is the right solution: select one of the connected accommodation structures, leave the car there (under custody) and the morning after a special breakfast for cyclist, one can start his ride with MTB (given by the structure) towards the his own destination (whether a castle, or farm house). Once arrived, one will find already in his room (most important) the luggage, carefully transported by the accommodation staff. The following day leave for a new ride returning to the starting point where one leaves the MTB and find his car for the return.*

**Per richiedere il catalogo con tutti i percorsi, info e prenotazioni:**

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