

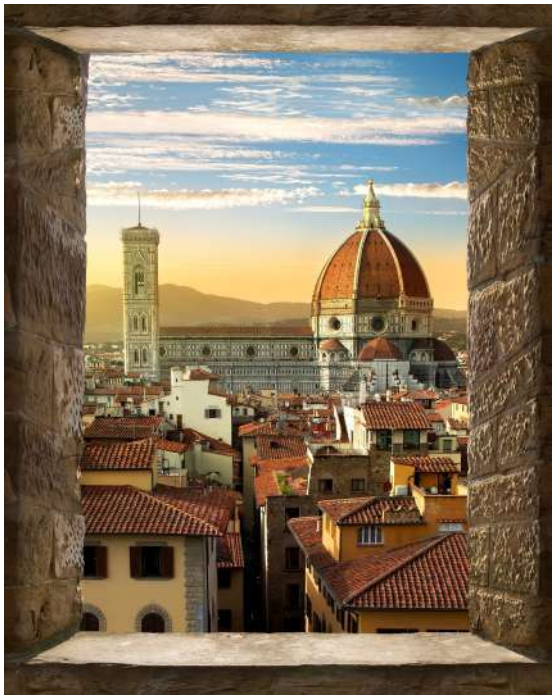

Italian Travel Group













Italian Travel Group

Italian Travel Group is our vision, our idea of Travel for those who want to visit this wonderful land, Italy. The group was born with Barocchi family back in 1923 and it is now at the fourth generation. DMC, tour and bus operator, our integrated skill offer ranges from the design of tours and activities, both shared and private, to the pure tailor made experiences and up to chauffeured and coach services.

www.italiantravelgroup.com

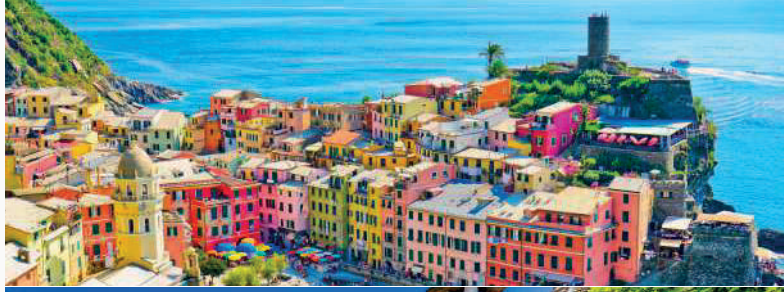
caf

Italy Breeze
THE EXCLUSIVE WAY TO LIVE A UNIQUE COUNTRY

Barocchi
since 1923

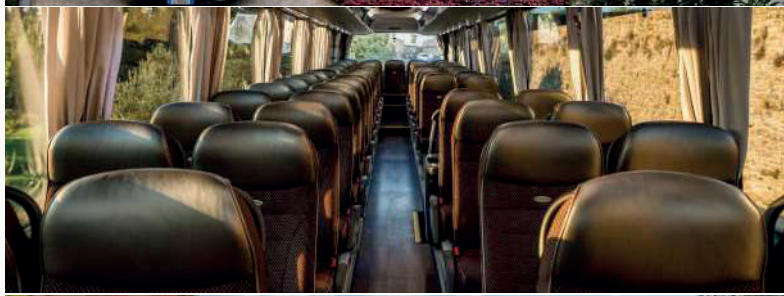
Baspi
since 1939

LIVING ROADS
ITALY ACTIVE TOURS











Caf Tours

Florence Tuscany
& Italy Tours
SINCE 1954







Caf Tours & Travel

Since 1954

Our family company was founded in Florence in 1954 and has ever since been a reference point for visitors from all over the world, who want to experience the artistic, architectural and natural treasures offered by our beautiful city, by the wonderful land of Tuscany and the lovely Italian country: we offer a wide range of cultural tours, excursions and activities of the highest quality level. Thanks to our 70 years know-how and the collaboration with reliable partners, our aim is always to provide the uninterrupted quality of services offering the best of Italian Style in its wide range of standard or unusual experiences. We are Gray Line licensee for Florence and Tuscany since 2004.

"Our prêt -à- porter
for your trip to Italy"

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Agency: Via dei Tavolini, 15/r Firenze

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Italy Breeze

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THE EXCLUSIVE WAY TO LIVE A UNIQUE COUNTRY







Italy Breeze

Since 2017

Italy Breeze is our brand of excellence for those who turn to tailor made itineraries. Based in Florence, it is an exclusive workshop where people are free to create unique experiences that release those emotions that only our "Bel Paese" can give.
Lovers of good food and good wine, born and raised in magical places with a thousand-year history, surrounded by art in all its forms, immersed in unique landscapes, we brought this passion for our Country at customer service.
Italy Breeze was born with the idea to let travelers meet and love our people, because the uniqueness of our treasures can be told only by those who live here and have a strong passion for the preservation of our history.

"Our bespoke way to live a unique country".

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Barocchi

Barocchi
since 1923







Barocchi

Since 1923

Barocchi, founded in Florence in 1923 as a family company, is nowadays one of the most renowned and reliable agencies for chauffeured services in Tuscany and Italy.
Over the years as tourism in Tuscany was growing, Barocchi has expanded its customer portfolio. In addition to hotels and private customers, the collaboration with prestigious Italian and foreign tour operators was consolidated as they were seeking not just a simple transport service company but a partner who was able to plan unique itineraries and experiences together with them.
Now at the fourth generation, we still treasure the same entrepreneurial spirit, based on ethical and social values, that made Barocchi so esteemed over the years and we look forward ready to accept all together many other enthusiastic challenges!

"Be guided by style
in Italy and abroad".

Via Stazione delle Cascine 4H, Florence

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Baspi Bus

Baspi®
since 1939







Baspi Bus

Since 1939

Battagli & Spinelli, well known as BASPI, was founded in 1939 and purchased by Barocchi family in the 1980s and until then, the core business had always been linked with chauffeured services. Baspi has added a fleet of GT coaches to an already successful company. Over the years the company has developed close partnerships with local and foreign tour operators bringing its brand on the roads throughout Europe. In recent years, local customers such as PCOs and fashion brands have joined Baspi world, always looking for suppliers who measure up to the required service. Our people have always been our strong point, they guarantee us a very low turnover and the possibility to increase managerial and operating skills within the company.

"Safety, comfort and
costumer services. Quality matters".

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www.baspibus.com

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Living Roads

LIVING ROADS
ITALY ACTIVE TOURS







Living Roads

Since 2025

In 2025, Italian Travel Group expands its portfolio with Living Roads, the brand dedicated to active travel and slow tourism, by foot and by bike. Living Roads builds on the Group's long-standing experience in tailor-made travel and represents a natural evolution towards a mindful, authentic, and immersive way of exploring Italy. The project focuses on multiday itineraries that follow secondary roads, trails, and lesser-known routes, offering a deeper connection with the landscape through movement.Tours are designed by local professionals and include hiking and biking experiences, available as self guided, guided, or fully supported journeys, for both private travelers and small groups. Particular attention is given to high-quality organization, travel pace, and respect for the territory. With Living Roads, Italian Travel Group strengthens its vision by complementing its historic brands with a contemporary project focused on experience-driven travel and slow discovery.

"Meaningful miles: the slow joy of discovery".

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www.livingroads.com

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Bassi
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