

HR
HOTEL REGENCY
FIRENZE



TOURS & ACTIVITIES
IN AND AROUND

Florence

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DISCOVERING

Florence





A JOURNEY THROUGH HISTORY

Join our expert tour guide to explore the history and beauty of Florence, from its Roman foundation to the Renaissance period and beyond.

Our licensed tour guide will take you to some of the most important spots where great minds and artists were inspired such as Piazza della Signoria, the Duomo, the Baptistery, Santa Trinita and Orsanmichele Church, and Ponte Vecchio Bridge.

Admire Michelangelo's iconic sculpture of David, located in the Galleria dell'Accademia, and learn more about many other Michelangelo masterpieces.

Have the chance to discover the Uffizi, one of the most famous art galleries in the world. The museum's collection includes works by some of the most famous artists in history, including Botticelli, Leonardo da Vinci, Michelangelo, and Raffaello.



SANTA CROCE TOUR

Step into the heart of Florentine history with a private tour of the monumental complex of Santa Croce, a place where art, architecture, and memory intertwine. Walk in the footsteps of Michelangelo, Galileo, Machiavelli and other Great Italians resting beneath the grand naves of the basilica. Marvel at timeless masterpieces by Giotto, Donatello, Cimabue, Bronzino, and more, brought to life by an expert guide.

For an even more exclusive experience, you may choose to visit behind closed doors, immersing yourself in the silence and beauty of Santa Croce outside regular opening hours. Explore hidden treasures and rarely seen works of art in the quiet of early morning or the enchantment of twilight.

Whether you prefer a tailor-made private tour or an intimate visit at dawn or dusk, every step is an invitation to relive centuries of history and artistic excellence. Optional multilingual guide service and customised itineraries are available upon request.

Let our Concierge know your preference – we will be delighted to arrange this unforgettable experience for you.



FLORENCE OPERA EXPERIENCE

Experience the magic of Florence after dark with an unforgettable evening of opera or classical music, perfect to share with a partner or friends. Each night, the city comes alive with a series of concerts held in extraordinary locations, ranging from historic, deconsecrated churches to intimate theatres in the heart of the historic center. These unique performances offer an exceptional opportunity to immerse yourself in Florence's rich musical tradition, surrounded by stunning architecture and the timeless beauty of the city.

For those seeking an elevated experience, VIP tickets are available, offering seats in the first two rows for an unparalleled view of the stage. Availability is limited and tickets are in high demand, so please indicate at the time of booking if you wish to secure VIP seating.

Do not miss the chance to create a truly enchanting evening filled with music, romance, and Florentine charm.



ARTISAN TOURS

Florence has long been a city of master artisans, where ancient techniques have been passed down through generations, preserving the excellence of Italian craftsmanship. Immerse yourself in this rich tradition with exclusive artisan experiences, where skilled craftsmen reveal the secrets behind their timeless creations.

Bronze Casting

Step into a traditional workshop and witness the fascinating process of lost-wax bronze casting, an age-old technique used to create intricate sculptures and decorative objects.

Marbled Paper

Discover the delicate art of Florentine paper marbling, where vivid colors blend into mesmerizing patterns, creating unique handmade stationery and book covers.

Leather Workshop

Experience the world of fine leather craftsmanship, learning about the meticulous work behind Florence's iconic leather goods, from hand-stitching to personalized embossing.

Sculpture

Enter an artisan's studio and explore the ancient craft of sculpture, where skilled hands shape marble and stone into stunning works of art, continuing a tradition that dates back to the Renaissance.



RECLAIMED LEATHER ATELIER EXPERIENCE

In the heart of Florence, just steps from Piazza della Signoria, guests are invited to take part in an exclusive private artisanal experience, reserved for hotel guests only. Guided by a dedicated design assistant, you will enter an intimate workshop where Florentine tradition meets sustainable creativity.

Over 90 minutes, you will select and work with reclaimed leathers sourced from some of Italy's most renowned luxury leather houses—precious surplus materials given new life through craftsmanship.

Using traditional techniques, you will assemble and create your own handcrafted leather accessory, becoming the protagonist of a living artisanal heritage. The experience is suitable for both women and men: guests may choose to create a leather bag, a refined men's pochette, or a handcrafted belt in either a 3 cm or 4 cm width.

The experience includes hands-on creation, expert guidance, and a Polaroid photograph preserved in a stamped leather cover. At the end of the experience, guests may choose to purchase the handcrafted piece they have created, should they wish to take this unique expression of Florentine craftsmanship home.

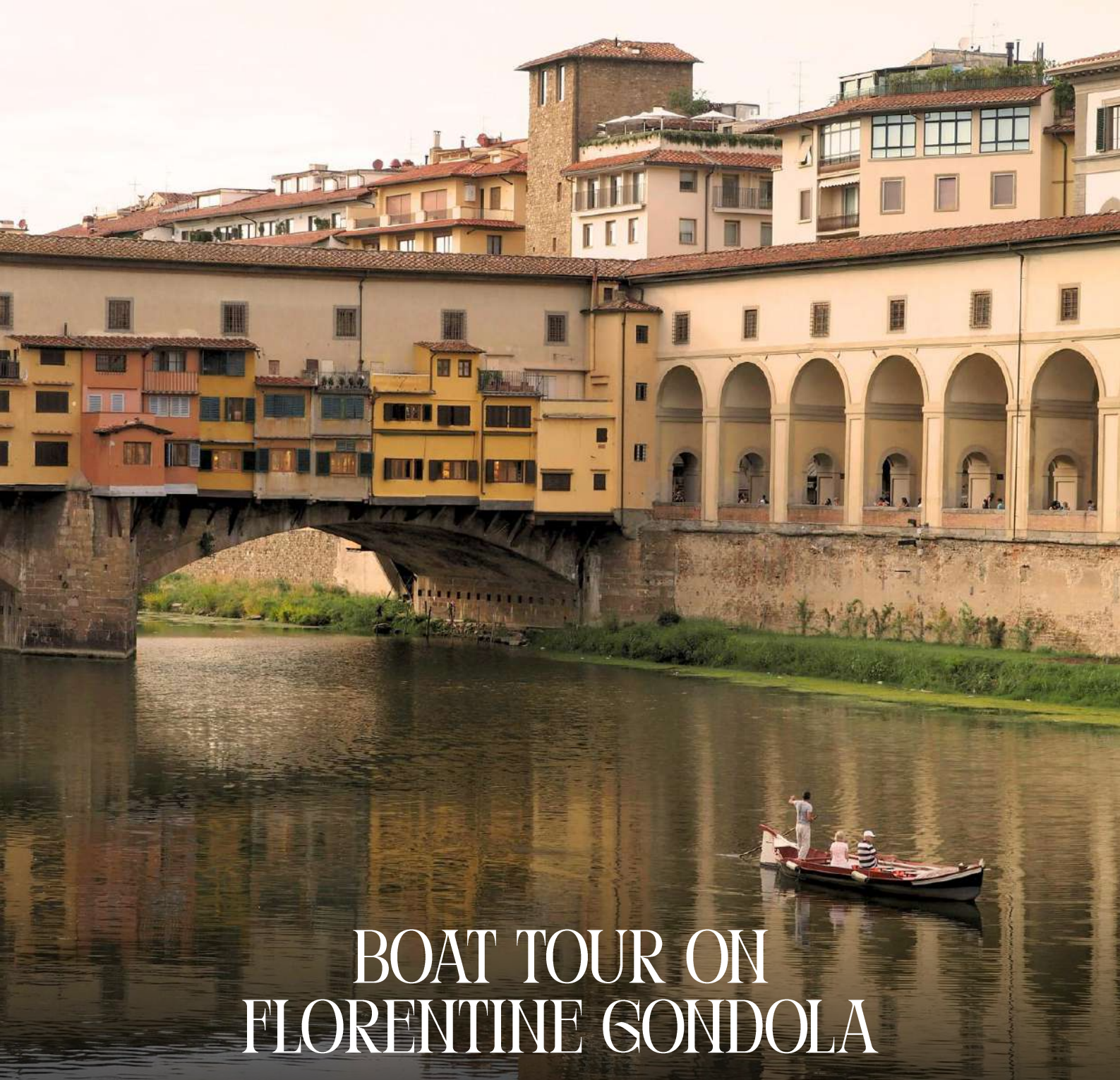
Blending craftsmanship, sustainability, and personal expression, this experience celebrates conscious luxury and the beauty of reuse, transforming your stay in Florence into a meaningful memory.

DISCOVER THE ART OF TIMELESS SILK



Step into a world where tradition, craftsmanship, and elegance intertwine. In this historic workshop of Antico Setificio Fiorentino, centuries-old techniques bring exquisite silk fabrics to life, creating textures and patterns that have adorned luxury interiors for generations. Every thread tells a story, every weave reflects artistry passed down through time, offering pieces that are both unique and enduring.

During your visit, you will be guided through the workshop to witness the meticulous process of silk creation, followed by a showcase of the finest fabrics and bespoke designs. This intimate and immersive experience is perfect for those who appreciate heritage, beauty, and the artistry of handmade luxury.



BOAT TOUR ON FLORENTINE GONDOLA

The Arno River has played a significant role in the history and culture of Florence, serving as a transportation route for goods and people for centuries. A boat tour of the river provides a unique perspective on the city's landmarks and history.

Explore the less known attractions of Florence from a unique perspective on a boat tour of the Arno River. Discover hidden gems such as the Ponte alle Grazie, a bridge with a beautiful view of the city, and the Lungarno, a charming street lined with cafes and shops. A boat tour on the Arno River at sunset is a romantic experience not to be missed!

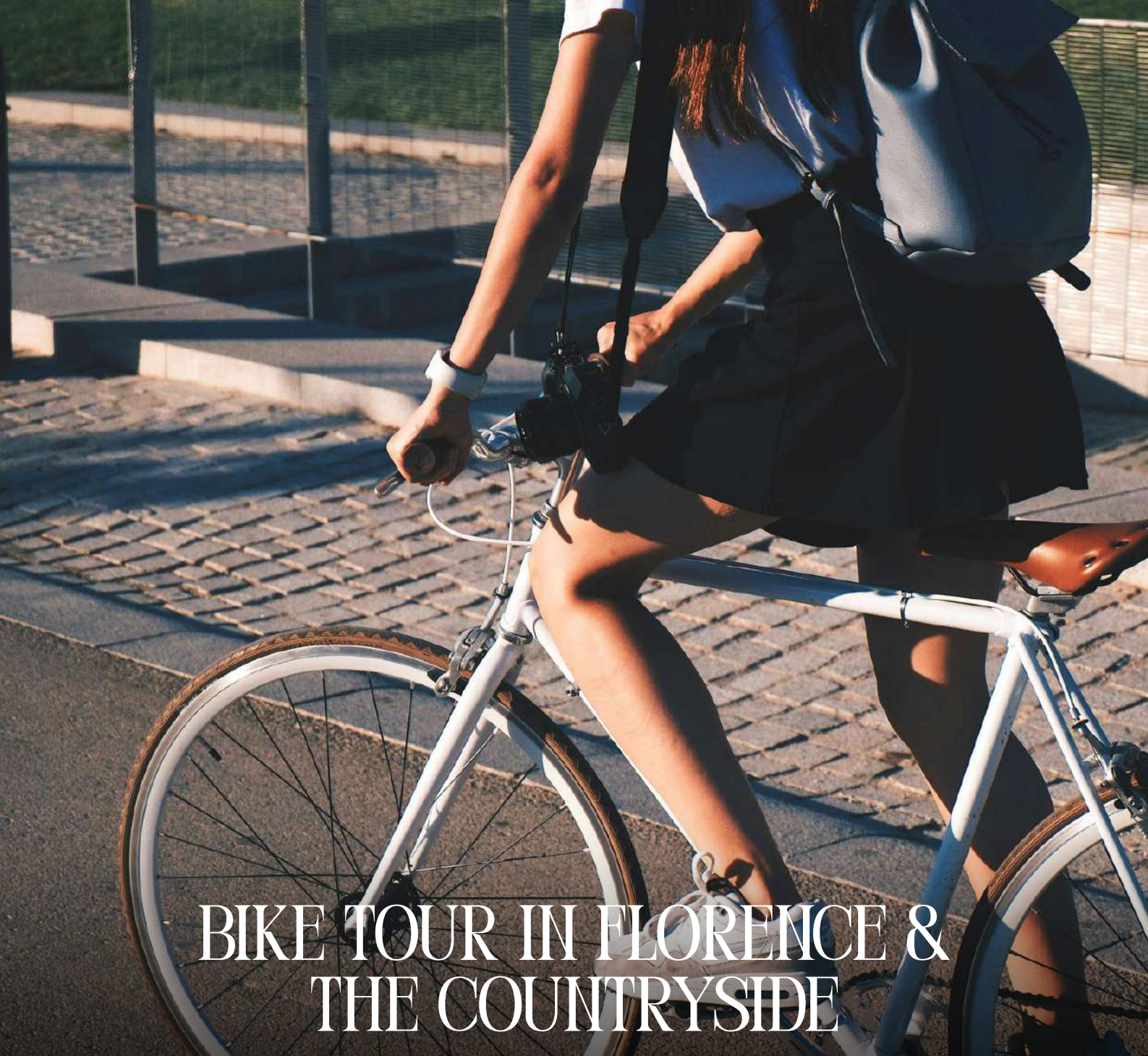
Please note that the tour might be canceled due to rain. We will do our best to check with our supplier if they can proceed depending on weather conditions. However, rain or adverse weather conditions could prevent us from being able to offer an enjoyable and fully safe experience.



RUNNING TOUR

Discover Florence in a dynamic and exciting way with a guided running tour. Jog through the city's historic streets, admire its most iconic landmarks, and uncover hidden gems and picturesque corners along the way.

From scenic routes leading up to Piazzale Michelangelo, offering breathtaking panoramic views, to runs through the wonders of the historic center, each tour is designed to suit different fitness levels and paces. A unique experience combining sport, culture, and unforgettable views in the cradle of the Renaissance.



BIKE TOUR IN FLORENCE & THE COUNTRYSIDE

A bespoke ride through the heart of the Renaissance. Experience Florence like never before on an exclusive private bike tour, designed for those who want to explore the city in a fun, dynamic, and immersive way. Glide through airy piazzas and winding cobblestone streets, discovering both iconic landmarks and hidden gems away from the crowds.

Led by your private expert guide, you'll set off on a leisurely yet enriching journey through the city's most fascinating sights. From the grandeur of Piazza della Repubblica to the charm of the artisan district, from the timeless beauty of Ponte Vecchio to the majestic Duomo, each stop reveals a new layer of Florence's history and character.

Along the way, pause for stunning photo opportunities and uncover the stories, legends, and traditions that make Florence a truly unique destination.

Tailored for couples, families, and small groups of friends, this private tour offers an authentic and engaging way to experience the Cradle of the Renaissance—on two wheels, at your own pace.



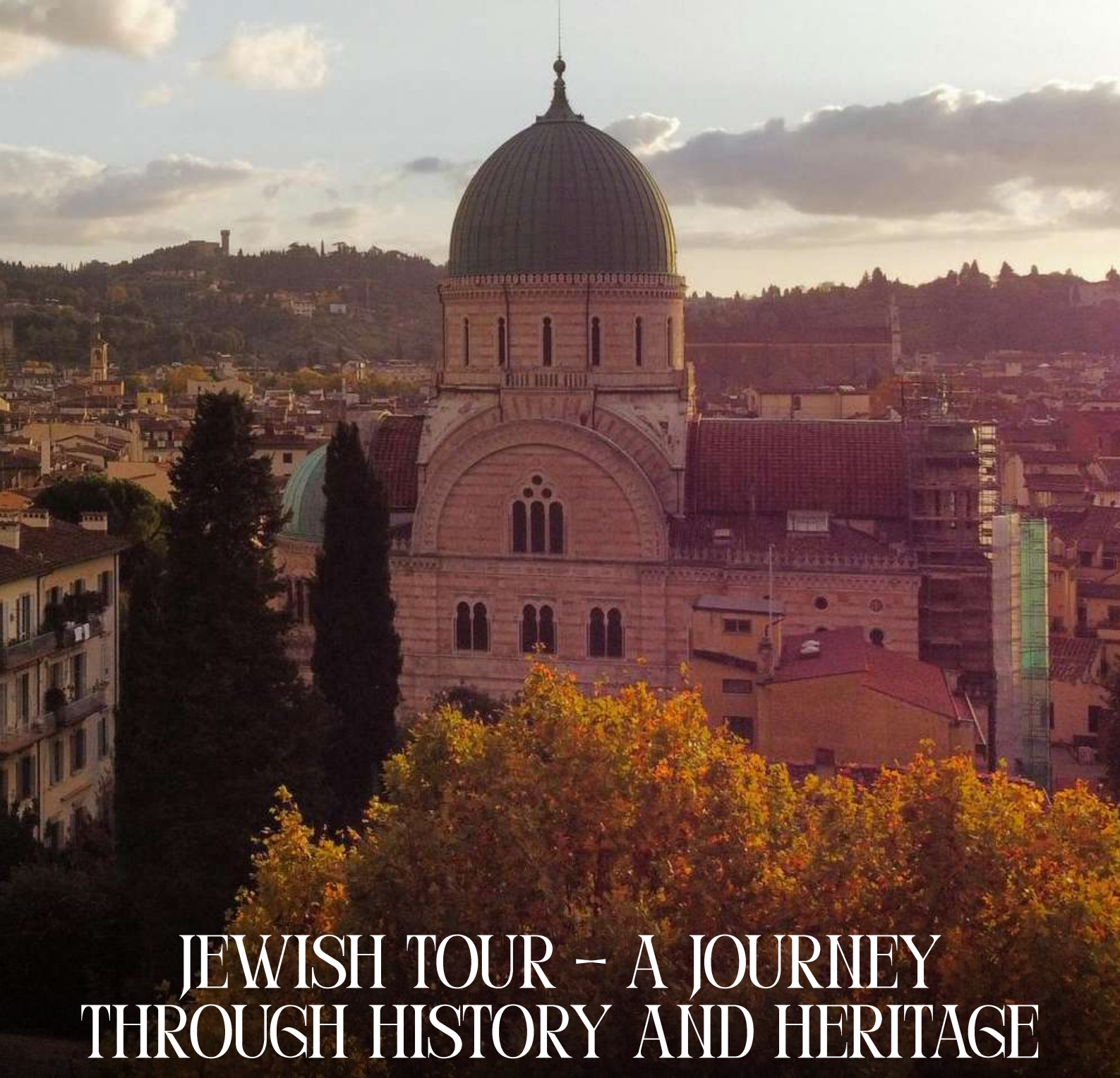
A HOT AIR BALLOON IN FLORENCE & CHIANTI

One of the best ways to truly appreciate the beauty of Florence and Chianti is from above. As you soar high above the city, you will be able to take in breathtaking views of the iconic landmarks such as the Duomo, Palazzo Vecchio, and Ponte Vecchio.

The balloon flight starts in the morning, you will meet your pilot and crew at the launch site where they will give you a safety briefing and assist you in boarding the basket. Once you are airborne, your pilot will guide the balloon over the city, pointing out landmarks and sharing interesting facts about the history of Florence.

The hot air balloon ride lasts approximately one hour, depending on weather conditions. It is important to dress appropriately for the weather, the experience includes round-trip transportation from your hotel to the launch site, as well as a light breakfast and a glass of Prosecco upon landing. It is important to book your hot air balloon ride in advance, as availability is limited and the experience is in high demand.

The company we partner with has an excellent safety record and uses only top-of-the-line equipment.



JEWISH TOUR – A JOURNEY THROUGH HISTORY AND HERITAGE

Florence's Jewish community has a deep and fascinating history, intertwined with the city's past and the Medici family. This tour unveils the vibrant legacy of Jewish life in Florence, from its medieval roots to its present-day presence.

Walk through the historic streets where the Jewish community once thrived, explore the former ghetto, and admire the grandeur of the Florence Synagogue. Along the way, discover hidden details, like the "Stumbling Stones" placed in memory of those lost during World War II.

Tailored itineraries range from a three-hour walking tour through key sites—including Piazza della Signoria, Orsanmichele, and Palazzo Medici Riccardi—to an extended tour featuring a visit to the Accademia Gallery, home to Michelangelo's David.

A full-day experience includes a stop for a kosher lunch before continuing the journey into the heart of Jewish Florence.



CREATE YOUR OWN FRAGRANCE

Florence has a long history of perfumery, dating back to the Renaissance. The city is renowned for its exquisite fragrances and has been a hub for perfumers for centuries. Each fragrance is carefully crafted using the finest ingredients and traditional techniques, ensuring the highest quality and attention to detail.

We can arrange a visit to a fascinating atelier, where you will immerse yourself in the history of the place and in the tradition of Florentine perfumery.

Learn from expert perfumers and discover the secrets behind crafting unique fragrances. During a private session, you will have the opportunity to create your own 100 ml fragrance. With the constant guidance of specialists, you will explore raw materials and techniques with maximum interaction, learning how to create a perfectly balanced perfume. You will take home the fragrance formula, supporting materials, and, above all, the memory of an unforgettable experience.



ART EXPERIENCES IN FLORENCE

Immerse yourself in Florence's artistic legacy with a hands-on workshop led by professional artists. In an intimate studio setting, explore traditional techniques and create your own masterpiece, whether painting or sculpting.

Watercolor or Acrylic Painting

Capture Florence's iconic skyline, from the Duomo to historic piazzas, while mastering color blending and brush techniques.

Fresco Workshop

Step into the world of Fra Angelico, learning the ancient fresco technique and painting your own panel with natural pigments.

Clay Modeling

Sculpt a detail of Michelangelo's David, discovering the methods of Renaissance masters like Donatello and Cellini.

Designed for all skill levels, these personalized art experiences offer a creative and immersive way to take home a truly unique souvenir—crafted by you.



REGENCY ART RETREAT

Experience the joy of creating art in the enchanting surroundings of our Urban Garden. Nestled within the heart of the hotel, this serene and picturesque space offers the perfect backdrop for group painting classes and art events.

Whether you're a seasoned artist or simply looking to explore your creative side, our art classes provide a relaxing and inspiring environment. Guided by expert instructors, you'll have the opportunity to paint, draw, and create while surrounded by lush greenery and the tranquil atmosphere of our garden.

From private sessions to group workshops, this unique experience combines art, nature, and the charm of Florence, making it ideal for both personal relaxation and team-building events. Let your creativity flourish in a setting designed to inspire.



PICTURE-PERFECT MOMENTS IN FLORENCE

Florence is a breathtaking city and deserves to be captured in its entire splendor. Whether it is a special occasion like a wedding, a honeymoon or simply a happy family moment, a professional photographer can capture every emotion in a magical way. immortalize your memories in Florence and transform every moment into a treasure to cherish forever. Do not miss the opportunity to make your stay in this magnificent city truly unforgettable!

A professional photographer will create the personalized book you have always dreamed of. All you have to do is enjoy the beautiful Florence and live your magical moment in total serenity and relaxation.



SHOPPING EXPERIENCE

Immerse yourself in an exclusive journey of fashion and elegance at The Mall Firenze, the renowned luxury outlet in the heart of Tuscany, featuring the most prestigious international fashion brands.

Travel in style with a private car that ensures a seamless and luxurious journey to this iconic destination.

Upon arrival, present your special invitation at the Welcome Lounge to receive MyLuxuryWallet – an exclusive VIP pass granting you personalized services and bespoke privileges to elevate your shopping experience.

Enjoy a day of unparalleled luxury, where every detail is designed to make your visit truly unforgettable.

FOOD EXPERIENCE





COOKING CLASSES IN FLORENCE & TUSCANY

Florence is known for its rich history and culture and its culinary traditions, and the Tuscan cuisine is characterized by its simplicity and use of fresh, local ingredients. Taking a cooking class is an excellent way to learn about the region's food culture and traditions.

In **Tuscan cuisine classes** you will learn how to prepare classic dishes such as ribollita, pappa al pomodoro, and handmade pasta – tagliolini, tagliatelle or potato tortelli. For the pasta cooking lessons you will learn how to make different types of pasta, sauces, and fillings. At the end of the class, you will enjoy your creations, accompanied by a glass of wine.

During the **pizza classes**, you will learn how to make the perfect pizza dough, choose the right toppings, and cook it in a wood-fired oven. At the end of the class, you will enjoy your creations with a glass of wine or beer.

Also, you can choose to do **gelato classes** and learn how to make different flavors of gelato, sorbetto, and granita. You will also learn about the history of gelato and its importance in Italian culture.



OLIVE OIL TASTINGS

Take a tour of an ancient olive oil mill in the Chianti region and witness the traditional methods of olive oil production.

Discover the philosophy behind the craft and the passion that goes into every bottle of extra virgin olive oil. Tuscan olive oil is known for its distinct flavor profile, which includes fruity, grassy, and peppery notes. Learn about the rich history of olive oil and its significance in the region with a local expert.

Tastings may take place either in the city center or in the countryside, where you can admire rolling vineyards, charming villages, and stunning landscapes. Create a truly memorable experience with your family. Please specify your preferred location for the tasting when booking.



WINE TASTING

Discover the art of Tuscan winemaking in an authentic enoteca in the heart of Florence. This experience invites you on a sensory journey, where each glass tells a story of tradition, passion, and the land it comes from.

Immerse yourself in the warm and inviting atmosphere of the wine cellar, surrounded by the rich aromas of carefully curated vintages. Guided by expert sommeliers, you'll uncover the secrets of Tuscany's most celebrated wines—from robust Chianti to velvety Super Tuscans.

Learn to identify the delicate notes of fruits, spices, and the essence of the Tuscan countryside with every sip.

This is more than just wine tasting; it's a moment to slow down, savor the flavors of Florence, and connect with the history and heritage that define this iconic region. Raise your glass and toast to unforgettable memories in the cradle of the Renaissance.



AN EXCLUSIVE TEA EXPERIENCE IN SANTO SPIRITO

Discover an immersive and exclusive experience in Florence's Santo Spirito district, where the first tea house in Italy introduced the culture of fine tea in 1960. Step into a world where Tuscan refinement meets Renaissance history and artistry, in an elegant setting that celebrates Florence's rich cultural heritage through taste and tradition.

This family-run tea company pays tribute to the city's invaluable artistic and historical treasures with six signature blends, each inspired by events, figures, flavors, and legends that have shaped Florence's past. Every tea is the result of meticulous research and passion, designed to evoke the beauty and depth of the city through its aromas and flavors. During the tasting experience, indulge in a harmonious pairing of sweet and savory delicacies, thoughtfully selected to enhance the unique notes of each tea.

This experience is a homage to Florence, offering a new way to explore the city—through the lens of tea, history, and gastronomy. A rare opportunity to engage all your senses in a setting where passion and dedication have shaped Italy's tea culture, creating a profound connection between flavor, memory, and place.



CHIANTI & TUSCANY

VESPA TOUR EXPERIENCE



Experience the thrill of a Vespa tour through the picturesque countryside of Florence. Ride an original 50cc or 125cc Piaggio Vespa and follow a professional guide. The tour takes you through iconic towns in Chianti, known for their stunning landscapes and charming architecture.

Explore the rolling hills, vineyards, and olive groves that make this region famous. Enjoy breathtaking views and discover hidden gems along the way. In some of the tours offered, you will have the opportunity not only to enjoy the feel of the fresh country air, but you can experience a lovely visit to a famous local winery.

Indulge in a tasting of the estate's premium olive oil and enjoy the selection of the estate's wines, including their signature reds and whites



EXPLORE THE TUSCAN HILLS ABOARD AN ICONIC ELECTRIC FIAT 500

Discover Florence from above, far from the busy streets of the historic center, through an intimate panoramic journey aboard a fully electric Fiat 500, an icon of Italian style reimagined for a sustainable and comfortable experience.

This private tour is designed for friends and small families who wish to admire the city from its most breathtaking viewpoints, where Florence reveals its true scale and beauty.

The route unfolds along the surrounding hills, reaching iconic panoramic spots such as Piazzale Michelangelo, where the skyline of domes, towers, and Renaissance rooftops opens up in unforgettable views. From elevated terraces and quiet hillside roads, the city is observed from a privileged perspective, framed by nature and light rather than crowds.

Beyond Florence, the journey may continue into the rolling Tuscan countryside and the Chianti area, where scenic roads wind through vineyards, olive groves, and timeless landscapes. Here, guests can slow the pace, stop for photographs, and enjoy a relaxed picnic immersed in nature, savoring the harmony of land, flavors, and silence.

Whether overlooking Florence at sunset or exploring the serene Chianti hills, this tour offers a refined blend of panorama, nature, and conviviality, transforming a scenic drive into a collection of lasting memories.

LUXURY CAR EXPERIENCE



Immerse yourself in the world of luxury cars and embark on a unique journey behind the wheel of the most beautiful Supercars.

Our experience offers the opportunity to rent luxury sports cars and experience the thrill of driving the most prestigious Italian top cars. Maserati, Ferrari and Lamborghini: these are just some of the great brands you will have the opportunity to choose from.

Your car will be delivered upon your arrival at the hotel or, if you prefer, directly at the airport, port or train station.

A JOURNEY THROUGH TUSCAN HISTORY AND HERITAGE

SIENA, SAN GIMIGNANO & PISA TOUR



Explore the essence of Tuscany with a private tour that takes you to three of its most captivating destinations. Begin in Siena, a city steeped in history, where you'll marvel at the grandeur of its Cathedral and the iconic Piazza del Campo, famous for the Palio horse race.

Continue to San Gimignano, the enchanting "Town of Fine Towers," where medieval architecture and stunning views transport you back in time. Wander its cobblestone streets and admire its well-preserved towers, a true symbol of Tuscan heritage.

Conclude your day in Pisa, home to the world-renowned Leaning Tower. Visit the magnificent Piazza dei Miracoli, where the Cathedral, Baptistery, and Tower create a breathtaking architectural ensemble that celebrates Pisa's historical significance.

With private transportation ensuring comfort and convenience, this tour offers a perfect blend of history, culture, and unforgettable scenery, all in one remarkable day.



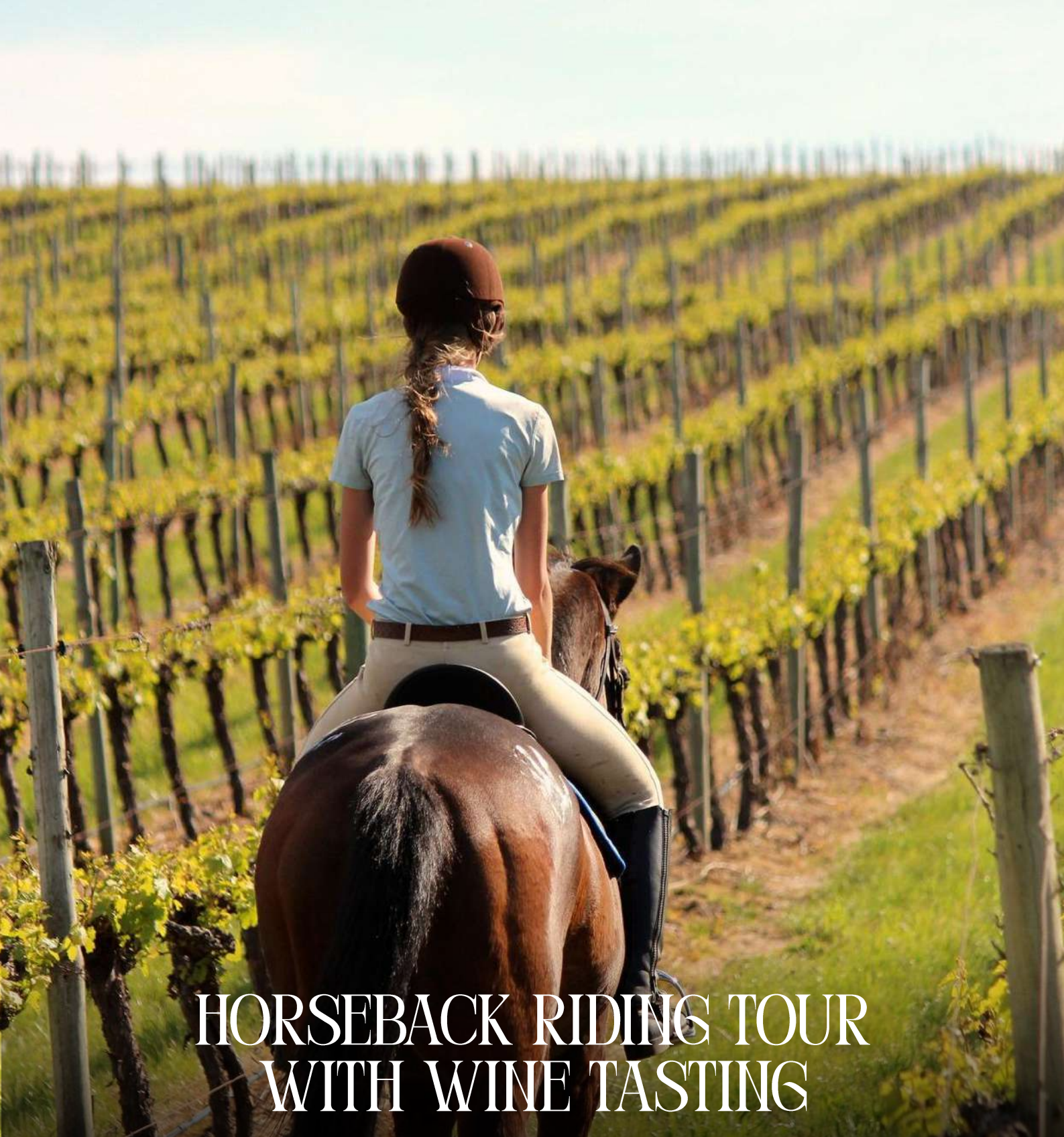
WINE TASTING IN CHIANTI REGION

The guided wine tasting experience in the Chianti region offers an unforgettable journey through the world of Tuscan wines.

Discover winemaking in the Chianti region, dating back centuries. Expert Guidance: benefit from the expertise of knowledgeable guides who will enhance your understanding and appreciation of the wines. Choose between small group tours for a social experience with maximum 16 people or private tours for a more personalized and intimate setting.

During this experience you will have the opportunity to master the facts about wine - including what makes a blend a Chianti Classico - seeing the fabulous cellars, learning how to pair wine with food, and understanding the different approaches and techniques.

Depart from Florence and travel to the enchanted Chianti hills: we can organize a private transfer or if you choose the semiprivate tour, you can reach the meeting point to embark on a Mercedes Minivan.

A person with a long braid, wearing a light blue polo shirt, white breeches, and a brown riding helmet, is seen from behind while riding a dark brown horse. They are moving through a vast vineyard with rows of grapevines stretching into the distance under a clear sky.

HORSEBACK RIDING TOUR WITH WINE TASTING

Discover the magic of Tuscany on horseback with a scenic ride through vineyards, rolling hills, and woodlands near San Gimignano. Perfect for all skill levels, your one-hour ride begins with a brief lesson to ensure comfort and safety, offering stunning views of rustic farmhouses and the surrounding countryside.

Afterwards, enjoy a guided tasting at Wine School, pairing premium local wines with authentic Tuscan antipasti: cheeses, cured meats, and bruschetta, finishing with cantuccini and dessert wine. Sample a curated selection of Brunello di Montalcino, Chianti Classico, Super Tuscans, Vernaccia di San Gimignano, as well as exquisite olive oils and balsamic vinegar.



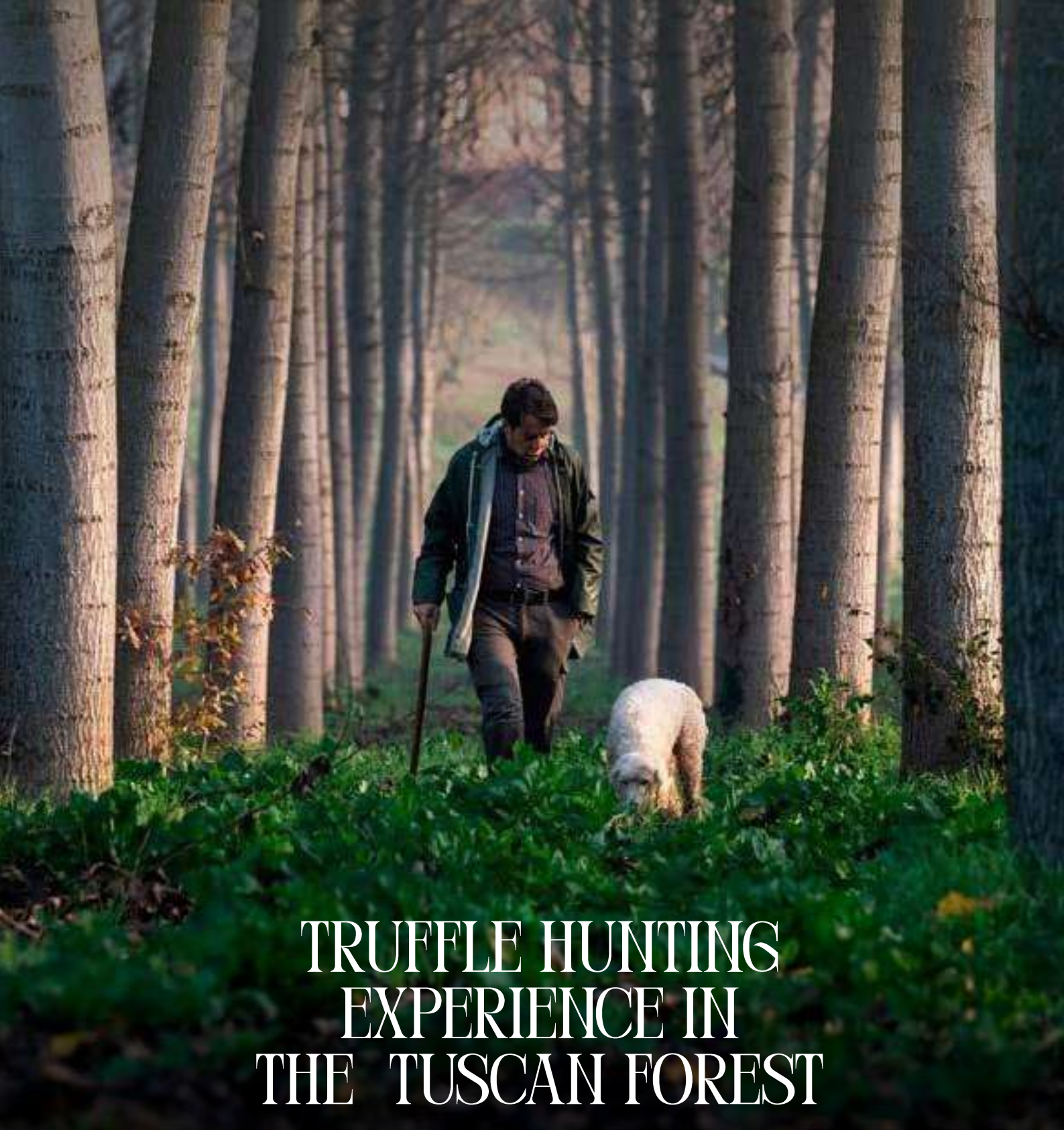
BRUNELLO WINE TOUR

Experience the magic of Tuscany on a journey to one of its most celebrated wine regions, home to the iconic Brunello di Montalcino. Renowned as the “King of Italian Wine,” Brunello is a symbol of excellence, tradition, and craftsmanship.

This exclusive tour takes you through picturesque vineyards and into the cellars of two prestigious wineries, where you’ll discover the secrets behind this extraordinary wine. Guided by experts, you’ll learn about the meticulous process that transforms Sangiovese grapes into Brunello, a wine admired worldwide for its depth, complexity, and ability to age gracefully.

Complement your wine experience with a traditional Tuscan lunch, where local flavors meet the perfect wine pairing, offering an authentic taste of the region. The tour also includes a visit to a charming medieval village, where you’ll stroll through cobblestone streets and soak in the enchanting atmosphere of Tuscany’s timeless beauty.

This is more than a wine tour—it’s an immersion into the soul of Tuscany, where every sip and every step tells a story of heritage, passion, and the art of living well.

A man in a dark jacket and trousers is walking through a forest, holding a long-handled tool. A white dog is sniffing the ground in front of him. The forest is filled with tall, thin trees and green undergrowth.

TRUFFLE HUNTING EXPERIENCE IN THE TUSCAN FOREST

The truffle hunting experience is designed for wine and food lovers who have a curiosity about the truffle world. It offers an exclusive opportunity to learn about truffles and participate in the hunt alongside the truffle hunters and their dogs.

The truffle hunt in the forest lasts approximately 2 hours and the tour culminates with a lunch or a dinner in the tasting room where you will enjoy a variety of truffle delicacies. These delicacies are prepared using truffles and other high-quality ingredients to create a unique and flavorful dining experience.



HELICOPTER WINE TOUR

This exclusive helicopter tour with wine tasting offers a refined and unforgettable experience in the heart of Tuscany. The journey begins at 10:00 a.m. with a private pick-up from the hotel and transfer to the heliport. From the air, guests will enjoy a breathtaking flight over Florence, with panoramic views of its Renaissance landmarks, before continuing over the rolling Chianti hills and their charming medieval villages, including Certaldo, Fiesole, San Casciano, and Greve in Chianti.

The flight then reaches San Gimignano, famed for its iconic towers, before descending for a two-and-a-half-hour wine and food experience at a prestigious winery. A traditional Tuscan lunch is served either inside the wine cellar or among the vineyard rows, weather permitting, and includes appetizers, a first course, a main course, and dessert, paired with wines from renowned areas such as Vernaccia di San Gimignano, Montalcino, and Chianti Classico.

At the end of the experience, guests will return by helicopter to the Florence heliport, concluding a truly elegant and memorable journey.

HR
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Discover the very best of **Florence** and **Tuscany** with the help of our **Concierge**, who will be delighted to curate unique experiences and ensure every moment of your stay is exceptional.

Contact us at: concierge@regency-hotel.com

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