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Inspirational destinations & properties of excellence



A rainbow painted on the cliffs. Cinque Terre's vibrant villages meet the mesmerizing turquoise of the Ligurian Sea.

Introducing VAKAY In Tuscany: Tailor-Made Moments in the Heart of Italy

Dear Friends,

It is with tremendous joy that we announce the newest member of the Rebecca Recommends family. [VAKAY In Tuscany](#) is a boutique DMC founded on the belief that travel should be as personal, soulful, and unhurried as life in Tuscany itself. This philosophy reflects Rebecca Recommends' devotion to authentic, ethical, and deeply human travel experiences.

VAKAY is known for its customization, exclusive services, professionalism, and attention to detail, all complemented by just the right touch of informality, elegance, and ease to create truly "Authentic Moments." The VAKAY mission is beautifully simple: to craft bespoke Italian memories that feel effortless, elegant, and entirely personal. The traveler is at the center of every decision VAKAY makes, and environmental and economic sustainability efforts shape their relationships with the hotels, winemakers, restaurateurs, and guides with whom they work.

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Just two travelers, a trusty vintage to reminisce, and all the Tuscan charm we can handle.

A Philosophy Grounded in Slow Travel & Sustainability

What captivated us first about VAKAY was their unwavering dedication to *slow travel* - the idea that the most precious moments arise when we linger, observe, taste, and connect. This genuine way of discovering places and cultures favors local producers, communities, and artisans over crowded circuits or rushed itineraries.

Environmental and economic sustainability guide their decisions, stemming from close relationships with boutique winemakers, family-run trattorias, organic farms, and time-honored craftspeople. For your clients, this means access to experiences that are both meaningful and responsible, enriching rather than disruptive, and more supportive than consuming.

Uniquely, their drivers, guides, hosts, and chefs are part of the VAKAY in-house team, rather than a network of contractors scattered across the region. This ensures an elevated level of professionalism, coordination, and heartfelt care and allows VAKAY to offer consistency and personalization that feel almost telepathic.

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Trading the rush for the rhythm of the ride. Exploring Italy's timeless beauty as the vineyards turn to fire.

Crafted Exclusively for the Uncommon Traveler

VAKAY excels at emotionally intelligent customization, relying on spontaneous yet structured itineraries, easy elegance, and a noteworthy warmth in every interaction. Whether your clients dream of sinking into the gentle slopes of Chianti, uncovering Renaissance secrets in Florence, or escaping to the turquoise waters of the Ligurian coast, VAKAY shapes the experience around their tastes, personality, and pace.

VAKAY is dedicated to offering unparalleled flexibility, making them the ideal partner for your comprehensive travel planning needs across Italy. They understand that every trip and every client is unique, and their service model is built around adaptability and choice.

The VAKAY team leverages its deep industry relationships and incredible network of hotel contacts, cultivated over years of experience, to provide you with exclusive access to the world's most sought-after properties. They also recognize that you may prefer to book directly - this flexibility ensures that you can always make the most appropriate choices based on your clients' preferences.

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Here's a little inspiration ...

Signature Must-Do Experiences

VAKAY curates a collection of “must-do” journeys that showcase the best of Tuscany:

- **Exclusive Chianti Wine Tour:** Guests visit small, family-run wineries known for limited-production vintages, meeting passionate makers and savoring organic Tuscan lunches in storied cellars.
- **Lighten Up on the Green:** Send your avid golfers to the greens of one of Italy's most scenic and historic courses, set amidst rolling hills and cypress groves.
- **One Day in Florence with David:** A private, art-filled wander through Florence with a seasoned local insider. Your clients will skip the crowds to discover hidden gems, markets, and artisans, and make a private visit to the Accademia.

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The most beautiful time in Tuscany. The Val d'Orcia harvest—where every view is a masterpiece of gold and green.

Bespoke Memories Across Tuscany and Beyond

VAKAY's collection of tailor-made itineraries stretches across Tuscany and much of Northern and Central Italy. A few options include:

- Horseback riding through vineyards
- VIP Brunello winery visits
- Cooking classes with renowned chefs
- Cheese-making with local producers
- E-bike tours, hiking, truffle hunting, and hot-air ballooning

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A masterpiece of Siennese art - a testament to the city's golden age of painting and devotion, preserved within its sacred walls.



Sienna's heartbeat, stretching toward the sky. Looking up from the Piazza del Campo courtyard at the magnificent Torre del Mangia.

VAKAY can also guide travelers into Tuscany's most iconic towns:

- **Sienna & San Gimignano**, UNESCO World Heritage Sites with rich medieval histories

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When the crowds fade and the light turns to velvet. Pisa at twilight, its famous tower standing sentinel under a fading sky.



Commerce and history above, quiet motion below. A sculler glides under the timeless architecture of the Ponte Vecchio.

- **Pienza & Montepulciano**, postcard-perfect towns known for their Renaissance architecture, pecorino cheese, and noble wines
- **Lucca, Pisa, Arezzo, Cortona**, each with its own rhythm, traditions, and treasures



Cliffside roads, sapphire water, and the sun-drenched peaks of the Italian coast. Pure Amalfi magic.

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Where else can you imagine your clients? VAKAY's trusted partners open the doors to Florence's artisan workshops and private collections, Bologna and Emilia Romagna's food capitals, the gondola-lined canals of Venice, Rome's eternal enchantments, the Cinque Terre's rainbow cliffs, and the Amalfi Coast and Naples, including chartered boats and seaside dining experiences.



Modern color meets medieval stone. The vibrant fields of Tuscany with the timeless towers of San Gimignano watching over.

Private Villas: Life in Tuscany, Your Way

For those seeking privacy and the ease of a villa stay, VAKAY puts the finishing touches on the ideal experience: private chefs preparing regional menus, photographers capturing special moments, expert babysitters, and smooth, chauffeured transfers. These little extras transform a villa stay into something cinematic. Picture quiet mornings sipping coffee while overlooking olive groves, long lunches by a private pool, and lingering dinners prepared by chefs who cook as if for family.

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Fall in the vineyard. Home is where the wine is.

From Simple Moment to Lifelong Memories

With VAKAY, seemingly simple moments resonate long after a traveler returns home. Your clients will always remember the time they tasted freshly pressed olive oil alongside the farmer who made it, the afternoon they listened to the stories of a winemaker's grandfather while sipping a vintage named in his honor, and walking through Renaissance workshops where they observed artisans carrying on centuries-old traditions.

VAKAY is inspired by the ancient philosophy of hospitality, meaning every guest is welcomed as though to a cherished home. This deep-rooted ethos is the heartbeat of their work.

It would be our pleasure to introduce you to the VAKAY team, who will not only craft a holiday for your clients but also understand their aspirations and intuit their tastes. When you are looking for Tuscany and wider Italy experiences that your clients could not find on their own, VAKAY fills the gap. With full customization, uncompromising professionalism, and network of in-network experts, seamless logistics, and a warm, genuinely human approach, you can rely on VAKAY for the very best.