



VITORITALY®
Italy with Italians

1-WEEK ITALIAN EXCELLENCES TOUR SOUTHERN ITALY

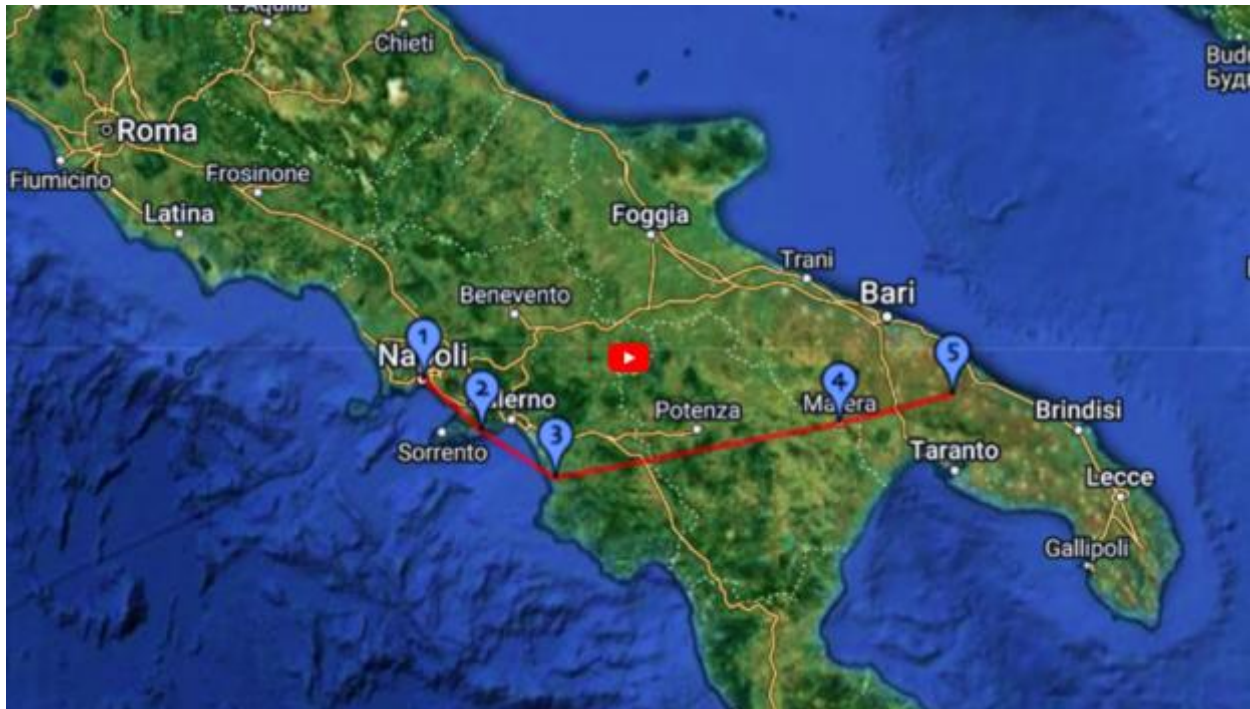
Naples, the Amalfi Coast, Matera & Puglia

DAY-BY-DAY ITINERARY



From lively Naples to the magnificent coast of Amalfi, Matera with its unique sets and, finally, Puglia, the land of olive trees.

A gourmet tour at the discovery of the most genuine food of Italy!



TOUR HIGHLIGHTS

- Naples, Pizza time
- The coasts of Amalfi, where divas are at home
- Paestum, when Greeks ruled Italy
- Matera, the city of stone
- Alberobello, living in Trulliland

ITINERARY SUMMARY

DAY	ACTIVITIES INCLUDED IN THE PROGRAM
Day 1 Naples	<ul style="list-style-type: none"> - 3-hour Food tour in Naples city centre - Free time in Naples – Admissions to Cappella Sansevero and Naples Underground <i>Overnight in Naples city centre</i>
Day 2 Amalfi Coast	<ul style="list-style-type: none"> - Full-day excursion on the Amalfi Coast: Amalfi, Positano and Ravello - Drop off at your accommodation on the Amalfi Coast <i>Overnight on the Amalfi Coast</i>
Day 3 Amalfi Coast	<ul style="list-style-type: none"> - Visit to a lemon orchard with tastings and lemon-based lunch in Amalfi <i>Overnight on the Amalfi Coast</i>
Day 4 Matera	<ul style="list-style-type: none"> - Transfer to your accommodation in Matera - Stopover in Paestum – Admission to Paestum Archeological Area - Lunch at a Buffalo Mozzarella Farm with tastings <i>Overnight in Matera city centre</i>
Day 5 Altamura & Alberobello	<ul style="list-style-type: none"> - Full-day excursion to Altamura and Alberobello – Visit to a Bread Laboratory in Altamura – Free visit of Alberobello - Drop off at your accommodation in Martina Franca area <i>Overnight in Martina Franca area</i>
Day 6 Martina Franca	<ul style="list-style-type: none"> - Full-day excursion in Martina Franca area – Private Mozzarella and Burrata making class in Martina Franca area – - Optional visit to a local olive oil mill with tastings <i>Overnight in Martina Franca area</i>
Day 7 Bari	<ul style="list-style-type: none"> - Visit to a local wine cellar with tastings - Drop off at your accommodation in Bari - Pugliese cooking class in Bari city centre <i>Overnight in Bari city centre</i>

WHAT'S INCLUDED

- **Accommodations at 3* to 5* Hotels, Country Houses, Typical Masserie and Historical Palaces (when available), City Apartments:**
 - Day 1 in Naples city centre
 - Days 2 & 3 on the Amalfi Coast
 - Day 4 in Matera city centre
 - Days 5 & 6 in Martina Franca area
 - Day 7 in Bari city centre
 - **Transfers (*):**
 - Day 2: Transfer to your accommodation in Amalfi Coast area
 - Day 4: Transfer to your accommodation in Matera - Stopover in Paestum
 - Day 5: Transfer to your accommodation in Martina Franca area
 - Day 7: Transfer to your accommodation in Bari
- (*) All transfers by private car/minivan/minibus
- **Private Guided Visits / Tours (**) / Activities:**
 - Day 1: Food tour of Naples city centre
 - Day 2: Full-day excursion on the Amalfi Coast: Amalfi, Positano and Ravello
 - Day 3: Visit to a lemon orchard with tastings and lemon-based lunch in Amalfi
 - Day 4: Lunch at a Buffalo Mozzarella Farm with tastings
 - Day 5: Full-day excursion to Altamura and Alberobello – Visit to a Bread Laboratory in Altamura – Free visit of Alberobello
 - Day 6: Full-day excursion in Martina Franca area – Private Mozzarella and Burrata making class in Martina Franca area
 - Day 7: Visit to a local wine cellar with tastings - Pugliese cooking class in Bari city centre
- (**) All tours by private car/minivan/minibus
- **Full emergency assistance 24 hours/day by our Back Office**
 - **List of recommended restaurants and deli shops along the itinerary**
 - **All taxes**

NOT INCLUDED IN THE PRICE

- All transfers and other services not specifically mentioned in the above program
- Meals, wine and beverages
- Porterage fees at every accommodation
- Camera or Video fees
- Tipping for local guides and drivers
- Laundry, telephone calls and other expenditures of personal nature
- Travel / Vacation insurance

CUSTOMIZATIONS & OPTIONS

- Pick up at Rome Airport / Railway Station at the start of the tour
- Accommodation in Rome the night before the start of the tour
- Visit to a local olive oil mill with tastings in Martina Franca area
- Drop off to Bari Airport/ Railway Station at the end of the tour
- Other options upon request

TOUR MAIN FEATURES

NAPLES

Benvenuti a Napoli, welcome to Naples!

Visiting Naples's historic centre means travelling through 20 centuries of history. The design of its streets, piazzas, churches, monuments, public buildings and castles constitute a jewel box of artistic and historical treasures of exceptional importance. Together, they earned their spot on the UNESCO World Heritage List in 1995. Naples is a real treasure of art and history, of indelible signs from past dominations, each of which has contributed to this city's construction.



The city dominates the Gulf of Naples, expanding from the Sorrentine Peninsula to the volcanic area of the Phlegraean Fields. The most famous Neapolitan piazza is **Piazza del Plebiscito**, displaying the grand colonnade designed by Gioacchino Murat; in front of it is the magnificent **Royal Palace** designed by Domenico Fontana. Castel Nuovo's different but well-integrated architectural lines, otherwise known as "**Maschio Angioino**", evoke the double role of palace and fortress that this building played during the domination of the Anjou and Aragon families.

The churches in this city are countless. Over time, the Cathedral - erected upon pre-existing buildings, has undergone radical modifications to repair the damage caused by the earthquakes, especially on the outside. The interior hosts the famous "**Cappella del Tesoro di San Gennaro**" ("Chapel of St. Gennaro's Treasure"), with the two vials containing the Saint's blood. And last but not least, you will not miss the **Sansevero Chapel**, commonly called "Pietatella" (Little Pietà). Here, you will be astonished by the "**Cristo Velato**" (Veiled Christ) by Giuseppe Sammartino, a masterpiece striking the eye with the extraordinary craftsmanship employed to sculpt the marble shroud over the body of Christ.

Underground Naples is a mandatory stop for visitors and locals alike. Visiting this substratum that has supported the city of Naples for about 15,000 years means immersing yourself in a **unique and exciting experience**. Taking part in this excursion does not just mean making a 40-meter-deep journey between tunnels and cisterns: it means immersing yourself completely in the historical path, **2,400 years long**, that has shaped the city of Naples and its inhabitants.

Naples is famous all over the world for its pizza. Yet, there is much more to this unique city's culinary traditions. You will be pleasantly surprised by the variety and richness of flavours and recipes you'll discover moving to the heart of the town, with its meandering streets and artisan shops, you will taste authentic mozzarella and try the best street food, such as pizza frita or frittatina di maccheroni. Of course, we couldn't do without a delicious bruschetta with Colatura di alici (a special dressing with origins dating back to Roman times).



THE AMALFI COAST

Costiera Amalfitana is Italy's most scenic stretch of coastline, a landscape of pastel-coloured villages terraced into hillsides, steep panoramic roads, luxuriant gardens and enchanting vistas over turquoise waters and green mountains. Considered by UNESCO "an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values," the coast has been a World Heritage Site since 1997. You may go from town to town at the discovery of Amalfi, Positano, and Ravello, three of the most beautiful villages in Southern Italy, world-famous for their charm and colourful architecture.



Amalfi typically has Mediterranean architecture with lanes and characteristic white houses piled one upon the other. In the Middle Ages, it was one of Italy's four powerful maritime republics (with Venice, Pisa, and Genoa). All sea trade in the Mediterranean was once governed by the 12th century "Tavole Amalfitane", one of the world's oldest maritime codes. A must-see in Amalfi is the **Duomo di Sant'Andrea**, fronted by an intricately patterned façade, redone in the 19th century. Founded in the 9th century, the Cathedral's subsequent alterations have spared its principal glory, the main portal's 11th-century Byzantine bronze doors. Next to the church lies the **Chiostro del Paradiso** (1268), or Cloister of

Paradise, whose serious Romanesque tone is animated by the Arab elements in its sinuous columns. To escape the bustle of Amalfi, let's take the famous walk along the "**Valle dei Mulini**", a steep-sided valley dotted with ruined watermills – "i mulini" - once used to make paper, an industry for which Amalfi was, and still is, famous. Here, you will visit Salvatore's lemon orchard, the biggest farm in Amalfi: Salvatore will introduce you to all the secrets of **lemons and limoncello**, and at the end of the visit, you'll sit down and enjoy a tasty lemon-based lunch.

Positano sits in a splendid panoramic position on one of the most beautiful stretches of coastline. Its enchanting town centre of delightful pastel-coloured houses surrounds the parish **church of Santa Maria Assunta**; its streets are lined with quaint, colourful shops, and its numerous beaches are world-famous.

Ravello is more elevated than the other pearls of the Amalfi Coast, boasting exceptional views of the coast and its marvellous villas and gardens. French novelist André Gide said they are "closer to the sky than the sea". Here, you may visit **Villa Rufolo**, built in the 13th century, which hosted popes and kings, and Richard Wagner, who composed part of his opera Parsifal here in 1880. Views from its idyllic gardens are magnificent!

A trip to **Cetara** is an absolute must. The village is renowned for a particular gourmet speciality, "*colatura di acciughe*" (anchovy sauce), produced according to an ancient procedure for generations. Spaghetti with colatura di alici is the area's typical recipe, a dish you will remember forever. Discover the secrets of the liquid gold of the Coast in the [article](#) in our BLOG.

At dinner, don't miss *Spaghetti with clams in olive oil and garlic sauce* or *Seafood Risotto* with a glass of excellent *Greco di Tufo* white wine.

PAESTUM

Located in the southeast of the Gulf of Salerno, Paestum is an archaeological site of extreme importance, recognised by UNESCO as part of the World Cultural Heritage. Built by the Greeks around the 7th century BC with the name of Poseidon, the city was later occupied by Romans, who made it a thriving colony, giving it its current name.

In addition to its cultural value, the importance of Paestum is linked to the excellent conservation of properties, starting from its walls, which were built by the Greeks and later strengthened by the Romans. Inside them, three majestic temples on a green plain reflect a different light depending on the hours and seasons. Many writers, poets and artists like Goethe, Shelley, Canova and Piranesi were fascinated by this sight, which later inspired them for their works.



These large buildings are a remarkable example of Doric-style architecture. **The Temple of Hera**, dating to the 6th century BC, is the most ancient building. The **Temple of Neptune** (5th century BC) is a massive construction made of travertine marble in a warm golden colour that varies at different times of the day. **The Temple of Ceres** (6th century BC), dedicated to the goddess Athena, was transformed into a church back in medieval times.



Besides its temples, Paestum is famous also for a gourmet speciality that you should taste on site: its “mozzarella di bufala”. Made with the best buffalo milk from the area, *“mozzarella di bufala”* is closely linked to the land of Campania; the skill it is made reflects the love the cheesemakers put into creating this Italian excellence. We will visit a cheese factory in the area to understand how it is created and taste it freshly made, an unforgettable experience!

MATERA

Matera is one of the oldest cities in the world, whose territory holds evidence of human settlements from the Paleolithic and has been without interruption until today. Touring Matera is like experiencing a forgotten past - you feel like setting foot in a nativity scene when you visit this charming city in Lucania. It's no coincidence it's referred to as "the second Bethlehem" and was the setting for Mel Gibson's movie "The Passion" and the last James Bond, "No time to die".

Matera is widely known as the city of the "**Sassi**", the original urban nucleus, developed from the natural caves carved into the rock and subsequently modelled in increasingly complex structures.

In the 1950s, when the inhabitants who lived in the caves dug out of the mountain were forced to abandon those dwellings to settle in modern districts, no one would have ever thought that those grottos - the Sassi - would have become the symbol of a reborn city. UNESCO added the Sassi of Matera to its list of World Heritage Sites in 1993 as a whole and a millennial way of life to be preserved and handed down to our descendants. In fact, it was recognized as a model for living harmoniously with the environment while integrating with it and taking advantage of resources without disturbing the environment.



Geologists call it calcarenite, and ordinary folk refer to it as "tuff": it's the rock surrounding Matera that this land's master artisans learned to work with in ancient times. This brittle, adaptable material is abundant in the mountain that



dominates the city, so it seemed only natural for the people from Matera to go up there and dig out that rock to build a home. The extracted material was processed to make the façade of the dwelling. After the first home, others were constructed until the network of houses, tunnels, and alleyways became that magical place called Sassi - a gigantic sculpture, a miracle of town planning!

In Matera and Altamura, you'll discover one of the most beloved Italian breads. "Pane di Matera e Altamura" is a bakery product for which only hard wheat semolina and sourdough are used. The characteristics to recognize the bread of Matera are the shapes, croissant or high bread, and a straw-yellow crumb. But besides bread, you'll not miss other local specialities such as the Caciocavallo cheese or the "Lucanica" sausage.

ALBEROBELLO & MARTINA FRANCA

The **Trulli** are famous worldwide for their beauty and unique characteristics and represent one of the most extraordinary examples of Italian folk architecture. They were built in a particular historical period when the construction of stable dwellings was highly taxed; the region's inhabitants thus boasted a great capacity to adapt and an exceptional cleverness in coming up with the Trulli, temporary houses built with the local stone. From precariousness to stability - the process of transformation and recovery and the deference to the originality of the work earned the Trulli of Alberobello their recognition as a World Heritage Site.



In Alberobello, the capital of the Trulli, each Trullo has a different shape and size. Unique constructions are sometimes combined in a complex of communicating houses, while others are built on two levels. Most feature a grey cone-shaped roof, ending with a sphere or hemisphere shape. The interior, arranged as a single chamber, comprises niches for a fireplace, bed and furniture. The structure assures excellent indoor climate control: cool in summer and warm in winter!

Martina Franca is a charming baroque town 400 metres above sea level. The era of greatest splendour for this city was undoubtedly the 18th century when the most important monuments and churches still dominating the historic centre were built. Baroque is the predominant style; it can be seen in many buildings, and in this city, it has taken on characteristic connotations that distinguish it from the other variations of this artistic and architectural current; in fact, we speak of "Martinese" Baroque.

Bari, an important religious and commercial centre defined as "[the door to the East](#)", presents a significant ancient town centre in terms of historical and urban heritage. The city's mild climate makes it a top-rated destination, with many tourist and cultural attractions and numerous beaches.



The city has ancient origins and takes its name from the Greek **Barion**; it was a Roman municipality taken over later by the Byzantines and the Swabians, which became the heart of Italian Orthodox Catholicism and a place of pilgrimage for the three monotheistic religions during the Middle Ages. One of its many symbols is, in fact, the [Basilica di San Nicola](#) (St. Nicholas), which was erected in the heart of the old city in Romanesque style towards the end of 1200 to house the relics of St. Nicholas, which according to tradition were stolen by devout sailors from the city of Myra (now Turkey) and brought to Bari in 1087.

Another Romanesque building with a majestic rose window is the [Cathedral of San Sabino](#). In contrast, the following impressive buildings are characterized by different styles: the Palace of the Apulian aqueduct and Palazzo Mincuzzi, both in an eclectic style; Palazzo Fizzarotti, whose three floors are in Venetian style; and the 19th-century neoclassical [Palazzo de Gemmis](#).

The coast around Bari features several medieval towers built for defense against Saracen pirates. However, the most significant defensive structure remains the Norman-Swabian castle and its long wall that encloses the old city, dating back to the twelfth century.

Evenings are given over to strolling along the promenade in the mild climate, followed by a visit to one of the many restaurants in the city centre offering local dishes of raw fish and "poor" cuisine centred on "*orecchiette*" pasta. Alternatively, try one of the many places offering a typical aperitif accompanied by "*tarallucci*" (savoury round pretzels) and "*friselle*" (a ring-shaped hard bread that requires dipping in water). Read more about Apulian cuisine in the article "[In Puglia, eat like a Pugliese](#)" on our BLOG.

Making Apulian orecchiette is an art you can learn with our immersive cooking class with a local lady. The lady of the house will reveal the techniques and secrets of an ancient culinary tradition handed down for generations and show you how to make orecchiette at home.

The tour is over, but the memories of a fantastic journey will accompany you for a lifetime!

See more about your destinations on our [YouTube channel](#).

Arrivederci for another tour with **VITOR, Visit Italy on the Road**.



You experience every journey three times:
when you dream it,
when you live it,
and when you remember it

Ciao da Vitor



vitoritalytours.com

VITOR s.r.l. - Via A. Moro 16 - 25124 Brescia - Italy
Tel +39 030 2055874 - info@vitor.it