

# Kuoni Launches Its New Italy Brochure For 2010

The Kuoni logo consists of the word "KUONI" in white, uppercase, sans-serif font, centered within a dark red rectangular background.

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Travel specialist Kuoni has launched the sixth edition of its Italy brochure. The 2010 brochure which is available from Kuoni's website, high street stores and travel agents across the country, includes over 90 new hotels and 11 new destinations.



"Our new Italy brochure, only the 6th edition, will be sharing a space with top Italian specialists who have been around for over 30 years," boasts Angelo D'Avino, product manager at Kuoni. "It's spot on for those young lifestyle trendies wishing to stay at the newest and most fashionable hotels in Italy."

This specialist [Italy holidays](#) brochure features over 90 new hotels, most of which are not known in the UK market. They include an old monastery above Amalfi, the historic Sorrento Palazzo, Hotel Villa Cimbrone in Ravello for classical music lovers, the Tuscan medieval estate of Borgo la Bagnaia, the eco-friendly Virgilius Hotel in the Tyrolean Mountains and the lavish Lefay Resort & Spa on Lake Garda.

There are eleven new destinations featured this year, from Como Town for the young and trendy, through to elegant Piedmont and Lake Trasimeno, the volcanic lake of Italy. The brochure also features a resort that is exclusive to Kuoni, the planet-friendly Nova Yardinia resort, which includes the Alborea Eco-Lodge and Kalidria Grand Hotel stretched along the Ionian coast.

The Kuoni Italy 2010 brochure also includes seven new excursions and tours, including fly drives in Sicily, Puglia, Sardinia and Tuscany, and the Best of the Neapolitan Riviera. There is also an array of Italian experiences to get the most out of any holiday in Italy: in Tuscany, the Lakes, across the cities and Campania, and spanning cooking, art, history, wine, theatre, opera, shopping, trekking, festivals, architecture and sailing.

Editor's Notes:

### **About**

### **Kuoni**

Kuoni was established in 1906 in Switzerland by Alfred Kuoni, a visionary adventurer and explorer of his time who opened some of Europe's first travel agencies. Today it has branch operations in over 40 countries.

For 103 years Kuoni has been creating holidays with a spirit of adventure and has been recognised consistently, winning coveted awards such as: 'The World's Leading Tour Operator' for the past 11 years at the World Travel Awards; The Daily Telegraph's Ultratravel, Sunday Times Travel Magazine and Daily Mail readers all voted Kuoni 'Britain's favourite'. Kuoni has been 'Britain's Best Longhaul Tour Operator' for the past 26 years as voted by Travel Agents. Kuoni offers luxury breaks in a number of beautiful locations, including a range of [Thailand holidays](#), [Maldives holidays](#), [Sri Lanka holidays](#) and memorable experiences like safari holidays or a Nile cruise.

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