



# THE ROMAN Guy

Italy Tours & Vacations

2017

**Front covers  
don't matter**  
*isn't it what's inside that counts?*



BEST TOURS IN  
★★★★  
ITALY  
★★★★  
ASK US WHY





# WHO IS THE ROMAN GUY?

The Roman Guy is made up of a team of young travelers who are obsessed with Italy.

They are based in Rome and America, where they use their passion for Italia to create new ways for visitors to see and experience the bel paese. Their priorities? Making sure you have fun, avoid the crowds and feel like a VIP.

Meet our co-owners:



## SEAN P. FINELLI

CO-OWNER, Marketing Director  
"The Ideas Man"

Being an Italian-American citizen, with an education in Finance and years of experience trading on Wall Street, Sean managed to create a multi-million dollar business in less than four years. Earning a place on Entrepreneur Magazine's 360 List for 2016, he is now recognised as a leading influencer in the Italian tourism market.



## BRANDON SHAW

CO-OWNER, Head of Trip Planning  
"Director of Unforgettable Experiences"

As a licensed guide of Rome, historian, linguist and Italy Travel Expert, Brandon and his team of local experts build relationships with local Italian providers to handcraft unique Italy vacations for all types of travelers.

And part of our passionate team in Italy!



### FRANCESCA

The People Person



### JILLIAN

Behind the Scenes



### BOJAN

Italy Travel Expert



### GINA

Personal Trip Stylist



### GILLES

The Innovator



### DALIA

Trip Planner



### HANNAH

Tour Coordinator



### LORNA

Social Butterfly



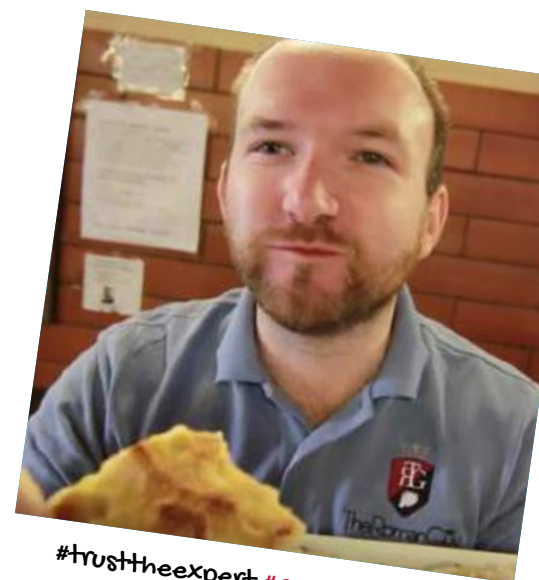
### SIAN

Marketing Voyager



### FABRIZIO

The Tech-Man



#trusttheexpert #andiamo #Pizze  
#eatyourheartout #dontholdback  
#eatlikealocal #firsthandexperience  
#stuffyourface #italianfoodporn

# #NOMNOMNOMITALY

www.TheRomanGuy.com

lorna@theromanguy.com

# ONCE UPON A TIME...

Don't you just love a great story?



## A WALL ST. GUY

He gave up a career on Wall Street to follow his roots back to the boot.



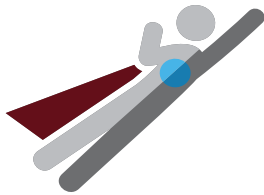
## FELL DEEPLY IN LOVE

He fell head over heels for a lady named Italy & decided to stay a while.



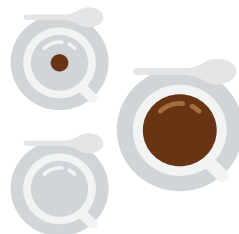
## HISTORY CAME ALIVE

He learned everything about Rome & its history. Soon he was guiding visitors through the city.



## A ROMAN GUY WAS BORN

His passion for storytelling earned him a nickname amongst visitors to Rome: "The Roman Guy".



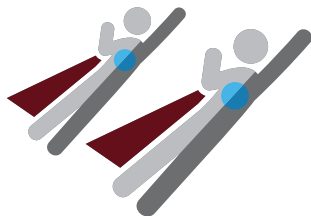
## AWAKE FOR MONTHS

Adopting the nickname, he worked through the night, consuming several hundred espressos to start building his brand.



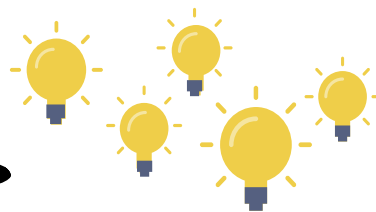
## ONE FATEFUL NIGHT

He met another who possessed the "Roman Guy" spirit at a friend's wedding in Transylvania. They began chatting about Italy.



## SAVING ROME

After the wedding, the two returned to Italy, teamed up and officially started a specialized tour operator: **THE ROMAN Guy**



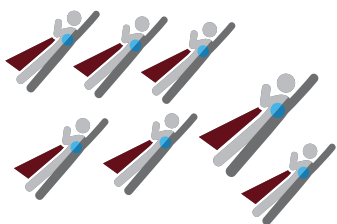
## IDEAS! IDEAS!

They knew there was something big missing from Italy tourism - a way to see the sights without all the crowds! They made it their mission to fix this.



## SMALL GROUPS

They began by offering small group tours, helping visitors explore Rome without getting lost in the crowds.



## TEAM OF EXPERTS

A team of passionate Italy Experts soon joined The Roman Guys on their mission. Soon there were over 40 Roman Guys & Girls.



## ENTIRE ITALY VACATIONS

Now The Roman Guy team are sharing their love for Italy with the whole world, offering city tours, group vacations and custom vacations.

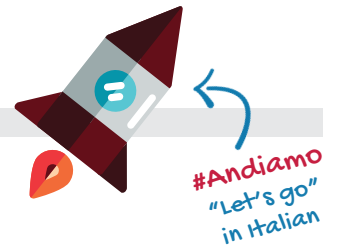


# 7.5K

## 2016 WELCOMES

Seven years after The Roman Guy began, in 2016 alone they have welcomed over 7.5k families, couples, friends and solo travelers to Italy.

# OUR MISSION IMPOSSIBLE

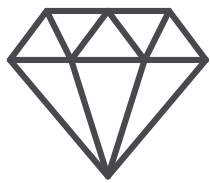


## TAKING CARE OF EVERYTHING SO YOU CAN BE ON VACATION.

It's a simple motto, but explains a lot. You are here to explore Italy, learn about the culture, have fun with your friends & loved ones and not stress about the details.

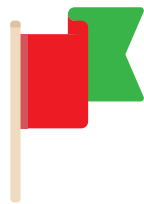
Our individual City Tours and our fully customized Italy Trip Planning Services aim to make you feel like a VIP, regardless of budget or occasion. Think hidden gems, culinary and cultural immersion, skip the lines and behind the scenes experiences, all with 5 star treatment from our team of Italy travel experts!

## OUR ESSENTIAL INGREDIENTS



### VALUE

Offering only the most valuable Italian experiences, at great value for money. All to make your trip worthwhile.



### IMMERSION

Taking visitors off the beaten path to ensure they experience the heartbeat of Italy by connecting with its culture.



### PASSION

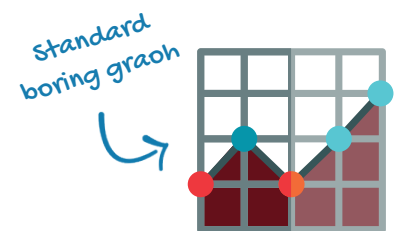
Passion being the primary ingredient in the way we help our visitors truly experience Italy and its culture.



### SERVICE

Raising the bar when it comes to customer service in Italy. Giving you what you want and how you want it.

## ONWARDS AND UPWARDS!



63



**Our Team:** Number of Roman Guys & Girls

60+



**Product Mix:** Tours, experiences & vacations

100+



**Press Coverage:** Volume of earned press received.

30+



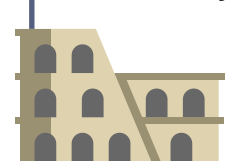
**Followers:** Following on Social Media accounts.

40+



**Clients:** Number of Happy Customers to Date.

**Headquarters:**  
Rome, Italy





# WHAT'S ON THE MENU?

## TOURS & EXPERIENCES

**We offer a range of awesome TOURS & EXPERIENCES to suit any traveler.**

Small Group Tours, Private Tours, Shore Excursions, Days Trips, Combo Deals and more! We love finding cool new ways to see ancient sights, and including the best photo opportunities on all of our experiences is vital. Italy's got it and we want to flaunt it.

To check out what we have on offer, visit: [TheRomanGuy.com](http://TheRomanGuy.com)

## TRIP PLANNING

### **CUSTOMIZED Italy Vacations**

"Who doesn't love it when there is always someone waiting to welcome you at every destination, when there is a dinner reservation in your name every night and when you never have to wait in line?"

- Sean P. Finelli, Co-Owner "The Roman Guy" -

### **What our Italy Trip Planners organize for you:**

Accommodation - Tickets - Restaurant Reservations  
Transfers & Transportation - Bookings - Authentic  
Tours & Experiences - 24/7 in Italy Assistance  
... and anything else you may need!

# #ITALYISOURPLAYGROUND

[www.TheRomanGuy.com](http://www.TheRomanGuy.com)

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#getintoit #bossman #spiderman  
#doitdifferently #andiamo #funtimes  
#hoponboard #venice #memories  
#immerseyourself #italycool



# WHAT'S NEW IN 2017?

And there's  
more where this  
comes from...

## TOURS & EXPERIENCES

**We are constantly digging up new and exciting experiences to offer our clients!**

In 2017, we're expanding our product mix in all the right ways!

Some additions include:

- **The "Gladiator Experience" Colosseum Arena Floor Tour** - Making the coolest of the restricted areas more accessible to millennials, families and boomers! This is a cheaper and shorter version of our Colosseum Dungeons Tour that focuses on visiting the Colosseum Arena Floor & Roman Forum.
- **Vatican Museums & Sistine Chapel Afternoon Tour** - A thorough tour for those who aren't morning people!
- **Vatican Museums & Sistine Chapel Express Tour** - For those who don't have much time, or just want to focus on seeing the highlights of the Vatican, Sistine Chapel & St Peter's Basilica. VIP early morning entrance included.
- **Electric Bike Rome Tour** - For those who want to see Rome in a totally different way. This is also our special eco-friendly tour option, promoting Green Travel in Rome!
- **Rome, Florence & Venice for the Kids** - Family travel is on the up, and we've created interactive and fun tours specially designed for children, making family travel in Italy much more special.
- **Venice Cicchetti Tour** - You heard it here first, 2017 is **"The year of the Gastronom!"** So, we've expanded our foodie offerings from Rome to Venice, bringing you great food, wine and culture on this magical island.
- **Venice Sunset Boat Tour** - For those wanting to relax, or who are looking for a little romance, what better way to do it than on a boat at sunset... in Venice!

**Would you like to find out more about what's on the horizon?**

We are a friendly bunch of people, and always keen to connect.

So, feel free to contact our Social Butterfly: [Lorna@theromanguy.com](mailto:Lorna@theromanguy.com)

# #ITALYFOODGASMS

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[lorna@theromanguy.com](mailto:lorna@theromanguy.com)



#stuffyourface #bossman #thegoodlife  
#eatyourheartout #foodcountry  
#vacaymode #andiamo #wheretnext  
#thegastronaut #culinarytravel

# RECOMMENDED BY SOME OF THE COOL KIDS:

Forbes  
TRAVEL GUIDE

Rick Steves

about.com

THE TIMES

lonely planet

npr

San Francisco  
Chronicle

## WHAT ARE PEOPLE SAYING?

### "Fantastic tour of the Roman Colosseum with Raffa!"

If you plan on going to Rome you MUST go on this tour. Our tour guide Raffa was amazing! She took us on a tour of the entire Colosseum, from the arena floor to the dungeons! Her knowledge of the Colosseum is only rivaled by her passion for the history of Rome. The tour was both educational and fun, highly recommend this tour!

- Thomas and Marsha, 2017 -

### "Vatican Tour"

The tour was a fantastically exciting and historical walk throughout the Vatican museum, gardens, the sistine chapel, the Basilica of St Peter and all the like. We had ear pieces so even in crowded areas we could hear her perfectly, and getting to see the Sistine Chapel before the public got there was truly magical. This tour group only has 5 star reviews so don't take my word for it. Do yourself a favor and book a tour with them and ask for Raffa!!

- Dakota, 2017 -

## WHAT'S THE MEDIA SAYING?

### "The Roman Guy tours are all about pampering."

- Forbes Travel Guide -

Want check out more? Visit our [Press Page!](#)

# #BOOMNAILEDIT

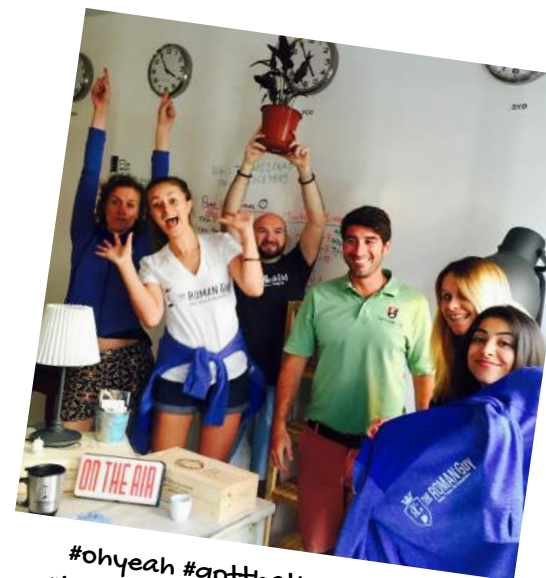
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[sian@theromanguy.com](mailto:sian@theromanguy.com)

## TOP-NOTCH!



Click and see  
for yourself!



#ohyeah #gotthathappyfeeling  
#teamwork #andiamo #bestservice  
#ourpeopleareeverything #bethebest  
#mindblown #remeberthedetails






# CONNECT WITH US

We are a friendly bunch of people, and always keen to connect!

If you'd like more information on anything, or just feel like picking our brains, feel free to contact us!

 +18882905595

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[sian@theromanguy.com](mailto:sian@theromanguy.com)

 [www.TheRomanGuy.com](http://www.TheRomanGuy.com)

This is us! 



Click and we'll take you there!  
#andiamo 

## WHAT WE CAN OFFER YOU

There are lots of ways we can collaborate!

This is what we got to offer:

- Bylined Articles
- Commentary & Quotes
- Interviews with our co-owners
- Hosting on Tours & Experiences
- Social Media Live Collaborations
- Our Logo in various formats
- High quality images & infographics
- Video material
- An Interactive Italy Food Map
- The Roman Guy website badges



# #HANGINGWITHTHELOCALS

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