



Select Italy Press Release

Date: August 1, 2005

For Immediate Release

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WITH A SHORTAGE OF ACCOMMODATIONS, ONE COMPANY OFFERS OLYMPIC TRAVELERS HOPE

Select Italy Helps Travelers Cut the Red Tape to Find Accommodations for the Torino 2006 Winter Olympics

Chicago, IL July 24, 2005- The highly anticipated 2006 Winter Olympic Games in Torino, Italy are quickly approaching, but unless spectators plan their trips with travel agencies experienced in dealing with the Italian culture, they will have to enjoy the games from home. Because of a combination of an Olympic supplier near-monopoly and an extremely high demand for housing availability, accommodations are scarce. According to Select Italy, locating suitable accommodations required significant research and negotiation.

For 16 days next February, millions of visitors will descend on Torino: a city with only one five-star hotel and a handful of four-star hotels. Most available rooms in the region are under the controlling rule of TOROC – the Torino Olympic Committee – which has restricted the general public’s access to the bulk of the area’s hotel availability and created a competitive niche market.

Travelers still in need of accommodations can contact Select Italy, which has found a way around the 2006 Winter Games travel headache. Select Italy is a travel agency that specializes in helping travelers plan vacations around Italy’s hard-to-find treasures. By relying on its overseas network of suppliers and its research offices in Italy, Select Italy has been able to secure lodgings in and around Torino for its clients. “Any time an area with such beauty is in control of such a unique event, the demand for lodging will soar. But for those familiar with the ins-and-outs of the local Italian travel industry, accommodations can still be found,” states Andrea Sertoli, president of Select Italy. “Select Italy has always specialized in helping travelers navigate the Italian culture and in assisting them to experience the perfect vacation. Our offices in Italy have spent the last eight years exploring and researching premier travel vendors all over the country. This gives us an advantage over most other US based travel companies.”

Despite Select Italy’s cultivation of this distinct advantage, Sertoli warns “although Select Italy can help find a great place to stay during the winter games, the longer a traveler waits to secure accommodations the less likely they will be available.” The last time Italy hosted the Winter Games was in Cortina in 1956. Sertoli cautions that there is little time to waste if you don’t want to wait another fifty years to see the premiere athletic event in such striking surroundings.



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Select Italy is an award winning travel agency specializing in Italy. Select Italy offers a wide array of products and services, which include customized itineraries, museum reservations, tickets to music & cultural events, private guided services, transportation and accommodations. All of which are available for purchase online at www.selectitaly.com. Select Italy has been on the Travel +Leisure "A-list of Super Agents" for 4 years, and in 2005 its website won an Ultra Web Award and was also nominated as a Webby Award finalist. Founded in 1997, company President Andrea Sertoli said, *"Italy remains an unmatched destination with the warmth of its people, its heritage, its sheer physical beauty. With our specialized knowledge and inside information behind every travel plan we make, our clients enjoy everything Italy has to offer."* More information can be accessed through <http://selectitaly.com/pressroom.php> or by calling (800) 877-1755.

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