



## Select Italy Press Release

Date: August 31, 2005

For Immediate Release

Contact: Nathan Janitz (800) 877-1755

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**PRESIDENT OF SELECT ITALY -ANDREA SERTOLI- MAKES THE LIST FOR THE 5<sup>TH</sup> STRAIGHT YEAR**

### **Andrea Sertoli Makes the Travel + Leisure “A-List” of Super Agents for the 5<sup>th</sup> Straight Year**

**Chicago, IL August 31, 2005-** Andrea Sertoli, President of Wilmette-based Select Italy, has been named to Travel + Leisure magazine’s “A-List of Super Agents for Travel Worldwide” of top U.S. travel agents for travel to Europe for the 5<sup>th</sup> straight year. Sertoli was one of only three Italy specialists in the US to win this coveted A-List designation.

Sertoli, a Rome native who has lived in the Chicago area for twelve years, founded Select Italy in 1997 after a career in the European hotel industry. From the outset, Andrea realized that there was a need for niche travel expertise. Therefore, he concentrated on providing specialized travel planning as a core service in the repertoire of Select Italy, to supply Italian itineraries and travel experiences that exactly match the client’s desires and requirements. These draw from Andrea’s network of contacts at hotels, villas, museums, churches, concert halls, cooking schools and archeological sites cultivated over years of activity in his native country. On the other hand, and in anticipation of the technological evolution and a growing demand for multiple levels of service, Andrea has consistently developed the Select Italy website to provide the customer with complete information and online booking capability. At a time when most of the travel industry peddles pre-packaged, cookie-cutter tours, the focus of Select Italy on specialty tours, niche expertise and multilevel customer service sets it apart from the crowd.

“Being named to Travel + Leisure’s ‘A-List’ is one the highest accolades one could get,” said Andrea. “It’s very satisfying to be recognized as one of the best by the top travel magazine because it validates what I set out to accomplish when I started the company.”

“We want to create memorable, unique experiences for the traveler that others cannot provide. Italy has such great regional and local diversity, which most Americans do not know exists. We work with our clients to find the right accommodations, the right pace of travel and the right interests. Then we create a customized program around their parameters, including all the details down to restaurant reservations.

Recent initiatives at Select Italy include the first phase of the Smart<sup>2</sup>Book™ Reservation System, Sertoli’s personalized twist on the online hotel-booking trend. As with museums and custom trips, Andrea applied his extensive knowledge of hotels to offer



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Select Italy clients an easier way to deal with booking hotels in Italy. This search engine and reservations service allows customers to search both full-service and self-service hotel directories, giving customers the option of investing their own time into their family's vacation planning, or enlisting the personal help of a Select Italy expert.

"Through our offices in Italy, we have the access to the many villas, country inns, apartments and boutique hotel most American agents are unable to book. We can arrange for private tours of the Sistine Chapel, St. Marks, the Doge's Palace and the Galleria Colonna. What sets us apart from most agents is that we have the connections, networks and the ability to get these things done in Italy."

For more information on Andrea Sertoli, log onto [www.selectitaly.com](http://www.selectitaly.com). The Travel + Leisure "A-List" in the September issue of Travel + Leisure, or by logging onto <http://www.travelandleisure.com/alist/2005/details.cfm?agent=128&area=1&category=32> To discuss story ideas or schedule an interview with Andrea Sertoli, contact Nathan Janitz at 1-800-877-1755 or by email at [nathan@selectitaly.com](mailto:nathan@selectitaly.com).

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](http://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 is accessible through <http://selectitaly.com/pressroom.php> or by calling (800) 877-1755.

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