



Hotel Byron

Top experiences in the special
charm of Versilia





FORTE DEI MARMI

Forte dei Marmi is a small bijoux town, a fishing village which has become a fashionable high-end resort with beautiful mountains behind and lovely sandy beaches.

Visitors to Forte dei Marmi experience a special thrill, that of staying in a place of unparalleled elegance - complete with luxurious shops, beautiful golf courses, and the nightlife of legendary locales - while at the same time being in the perfect spot to discover some of the many wonders of Italy.

HOTEL BYRON

A special day at Byron

It's the ritual that discreetly punctuates the day that makes a holiday at Hotel Byron in Forte dei Marmi unique. Immersed in a setting in which there is a story behind each and every detail, the villa, now home to Hotel Byron, was built as the backdrop both for unforgettable summers and for the invention of a whole new style of living, by the will of José "Pepito" Ceferino Canevaro, Duke of Zoagli, a man of great sophistication. This style lives on at Hotel Byron for guests looking to enjoy the beauties of life in the privacy of a luxurious Art Nouveau setting.

The scent of harmony

There's something unmistakably unique that makes a stay at Hotel Byron different. Guests at Hotel Byron soon become experts of life's small pleasures - from breakfast in the morning shade to relaxing in our beautiful swimming pool which also sets the stage for dinner at La Magnolia, our Michelin-starred restaurant, or passing the time out on the beach, where sun and sea take on an otherworldly feel. Everything, right down to the smallest detail, has been carefully selected to transcend mere comfort and to achieve true harmony.

Restaurant La Magnolia

At La Magnolia, Hotel Byron's Michelin-starred restaurant, guests will find the same balance of tradition and modernity in a menu that makes the hotel unique.

Fresh ingredients, treated with care by Chef Cristoforo Trapani and his team, take diners on a voyage of flavor from Piano di Sorrento, the birthplace of Chef Trapani, to Tuscany.

Cristoforo Trapani's background is interlaced with the flavors and colors of his Campania homeland and of his hometown, Piano di Sorrento. From there, he developed his concept of simple cuisine that gratifies the senses.

The result is a creative blend of Campania and Tuscany, which Chef Trapani serves up each day at La Magnolia with the sole intent of pleasing his customers with the simplicity of tradition.

WHERE WE ARE

Located on the coast, Hotel Byron is in the heart of Forte dei Marmi, in Tuscany, Italy.

Our concierge is on hand to help guests who want to explore this area of Italy. In a very short time it is possible to get to the most beautiful sights of Tuscany: Florence, Pisa, Pietrasanta and Lucca for art and history, Cinque Terre for nature and scenery, the nearby mountains for hiking and cycling and for a visit to the marble caves alongside the beautiful hills full of vineyards.

This area also allows guests to practice many sports: watersports, riding, hiking trekking and cycling alongside with golf (3 golf courses nearby: 1 with 9 holes and 2 with 18 holes).

ROOMS AND STYLE

Like a home treated with the most loving care, each and every detail is a feast for the eyes. Byron offers a cherished experience for all our guests - the joys of a holiday in Forte dei Marmi with the sensation of being at home.

Designed and furnished with care, each room establishes the bond of time with those who reside within. Colors, materials, and style in every detail create their own, unique harmony. And this style lives on for guests looking to enjoy the beauties of life in the privacy of a luxurious Art Nouveau setting.

Hotel Byron has 29 rooms:

Penthouse Suite

Family Suite

Prestige Suites

Deluxe Suites

Superior Suites

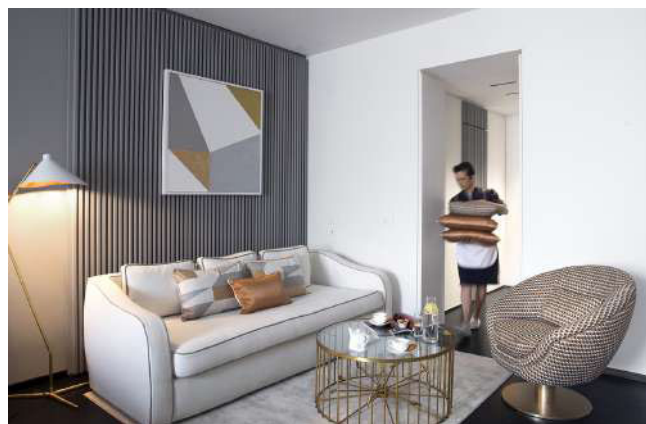
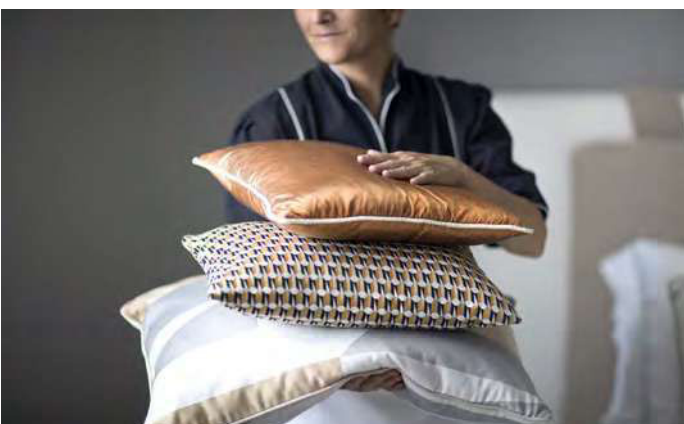
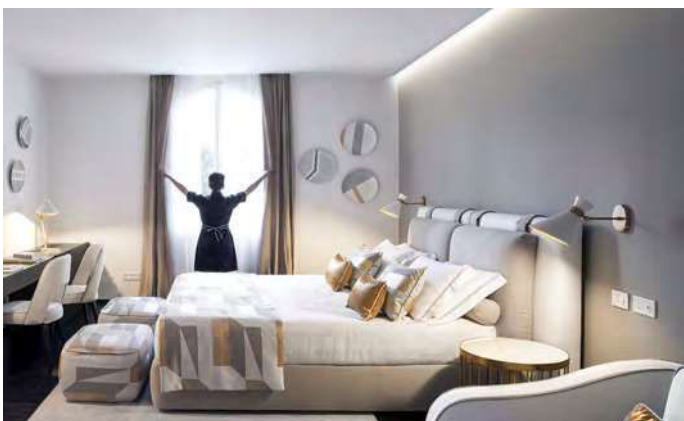
Junior Suites

Deluxe Double Rooms

Superior Double Rooms

Classic Double Rooms

Each room has an individual style: some are in modern style and some in Art Neouveau style, some have balcony and some have sea view, but all are extremely comfortable and equipped with all the modern conveniences.



Bespoke Wine Tasting



We offer a wine tour in Tuscany, during which you will taste the best wines of categories D.O.C., D.O.C.G. in the most exclusive winery. You will be helped taste Tuscan wines properly by sommeliers, who will accompany you during the entire tour, show the cellars and tell the history of the vineyard.

Wine Tour

Each wine tour includes an introduction about the history of the company, the visit of the cellar with the explanation on the wine making process from the harvest of the grapes to the bottling, the visit of the barrel room and the historic cellar. The tour will end up in the tasting areas with the wine and olive oil tasting and the explanation of their organoleptic characteristics.

Guided tour: Italian, English, French, Spanish and Portuguese languages are spoken by the staff.

Wine & Olive Oil Tasting

Upon arrival at the winery a welcome drink will be served: Spumante Particolare Brut, followed by Tour of the cellar. After the visit will be held the wine and olive oil tasting accompanied by a chopping board of salami and Tuscan cheeses. Reserve Wines: Vasario IGT Toscana, Cercatoja IGT Toscana, Il Fortino IGT Toscana, Spumante Particolare Inedito.

Duration: about 2 hours.

Wine Tour with Lunch

Upon arrival at the winery a welcome drink will be served: Spumante Particolare Brut, followed by Tour of the cellar. After the visit will be held the wine and olive oil tasting accompanied by a chopping board of salami and Tuscan cheeses. Reserve Wine: Vasario IGT Toscana, Cercatoja IGT Toscana, Il Fortino IGT Toscana, Spumante Particolare Inedito.

Duration: about 2 hours.

Lunch will be served at Syrah Restaurant: welcome entrée, a first dish from the menu, a second dish from the menu, small pastry

On request: Private round transfer from Hotel Byron to vineyard

Olive groves and vineyards: the soul of the Lucca hills



In this experience you can taste our territory in every single step ...

Guided tour of a biodynamic estate Lenzini, dedicated to the production of wine and olive oil, with tasting of typical products and lunch, located on the gentle hills of Lucca.

The estate extends for 24 hectares, set in a natural amphitheater that frames it, where the Via Francigena also passed. Composed of 13 hectares of vineyards and 4 of olive groves, the property was born in the 16th century. Starting in 2007, the company underwent a profound change: first organic management, then the transition to biodynamic philosophy.

Take a stroll through the vineyards with an expert local winemaker and learn about the history and techniques for selecting the best grapes. Taste a few grapes or grab a pair of secateurs and a bucket and try your hand at picking grapes.

Visit the wineries, where, in the scent of must and the suffused lighting, you can discover the secrets of grape processing and wine making or enjoy a guided tour in the local winery.

Afterwards, take part in an unconventional tasting and savour some renowned wines or sparkling wines paired with local food specialities. Alternatively, enjoy a pleasant picnic in the vineyards with zero-miles wines and food!

Price: € 120,00 per person

On request: Private round transfer from Hotel Byron to vineyard

Exclusive tour of Tenuta di Valgiano

Historic farm in the Lucca hills, it produces wines, oil and honey that reflect tradition and respect for the environment.

Tenuta di Valgiano is the gateway to a different Tuscany. The manicured estates of Montalcino seem a world away; here in the hills above the city of Lucca, dense forests hide weather-worn villas and older-vine vineyards, with climbing herbs winding round “palistorti,” crooked stakes that mark each vine row.

There is something wilder and more alive in these verdant hills, and the grapes grown here share this energy, this vitality. Tenuta di Valgiano makes true “terroir” wines – wines that once you taste them, inspire a feeling that you are being spoken to in a new language that is undeniably exciting.

price: on request

On request: Private round transfer from Hotel Byron to vineyard

Cinque Terre experience aboard an elegant yacht



Discover the hidden beauty of the Cinque Terre while cruising along the crystalline waters of the Ligurian Sea aboard one of our private yacht tours.

The Cinque Terre refer to the five most characteristic villages of Liguria: Monterosso al Mare, Vernazza, Corniglia, Manarola and Riomaggiore. Together with Porto Venere and Palmaria, they have been declared a UNESCO World Heritage Site. Spend the day in the enchanting landscape of the Cinque Terre and Portovenere, discovering a fascinating coastline with beautiful colors, full of ancient villages overlooking the sea. Visiting the Cinque Terre by sea is a unique opportunity to see these five picturesque villages from a different point of view.

Tour with a private yacht, leaving from the port of La Spezia.

Available: from April to October and fully customizable.

Type of tour: This excursion to the Cinque Terre allows you in one day to have a taste of this magnificent region: walk inside the villages, a touch of local culture, stunning views from the seaside, experience local specialties.

Suitable for: individuals and small groups: maximum 10 persons.

Transportation: move between the villages, by a private boat.

Price per package starting from € 4000,00, including: english speaking skipper, all risk insurance, food (water, soft drinks fruit) beach towels and some water games.

Return transfer from Hotel Byron to the Port not included in the price.

Duration: 7/8 hrs.

Hiking and Wine Experience - 5 Terre



The Cinque Terre are UNESCO world heritage and a cultural landscape of great scenic, natural and cultural value. The so-called "the Five Lands" are the five villages: Riomaggiore, Manarola, Corniglia, Vernazza and Monterosso al Mare. Five little jewels between sea, rocks and vineyards.

One of the most authentic Cinque Terre experiences is without doubt a beautiful hike off the „beaten tracks“. In the morning you will be taken by a private driver from the hotel to La Spezia where you meet your English-speaking, local hiking guide. Together you continue your journey right into the heart of the Cinque Terre National Park, following the scenic mountain road all the way to Corniglia. This is the only one of the five villages that is not built directly at the water's edge, but it sits on a rocky perch with a fantastic view over the surrounding hills and the sea below. It features the characteristic tower-houses painted in bright shades of yellow, pink and peach. The terrain is characterized by the narrow, steep terraces where lemons, olives and wine are cultivated. Corniglia is the starting point of your hike.

The path leads right through the vineyards and you can watch the boats going past down below and the birds dancing in the breeze. The steep slopes of this area are covered with a high vegetation consisting of several shrubs, such as rockroses, heaths, spurge and strawberry trees. There are also some aromatic plants such as the rosemary, thyme, curry plant and lavender. The caper, growing in the clefts of the dry-stone walls, is a remaining cultivation from the last century.

Once you have arrived at the hamlet Volastra you will meet a local winegrower and be offered a wine tasting with snacks in his little cellar. After this unique experience a long romantic stairway through olive groves leads down to the picturesque town of Manarola where you have some time for leisure. In the afternoon you will take the ferry boat to Portovenere. This is a final highlight and you will enjoy the relaxing trip on the boat, admire the coastline now from another perspective and then take a look at the charming town of Portovenere. From there, your driver will bring you back to the hotel.

Availability from April to October

Total tour duration: about 9 hours, from 9am to 6/6,30pm

Price: on request

Rate includes:

Car or minivan transfer with English-speaking driver from your hotel into the Cinque Terre National Park and back. English-speaking, professional hiking guide (max. 8 hours).

Wine tasting at a local winery with some snacks.

Ferry boat ride from Manarola to Portovenere.

please note:

please bring good hiking shoes, a hat and sufficient drinking water. Physical fitness and sure footedness is required. Walking time for the whole hike: about 3 hours .

In case of rough sea conditions, the ferry boat might not run and the return will be done with your private car or minivan.

Foodies - Become a Chef for a day



Experience the inimitable flavors of traditional Italian cuisine with private hands-on cooking class (1h 30')

Cooking class supervised by our Michelin starred executive Chef Cristoforo Trapani and his brigade will lead the guest to discover the recipes and the secrets of making Italian pasta.

Our cooking classes are designed around the sort of cooking you would do in your own kitchen to entertain family and friends. Our aim is to inspire you and transform your way of thinking about approaching food. It doesn't matter what level you are, just come along and enjoy the experience! You'll learn how to make delicious homemade pasta ! Your private cooking lesson will begin in the professional kitchen at our Michelin starred restaurant where you will be inspired by the fabulous atmosphere. Our team will be at your disposal to teach you the secrets of making Italian pasta.

After the cooking class you will enjoy lunch/dinner eating the food that you have previously prepared at our Michelin starred restaurant "La Magnolia" .

Price: €150,00 per person

Kid's cooking class

Young guests can also take part in special children's cooking classes where they will learn to make homemade pizza.

Price: €100,00 per child

Truffle Hunting



Experiencing truffle in every aspect

From woods to the table, the precious fruit of the earth.

The Truffle experience is a total immersion in the mysterious world of truffle , an exclusive experience for wine and food lovers.

The goal is to offer an unforgettable emotion both in nature and at the table by tasting delicacies combined with selected wines of the area.

Truffle Hunting is a way for experiencing true nature trough the hunt and taste of the precious diamond of the woods. Truffle Hunter show you how to find truffles walking in the woods, how to use them in the best way,giving all the secrets, and how to cook and enjoy them. The relationship between the truffle hunter and his loyal dog is going to leave you spellbound. The scent of the woods, the dog playing his favourite game: the research of the little smelling stones.

The tour culminates with a lunch allowing to taste many of our products and fresh truffle of the season.

price: € 180,00 per person, € 100,00 per kid

On request: Private round transfer from Hotel Byron to San Miniato

Cheese Lover's Tour



Enjoy exclusive visit to private dairy farm

A gastronomic experience linked to the dairyman world to live all stages of the process of transforming milk into cheese. The visit begins in the production laboratory, continues in the premature rooms and ends with a tasting of the finished product.

This tour will take you to discover one of the best Tuscan products, right at a dairy farm located in the beautiful hills of the Lucca. Here, you will observe the techniques of cheese processing, meeting these artisans of flavors, understanding the differences between the various types of Pecorino cheese, and finally you will learn to taste it. Flocks of sheep graze on the Lucca hills, feeding on the herbs offered by this area: the result is a high-quality milk, which, once it is processed, turns into the famous Pecorino cheese, with its unmistakable flavor. Be it fresh, semi-seasoned, or seasoned, you will realize that Pecorino cheese is excellent in every version, pure or paired with honey or jams.

price per tour: € 200,00 (up to 5 person)

Marble Safari



Discover where the sculpture of Michelangelo and Canova was born!

Different and charming reality made of fatigue and cleverness, old sweat and modern technology. The world of marble is not only the extraction or processing of a stone, but the history of a region and its population which have always been synonymous with the marble.

Enjoy tracing the footsteps of Michelangelo, visiting the Fantiscritti white marble quarry to see blocks being cut from the mountain, the quarry museum to learn the history and production of the stone, a studio to see sculptors at work.

PROGRAM:

"Inside The Marble "Guided Tour (private tour)

- Pick up / drop off in Hotel Byron
- Start of the excursion towards the marble quarries with your private driving guide aboard one of our Land Rover Defender (8+1 seats) exclusively for you reserved.
- The Fantiscritti marble quarry
- Marble Cave Museum with the illustration of the techniques of working and extraction of marble and many other curiosities about the history of marble
- Crossing tortuous and very steep roads, we'll reach in few minutes the highest quarries, up to 1000 mt. altitude. You'll enjoy a lot of stopovers inside many different kinds of active quarries (open sky quarries, as a well developed quarries etc.), for further explanations, to see the different systems of excavation, to take spectacular photos etc.
- Panoramic visit of the 2° Valley (Miseglia) with stopover inside one more quarry to enjoy a taste of the famous "Colonnata's Lard IGP" with an ice cold Prosecco glass or a refreshing soft drink, before to come inside a spectacular underground quarry, where the most disenchanted visitors too, are unable to mask the attraction that comes in an absolutely lunar place.

- Price per tour: € 450,00 (up to 6 person)

Visit to an artist's studio in Pietrasanta



The Hotel Byron runs initiatives to support the places and people that surround them. Starting from our idea that in tourism, cultural heritage stimulates respect and understanding of other cultures and, consequently, promotes peace and awareness, with great pleasure and pride we illustrate the cultural heritage of our area to all our guests.

Art surrounds Hotel Byron and the Forte dei Marmi, with the studies of sculptors from all over the world establishing themselves in Pietrasanta to enter into continuous and direct contact with the magic of the Apuan marble.

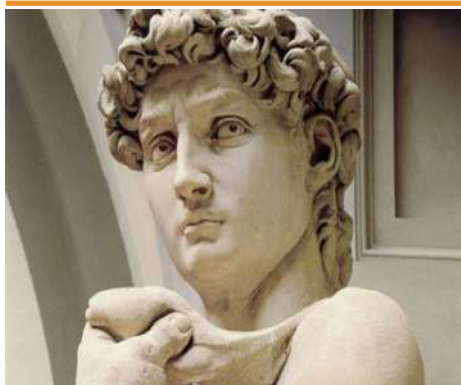
We open the doors of the most prestigious sculpture studios to our guests, where they can spy on the artists' work in progress starting from the marble blocks... with the possibility of creating their own masterpiece. The opportunity is unique and be side by side with the Artist who invites customers not only to listen but to interact, making them an integral part of the same experience.

The most suggestive and engaging part of the experience is certainly the direct contact with the famous American artist Neal Barab who literally accompanies the customer in the ancient world of marble.

His expert words will tell and describe every single detail step by step.

Price: on request

Discover the World of Michelangelo



I saw the angel in the marble and
carved until I set him free.
-Michelangelo

Believe in the power of imagination.
If you can see it, you can be it.



*“Every block of stone has a statue inside it and it is the task of the sculptor to discover it.”
Michelangelo Buonarroti*

On Michelangelo's footsteps

2 days program (min. 2 pax):

DAY 1:

Arrival at the hotel and accommodation in classic double room (upgrade in deluxe on availability).

On arrival guests will be welcomed by a bottle of Prosecco, basket of fresh fruit and biscuits.

From 8,00pm guests will enjoy of a “gourmet” dinner at our restaurant “La Magnolia” with a selection of the best wine from our Maitre Sommelier

Chef Cristoforo Trapani and his team will take you into an unforgettable gastronomic experience in our restaurant La Magnolia, 1 Michelin starred restaurant since 2012.

DAY 2:

Buffet breakfast (possibility of room service) and departure from hotel Byron at 10,00 am.

Visit of a marble studio where a sculptor that works in Pietrasanta will introduce guests to the art of sculpture (possibility to work with marble).

Light lunch at the Byron

In the afternoon, visit at Marble Caves and Fantiscritti Museum. The museum cave is in the heart of the white marble caves from Carrara where Michelangelo were used to go personally to choose the blocks for his sculptures.

Around 5,30 pm return at the hotel.

DAY 3:

Buffet breakfast (possibility of room service) and check out (late check out upon availability)

Price: on request

Hiking- Guided Tour



You will walk along ancient paths, through woods and across rivers to reach the summit of a mountain, surrounded by breathtaking views overlooking charming valleys and the sea coast far away.

Discover our famous marble quarries, explore our prehistoric caves and get hooked by the fascinating history of these unique mountains!

Join us on Via Francigena paths following Pilgrim's footsteps from Lunigiana to Camaiore and do not miss the fantastic views of Cinque Terre.

ITINERARIES:

Apuan Alps -Lunigiana-Cinqueterre - Gulf of Poets

PROGRAM:

Pick up from the hotel and transfer to the meeting point where an experienced and licensed professional guide will provide you with the technical material needed - transfer to the parking spot by car 15-30 minutes - walking from car to the spot 10-30 minutes.

Transfer back to the hotel.

Meeting point: pick-up in hotel

Duration: about 4-5 hours

Participants: On private basis min 1 max 4people per guide.

Price: € 350,00 per tour

Price includes: expert alpine guide and transfer from/to meeting point.

Language: The tour takes place in English or Italian depending on the group composition To bring with you: wear comfortable clothing for hiking, bring one extra t-shirt, drinking water. Period: from April to November

Hiking in the middle of Apuan Alps



The professional mountain guides have in store many appointments for trekking enthusiasts, to discover exceptional and breathtaking places.

Apuane park is located in Tuscany, only for his geo-morphological and naturalistic characteristics, it is developed for around 60 kms along the coast of the Tyrrhenian sea in the areas of the Versilia, Lunigiana and Garfagnana.

You will walk along ancient paths, through woods to reach the summit of a mountain, surrounded by breathtaking views overlooking charming valleys and the sea coast far away.

The Monte Procinto- hiking in fixed rope route

The Via Ferrata is a complex of structures and technical gear fixed on a rocky mountain side to make easier and safer for the climber to reach the top. This particular via ferrata is also suitable for children from 8 years old and up, and you will be always accompanied by a professional, authorized, English speaking alpine guide to ensure your safety.

The Monte Forato trekking

Monte Forato is one of the most common destinations in the Apuan Alps because of the suggestive natural arch that joins two twin peaks and creates a hole that can be seen from Garfagnana and Versilia.

The hike is moderate-demanding in difficulty since it includes a dislevel of about 800 meters

The Legend of Monte Forato

One of the many legends heard in Garfagnana regards the origin of the hole in the mountain. Legend has it that it was caused during a tremendous clash between Saint Pellegrino and the Devil himself.

The Devil, tired of seeing the saint prey and sing all day, sought to tempt him while he was making a beech wood cross, but it was all in vain. Irritated, the Devil slapped the saint so hard he was knocked down. San Pellegrino slowly got back up and also tired of the continuous torments he was made to endure, instead of turning the other cheek slapped the Devil right back so hard he was hurled against the crest of the mountain. The Devil hit the mountain with his head, the terrible impact created the hole that we can see today.

Meeting point: pick-up in hotel

Duration: about 4-5 hours

Price: € 350,00 per tour

Participants: On private basis min 1 max 4 people per guide.

Price includes: expert alpine guide and transfer from/to meeting point.

Language: The tour takes place in English or Italian depending on the group composition To

bring with you: wear comfortable clothing for hiking, bring one extra t-shirt, drinking water.

Period: from April to November

Climbing on the Sea - The Gulf of Poets



A thrilling way to get close to our spectacular coastal landscape!

This tour is for both: people with rock climbing experience as well as for those who want to try it for their first time.

It is lead by professional English speaking Mountain Guide. One of the most scenic spot in the mediterranean area between Portovenere and Cinque Terre The Spot is at about 300 mt above sea level and it can be reached by 45 min. of panoramic har or by car.

Easy, half day € 350,00 (max 4): we reach the spot by car, climbing half day and then you can reach Portovenere on your self by easy trail,

Difficult, full day € 425 (max 2): we climb all day and if the sea condition allow it we can go at the beginning of climbing by private boat (€ 10,00 per person)

Note:

What to bring: Personal clothing: We recommend comfortable clothing suitable for the season, shoes appropriate to the activity. Bring a backpack with a spare t-shirt, a kw, hat, eating lunches, water. Our private transfer with English-speaking driver – drivers are not allowed to do guiding of historical sites or museums.

Departure from: La Spezia (SP) Liguria

Duration: from about 3 hours (easy trail) to 6 hours (difficult)

Period: all year

Price includes (English speaking guides)

Mountain Guide, training camp, kit for climbing (harbess, helmet, climbing shoes), transfer from meeting point to cliff.

Lucca and its gardens



Tourists going to soak up the charming and engaging atmosphere of Lucca, must prepare to be in a city where there is much to see.

Walking along the streets and alleys, you can admire all its faces: the roman and medieval Lucca, the classic one and especially the renaissance Lucca which has the greatest splendor in the well preserved walls.

And for lovers of “Grand Tour”, the villas of Lucca are the main attraction: a journey that allows you to look at the architecture, the frescoes and the gardens that are an expression of the different styles in which the Italian art has excelled.

PROGRAM

HALF DAY Guided tour, price on request

Tour of Lucca with a visit to:

Palazzo Pfanner

Gardens of Palazzo Orsetti

Walls of Lucca

Torre Guinigi.

FULL DAY Guided tour, price on request

Tour of Lucca with a visit to:

Palazzo Pfanner

Gardens of Palazzo Orsetti

Walls of Lucca

Torre Guinigi

Free time for lunch

Parco di Villa Reale di Marlia (transfer from Lucca not included)

Walking among the most beautiful villas and gardens of Lucca



A fascinating journey through some of the most beautiful historic palaces

Hotel Byron has created an exclusive itinerary that will take you to the discovery of elegant and fascinating villas and gardens of great history, drawing a wonderful path in the area of Lucca. Surrounded by hills, these veritable country palaces were built by wealthy Lucchesi merchants from the fifteenth century onwards and represent an important heritage of Italian history.

Our journey starts from Villa Reale di Marlia, which was the residence of Elisa Baciocchi, sister of Napoleon and sovereign of Lucca. She purchased the villa in 1806, and it was then re-baptized with the name Villa Reale (Royal Palace) after her regal status. She proceeded to make many changes to the gardens, extending the property, adding nearby residences to the main body of the estate and to the villa itself.

In San Pancrazio, near Lucca, you can visit Villa Oliva Buonvisi, dating back to the sixteenth century, with a splendid park that extends over five hectares, and is characterized by various water features and waterfalls, bas-reliefs and statues.

Also in San Pancrazio we find Villa Grabau, built in the 16th century by the Diodati family of Lucchese merchants, on the ruins of a medieval village. The owners modified the villa to transform its original Gothic features into the current neoclassical features. The surrounding park has a beautiful English-style garden and an Italian-style oval garden, with fountains and a hundred terracotta lemon-houses with the coats of arms of the noble families.

In Camigliano, you can admire Villa Torrigiani, a luxurious sixteenth-century building in Tuscan Baroque style, with flower-filled gardens full of camellias and pools of water. The villa is like a small palace, inspired by Versailles, with the note the Flora Garden-Theater, whose caves and spectacular water features are still functioning.

FULL DAY Guided tour

price on request

Visit of Tuscan cigar manufactories in Lucca



Guided tour of the Tuscan cigar manufactories in Lucca

Discover the world of Tuscan cigar manufactories through the guided tour of the Lucca factory.

For almost 130 years, beginning in 1818, cigar manufacturing took place mainly in Florence. But in the years following the postwar period the 'stortignaccolo' or 'crooked cigar' left the Tuscan capital for good and transferred its production to factories in Lucca and Cava de' Tirreni. Starting from around 1853 until June 2004 the main Lucca factory was based in a former convent for Dominican nuns. Since then, production has been moved to a more modern and functional building in Mugnano, on the outskirts of Lucca.

The tour begins among ancient machinery, intense aromas ranging from leather to smoking woods. Long and particular is the processing of the tobacco leaves that immediately pass from large boxes to the "bathroom". There are many steps required, through the various machinery, to allow the leaves to reach our beloved Tuscan. You can see some vintage-style desks, before seeing the beating heart of the manufacture: the cigar makers. At the end of the tour there will be a guided tasting of cigars and pairings with spirits, to finish the visit with taste.

Price: on request

Luxury Shopping



Hotel Byron offers services of a personal shopper.

Our stylists with years of experience in high fashion will give you good advice and find solutions for most exclusive brands. They will show you the most exclusive boutiques and the most famous Show Rooms, as well as make-up salons.

Our stylists will be at your complete disposal and will spend all their time on shopping the products which will highlight your personality and help create a stylish and harmonious way.

PROGRAMS: Totally customizable

Ferrari Emotion



Experience the emotion to drive a car of the most famous brand in the world – Ferrari.

We can organize for you an unforgettable day full of impressions and adrenaline on the world's famous Formula 1 track.

You will feel the taste of driving Ferrari at the highest speed. Apart from the track, you will be able to drive on a serpentine road and enjoy the magnificent views of the Tosco-Emiliano Apennine Mountains.

PROGRAMS: Totally customizable



Per informazioni o prenotazioni
For information and reservations

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