



Offering  
Presentation

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# About Us

Solferino was built out of the need for travellers to connect with their destinations. With the travel marketplace cluttered with the competing voices of paid influencers and mass media, it is getting harder to discern true and valuable experiences from the chatter.

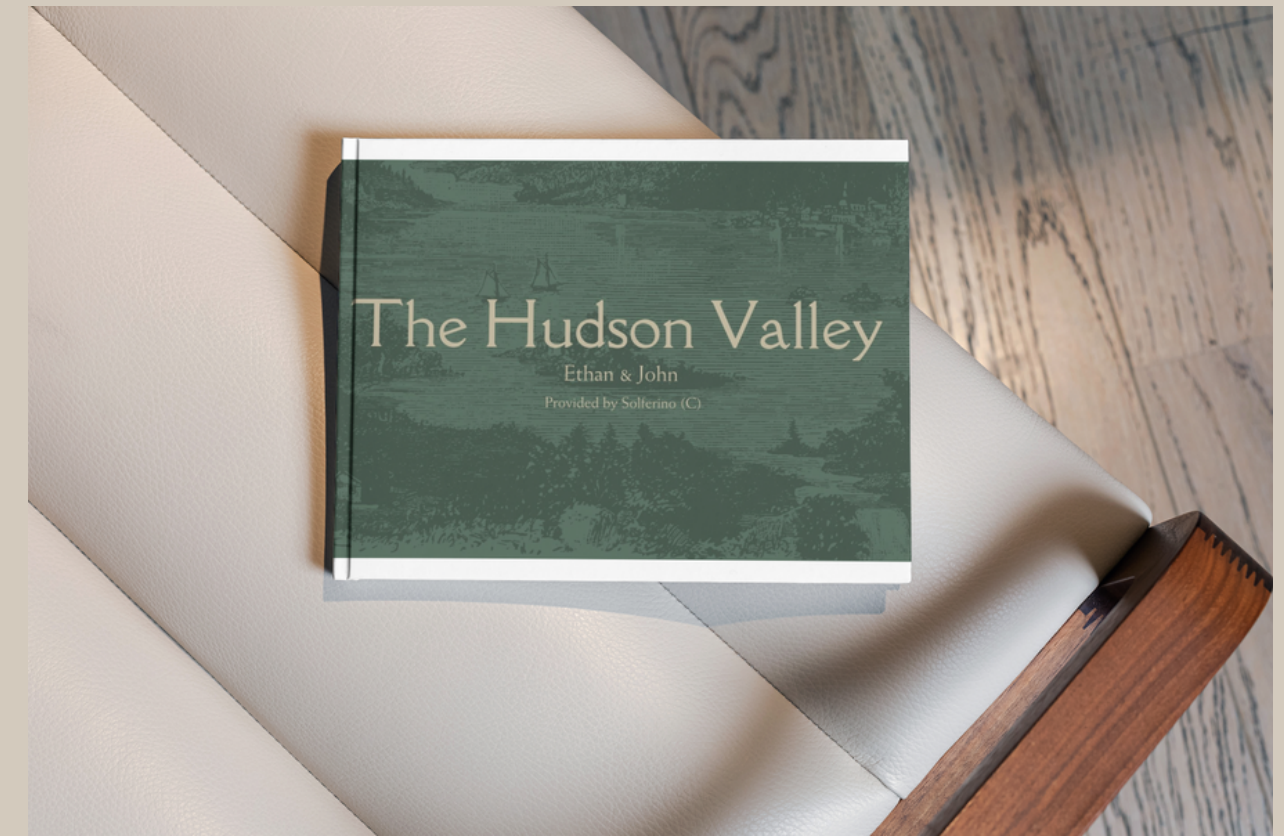
Solferino is here to remove the noise and provide substantive itineraries that match our clients' interests, budgets, and destinations. Solferino provides concierge level service and know-how delivered to our clients through our digital or physical itineraries.

Our recommendations are sourced from a combination of lived experiences, suggestions from our team members around the globe, and only the most trusted voices in travel.

Our product is carefully crafted with every detail reflecting the value of our clients.



# Our Offerings



## Itineraries

Solferino Itineraries are digital narratives of your destinations, providing a day-by-day guide for your travels. Tailored to your specific interests and desires, each itinerary encompasses a curated selection of food, culture, and locales. Digitally developed, these itineraries are easily accessible on your smartphone, tablet, or computer, ensuring a seamless and personalized travel experience.

Beginning at \$250



## Guidebooks

The Solferino Guidebook mirrors the content of our itineraries but in a tangible, physical form. This bound book serves as a comprehensive, curated travel companion. Its physicality ensures you have a copy with you everywhere you go, and it even features a section where you can preserve small mementos from your trip—creating a lasting keepsake for a lifetime of memories.

Beginning at \$300

### Pricing

Content curation is a meticulous process, and our commitment is to deliver the most personalized product to our clients. Our pricing structure is based on the hours worked beyond the initial deposit, covering the first 5 hours of dedicated effort. This ensures a transparent approach as we tailor our services to meet your specific needs.

Hours of Curation	Price per Hour
5 - 10 hrs	\$65
10 - 15 hrs	\$60
15 - +20 hrs	\$50

# How does it work?

Once you reach out to us through [solferinotravel.squarepsace.com](https://solferinotravel.squarepsace.com) or via email at [solferinotravel@gmail.com](mailto:solferinotravel@gmail.com), we'll schedule a discussion to delve into your travel aspirations. This conversation will encompass the destinations you have in mind, the experiences you seek, and general information essential to kickstart your itinerary.

Following our conversation, our team will diligently gather information and craft personalized recommendations tailored to your interests and desires, weaving a compelling narrative for your trip. Throughout this process, we'll keep you in the loop, providing updates on the itinerary's development and allowing you the flexibility to adjust elements at your discretion up to two weeks before your travel date.

As the culmination approaches, you'll receive your bespoke itinerary, presented in either a digital or physical bound copy, a week before your scheduled travel. This ensures you have all the details at your fingertips, enhancing the anticipation for your upcoming adventure.

## MEET

Clients kick off their journey with Solferino by meeting to discuss their travel preferences. Whether you come with detailed plans or a blank slate, we gather all pertinent information, including flights and hotel bookings if you have any. During this session, we delve into your goals and intentions for the trip, be it sightseeing, shopping, outdoor experiences, or more.

After completing the intake with a client, we confirm the collected information and promptly initiate the process of sourcing personalized recommendations for your travel experience.

## SOURCE

We begin crafting the narrative for your travel journey, whether it's a weekend getaway or an extended month-long grand tour. By gaining a deep understanding of our client's values and interests, we curate the overall storyline for your trip. Drawing from our extensive repository of experiences, we then outline your travel journey. Collaborating with local experts, Solferino discovers unique and destination-specific experiences tailored for our clients. Our recommendations consistently adhere to our mission of delivering inspired and authentic local experiences.

## DELIVER

Our commitment to providing a truly personalized experience means we're always here to chat and tailor your travel according to your desires. Enhancing the travel experience, we incorporate personalized visuals into your itinerary or guidebook. Your customized travel plan will be delivered to you digitally or in a bound copy days before your journey. But our dedication doesn't end there – we remain available to offer additional insights and support once your adventure begins!

# Our Process



## EXPERIENCE

We value recommendations rooted in lived experiences. At Solferino, we prioritize suggestions based on our own encounters, carefully selecting locales that align with the aesthetic and interests of our clients. Drawing from John's extensive travel, we've developed Solferino's proprietary experience repository. This invaluable resource allows us to reference numerous restaurants, museums, and shopping spots, enabling us to offer a meticulously curated list of suggestions tailored to your destination.

## LOCAL

We tap into our network of local experts at your destination to pinpoint the ultimate travel experiences for you. Our extensive network comprises locals who share tastes and aesthetics aligned with Solferino and its clients. Leveraging these local insights, we offer seasonal suggestions, off-the-beaten-path experiences, providing you with a distinct advantage over the casual traveler.

## CURATED

In our final touch, we draw inspiration exclusively from top-tier travel industry publications. Steering clear of transient trends on social media, our curation is anchored in insights from industry experts and locals immersed in the experience. Solferino is dedicated to offering a product that sets you apart from other travelers, ensuring unforgettable memories that last a lifetime.

# Why Solferino?

## EXPERTISE

With years of global travel experience, we specialize in discovering niche experiences that breathe life into your journeys. Our commitment to staying current ensures we are always in tune with the pinnacle of travel and trending destinations.

## CURATION

We've provided numerous recommendations to friends and family, demonstrating a sharp understanding of our audience's distinct needs. Our research delves deep into comprehending a destination's history, values, and aesthetic, ensuring a translated and enhanced travel experience for you.

## DESIGN

Fueled by a passion for design and a keen eye for beauty, we bring storytelling to life through thoughtful design. Each guide is uniquely crafted with its own personalized design and aesthetic, mirroring the individuality of each client.

## THOUGHTFUL

Travel, driven by the pursuit of self-discovery and a deeper understanding of our shared humanity, is at the core of Solferino's philosophy. We intentionally distance ourselves from the superficial noise of influencers, dedicating our focus to forging a profound and personal connection between you and your destination.

# MEET THE TEAM



John “JLC” is a restless soul, eager to find new and unique experiences. He is excited by the very best in travel, food, and lifestyle and enthusiastic to share his findings with his clients. He is consistently on the pulse of travel’s up and coming trends, but also have an keen appreciation for classic destinations.

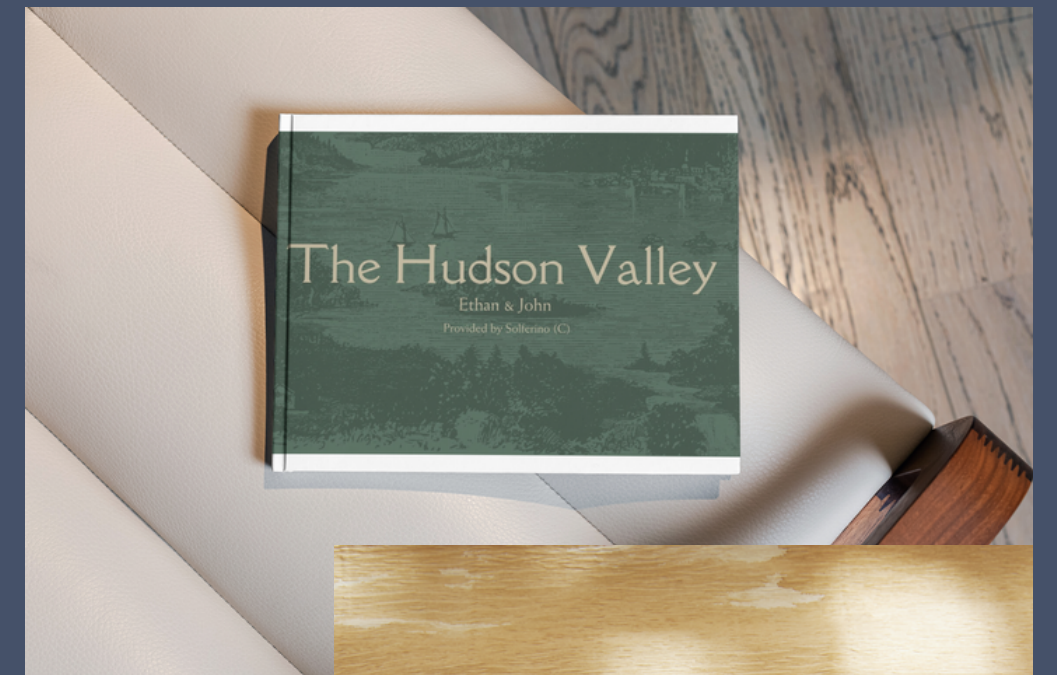
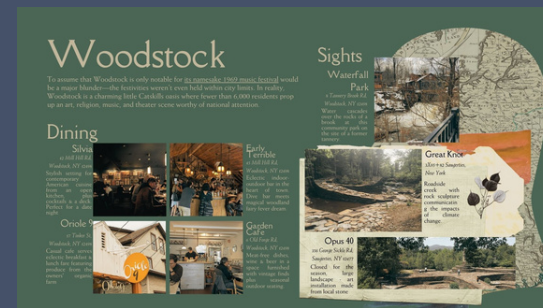
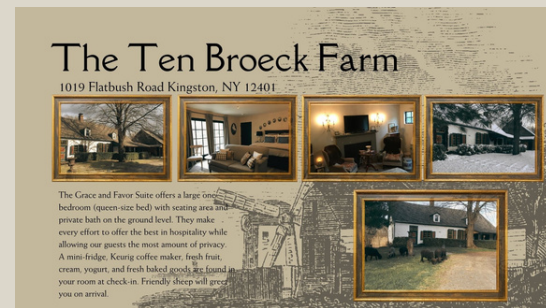
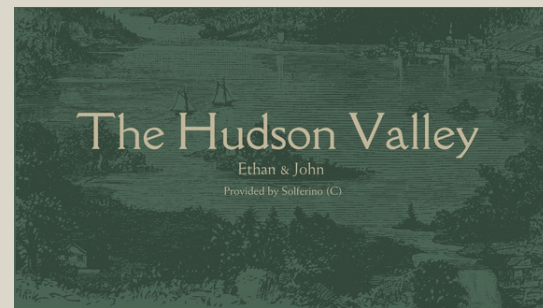
JLC has spent time living in Manila, London, and Paris he now lives in Brooklyn, NY.

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732.421.5543



# PORTFOLIO

## HUDSON VALLEY



## PARIS



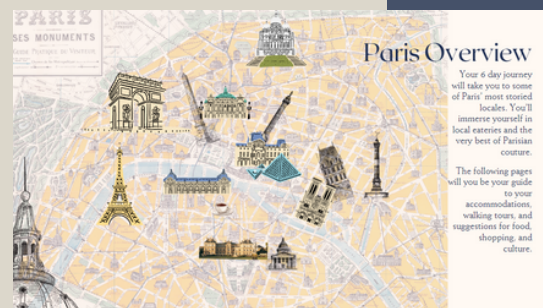
### Travel Itinerary 1

Depart	Arrive	Carrier	Cost	Comment
Dublin - Paris Thursday, June 10 @ 09:00 AM	Paris, June 10 @ 12:00 AM	AFR	7	
Paris - Berlin Friday, June 11 @ 09:00 AM	Berlin, June 11 @ 12:00 AM	LH	7	
Berlin - London Saturday, June 12 @ 09:00 AM	London, June 12 @ 12:00 AM	BA	7	
London - Paris Sunday, June 13 @ 09:00 AM	Paris, June 13 @ 12:00 AM	AFR	7	
Paris - London Monday, June 14 @ 09:00 AM	London, June 14 @ 12:00 AM	BA	7	
London - Paris Tuesday, June 15 @ 09:00 AM	Paris, June 15 @ 12:00 AM	AFR	7	
Paris - London Wednesday, June 16 @ 09:00 AM	London, June 16 @ 12:00 AM	BA	7	
London - Paris Thursday, June 17 @ 09:00 AM	Paris, June 17 @ 12:00 AM	AFR	7	
Paris - London Friday, June 18 @ 09:00 AM	London, June 18 @ 12:00 AM	BA	7	
London - Paris Saturday, June 19 @ 09:00 AM	Paris, June 19 @ 12:00 AM	AFR	7	
Paris - London Sunday, June 20 @ 09:00 AM	London, June 20 @ 12:00 AM	BA	7	
London - Paris Monday, June 21 @ 09:00 AM	Paris, June 21 @ 12:00 AM	AFR	7	
Paris - London Tuesday, June 22 @ 09:00 AM	London, June 22 @ 12:00 AM	BA	7	
London - Paris Wednesday, June 23 @ 09:00 AM	Paris, June 23 @ 12:00 AM	AFR	7	
Paris - London Thursday, June 24 @ 09:00 AM	London, June 24 @ 12:00 AM	BA	7	
London - Paris Friday, June 25 @ 09:00 AM	Paris, June 25 @ 12:00 AM	AFR	7	
Paris - London Saturday, June 26 @ 09:00 AM	London, June 26 @ 12:00 AM	BA	7	
London - Paris Sunday, June 27 @ 09:00 AM	Paris, June 27 @ 12:00 AM	AFR	7	
Paris - London Monday, June 28 @ 09:00 AM	London, June 28 @ 12:00 AM	BA	7	
London - Paris Tuesday, June 29 @ 09:00 AM	Paris, June 29 @ 12:00 AM	AFR	7	
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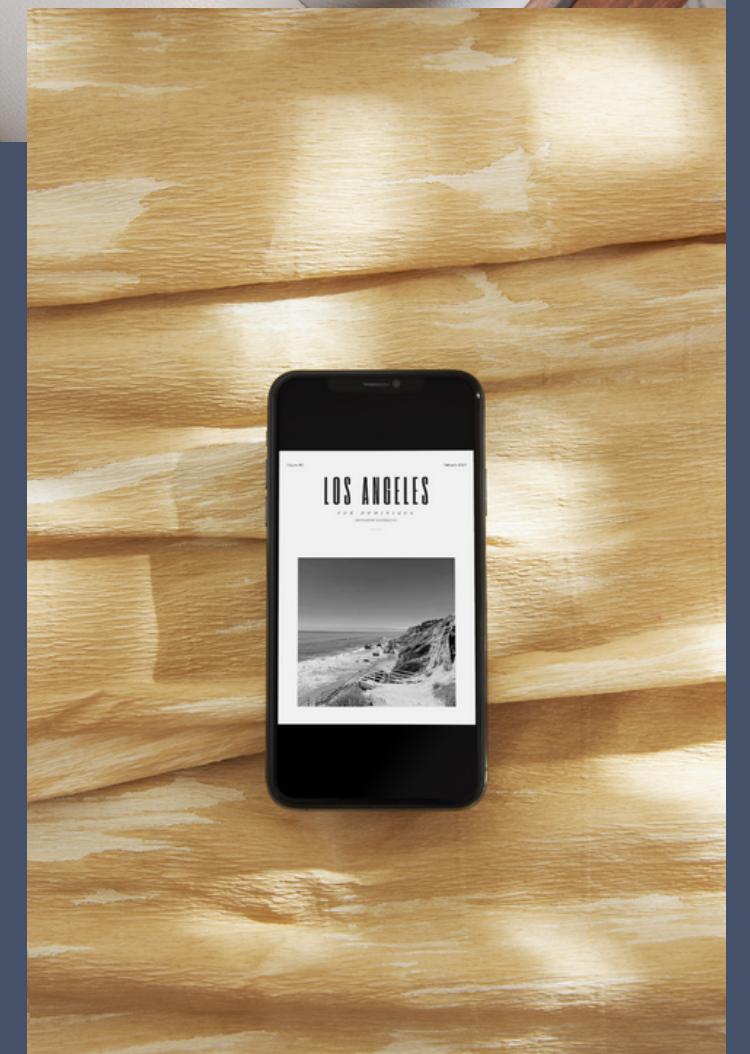
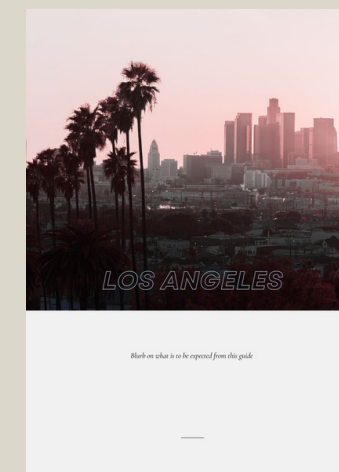
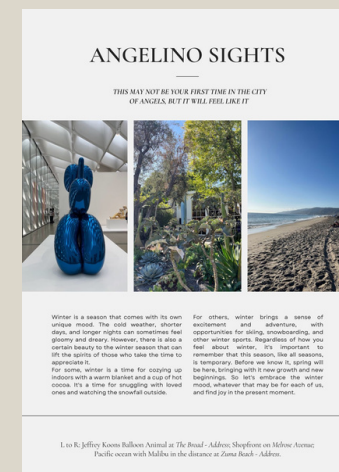
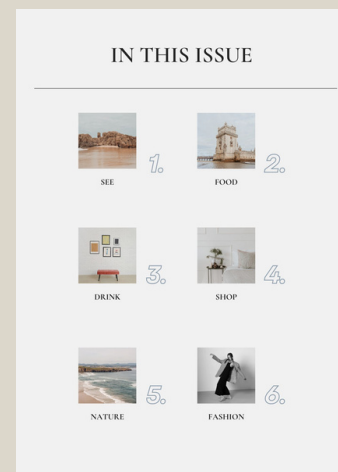
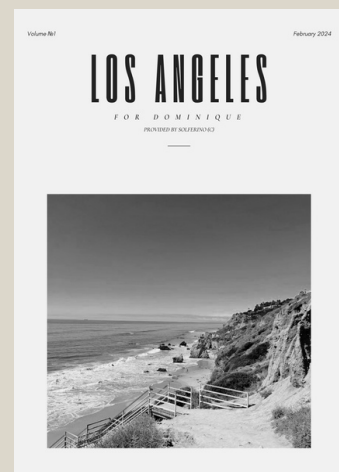
**Things to Note**

- Ryan Air flights do not include carry-on or checked bag fees, but charges do apply for baggage.
- All flights are booked through Expedia.
- All flights are booked through Expedia.

**Book The Trip**



## LOS ANGELES



Itineraries are formatted to fit both smartphone and tablet screens. Guidebooks can be published in both album or magazine style to the discretion of the client.

# CONTACT US

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AS  
SOLFERINO  
DS