

IL GIARDINO SEGRETO

ITALY · EUROPE · MOROCCO

BEHIND PRIVATE DOORS. INSPIRING PEOPLE. TIMELESS JOURNEYS.

Our Story

For over 30 years, Il Giardino Segreto — the specialist travel division of PromoTuscia — has created tailor-made journeys through Italy for travelers seeking a deeper, more personal experience.

Our strength lies in long-standing relationships with owners, families, gardeners, artisans, producers and local personalities: connections that can turn a beautiful itinerary into a meaningful encounter.

- Private access and special openings, when available
- Historic homes, gardens and estates
- Art, design, food & wine and local craftsmanship
- Tailor-made FIT, families and small private groups

We don't simply show Italy to our guests. We introduce them to the people who open its doors.



BEHIND PRIVATE DOORS

Historic homes and living heritage

Behind Private Doors

Step inside privately owned palaces, villas and family estates, often accompanied by the people who preserve them.

- Castello Ruspoli · Lazio
- Palazzo del Principe del Drago · Lazio
- Palazzo Monaldeschi, Lubriano · Lazio
- Villa di Geggiano · Siena
- Villa Cetinale · Tuscany
- Villa Dosi Delfini · Lunigiana
- Palazzo Gangi & Villa Tasca · Palermo
- Private palaces and eclectic villas throughout Italy



ITALY'S SECRET GARDENS

Meet the garden makers

Italy's Secret Gardens

Gardens are our DNA. We curate celebrated landscapes alongside lesser-known private gardens, adding personal encounters and special access whenever possible.

- Ninfa · La Torrecchia · La Landriana · Villa Tirrena
- La Foce · Giardino Torrigiani · Villa Cetinale
- Giardino di Maura La Cava · Helga Brichet
- La Mortella · Negombo
- Le Stanze in Fiore · Giardino della Principessa Borghese
- La Cutura · Palazzo Giaconia · gardens of Southern Italy



ART IN THE LANDSCAPE

Where art, architecture and nature meet

Art in the Landscape

Artist-created gardens, contemporary installations and designed landscapes add another dimension to our journeys.

- Giardino di Daniel Spoerri · Tuscany
- Giardino dei Tarocchi · Tuscany
- Arte Sella · Trentino
- Tenuta Amastuola · Puglia — vineyard landscape designed by Fernando Caruncho
- Modern and historic landscape design throughout Italy



MEET THE PEOPLE BEHIND ITALY

Authentic encounters and living traditions

Meet the People Behind Italy

Our journeys connect guests with the people who shape contemporary Italian culture and preserve its traditions.

- Owners of historic homes and private estates
- Gardeners, designers and collectors
- Artisans, cooks, winemakers and producers
- Fondazione Le Costantine · Puglia
- Su Gologone · Sardinia
- Masserie, vineyards and family-run estates throughout Italy



SIGNATURE JOURNEYS

Tailor-made examples — never fixed formulas

We are travel artisans

Tailor-made experiences, crafted around people, passions and places.

Every journey is individually crafted around our guests — their interests, their pace and the way they want to experience a destination. We create stand-alone private experiences for a minimum of 4 guests, as well as fully inclusive tailor-made tours.

- Historic residences & charming boutique hotels
- Private transportation, luxury coaches & chauffeurs
- Expert local guides & tour leaders
- Private visits, special openings & personal encounters
- Refined culinary experiences
- Wine tastings & winery visits
- Private lunches & dinners
- Cooking classes with local experts

B2B FOR TRAVEL ADVISORS · We create tailor-made programs and on-the-ground experiences for your clients.

From a single unforgettable experience to a complete journey across Italy, Europe or Morocco, nothing is off the shelf: each itinerary is created individually.





SIGNATURE JOURNEYS

Tailor-made examples — never fixed formulas

Signature Journeys

Examples of journeys we can shape around the interests, pace and style of each client.

- PRIVATE LAZIO — Beyond Rome: Ninfa, La Torrecchia, Castello Ruspoli, Villa Tirrena, Isola Bisentina, Palazzo del Principe del Drago
- TUSCANY BEHIND CLOSED DOORS — Florence, Medici villas, Villa di Geggiano, Villa Cetinale, La Foce, Daniel Spoerri
- GARDENS & ISLANDS OF THE BAY OF NAPLES — Ischia, La Mortella, Negombo, Vivara, Castello Aragonese
- SECRET PUGLIA — Leuca Villas, Palazzo Giaconia, La Cutura, Le Costantine, Amastuola, Masseria San Domenico
- PRIVATE PALERMO & SICILY — private palaces, Palazzo Gangi, Villa Tasca, secret gardens, Castello San Marco





EUROPE — BEYOND THE EXPECTED

Private gardens, historic estates and journeys shaped by personal connections

Europe — Beyond the Expected

Across Europe, Il Giardino Segreto brings the same philosophy that defines our work in Italy: carefully researched itineraries, personal relationships and access to places through the people who know them best.

- United Kingdom · France · Germany · Ireland
- Spain · Austria · Croatia · Turkey
- Private gardens and historic estates, including visits hosted by owners whenever available
- Heritage trains and memorable rail journeys
- River navigation and scenic waterways
- Luxury coaches and private chauffeured vehicles
- Slow, carefully paced itineraries away from the most travelled routes

From iconic gardens such as Sissinghurst to private properties opened especially for our guests.



MOROCCO — GARDENS, KASBAHS & ENCOUNTERS

From Marrakech to Tangier, across the Atlas and into a more intimate Morocco

Morocco — Living the Places

From Marrakech to Tangier, across the Atlas Mountains, we create intimate journeys through gardens, kasbahs and landscapes, shaped by encounters with the people who bring Morocco to life.

- Rohuna — the extraordinary garden created by Umberto Pasti near Tangier
- Marrakech — historic gardens, architecture and contemporary creativity
- The Atlas Mountains — villages, dramatic landscapes and ancient kasbahs
- Personal encounters with artisans, craftspeople and local hosts
- Characterful stays, refined Moroccan cuisine and authentic cultural experiences
- Private tailor-made itineraries designed around each guest's interests

Not simply visiting Morocco — experiencing its places, stories and people.



PRIVATE ESTATE WEDDINGS

Intimate celebrations behind the doors of Italy’s historic homes

Weddings Behind Private Doors

From romantic villas and noble palaces to secluded country estates, we curate deeply personal celebrations in exceptional private settings across Italy.

THE SETTING	Historic villas, private gardens, castles and family-owned estates
THE EXPERIENCE	Ceremonies, receptions, intimate dinners and multi-day wedding gatherings
THE PEOPLE	Partnership with top-quality local planners, floral designers, chefs, photographers and artisans
THE DETAILS	Thoughtful hospitality, guest accommodation, private transfers and curated excursions
THE APPROACH	Bespoke planning with trusted partners, shaped around each couple and their guests

Private estate access and wedding arrangements are subject to availability and local requirements.



PromoTuscia is a company that has been promoting Italian territory and villages since 1994 through projects focused on highlighting the country's cultural and landscape heritage.
The company, which specializes in the promotion and marketing of horticultural tours, has been operating internationally since 2000.

PromoTuscia has been found to comply with the requirements of the UNI EN ISO 9001:2015 standard for the following areas of activity:
Planning and provision of tour operator services
Provision of ticketing services
Planning and organization of meetings and conferences
Planning and provision of services for the promotion and management of cultural heritage

Il Giardino Segreto
GARDEN TOURS

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Il Giardino Segreto — Garden Tours

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B2B partnerships with travel advisors · Tailor-made FIT & small private groups · Italy · Europe · Morocco