

## MALATESTA VIAGGI, ITALY'S LEADER IN GROUP TRAVEL, WILL BE 40

In 2020 the tour operator will celebrate its 40<sup>th</sup> anniversary: here you are all the news

**Malatesta Viaggi**, one of **Italy's** biggest **Full Service Incoming & Outbound wholesale Tour Operator & DMC for group travel**, will introduce its clientele an important renovation in its graphic design next year. In 2020 they will be celebrating their 40<sup>th</sup> foundation anniversary since January 1980 and the restyling job will seal this important goal.

1980 was the year **Malatesta Viaggi's** founders realized there was an increasing demand for organized school trips but no adequate answer in the Italian travel industry of that time, so – together with 7 employees - they decided to start a business that could fill that void. 40 years later, Malatesta Viaggi **yearly moves over 230.000 people, organizes more than 5.000 leisure and educational group tours** catering to over **1.700** accounts in **40** countries around the world and **has a staff of over 75 people**. **School trips** to the main European destinations still play a very important role, but over the years the tour operator has also been specialising on **customized tours**, such as **art & culture, food & wine, religious, incentive, shopping, garden tours, pre and post cruises, choirs and bands, sports groups, weddings** and much more.

Malatesta's strengths are to be found in the balance between past and present, history and innovation. On the one hand – thanks to the valuable trade experience gained throughout the years – the DMC can count on a **wide net of suppliers** and business partners, as well as on **extensive allotments** in a wide range of accommodation facilities all over Europe, that allow them to provide **competitive wholesale rates**. On the other hand – being fully aware the new trend in tourism business is **personalization** – their staff have been working on providing their clients with very detailed services with high-level customer care. Hotel, restaurant, tour guide, transport, museum and the tasting of typical products are never left to chance. In short, the formula that Malatesta Viaggi has constantly put into practice is made of tailor made services and tours at affordable prices, bargaining power and attention to every group's specific needs and wishes.

2020's graphic restyling symbolizes this balance very well. A tiffany-coloured-wiggly line representing a continuum between past and future and expressing the company's claim "traditionally innovators".

To know more about Malatesta Viaggi news and trade shows all over the world, be sure to surf the **website malatesta.com**, a recently renovated platform full of group itineraries, news and trips.