



ITALY

Beyond The Obvious

TAILORED.TRAVEL.ITALY.

About Owner Madeline Jhawar



1990 – 91 Lived in Italy as an AFS exchange student

1991 – 95 Linguistics degree at Queen's University,
with summers in Italy working as a nanny

1995 – 97 Guided hiking & biking tours with
Butterfield & Robinson

1997 – 2004 Worked as an International Operations Manager at Arrow Electronics.

Spent 18 months in New York, 18 months in Stockholm, 2.5 years in Milan, and 2 years in Boston.

2004 – 2008 Took time off to have a couple kids!

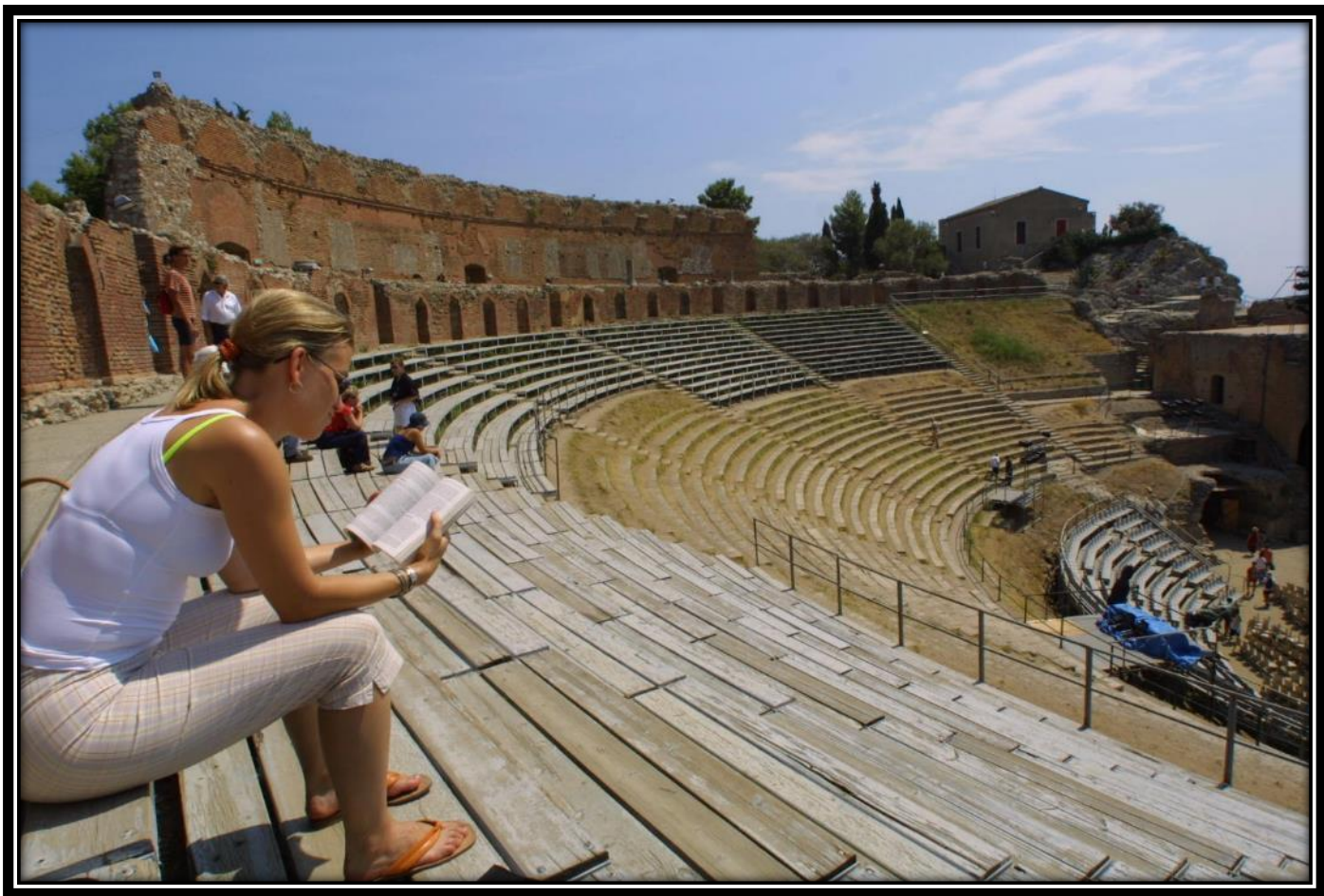
2008 Founded Italy Beyond the Obvious

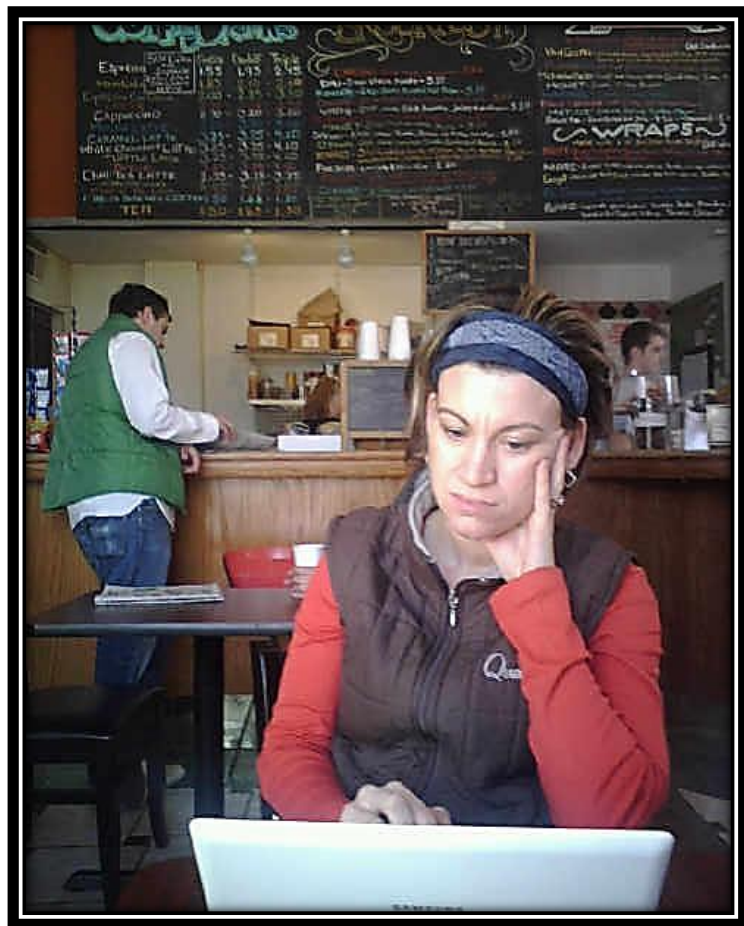
















Italy Beyond the Obvious

- We create personalized Italy vacations for independent travelers
- Founded in 2008 by Madeline Jhawar
- Thousands of satisfied travelers to Italy
- On the ground support, access to local team



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We recommend and then book:

- Hotels, Villas, Farmhouses, Apartments
- Private Transfers, Rental Cars, Trains
- Private Guides, Small Group Tours
- Restaurant reservations
- Cultural advice and Italy tips

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Italy Beyond the Obvious: a timeline

2008 (August) Madeline created the blog. Working part-time.

2009 First customers. Refined services, refined pricing. Working solidly part-time.

2010 More customers. Started working full-time.

2011 - 2013 Working full-time. Hit capacity. Increased fees every year to quell demand.

2014 Solidly in the luxury category, started interviewing candidates.

2015 Hired Claudia Marchesi to increase demand

2015 - 2017 Claudia ramped up to full time, we met demand.

2018 Both working full time, hit capacity. Increased fees. Hired a summer intern.





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