



WELCOME TO
...and welcome to Urbino, symbolic town of Renaissance
THE MARCHE

THE MARCHE REGION



Marche region is the only area where you can easily lunch at the sea and dinner on mountain!

Extended hills lands are the natural habita, of vineyards and organic food. Areas with breath-taking perspectives like the Furlo Pass, also called “Italy canyon”. Small fortified towns which remind the majesty of renaissance families.

Marche: Italy in one region!



ART and CULTURE

URBINO "CRADLE OF RENAISSANCE"

welcome to an actual open-air museum dedicated to the "Invisible Landscapes", works of art by Piero della Francesca, well recognizable in the valleys that were ancient domain of Montefeltro family and birthplace of the divine painter Raffaello:

URBINO TOWARDS RAFFAELLO 2020

In 2020 occurs the 500th anniversary since the death of Raffaello Sanzio.

It will be a unique opportunity to learn more about his works of art, indeed Urbino (his home town) will introduce events at Galleria Nazionale delle Marche (inside of Ducal Palace) with 3 exhibitions:

- "Raffaello e I suoi amici di Urbino":

you will know the young artist and the relationship between him and his birthcity



- "Raphael ware. I colori del Rinascimento":

in this occasion you can admire 147 examples of renaissance Italian majolica, coming from the biggest private collection of this category.



- "Sul filo di Raffaello":

cardboards realized by Raffaello for Cappella Sistinas' tapestries, in collaboration with Vatican Museums and Mobilier National de France.



FOLLOWING ROSSINI'S STEPS

We suggest you to visit Pesaro, his birthcity that faces on the Adriatic coast.

Besides his house has been completely renewed, it rises up on the ancient "Via del Duomo" and then declared National Monument.



LORETO

Pilgrimage destination, it guards one of the most important treasure of Christianity: Holy House of Maria by Nazareth.



RECANATI, GIACOMO LEOPARDI VILLAGE

Visit Recanati is like entering on tiptoes in his house!

All its streets are covered by poem, in literally sense.

His house, the square of "Sabato del Villaggio" and the park "Colle dell'Infinito" are the best places to enjoy calm and silence.



ASCOLI PICENO, THE TOWN OF 100 TOWERS

Ascoli Piceno is really an art jewel and architectural history of pre roman period.

Its historical center is built on travertine and "piazza del popolo" has been defined "Italy salon".

It preserves several noble and bell towers, that's why it is called "100 towers town"



MACERATA AND ITS SFERISTERIO

The Sferisterio of Macerata stands out as one of the most important architectural structures of the late European Neoclassical style.



WELLNESS

BIOSALUS

Biosalus is a cultural, artistic, commercial and gastronomic event dedicated to holistic well-being. It represents the will of Natural Medicine Insitute to concretely express HOLISM concept.

It hosts several conferences about biological, sustainable energies and respect for environment.



THERMAL CARES

Marche region offers several thermal establishments, so that you can combine thermal well being and sea! The most important are "Raffaello's thermal baths" in Petriano, "Sarnano's thermal baths" in Sarnano (MC), "San Vittore's thermal baths" in Genga (next to Grotte di Frassassi) and "Aspio's thermal baths" in Camerano.



TASTE THE SPIRIT OF OUR LAND (food&wine)

Come to know the original taste of Marche products.

CRESCIA SFOGLIATA (URBINO)

A kind of flat bread made with flavor, eggs, milk, lard, salt and pepper

BRODETTO FESTIVAL (FANO)

"brodetto" is a typical fish soup. Every year Fano city becomes the stage of gastronomic culture with high level chefs.

TRUFFLE NATIONAL FAIR (ACQUALAGNA)

In the wonderful frame of Natural Reserve of "Gola del Furlo", Acqualagna welcomes every year the white truffle exhibition: a rich calendar of events, culinary and cultural performances.

VARIETY OF FRIED FROM ASCOLI

every year Ascoli piceno welcomes "fritto misto", gastronomic peculiarity of South Marche. The most famous are Ascoli stuffed olives (or Olive all'ascolana)

CONERO TO TASTE

The Conero pearl is Portonovo, an enchanting bay full of restaurants on the beach, famous for moscioli, a variety of wild mussels (Slow Food presidium)

CIAUSCOLO (MACERATA)

It's a spreadable salame and it is the most famous sausage in the region!

DISCOVER THE BEST WINES

Marche region offers a great variety of wines, extended areas where you can find more than 200 vineyards, among which the famous Verdicchio, Lacrima di Morro d'Alba, Rosso Piceno, Falerio and Bianchello del Metauro.



SPORT

BIKE RENTAL & E-BIKE TOUR

Urbino Incoming offers you a unique experience: Bike Rental and opportunity to plan your two-wheels adventure in the unpolluted Montefeltro landscapes! Besides, you can choose between road bike, MTB, E-BIKE.



TREKKING

Doing hiking through Marche region means immersing yourself in a natural reality, to discover a "hidden" nature, views, colours and sound that lead us back to simple things.

Other activities to offer:

- Road cycling
- Downhill
- Canyoning/climbing
- Skeet shooting
- Archery
- Horse riding
- Nordic walking
- Fishing
- Hang- glider
- Skydiving
- Paragliding
- Enduro/quad
- Canoe
- orienteering



NATURE

GROTTE DI FRASASSI

Are one the most wonderful underground itineraries. Huge stalactites and stalagmites blend with trickled crystal. A surreal view, an enchanted world that takes us back to primordial nature.



SIBILLINI MOUNTAINS

Visiting Sibillini mountains represents a unique occasion to live again the charm of passed time.



CONERO RIVIERA

A unique coast, a surprising frame in a cleaned and bathing sea. Over 20 km of coastline and numerous blue-flag beaches and outdoor activities, sports, evenings under the stars



THE MAJESTY OF 3 PARKS :

- **SAN BARTOLO PARK**

The natural regional Park of San Bartolo is a really uncontaminated pearl. Maxim heights reach 200 meters and they expand over a wild and untouched territory.



- **FURLO PASS**

The natural state reserve of Gola del Furlo shows lawns, rock walls, woods: the landscape never look the same, thanks to the multiple environmental conditions of this area.



- **SASSO SIMONE AND SIMONCELLO PARK**

In the heart of Appennines we discover Sasso Simone and Simoncello which overlook a view rich in woods, grazings and clay ravines.



OTHER PARK / RISERVAS TO VISIT:

- *Riserva Naturale Statale Montagna di Torricchio*
- *Riserva Naturale Statale Abbazia di Fiastra*
- *Riserva Naturale Regionale Ripa Bianca*
- *Riserva Naturale Regionale Sentina*
- *Riserva Naturale Regionale del Monte San Vicino e Monte Canfaieto*



TOUR

C1. TOUR URBINO “CRADLE OF THE RENAISSANCE”

Welcome to an actual open-air museum dedicated to the landscapes painted by the genius of Piero Della Francesca. These works of art are well recognizable in the valleys that were ancient domain of the Montefeltro family and birthplace of the divine painter Raffaello. This itinerary will be like taking a trip back in time within the art and the nature of Italy depicted by the great masters of the Renaissance.

A guided tour through the centre of Urbino and its majestic Ducal Palace, where you will be able to enjoy the works of the National Gallery of the Marche. A tasting of typical products will take you on an actual wine and culinary experience, where the tradition matches the innovation of the Marche Region cuisine.

Fee: from € 50. Places to go: Ducal Palace; Raffaello's House; Oratorio of the Salimbeni Brothers; Monastery of S. Chiara. Approximate length: 3 hours.

C2. URBINO, towards RAFFAELLO 2020

In 2020 occurs the 500th anniversary since the death of Raffaello Sanzio, the divine painter of Urbino. It is a unique opportunity to learn about his works. That is because there is a close connection between Raffaello and his hometown: born in 1438, he spent here his childhood.

Here, he was trained together with his father, Giovanni Santi (painter of dukes and man of letters), who was in charge of a wealthy and thriving workshop.

This itinerary will be like taking a trip back in time, beginning with Raffaello's House, whose bedroom keeps enviously one of his early works: “The Madonna and Child”.

A guided tour through the centre of Urbino and its Ducal Palace, where you will be able to enjoy the works of the National Gallery of the Marche. A tasting of typical products will take you on an actual wine and culinary experience, where the tradition matches the innovation of the Marche Region cuisine.

Fee: from € 70. Places to go: Ducal Palace; Raffaello's House. Approximate length: 5 hours.

C3. URBINO, CULTURE and SHOPPING

From Raffaello's paintings to Piero Guidi's products. This tour will get you to know Urbino, cradle of the Renaissance and birthplace of Raffaello, place where the Duke Federico built a city in the form of a Palace (this is how Urbino has been defined). You will be able to visit the outlet of one of the masters of fashion, Piero Guidi, inventor of the famous bags and of the leather products exported all over the world. There will be a tastng of zero-mile products.

Fee: from € 70. Places to go: Ducal Palace; Raffaello's House; Oratorio of the Salimbeni Brothers; Piero Guidi's Outlet. Approximate length: 6 hours.

C4. UNDERGROUND URBINO

From Raffaello's paintings to the underground routes: this tour will get you to know Urbino, cradle of the Renaissance, and its shafts, accompanied by a tour guide specialized in speleology (Speleological Group – GSU). There will be a tasting of zero-mile products.

Fee: from € 80. Places to go: Ducal Palace; Raffaello's House; Oratorio of the Salimbeni Brothers; shafts of underground Urbino. Approximate length: 8 hours.

C5. TO THE STRAINS OF GIOACHINO ROSSINI - PESARO

This tour will get you to walk down the cultural places of the music city of Pesaro, homeland of the composer Gioachino Rossini. You will enjoy its conservatory and its historical theatre. Pesaro is that melody that accompanies the visitor through its ancient city. Today, after 200 years, even more intensively, Pesaro is Gioachino Rossini. The greatest and most notable fellow citizen, sublime composer of some of the most celebrated works of the Italian musical tradition, is now more than ever boast and pride of this Marche Region coastal town. The celebrations will last until 13 November 2018, concomitantly with the 150th anniversary since the artist's death.

Fee: from € 30. Places to go: Home Museum Rossini; Ball Arnaldo Pomodoro; Civic Museums of Palazzo Mosca; Domus (archaeological Area); Pesaro Cathedral. Approximate length: 4 hours.

C6. URBANIA, THE ANCIENT CASTELDURANTE

Urbania has a prestigious artistic and architectural cultural heritage: from its Ducal Palace to Bramante Theatre, from San Cristoforo Cathedral to the Civic Museum, from the Barco Ducale to the Cemetery of the Mummies. Urbania claims an important tradition of local craft: the art of pottery, which has made the city famous since the Renaissance, is nowadays being retabled with value by the local workshops. Urbania claims also a tasty and genuine cuisine, which offers palatable dishes with due respect for its time-honored traditions. The city has undergone three transformations of its name through time. Originally, it was called "Castel delle Ripe" (from medieval times until 1282) and it was placed in the hills and then destroyed by the Ghibellines of Urbino. Subsequently it started being called Casteldurante, because it was named after the Pope's legate Guglielmo Durante, who rebuilt it on the banks of the river Metauro in 1284. Finally, it became Urbania in 1636, since it was named after Pope Urbano VIII, the one who turned it into a city and a diocese, "because of its inhabitants' civilization and its beauty".

Fee: from € 60. Places to go: Urbania Ducal Palace; Bramante Theatre; San Cristoforo Cathedral; Civic Museum; Barco Ducale; Cemetery of the Mummies. Approximate length: 6 hours.



S1. CULTURE, NATURE AND SPORT IN THE MONTEFELTRO

Live a mix of culture and nature in the land that was birthplace of Raffaello and where the Duke Federico Da Montefeltro built a city "in the form of a Palace". You will experience a walk in the Nature Reserve of Cesane, a remarkably well preserved place.

You will be able to enjoy a fantastic itinerary through breathtaking landscapes, and a wonderful journey on a fully paved road a few kilometers from Urbino, accompanied by specialized tour guides CAI (Italian Alpine Centre). There will be a tasting of zero-mile products.

Fee: from € 70. Places to go: Ducal Palace; Raffaello's House; Oratorio of the Salimbeni Brothers; Nature Reserve of Cesane. Approximate length: 8 hours.

Advice: appropriate footwear (sneakers) - Eventualhire of bikes (excluded from the fee; € 30 per day and per bike).

S2. NATURE AND SPORT ON MONTE NERONE

This tour will get you on the slopes of Monte Nerone, a peak of the Umbria-Marche Apennines, located in the cities of Apecchio, Cagli and Piobbico. Its top reaches the height of 1526 meters above sea level. The difference of 1200 meters between the slopes (where the small towns are situated) and the peak offers a variety of vegetation and a charming and attractive landscape. You will be accompanied by specialized tour guides of the CAI (Italian Alpine Centre) for a walk down to the Rifugio Corsini. There will be a tasting of zero-mile products.

Fee: from € 70. Places to go: Mount Nerone; Piobbico. Approximate length: 9 hours.

S3. CYCLING TOUR (with mountain bike) ON THE MONTEFELTRO

Live a mix of culture and sport, with the experience of a bike ride through the roads of the Montefeltro. You will be able to enjoy a fantastic itinerary through breathtaking landscapes, and a wonderful journey on a fully paved road in the park of Sasso Simone and Simoncello, accompanied by specialized tour guides AMI bike. There will be a tasting of zero-mile products.

Fee: from € 70. Places to go: Ducal Palace; Raffaello's House; Oratorio of the Salimbeni Brothers; Nature Reserve of Cesane. Approximate length: 10 hours.

S4. URBINO: CULTURE, SPORT (archery) AND HISTORY

This tour will get you to live a mix of culture and sport, with the experience of historical archery with qualified instructors. There will be a lunch/tasting of zero-mile products.

Fee: from € 80. Places to go: Ducal Palace; Raffaello's House; Oratorio of the Salimbeni Brothers. Approximate length: 9 hours.

S5. CYCLING TOUR (with city bike) ON THE NATURE RESERVE OF PARK S. BARTOLO

A mix of nature and sport, with the experience of a bike ride through the most beautiful roads of S. Bartolo: the Regional Nature Reserve that has a total area of 1600 hectares and it includes the hilly ridge which, from the port of Pesaro, stretches all the way to Gabicce Mare, forming the first promontory that, from the North of Italy, overlooks the Adriatic coast.

Then you will discover the centre of Pesaro, until you get to the port.

Fee: from € 25. Places to go: Nature Reserve of Park S. Bartolo; Pesaro ancient city and its port. Approximate length: 4 hours.

S6. CYCLING TOUR (with city bike) – URBINO AND MONTEFELTRO

A mix of culture and sport, with the experience of a bike ride through the roads of the Montefeltro. You will be able to enjoy a fantastic itinerary through breathtaking landscapes, and a wonderful journey on a fully paved road, accompanied by specialized tour guides AMI Bike.

Fee: from € 50. Places to go: Urbino; Montefabbri. Approximate length: 4,5 hours.

S7. BIKE & RIDE BETWEEN PESARO AND FANO

Walk down the cycle and pedestrian track in complete safety.

The track, built at the side of the road and well-marked, has a single pitfall: the sand, that can make the road surface slippery.

As you are riding a few steps away from the beach, you can stop at any time to take a dip and freshen you up.

Pesaro and Fano have relevant historic centres that are worth visiting.

Fee: from € 30. Places to go: Home Museum Rossini (Pesaro); Ball Arnaldo Pomodoro (Pesaro); Fano ancient city. Approximate length: 5 hours (by bike or on foot).

S8. HORSEBACK RIDE ON MONTE PIETRALATA

Live a mix of culture and sport, with the experience of a horseback ride on Monte Pietralata, accompanied by specialized tour guides. There will be a lunch/tasting of zero-mile products.

Fee: from € 70. Places to go: Ducal Palace; Raffaello's House; Oratorio of the Salimbeni Brothers; Nature Reserve of Cesane. Approximate length: 9 hours.



S9. NATURE AND SPORT AT FURLO, BETWEEN FERMIGNANO AND ACQUALAGNA

Along the ancient via Flaminia the Gola Del Furlo shows up to the visitor. It is thanks to the multiple environmental conditions of this area, that the pass can claim a considerable variety of plant and animal species (some of them even extremely rare). The soil is the product of an intensive work of erosion, a process of thousands of years: the result is a rare beauty. Fee: from € 70. Places to go: Furlo State Natural Reserve; Urbino; Fermignano; Acqualagna. Approximate length: 9 hours.

FW1. CRAFT BREWERIES OF THE TERRITORY

The Gola Del Furlo Natural Reserve is Europe's largest canyon. An authentic paradise, crossed by Candigliano River, which sneaks through the massive rock walls of the gully and claims unique species of flora and fauna. You will be able to visit places where the water quality has allowed the creation of a product that today is exported all over the world: the craft beer. Here there are important craft breweries like Amarcord, Tenute Collesi, La Cotta, Il Verziere. You will get the chance to taste and figure out the process through which some of the finest craft beers are produced, and allow yourself the experience of a tasting of typical products, where the tradition matches the innovation of the Marche Region cuisine. Fee: from € 50. Places to go: Furlo State Natural Reserve; artisanal breweries of Apecchio; Mount Nerone. Approximate length: 8 hours.

FW2. SPECIAL "COOKING CLASS BRODETTO & FISH" – FANO

This tour will get you to know the delicious fish of the Adriatic Coast. We will prepare together this thought-out fish menu, putting on the table flavors of Italian dishes typical of the coastal towns. You will learn, thanks to most renowned chefs of the Adriatic coast, how to cook the famous "brodetto", a seafood dish that the city of Fano celebrates each September through a well-known festival: the International Festival of brodetto and fish soups. Fee: from € 80. Places to go: Fano ancient city and its promenade. Approximate length: 4 hours.

FW3. ACQUALAGNA - CAPITAL OF TRUFFLE - AND FURLO

At the Truffle Festival of Acqualagna you will be able to taste this dainty product, which makes unique every dish is combined with. Arrival at Furlo and meeting with the tour guide for your visit to San Vincenzo Abbey and Pelingo Sanctuary. Continuation of the tour in the city of Acqualagna. Involvement in the Truffle National Festival with stands of the fresh truffle traders, whereas the Palatartufo holds more than 2000 visitors. In this building, you will taste wines and truffle dishes of the traditional cuisine. Then there will be a lunch at rest stops or at local restaurants with a truffle menu. Fee: from € 50. Places to go: White Truffle National Festival. Approximate length: 6 hours.



TRAVEL AGENCY & TOURIST SERVICES

***Urbino InComing** is a travel agency specializing in tourism services to 360 degrees: it provides support to every kind of necessity, from ticketing to organized tours or individual journeys, rental, guided tours, excursion, events.*



*We take care of all details, our force is the excellent knowledge of territory; besides, our office in Urbino stands in front of **Ducal Palace, World Heritage Site**, which hosts **Galleria Nazionale delle Marche** (on of the most important collections of Renaissance paintings in the world)*

