

At Home with Giorgio Orofino



GIORGIO OROFINO AND HIS WIFE, STEFANIA IACOVELLA, who run the Stay and Visit Italy tour company in Sarasota, Florida.



THEY STARTED IT ALL - Francesco and Giovanna Orofino are pictured with their sons Fabio and Giorgio.

This week, we continue our new series "At Home with..." by featuring the Orofino family, creators and owners of the largest four-star hotel chain in Italy and designers of the Stay and Visit © Italy tour company in the United States. The series presents personal interviews with prominent, successful Italians and Italian Americans. Associate Editor Rachele D'Emidio Bennett recently spoke with Giorgio Orofino, who carries on his family's legacy of excellence in the travel industry in both Italy and America.

The Orofino dynasty began with Giorgio Orofino's great-grandparents: the Giovannozzis, who came from Pescara and Teramo in the Abruzzo region of Italy; and the Orofinos of Palermo and Caltagirone in Sicily. Francesco and Lucia Giovannozzi had eight children. In 1906, they packed up their family and moved to Wilmington, Delaware to pursue the American dream. During a vacation to Italy, their youngest daughter Rose (Orsola), met Giuseppe Nuzzo, a Colonel in the Italian Army, a lawyer and the Mayor of Acerra, Italy. They married and lived in Naples, where they had one daughter Giovanna.

Pasquale and Giacomina Orofino had two sons, Giorgio and Francesco, before Pasquale's death at a very young age. After his passing, Giacomina struggled to earn enough money for her children to attend college in Naples, Italy. Both boys earned degrees in engineering and, following World War II, worked together in constructing residential and commercial buildings. This industry would become the family business for generations to come.

Francesco Orofino and his brother Giorgio constructed their first hotel, the four-star Grand Hotel Suisse Resort & Spa, in Ischia in 1965. Francesco later married Giovanna Nuzzo and they had three sons, Giorgio, Fabio, and Luca, who joined their father in the business of building and buying hotels and resorts. With sacrifice and diligent entrepreneurship, they created one of the largest family-owned four-star hotel chain in Italy: Aurum Hotels ©. Today, over 10,000 guests are hosted in Aurum Hotels on a weekly basis, enjoying unforgettable, luxurious vacations in some of the most desirable locations in Italy.

After working his father and earning a degree in international business law, Giorgio Orofino embarked on a new hospitality project in the United States. In 1996 he created the Stay and

Visit © Italy company in Sarasota, Florida, designed to introduce travelers to Italy to the experiences of Italy's "dolce vita."

"Too often tourists embark on exhausting trips and seldom experience the true flavor of Italian life, culture, art, history," Giorgio explains. "Italy will reawaken your senses. Italy is not just a country, it is an emotion. It must be felt, lived, expressed, and shared."

Currently, Stay and Visit Italy Orofino Tours offers 30 different regional tours of Italy with options to visit one or two of the nation's 21 regions; Discover Italy Tours, offering a broader area of interest by combining three or more regions; Special Interest Tours, with themes including Food & Wine, Golf, Scuba Diving, Skiing, Shopping, and Spas; and Affordable Italy Tours, featuring enticing seven-, eight-, or 10-day day tours starting at \$499 per person, including house wine and mineral water with dinner.

"We are able to provide such exceptional value because we own the hotels, restaurants, and resorts, without any third-party involvement. Over 300 tour operators offer tours of Italy, but none of them own a large hotel chain in Italy," Giorgio says.

This year Giorgio is launching Club Italia, a new concept of vacationing in Italy that offers stays at first-class hotels at the exceptional starting price of \$19.99 per day including meals, wine, and mineral water. By joining Club Italia, members will have exclusive access to unsold rooms in many regions of Italy at the lowest possible prices.

For more information on Stay and Visit Italy Orofino Tours or Club Italia, visit www.stayand-visit.com or www.orofinotours.com or call 1-877-222-4857.

Giorgio is married to Stefania Iacovella, with whom he has two children, Francesco and Noemi. The family splits their time between their homes in Sarasota, Florida and Naples, Italy



THE GRAND HOTEL ISCHIA & LIDO RESORT. Aurum Hotels are located throughout Italy and its nearby islands, including Sardinia and Pantellaria.



THE OLYMPIC HOTEL IN ROME is just one of the many four-star properties in the Orofino family's Aurum Hotel chain.