A SIGNATURE FAMILY TRAVEL CONCEPT

My Way Family

By Italy my Way



One family. Different generations.
One extraordinary journey.

Personalised travel and local coordination for families bringing generations together in Italy.

THE IDEA

Your vision.
Every generation considered.

A special occasion. A long-awaited reunion. A wish to create memories with your grandchildren. We begin with your reason for bringing everyone together.

My Way Family is a personalised travel and on-the-ground coordination concept built around the whole family. We listen first to the parent or grandparent planning the journey, then consider each person's interests, needs and rhythm.

One conventional itinerary rarely suits everyone equally. Our approach balances meaningful time together with thoughtfully planned time apart, without leaving your family to manage the details.

HOW THE EXPERIENCE WORKS

One plan. Care at every step.

01 / Listen

We understand the priorities of the parents or grandparents commissioning the trip, alongside family dynamics, ages, interests and practical requirements.

02 / Design

We build shared experiences and carefully selected individual programmes, including age-appropriate options for children and teenagers.

03 / Coordinate

We arrange vetted companions, dedicated drivers and specialist providers as appropriate, bringing the details together under one operational plan.

04 / Care

We provide responsive local coordination and adapt plans as needs change, with parental approvals and clear supervision arrangements for minors.

Our commitment as we grow.

We are developing the concept with documented service standards, careful companion and supplier selection, appropriate insurance checks, explicit parental permissions and safeguarding arrangements for minors. Availability and suitability are assessed for each request.

A place for everyone.

One shared vision, with attention to what makes the journey meaningful for each generation.



01 / PARENTS & GRANDPARENTS

The moments you brought them for.

A journey that reflects your wishes, with space for connection, independence and an unhurried pace. Coordinated arrangements let you enjoy being together while individual needs receive attention.



02 / CHILDREN

Little discoveries. Thoughtful support.

Age-appropriate activities and dedicated attention, planned around their needs and energy. The right support allows children to enjoy the destination while the rest of the family follows its own rhythm.

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One shared vision, with attention to what makes the journey meaningful for each generation.



03 / TEENAGERS

Teenagers
Ages 13-17

Dynamic, creative and engaging experiences, with age-appropriate supervision and dedicated assistance.

The key is to make teenagers feel like active participants in their journey rather than simply keeping them entertained.



04 / YOUNG ADULTS

Young Adults
Ages 18-25

More sophisticated and independent experiences, focusing on fashion, design, contemporary culture, sports, lifestyle, professional encounters and the discovery of a less conventional side of Italy.

Together & apart.

A family journey with one shared vision, and room for every individual. Here is what that balance could look like.



Something to share.

A cooking experience where grandparents pass the flour to grandchildren. A meal that becomes a favourite family story. Shared moments give the journey its meaning, with a pace everyone can enjoy.



Room to follow your own interests.

Parents linger over lunch while teenagers explore a creative interest and younger children enjoy an accompanied activity. Separate programmes come together within one plan, before everyone reunites with stories of their own.

Ideas to inspire your journey. Activities are tailored to your family and confirmed according to destination and availability.

It began in Sardinia.



Our team arranged a private, full-day children's programme in Sardinia, with a dedicated female companion, a private driver and activities planned around the children.

While the parents followed a separate programme, the children enjoyed their own day with dedicated accompaniment.

This delivered experience informs the development of a more structured My Way Family service across Italy.

Let's imagine your family's journey

A few practical details.

Where is My Way Family available?

Sardinia is where the experience began. Tell us which Italian destinations you have in mind: we will assess local availability and suitability for your family before confirming arrangements.

What should we share in our enquiry?

Your preferred dates and destinations, who is travelling, children's ages and what matters most to the person bringing the family together. Tell us about any practical needs and interests you would like us to consider.

How much does it cost?

Each proposal is tailored to the destination, dates, experiences and level of support required. We develop the scope with you before providing a personalised quotation.

FOR TRAVEL ADVISORS

A considered partner for complex family briefs.

A specialised proposition beyond a standard family-friendly itinerary, with one accountable point of contact for shared experiences, individual programmes and changing needs on the ground. We honour the vision of the client commissioning the journey while keeping younger generations engaged, helping you build lasting relationships with the whole family.

Discuss a client's family brief

My Way Family

YOUR NEXT CHAPTER, TOGETHER

Let’s create an Italy for every one of you.

Tell us who you are bringing together, where you would love to go and what you hope everyone will take home from the journey.

Contact Italy my Way

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italy-my-way.com/my-way-family

Visit our contact page

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