



The Charm *of the*

Amalfi Coast



PRESENTED BY



Santa Barbara Museum of Art
October 29 – November 6, 2025



Dear Members and Friends,

We invite you to join SBMA for a week exploring the endearing and alluring wonders of Italy's Amalfi Coast.

This well-organized tour involves day trips from our home base in Vietri sul Mare, a hidden gem of a town that hosts few overnight guests, allowing you to immerse yourself at a leisurely, authentic pace. With a full seven-night stay here, you'll enjoy a truly special connection to the town, away from the crowds of the other more well-known destinations of the area.

SBMA offers one or two value tours per year with trusted tour operator AHI Travel, and these programs offer enriching, immersive, well-planned educational travel experiences at a lower price point. Discounts if you book early or prepay in full make the price even more attractive. Booking is done online through AHI at <https://santab.ahitravel.com/destinations/1856A?schoolId=146>. Designed to be exclusive to SBMA Members, this tour is limited to 28 participants, and often there are less, allowing for the fellowship of traveling in a small group, while still providing ample opportunities to strike off on your own.

To help you fully appreciate the area's history and culture, in addition to only having to unpack once, our travel planners have meticulously selected knowledgeable local guides and insightful guest lecturers. A capable, professional Travel Director will take care of the details so that you can focus on savoring the Amalfi Coast's many treasures.

We hope you reserve today and begin looking forward to your upcoming adventure with SBMA!

Sincerely,
Lisa Benshea
Travel & Special Programs Manager
Santa Barbara Museum of Art



To contact SBMA Travel, please call 805-884-6431, email travel@sbma.net, or visit www.sbma.net/travel or scan the QR code above.

UNESCO World Heritage

1. **Costiera Amalfitana**
(Amalfi Coast)
2. **Archaeological Site of Paestum**
3. **Historic Center of Naples**
4. **Archaeological Areas of Pompeii and Herculaneum**



Herculaneum



Pompeii



A World of Discovery



Surrender to the beauty and allure of the Amalfi Coast, fragrant with lemon zest and sweet sea breezes. From your base in Vietri sul Mare, spend sunny days discovering the region's rainbow palette. Encounter the whispering relics of ancient cities, listen to the ocean splashing along rocky shores and visit landmarks steeped in history. You'll quickly embrace the incredible ambience sweeping from Amalfi to dynamic Naples and storybook Sorrento!

Top: Amalfi Coast | Above: Positano

Cover: Positano overlooking the Tyrrhenian Sea

Mail panel: Citrus of the region | Temple of Athena, Paestum

Inspiring Moments



- Cruise along the splendid **Amalfi Coast**, where colorful homes cling to rugged hills.
- Soak up the sun and soft ocean breezes in beautiful, cliffside **Vietri sul Mare**.
- Follow a storied path at the ancient sites of **Herculaneum and Pompeii**.
- Uncover remarkable history at the **Naples Archaeological Museum**.
- **Visit a farm** for a tour and tasting of locally made olive oils and cheeses.
- Witness three of the world's best-preserved Greek temples at **Paestum**.
- Delight in **sensational cuisine**, including the local favorite, Neapolitan pizza.
- Experience four **UNESCO World Heritage sites**.



Day 1 | In Transit

Depart for Naples, Italy. 🌐

Day 2 | Naples, Italy | Vietri sul Mare

Arrive in Naples, transfer ➡ to Vietri sul Mare and check in to the Hotel Raito.

Meet your fellow travelers at tonight's Welcome Reception and Dinner.

Day 3 | Amalfi | Positano

The Amalfi Coast. Experience the beauty and wonders of the UNESCO-listed Amalfi Coast. The Italians nicknamed this shoreline "The Divine Coast" because of its scenic grandeur, amazing vertical landscapes and small villages with colorful, varied architecture. Begin in Amalfi town and take an orientation tour to see the piazza, the central square, and Cattedrale di Sant' Andrea. After some leisure time to explore Amalfi, board a boat for a ride to Positano. During your cruise, notice the charming villages and pastel-colored villas clinging to the cliffs. Arrive in Positano, where gardens climb hillsides and terraces are draped with pink bougainvillea. Return to Vietri sul Mare and gather for a delicious dinner of regional cuisine.

Day 4 | Paestum

Paestum. Explore these ancient grounds, a UNESCO World Heritage site. This Greco-Roman city was overgrown by vegetation and forgotten for 1,000 years. Marvel at the features of the spectacular site, including defensive walls, the remains of three Doric-style temples and a host of impressive ruins.

🌐 **AHI Connects | Meet the People.**

Following a tasty lunch of local dishes, meet some residents of Paestum. Enjoy an engaging dialogue as they discuss their lifestyles and experiences in Italy.

Enrichment: The Wonders of Naples' National Museum. Join a local expert to learn about this renowned museum and its art collections and riveting artifacts.

Day 5 | Naples

Naples & the Museo Archeologico Nazionale. Energetic Naples, the capital city of Campania, welcomes visitors with a vivacious spirit. Gain insight into the ancient world at the Museo Archeologico Nazionale. The museum's galleries boast one of the largest collections of Greco-Roman artifacts in the world. Continue on a panoramic tour of Naples, taking in sprawling views of the city and the Bay of Naples from atop Posillipo Hill. Note the landmarks of Castel

Below: Amphitheater, Paestum | Above: Amalfi





Pompeii & Mount Vesuvius

Nuovo, San Francesco di Paola, Teatro di San Carlo and Piazza del Plebiscito.

Slow down and indulge in Naples-style pizza for lunch. The savory flavors of this local specialty are unbeatable!

Day 6 | Vietri sul Mare

Free Time: Choose to visit the Isle of Capri or stay in Vietri sul Mare for a day at leisure.

Elective | The Isle of Capri. Travel by hydrofoil to the enchanting Isle of Capri, beloved by artists and writers through the centuries. Enjoy a private boat ride around the island, witnessing the Faraglioni rocks and pretty grottos. Back on land, stroll along Capri's scenic lanes, visit the Gardens of Augustus or snack on gelato.

Enrichment: The Horror and Splendor of Mount Vesuvius. Learn about the tragic effects of the eruption of Mount Vesuvius. This compelling talk provides context for tomorrow's visit to Herculaneum and Pompeii.

Naples



Day 7 | Herculaneum | Pompeii

Herculaneum & Pompeii. Spend the day exploring these captivating Roman cities. The small town of Herculaneum was preserved by mudflows while Pompeii was covered by ash. The preservation of the cities is unlike anything else in the world. Today, they are famous as an excavation site and outdoor museum that reveal how the people of this ancient Roman settlement lived 2,000 years ago. From mosaics to furniture to frescoes, unearth a captivating history lesson as you tour the Forum, baths and houses.

Relax over lunch during your excursion.

Enrichment: Contemporary Italy. Enjoy a discussion about Italian society, life in Campania, the current political and economic situation in Italy and the country's challenges. Savor Italy's delectable dishes during dinner.

Sorrento





Day 8 | Sorrento

Get to Know Sorrento. Travel to cheery Sorrento, surrounded by lemon groves. During an orientation tour, walk along the Corso Italia and Via San Cesareo. Sorrento's magical old town is bursting with lively shops, market stalls and alfresco cafes. Along the way, snap photos of the glistening Bay of Naples and Mount Vesuvius in the distance.

Green Side of Sorrento. Journey inland to a local farm where skilled agriculturists have a passion for their land. Tour groves of olive trees, learn how fresh-picked olives are ground into delicious olive oils and see how to make fior di latte, a semi-soft cheese. Sample this traditional treat and other local products.

Free Time: Spend the afternoon at leisure in Vietri sul Mare. Browse for souvenirs from the many boutiques and shops.

Raise a toast to your Italian adventure at a Farewell Reception and Dinner tonight.

Day 9 | In Transit

Transfer ➡ to the airport in Naples for the return flight ✈ to your gateway city.

Note: Itinerary may change due to local conditions.

✈ Flights and ➡ transfers included for AHI FlexAir participants.

🕒 Elective experiences available at an additional cost.

Note About Activity Levels

We have designated activity levels for all excursions on this program. For more details, please call or visit our website.

Excursions on this itinerary require:

- walking on cobblestones, unpaved paths and/or uneven surfaces
- getting on/off motor coaches and boats

Included Features



Accommodations (with baggage handling)

- **7 nights** in Vietri sul Mare, Italy, at the first-class Hotel Raito.

Extensive Meal Program

- 7 breakfasts, 4 lunches and 4 dinners, including Welcome and Farewell Dinners; tea or coffee with all meals, plus wine with dinner.

Your One-of-a-Kind Journey

- **Small group:** Sized just right at a maximum of 28 guests.
- **Enrichment by expert speakers** enhances your insight into the region.
- **Engaging excursions** showcase the local culture, heritage and history.
- 🕒 **Electives** and free time to pursue your individual interests.
- 🌍 **AHI Connects:** Local immersion.
- Welcome and Farewell Receptions to mingle with fellow travelers.
- A personal VOX headset to hear your English-speaking guide clearly.
- Tipping of guides and drivers.
- Complimentary travel mementos.
- 🌱 **AHI Sustainability Promise:**
We strive to make a positive impact wherever we travel.



Above: Neapolitan pizza | Below: Olive oil & cheese



Accommodations



Hotel Raito | Vietri sul Mare



Perched on a hill above peaceful Vietri sul Mare and surrounded by gardens, lemon and olive groves, and rugged mountains, the Hotel Raito offers the perfect spot from which to explore Italy's romantic Amalfi Coast. Enjoy elegant accommodations, friendly service and jaw-dropping views of the legendary coastline at this seafront gem. Wi-Fi is complimentary.



Vietri sul Mare



Reserve your trip today!

Scan the QR code to begin the reservation process
(no deposit is required with the first step.)

Program Dates

Travel dates ✈

October 29 – November 6, 2025

✈ Travel dates include any overnights required for international travel. These dates may vary depending on air schedules.

Tour dates*

October 30 – November 6, 2025

* Tour dates begin on the scheduled arrival date at your destination and end on the scheduled departure date from your destination.

Land Program

Full Price	\$4,540
------------	---------

Special Savings	\$750
-----------------	-------

Early Booking Special Price*	\$3,790
-------------------------------------	----------------

*Early Booking Special Price valid if booked by date on address panel and paid in full at booking. If you pay only your deposit by early booking date, you still save \$250 per person.

Price includes applicable program taxes (such as VAT and port charges). All prices quoted are in USD, per person, based on double occupancy and do not include air transportation costs (unless otherwise stated). Special offers, promotions and discounts cannot be combined. Single accommodations are an additional \$895 (limited availability).

Please note: Program-specific terms and conditions are available at <https://santab.ahitravel.com/destinations/1856A?schoold=146>. You can also request a copy from our travel experts.

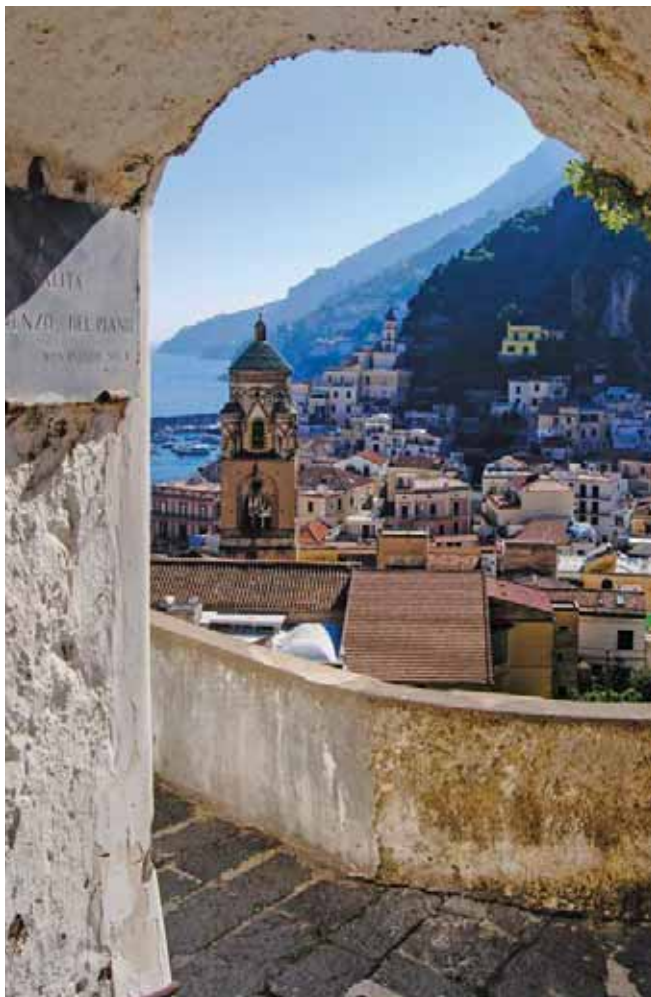
Any payment to AHI Travel constitutes your acceptance of the terms and conditions set out therein, including but not limited to the cancellation terms.

AHI FlexAir

Let us arrange your flights

Our experts are ready to assist you in booking flights. Our personalized air program offers the following advantages:

- **price guarantee** to protect you from fuel surcharge increases after ticket purchase
- arrival and departure **transfers** on group dates
- **flexibility** to change or cancel your reservation before departure on most flights. (Fees may apply)
- **assistance** in the event of schedule changes or delays



Amalfi



Sorrento



Frescoes, Herculaneum

AHI Travel Expertise



From your reservation to your return home, we are here to ensure you have the adventure of a lifetime.

Before you go:

Travel Consultants stand ready to answer your questions as they guide you through the reservation process.

Travel & Air Coordinators each offer their personalized assistance with flights, electives and special requests.

Travel Information provides pre-departure details and enrichment about your destination.

Once you arrive:

Your Travel Director, a seasoned, multilingual professional, manages daily logistics so you enjoy a seamless experience.

Handpicked Expert Guides offer fascinating insights and share their passion for their country with you.

Knowledgeable Lecturers deepen your appreciation for the region and its history, culture and current events.



Pottery, Vietri sul Mare



Santa Barbara Museum of Art
Travel Program
1130 State Street
Santa Barbara, CA 93101-2746
ITAMALFI25 191

805-884-6431

www.sbma.net/travel



Experience the allure of Italy's Amalfi Coast!

AHI Travel's mission is to deliver inspirational, educational and cultural programs that delight travelers.

With AHI you can rely on:

- Experienced Travel Directors who attend to every detail of your journey.
- An exceptional travel value.
- Unique access to local sites.
- Flexibility and customization.
- Safety and security.



**Please call or refer to
our website for the
most current program
information, discounts
and pricing.**

Presorted Std.
U.S. Postage
Paid
AHI Travel