

# AA The Travel Guide from Amalfi Coast Accommodation

Let's just admit it right off. This is a place that is interwoven with enchantment. The ancient myths relate this and it is repeated in ancient history. This is the Land of the Sirens who were able to enchant sailors and travellers with their sweet songs. This is the homeland of Amalfi, the nymph who was loved by Hercules and buried here by will of the Gods. This is the land of Pasitea, the nymph loved by the God Poseidon, who for love of her, founded Positano, still today one of the most romantic and fascinating cities in the world. These are our mythological origins that wherever you look tell a love story with magic and sorcery.

Typical of a myth, moreover, it repre-



Amalfi



Positano

sents the universal essence of mankind.

The essence of the Amalfi Coast is its capacity to enchant the heart of every traveller and to instill in his soul emotions that force him to return and to always remember this place with nostalgia. Some, the more fortunate ones, decide to give in to the sorcery of the Amalfi Coast, as is shown by the large number of foreigners who have lived here or continue to live here even today.

There is always a special bond created between this place and its visitors, a special rapport, a little private emotion that makes it easy to feel an integral part of a community that, since the dawn of its history, was, and still is at the crossroads of the world.

The sea remains our most important viewpoint, the fissure that has allowed us, from ancient times, to know and to welcome other cultures, other worlds, other realities.

The Amalfi Coast is not an artificially constructed stage setting put together for the well-being or pleasure of the passing tourist. The Amalfi Coast is a social community, pulsing with life, nature, history, tradition, rituals and atmosphere-custodian of a piece of the world that is considered World Patrimony of Mankind.

Era after era we have conserved intact a piece of the world where nature and culture, humanity and entrepreneurship, tradition and innovation co-exist splendidly. Besides,



Ravello

introduction

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Vesuvio, Pompei and Paestum



Sorrento

to be guardians of beauty is our oldest and most tenacious occupation. To share it with the world is of highest importance. Let the world be guided, as in the myth of Ulysses ,to enjoy the Song of the Sirens and avoid the rocks that any voyage throws in the perilous course of the traveller.

Besides, it wouldn't be myth, legend or fable if there weren't tests and obstacles to overcome. Those that one encounters in organizing a holiday or a trip to the Amalfi Coast are easily surmountable. The small or great- inconveniences met along the road are- if one is organized and well advised-a small price to pay for the paradise that awaits your arrival. To give you the best choices, AMALFI COAST ACCOMMODATION has prepared this little guide for you. We advise you to read it; you will soon realize that it is not 'your average tourist guide'. It wasn't written by your classic foreign journalist stationed in Italy nor by a professional observer passing through.

Nor was it conceived by a tourism entrepreneur nor a salesman with business interests in the field. The 'Traveller's Guide'



Capri

from Amalfi Coast Accommodation was written by us, real inhabitants of the Amalfi Coast and it has been edited and translated by foreign guests who have lived with us for many years, adding their priceless point of view to our little cosmopolitan compilation. Many of the best suggestions come from the remarks that clients have left in the guest books of our villas; the experiences and ups and downs of trips that they have chosen to share with you. To them and to everyone who honours and enriches us with their valuable presence, our sincere thanks.

The staff at Amalfi Coast Accommodation

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The Amalfi Coast is situated in the Northern part of Southern Italy. The Province is that of Salerno and the Region is Campania. Geographically, the term Amalfi Coast refers to a long strip of coast, set between the mountains and the Tyrrhenian Sea that from the Sorrentine peninsula by way of the road SS163 leads to the city of Salerno. The State Road 163 branching off from the Sorrentine Peninsula and, from Positano, the most Westerly city of the Coast, reaches the city of Vietri sul Mare, the Eastern limits of our territory. It is about 50 km of road, looking out on the Gulf of Salerno, characterized by natural landscapes, small cities, and romantic villages of extraordinary and renowned beauty.

Since 1997, the Amalfi Coast has been listed by UNESCO among the 'World Patrimony of Mankind' sites. We are very proud of the fact that Italy holds the record of 43% of the sites that UNESCO has defined 'Patrimony Site of Mankind' and is the nation that holds and hosts 60% of the world's artistic patrimony. In the Region of Campania alone and in the area closely bordering the

Amalfi Coast, it is possible to visit-in a few short hours drive- eight sites voted World Patrimony of Mankind and world-famous archaeological and architectural jewels. Nevertheless, the best thing to do is to discover them on the spot, here, where they are in abundance and where there are still artistic treasures to be unearthed.

The archaeological sites of Pompei, Ercolano, Oplanti, Stabia, the Valley of the Temples at Paestum, the Reggia of Caserta and its park, San Leucio and its silks, the park of Cilento or the historic centre of the city of Napoli are easily reached from the



Amalfi Coast and Capri, Ischia, Sorrento are but a few kilometres or nautical miles away.

Geologically, the Amalfi Coast is characterized by typically Mediterranean conformation. The harsh rock of the mountains, promontories and cliffs dominate the vast deep sea, whose depths are rich with hidden marine grottoes and are of great naturalistic interest. The entire area is covered with a lush green vegetation typical of the Mediterranean bush, rich in centuries-old

geographical notes

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trees, fragrant shrubs and typical Mediterranean cultivation. Citrus, age-old olive trees and the cultivation of grapes represent an ancient agricultural tradition that is still practiced today without the intervention of machinery and with purely biological and eco-compatible methods.

Politically and administratively the Amalfi Coast is made up of 13 municipalities (Positano, Praiano, Conca dei Marini, Furore, Amalfi, Atrani, Scala, Ravello, Minori, Maiori, Tramonti, Cetara, Vietri sul Mare)

and the city of Amalfi which, geographically and historically-represents the centre and principal reference point.

Although it appears to be a unique and relatively small territory, the Amalfi Coast is in reality an area that is both culturally and geographically intensely heterogeneous.

Each of the 13 towns that make up the Amalfi Coast has its own character, administration, its own history and its own

historic and cultural identity that are greatly conditioned by the geographical location that each town occupies.

Mass tourism and the development of activities connected to tourist reception has intelligibly concerned and, in part, 'internationalized' mostly the towns of the Coast that directly look out on the sea, because they offer bathing possibilities or because they are easily reached along the state road. They have had an easier time transforming themselves into vacation



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spots, with the consequent development of commercial activities and entrepreneurial opportunities tied to tourism.

Towns, such as Positano, Amalfi, and Ravello have by now firmly scaled the classification of the towns with the highest revenue in the world. The development of hotel and restaurant businesses, local handicrafts and the exportation of local products have made them employment centres and economic drawing vehicles for a great part of the Coast. Nevertheless, a more active local entrepreneurial spirit exists and has been gradually reinforced.

It proposes to defend and preserve the natural environment of the Amalfi Coast and the enormous (and often unknown) artistic, historical cultural and alimentary heritages that characterize it.



Cetara

Towns like Praiano, Furore, Conca dei Marini, Atrani, Minori, and Cetara have become authentic jewels with the

development of agro-touristic concerns, bed and breakfast operations, rental possibilities, events and cultural initiatives which, besides highlighting the legitimate business of hospitality that the area enjoys, aim to offer the traveller the possibility (which was so prized by great aristocrats in the past) to enjoy and to visit the Amalfi Coast with the heart and the eyes of those who live here and understand its charms.

It isn't by chance if- while going through the travel notes of someone who has visited

us- you discover the enthusiasm that the foreign tourist shows for one of the least known and smallest towns on the Amalfi Coast. Towns like Praiano, Atrani, Furore still keep intact the archaic charm of fishing villages or farming communities that they once were. As far as we are concerned, it is there that

the true spirit of the Amalfi Coast is accessible and the traveller can best benefit from

a more refined, reserved and enjoyable vacation.

Except for the all-inclusive, megavillage which, fortunately, is impossible to develop here, the Amalfi Coast offers several types of tourist arrangements. First off, there are the extraluxurious hotels that, you will have admired many times in romantic comedies if you are a film buff.

The concentration of luxury hotels – especially in the stretch of the Coast between Positano and Ravello ( there are 10 , one after another) offer suites and dream-like rooms immersed in real paradises of comfort. We hope that you can be a part of the chosen few who can afford to stay in these hotels, even though we must warn you that the prices in these hotels are very high.



Atrani



Furore

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On the other hand, as far as demand is concerned, the Amalfi Coast has never had a lot of rooms to offer and the prices during the high season are quite high. Considering the morphology of the area and the limitations that the landscape imposes, it is impossible then, to imagine that here- sooner or later- a 100 or 200 room hotel will be built. Fortunately, this is not going to be part of our future and our hotels, even the largest, offer a limited number of rooms and can cost more here than anywhere else.

The boarding houses (pensioni), the numerous bed and breakfasts and the rental rooms offer excellent alternatives to hotels at a lower price, even if here, in terms of comfort, there can be great variations and for the same price you could find yourself in a well cared-for home or a hovel. It is best, therefore, to evaluate and inquire, perhaps via internet, if this type of arrangement is suitable for you.

The same holds true for the rental apartments and villas that, in photograph or via web, are all beautiful and equipped with

pools or are 2 steps from the sea. Actually, seeing the demand for beds, everyone or almost everyone rents houses in the area. Internet has made it possible for everyone to put his little domestic business on the web. So, if you don't want to find yourself in a field, lost in the mountains and looking for a bungalow that is in an unreachable suburb, or if you don't want to waste 4 days looking for your landlord or someone who can help you to find your bearings, help you with your luggage, give you information in English, it is best to put yourself in the hands of a trustworthy organization that can offer you all the guarantees necessary; beginning with secure and protected means of reservation and payment and continuing with the possibility to give you all the information that you require concerning the property that you have chosen to rent. Beyond any doubt, Amalfi Coast Accommodation is this type of organization.



Padula



Pompei



Ercolano

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Naples



Naples

Naples

## SEASONAL CLIMATE

The Amalfi Coast looks out over the Mediterranean Sea, in a geographic position that guarantees mild, sunny climate for most of the year. The summers are very hot, but pleasant-compared to other regions of Southern Italy-with fresh sea breezes. Spring and Autumn offer an ideal climate, with splendid sunny days interspersed by showers which are concentrated mostly in these seasons. Winters are generally mild and especially between December and February there can be cold periods or cold winds coming from the numerous mountainous gorges that cross the territory and blow down sweeping the Coast. Snow is a sporadic and very rare event. Less rare, in the heart of winter, is the spectacle of the highest peaks covered in snow contrasting with the intense blue of the sea.

## TOURIST SEASONS

The tourist season on the Amalfi Coast officially begins during Easter week, which is the real beginning of the busiest period for hotels, pensions, shops, restaurants. For this reason, the period from March/April to the

end of September is considered the best period to visit us. Actually, this is just the period when most of the conveniences and all of the typical benefits that the vacation industry offers can be guaranteed to the tourist.

During the summer on the Amalfi Coast, everything is open, well-organized and certainly more efficient than in other periods of the year. For the same reason, during the summer period, everything is more expensive, crowded and chaotic than during the rest of the year. The summer is also the key period for Italian holidays, with the traditional month of August which overwhelms everything, especially the Coast and the cities along it, while the cities are practically 'closed for holidays'. As much as Roma, Milano, Napoli, the many other 'art cities' and most of the nation are magnificent to visit in August. They can seem deserted to the passing tourist. Shops, restaurants, and bars are closed for holiday for the most part of the month. Given these conditions, it is not surprising that the tourists love to visit us 'out of season', as it is preferable then, especially if one intends to combine a holiday

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on the Coast with a few days in one of the art centres nearby (e.g. Napoli, Caserta, Roma) In fact, visiting us outside of the traditional tourist season is economically advantageous, climatically more pleasant and



more advantageous from a tourist point of view. In spite of the limited disadvantages, during the magnificent off season you can enjoy the best that there is to be offered. Those who already know this take advantage of the fact year after year, season after season. From September to January and from March to June the Amalfi Coast is full of foreign visitors, especially people who visit us for a taste of the spirit of a place that is magnificent in every season. Besides, a sweet little restaurant that is open, a beautiful shop, monument, street and beach finally peaceful again are pleasures that can be better appreciated far from the summer crowds. As far as the Christmas season is concerned, the Amalfi Coast is, in the period between Christmas and New Year, truly enchanting.

## ANNUAL EVENTS

Beginning with the Easter Holidays, the Amalfi Coast is rich in manifestations, cultural and historical events not

to be missed. Starting with the rites of Easter and the processions during Holy Week, imposing religious rites that take place in almost every community.



May is the month of the monuments in Napoli. Between June and October the Ravello Festival offers classical music lovers a calendar of concerts and

artistic events of great cultural and artistic intensity.

In June, for anyone who wants to see a truly Italian, historic event of great beauty, at Cava de' Tirreni the festival of Monte castello with flag-waving contests, and fireworks displays is a truly local art form. Between the first and fourth of August there is the Luminaria of San Domenico that is celebrated in Praiano.

The Feast of the Assumption, August 15th (the famous Italian Ferragosta) the remembrance of ancient rites and local legends that culminates with fireworks spectacles exploded in the night-time skies above Positano and Maiori, with hundreds of boats, some richly decorated, that come from every angle of the Gulf to admire them.



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Another spectacular rite not to be missed, the Byzantine New Year commemorating the splendour of the ancient Marine Republic of Amalfi, offers the opportunity to admire a magnificent historic procession in sumptuous period costumes.

This is celebrated every year on the 31st August. Also in Amalfi, is the Feast day of the city's patron Saint Andrea, one of the oldest and amazing local rites; the run of the fishermen carrying the statue of the saint on their shoulders down and up the majestic staircase of the magnificent Duomo. It is repeated twice a year, 27th August and 30th November.

The Christmas season officially starts on December 8th, the date the population traditionally begins to decorate their homes with tree sand, of course, the presepe or Christmas crib which is a true art in the entire Region. Presepes of every type and fashion, some very old or built into the rocks, can be admired in every church, home and angle of the land amid the splendour of the thousands of lights that decorate streets and houses.



Praiano



Amalfi



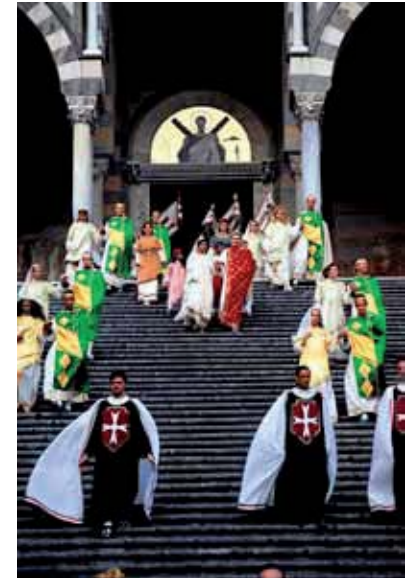
Positano



Cetara

The entire Coast, itself, becomes a living presepe.

New Year's Eve is celebrated in community, with piazzas and beaches becoming sites of collective parties, with music, song, fireworks, sweets, traditional meals and rivers of great Italian Spumante



Amalfi

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## CRITERIA FOR SALE AND SELECTION

As you have noticed by looking through our web site, there is a wide range of villas and apartments to choose from. We try our best to have something to offer to everyone and we personally oversee the texts and the descriptions of the home that are offered to assure that they are accurate and conform to reality.

We do so because we believe that it is better to be honest than devious. This way we avoid trouble, and since we are typical Amalfi Coast citizens, we dislike conflict.

We dislike it, when our description of a house mentions a small swimming pool, and the same property is described on another web site as having and olympic-sized pool.

The living quarters that we offer are, like fashion, chosen at least one season before and the



proprietor of the property may be sure that there will be an olympic-sized pool ready for the next season. The difference is that, contrary to the other agencies that offer the same property, we live here. We know that the construction of a swimming pool that will be, but isn't yet, depends on many factors. Therefore, we promote only what is actually finished or characterizes the property. We do not deal in conjecture. And, if the tourist arrives and finds a pool that is better than he expected, the property has succeeded in providing more than what was promised and the client is satisfied. We would hate it if the contrary were to happen.

We personally select all our properties and thanks to a direct, long running and friendly rapport with the proprietors and our friendships with them as residents, the villas and the apartments that we offer, are chosen from the best of all that are on the market. In the first place, we offer comfort and security, and a little special and personal treatment never hurts.



We like to find homes and living solutions that are different from the rest and in out-of-the-ordinary locations of our little community in order to meet the needs and preferences of our clientele who come from all over the world and have varied tastes, cultural prerequisites and different ideals of the perfect holiday residence. Imagine giving a property that is not air conditioned to



which house to rent

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an American, or not offer privacy and peace to an English man, splend our to a Russian or refinement to a Frenchman.

Imagine renting a property in a busy, noisy area to someone who goes to bed early, or a quiet, deserted spot to the client who loves nightlife and mundane pleasures.... if you are going to take 10 excursions in a week you need to be near transit connections, if you are travelling with children, you may need a pool or at least know how far it is to the nearest beach.

It may sound trite, but what we are trying to say here is that we try to do our best for every customer. All the same, our properties are particular and can surprise someone who is not used to them.

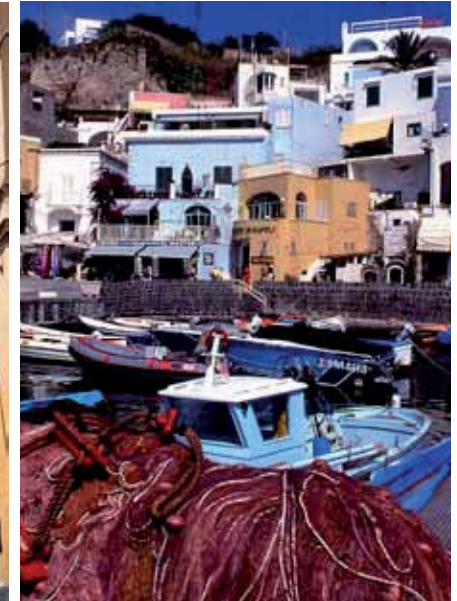
For this reason we have included architectural notes on our website which help to introduce the potential client to our way of living and the basic layout of our homes. Probably the best way to choose which property is best for you is to contact us via e mail and clearly explain to us what you want from your residence on the Amalfi Coast.....A lovenest?.....a solitary hermitage?.....A villa fit for a king or a place where the kids can

have a good time????? You can speak to one of us and ask pertinent questions. Leaf through our guest book that we will scan on our site and ask, ask, ask. Obviously it is best if you do so before your arrival, but if need be, you will always find someone from Amalfi Coast Accommodation ready to help you when you arrive.

There is something that we must warn you about: you should forget about hot water heaters that offer an unlimited amount of hot water. Had you come here in the 1970's you would have hardly found any water. We have come a long way since then but you must keep in mind that, as far as water resources are concerned, we have just lately gotten better. You can use this opportunity to learn that water is a precious resource and not to be wasted. As far as electricity is concerned, all of our properties are equipped with plugs...and 220volt current. Will you bring your own adapter or shall we do that for you?



Sorrento



Ischia



Atrani



Procida

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## VISAS AND NECESSARY DOCUMENTS FOR ENTERING ITALY

Italy is a member of the European Community and with the Shengen Agreement there is no longer border control between member nations. All citizens of the EU can enter into Italy without need of a visa. Citizens of Canada, Australia, Japan, New Zealand and the United States can stay in Italy- for a maximum of 90 days- without a visa. Drivers licences from these nations are valid for the duration of the visit.

## PRINCIPAL CONNECTING AIRPORTS Napoli Capodichino

The Napoli Capodichino Airport is the most convenient airport for anyone wishing to easily reach the Amalfi Coast. It is well connected-with daily flights- to all major Italian and European airports. Many large airlines (Alitalia, Air France, British Airways) fly into Napoli and guarantee efficient connection with principal European cities as well as the airports of Roma and Milano, usual overseas arrival venues. Several 'low cost' airlines (Easyjet, Transavia,

Alpieagles) connect Napoli with numerous British and European cities at reduced rates. Eurofly provides three flights weekly to and from New York. Whatever the case we highly recommend that you choose a flight with transfer to Napoli Capodichino. If you are unable to do so, it is best to fly into Roma but you must be prepared for a rather complicated and tiring transfer to the Amalfi Coast if you intend to use public transport.

## Roma Fiumicino

Roma is connected to Napoli by an excellent railway and by high speed trains (Treni TAV) that connect the two cities in only 1 hour and 15 minutes. The Roma Termini train station with numerous trains daily for Napoli, can be reached directly from Fiumicino airport by a comfortable train ride in ½ hour. The train arrives in close proximity to the train for Napoli and if you have bought your train ticket for Napoli at the FSticket office at the airport all you need do is change trains. In any case, be sure to programme your arrival and departure times well,including transfer times. We also ad-

vised you to begin your trip from Roma to the Amalfi Coast early in the day. From 21:45 p.m. Reaching Napoli from Roma by train is practically impossible and arriving at Napoli in late evening, considering the time necessary to reach us from there, could be a very bad idea.

## Salerno Costa di Amalfi Airport

Inaugurated in the summer of 2008, the airport of Salerno Costa di Amalfi reduces the disadvantages of the trip. At the time of writing it is a small peripheral landing point that offers few daily connections with Milano, Barcelona and Budapest. From 29th November, 2008, there will be flights available from Munich and beginning 1st December 2008, to and from Verona and Catania.

Travellers coming from or going to these cities should verify the possibility of arriving directly here with their travel agent. It is definitely closer to the Amalfi Coast, but unless you plan to take a taxi from there, arriving to your destination from there by public transport is not at all simple nor comfortable and requires changing buses and connection

How to Reach Our Properties

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difficulties greater than those from Napoli Capodichino. In any case, the airport is connected to the city of Salerno by CTPS bus line number 8 and via train to the main station. There is also a FS train from the main station of Pontecagnano that connects to the Salerno Centrale Station. A short distance from the Salerno train station is the SITA bus stop that connects with all towns of the Amalfi Coast. During the summer season, Salerno is connected to Amalfi and Positano both by boat and ferry. The port of Salerno is close to the main train station and this mode of arriving is probably the most comfortable

## ARRIVING AT POSITANO, PRAIANO, AMALFI

There are various ways to reach the Amalfi Coast from the principal connecting airports. No matter which means of transport you choose to use, it is important to have a very clear idea of your exact destination on the Amalfi Coast. For this reason, get yourself a good, trustworthy map and familiarize yourself with how each of the towns on the Coast can be reached both by sea and by

land.

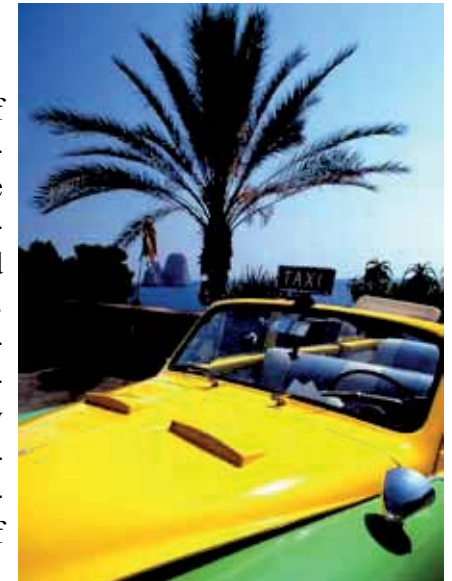
In essence, the Amalfi Coast is just a 50 km. long strip of land overlooking the Bay of Salerno, connected by the legendary SS163 road. The USA has its mythical Route 66 and we have the SS163... 50 kilometres of winding curves imbedded in the rock between the mountains and the sea, from the city of Sorrento to the city of Salerno and vice versa. This sounds quite simple, but driving and orientating oneself between the various towns of the Amalfi Coast is not an easy matter.

As you can easily see from the map, some of the towns of the Amalfi Coast are practically in the sea, (for example, Positano, Praiano, Amalfi, Atrani, Minori, Maiori, Cetara, Vietri sul Mare) while others ( Furore, Conca dei Marini, Scala, Tramonti, Ravello) are stretched out along the peaks of the hills that overlook the Coast. The best way to reach each of these towns can be numerous and while for some of them the SS163 is the best road or the sea the best means for getting there, others are best arrived at by mountain passes or inland roads. For example, the town of Furore can be reached

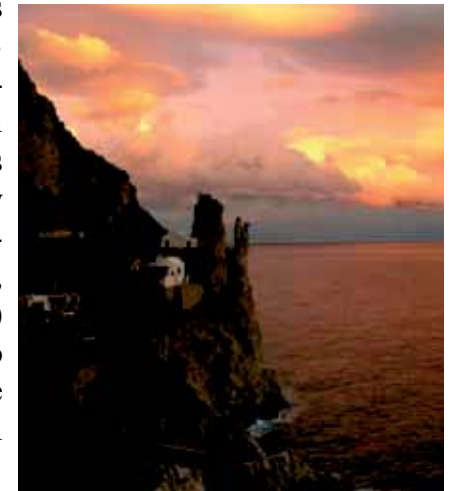
without traffic from the city of Castellammare di Stabia via inland mountain roads. The same can be said of Ravello and Scala that can be easily reached via the Valico di Chiunsi road. Otherwise, there are alternatives that lead into the mountains from SS163m via narrow and tortuous roads. In compensation there is a breathtaking panorama and the sight of infinite abysses.

Note that some of the towns of the Coast are decidedly closer to the Sorrentine Peninsula and thus easier to reach from the SS163 from Sorrento (Positano, Praiano, Vettica di Amalfi, Amalfi ) Others are a few kilometres from Salerno and are quickly reached via the SS163 from Vietri sul Mare (Vietri sul Mare, Cetara, Maiori, Minori, Atrani)

However, if you decide to arrive from the North or the South, East or West, the Amalfi



Capri



Furore

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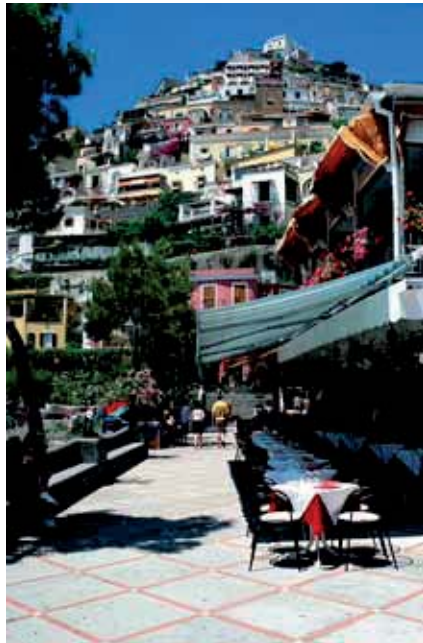
Coast is not a place for inexperienced drivers or those who are used to wide, one way thoroughfares. If you find yourself in this category you are, of course, welcome. But, taking a taxi or a car-and-driver would be your best option.

Note how the road from Positano to Cetara or between Praiano and Vietri sul Mare and our translator into English, notes, for a tourist who is used to thinking in 'flat' or in 'highways' or who lives in a region or city with wide expanses, the Amalfi Coast can easily seem a small area considering the distances in kilometres that separate one town from another. It is easy to imagine that one could move about with the same ease as in a metropolitan area from one neighbourhood to another.

I am sorry to have to say it, but, things here don't work that way at all. Understanding where you are going or where you are can really make a big difference in terms of travel

times.

To orientate yourself, keep in mind that the city of Amalfi is, more or less, in the centre of the Amalfi Coast, and, therefore, all main means of public transport to and from the



Amalfi Coast begin, end, or change there. Everything, except trains and air planes arrive here. Only from Amalfi is it possible to access, thanks to the buses run by SITA, all of the other towns of the Amalfi Coast both along the Coast and in the magnificent mountains that overlook it. The SITA is practically our local, mythical 'greyhound' and is often the only method for reaching areas that are difficult to access otherwise, without personal transportation. Even so, and you should know this, many places can

only be reached on foot or along paths, staircases, or lanes that connect with the centre of each town and are often far from the chaotic road that connects the towns along the Coast.

Our precious treasures are still defended and protected by these difficult means of entering into many communities.

If, however, you are still confused and unable to figure out the right directions or the best road to take, go directly to our capital. From Amalfi it will be easy to reach all the other towns of the Coast and, in particular, the cities of Sorrento and Salerno that act as boundaries for this fantastic- but often menacing and rugged -corner of the world.

## FROM NAPLES TO SORRENTO Travel Options

The Capodichino Airport at Napoli is directly connected to the terminus of the SITA bus line at Sorrento and Amalfi by a comfortable bus run by Curreri SPA. The courses are quite frequent in the summer season but there is daily connection from Napoli Capodichino Airport to Sorrento even in the low season. During the low season, the courses are fewer but nevertheless quite numerous. We think that it is worth using this connection as it means only two transfers from Napoli Capodichino airport to Amalfi, Positano

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# The Travel Guide from Amalfi Coast Accommodation

or Praiano.

Once you arrive at Sorrento, all you need do is take the first SITA bus for Amalfi that leaves from the piazza in front of the train station. After approximately 40 minutes of curves and breathtaking views you will arrive at Positano; Praiano is only another 10 minutes and the ride to Amalfi is approximately 1 hour from Sorrento. If you prefer to take a taxi, you will find the fare much lower than from Napoli. Sorrento is approximately 25/30 km. From Positano and Praiano and so the fare is much lower than from Napoli. If you decide not to wait for a bus at the airport, if you love to get mixed up in local customs and love travelling to the rhythms of the locals, the alternative is to take the Volaviabus, run by AMN, that connects the airport with the Napoli Piazza Garibaldi train station.

Follow directions there for the Circumvesuviano trains, which connect Napoli with the entire area around the base of the famous Vesuvio volcano (which you will be able to

admire during your trip). The Circumvesuviana connects Napoli to the city of Sorrento with frequent service from 6:00 a.m. Until Midnight. These trains can be very crowded with students, commuters and workers who commute every day to the capital of the Region of Campania.

During the summer tourist season there are also the bathers on their way to the beach and the hordes of tourists. The 55 minute trip necessary to reach Sorrento (often standing, heated by the sun and without air conditioning) can be a real undertaking. Even more so if you have a lot of luggage or are travelling with children.

Travelling via Circumvesuviana is economical and the company is part of the UNICOCAMPANIA society. Therefore, the fare from Napoli to Sorrento is only 3,20 Euro per person and includes the bus fare from Sorrento to

Praiano or Positano. It costs a bit more for Amalfi as the ticket is priced by kilometre and Amalfi is in the next fare range.

Certainly, travelling by Circumvesuviana as many guides suggest-is the cheapest way to get here. As far as we are concerned-it is also the most tiring and risky way, especially because you are just arriving in our Region and not used to things as they are here. During your stay, you will have many occasions to enjoy this picturesque experience. The Circumvesuviana is, in fact, the best means for reaching the archaeological sites of Pompei, Ercolano, Oplonto and Stabia, all of which are stops along the

way. By then you will be a more expert traveller, less tired and with just a light backpack in tow. On your arrival, you will be tired, jet lagged and weighted down with luggage and



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not prepared to affront Napoli and it's worst aspects.

The area around the train station in Napoli is certainly not the most pleasant part of the city and the pick pockets, who hang out here and work the crowded transit systems are plentiful. Travelling by above ground transit in Napoli, such as the bus from the airport to the train station isn't pleasant because of the chaotic traffic that characterizes the city. Last but not least, it is a real torment dragging heavy luggage through the maze of streets around Napoli Centrale station. This is especially true of the tract from the main station to the underground Circumvesiana station as it is presently undergoing renovations. Keep in mind, also that there will be 3 means of transportation changes, train schedules to fit in and luggage to drag up and down stairs.....and at the end of all this you will have to deal with the notorious SITA bus that will take you from Sorrento to the Amalfi Coast.

I would like to make something clear here. Napoli is a wonderful, exciting city, rich in art, architecture and gastronomic delights. It is one the most characteristic city

in Italy and certainly no more dangerous than any other large city in the world. Shopping is excellent and bargains abound in the latest fashions. It is, however, not particularly 'tourist friendly' as monuments are not clearly marked, often not easy to locate and difficult to reach because of the chaotic traffic that plagues the city. In my opinion and in spite of it all, Napoli definitely deserves your visit.....just keep your eyes open your wallet in your front pocket and without heavy luggage in tow.

## BY SEA

If you really like adventure, why not come by sea? The Volaviabus besides connecting Capodichino airport to the Napoli Centrale train station, connects the airport directly to the Molo Beverello one of the Ports of Napoli, and, in every season of the year, ferries connect from there with the port of Sorrento which is connected to the SITA bus for Amalfi by way of a shuttle.

During the summer season, the 'Metro del Mare' connects Molo Beverello to Sorrento as well as Positano and Amalfi. This is prob-



ably the best way to begin your holiday on the Amalfi Coast.... by sea on board a comfortable, modern boat, after an hour and a half across one of the most beautiful gulfs in the world. Tickets can be purchased at the ticket office in the port and cost about 15 Euro per person. Children pay only 5 Euro each. With a calm sea and a shining sun there is no better way to get here.

One little suggestion: if your destination is Praiano, take the boat to Amalfi. The walk up from the port of Positano to the bus stop is long and difficult. There is, of course, baggage service, but the prices are quite high. From the port in Amalfi, instead, you need only cross a comfortable ramp to reach the SITA bus stop. The first bus going towards

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Sorrento will take you to Praiano or Positano after a 15 or 20 minute ride.

The same holds true if you decide to visit Capri. However, the trip from Positano to Capri, without luggage and hand-in-hand with a lover, and the walk from the port up to the orange bus stop and the short ride to Praiano is pure romance.

From Sorrento to Positano, Praiano, Amalfi, and viceversa.

## THE SITA BUS

Sorrento is well connected to the Amalfi Coast thanks to the SITA bus lines which, especially in the summer, provides service until late at night. In low season, however, the last SITA bus for Amalfi leaves Sorrento at 8:00p.m. In any case, in the piazza in front of the Sorrento train station, you can always find a taxi all year round. This is true not just in Sorrento. Where there is a SITA terminal, there are almost always many taxis to take you to your hotel or wherever. The fact that thousands of tourists use the services of the SITA bus every year is testimony to its services.

For the exclusive use of tourists and non-residents the SITA organization has made available a special ticket called UNICO-COSTIERA that is valid for a 24 hour period from the time that it is validated (on entering the bus). The cost is 6 Euro per person. It can be purchased at the train ticket office, most newspaper vendors, tobacconists, and bars near the train station and/or the main bus stops. With this ticket you can change as many buses as you wish in the 24 hour period. You will find this very practical and comfortable during your stay on the Amalfi Coast as you can hop from one SITA bus to another as often as you wish.

The UNICO COSTIERA ticket is valid for all urban and extra urban lines which are part of the UNICO society. The UNICO ticket is valid on all SITA buses, the trains of the CIRCUMVESUVIANA, all regional FS trains, the line #1 and #2 lines of the Napoli subway (Metro) system, all funicolare (cable railway) lines of the city of Napoli and internal transport lines of the cities of Sorrento and Napoli. The ticket is not valid on the orange bus that connects Praiano to Positano. This fare is 1.10 Euro for a one way

ticket in either direction.

The SITA guarantees service to the entire Amalfi Coast area; the towns along the SS163 as well as inland towns and localities on the hills around the Coast. The SITA also connects Salerno to Napoli with frequent service and once a day there is a bus that connects Amalfi, Positano, and Praiano with Napoli. The trip is long and the deviations into the towns, are decidedly too many. The advantage to this is that there are no changes.

## GETTING HERE BY CAR

We strongly advise not using private transportation on the Amalfi Coast, especially if the driver is not used to driving on tortuous, narrow roads with continuous curves that are literally imbedded between the rocks and the ravines. But, if you must, you must....

Napoli and Salerno are located along the tract of highway, the famous Autostrada del Sole, which runs from the north of the country to the south. The tract of the highway that turns towards south and the cities of Napoli and Salerno is called A3.

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From the A3, after passing the exit for Napoli, following the indications for Penisola Sorrentina/Costiera Amalfitana you will exit at the Castellamare di Stabia exit and from here (do not enter the city of Castellamare)-always following the road signs for Positano -you arrive at Meta di Sorrento. Approximately 1 Km. After the big church on the left in Meta, turn left following the signs for Positano, Amalfi and you will find yourself on the legendary SS163, 50 km. Of breathtaking curves that run along these a towards the city of Salerno, along the entire Amalfi Coast.

Along the state road #163, coming from Sorrento at about 20 km. From Meta you will arrive at Positano. Continuing along the state road (do not enter into Positano unless that is your destination) for 7km. Or so, you will arrive at Praiano and 10 km. Further on is the city of Amalfi.

If you should miss the cut off for Castellamare (it is the next one after Pompei) follow the highway to Salerno and you can pick up the SS163 by exiting at Vietri sul Mare. You are approximately 40km. Out of your way but you can now drive the whole Amalfi Coast road with it's breathtaking panoramas,

lovely localities, dream-like little towns and romantic vistas.....road and driving conditions are another thing.

The SS163 is not legendary by chance. The road is narrow and especially in summer it is suffocated with traffic that can leave you blocked for hours. Add to this the roadblocks that are set up every year in an attempt to regulate traffic entering the Amalfi Coast. Road closings caused by manifestations, accidents, fires, or land slides are frequent and it is wise to be informed about road conditions before arriving.

If you are renting a car, choose one that is small and easy to handle. Power steering helps, too. Prepare to confront many manoeuvres and travel light, and most of all, sober. You will probably want to a 'as few' on your arrival to calm your nerves and celebrate your victory over the SS163. Don't believe, as you may tend to, that getting around is easy on this road. Fender-benders are frequent even though speeding is practically impossible and thus fatal accidents are rare. The 'fools of the road' that you have heard about are a metropolitan legend. Not even we like to gets quashed against the rocks or fly in the car over a precipice....you can count on it.



**TAXIS, RENTAL CARS, ETC.**

Save money on everything but not on your security and comfort. It is true that getting here by taxi directly from the airport or renting a car and driver are not the most economical ways to get here. In the end, especially if you are travelling with friends or family, it could be a lot less expensive than you think. Especially if you trust yourself to a local agency and give them the honour and the burden to organize and advise, directly from here your transfer to or from the airport. In practice, we will end you a car with one of our famous local drivers. We do not do this to make money; this is not our business; 'the car and driver' is an old custom or tradition here on the Coast.

The 'driver' is a part of our history and a character not easily found elsewhere. They are usually men, always trust worthy and discreet, they don't work for large companies or agencies. They usually own 1 or 2 cars, and have chauffeur's licenses to drive them. They accompany residents and tourists alike. It is possible that their father did the same thing with horse and carriage. The present

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day veterans carry on the career with luxury cars and excellent driving skills.

It is hard to believe, but not long ago most inhabitants of the Amalfi Coast did not own automobiles and even up until the 1960's- if they had to go to Napoli, Roma or Salerno for special events- they trusted, almost exclusively, the driver of their community.

Giovanni, Mimi, Gennarino and all the old, mythical drivers of the Amalfi Coast are still institutions in the community. They are still respected as authentic 'men of the world', capable of manoeuvring in the city and places that previously seemed exotic and far away. These figures share important moments in many people's lives.

For example, they took us to choose our wedding gown in the city, to take an exam or to discuss our thesis for our university degree or to visit a loved one recovering in hospital in Salerno or Napoli. They drove us to pick up friends or to accompany our relatives who had emigrated to America, Argentina, Venezuela, or Australia. Only they became confidants to the foreign tourists, the many aristocrats and the people who used their services to get around the Coast, to arrive for or leave from their magnificent, long and expensive

holidays.

As much as the companies and organized cooperatives of taxi services have overshadowed these figures, the family-run rental car services till lives on in every town along the Coast, ready and willing to be of service to the many tourists who visit us every year.

For a rather stiff (but inferior to the charges of the local taxi companies) price, they will take you anywhere you wish to go... with a personal service that no taxi company can offer. It is easy to become friends with the Amalfi Coast driver, and you will remember his personality, discretion and gentility for many years to come. Few of them speak English fluently, but they can understand you and make themselves understood. No matter where you want to go, they know how to get there, even if you want to go to the most out of the way place on the Coast. And they won't abandon you ever- until you have reached your destination (which is usually farther and more difficult to reach than you imagined or were told).



Procida



Capri

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# The Travel Guide from Amalfi Coast Accommodation

## WHAT TO DO

Looking through the remarks that our guests have written in the guest books that are found in all of our properties, we have become aware of many things. The first, quite simply, is the frequency which our guests mention how much they 'enjoyed life' while staying with us. Next, they mention the panorama that left them speechless and many note that they felt like they had found paradise. You can read these messages left by previous guests by leafing through the pages of the guest books that we have scanned for our web site. Enjoying life and contemplating the beauty of nature are the preferred activities in this area. Even if we shouldn't say so, it's quite clear to us that many of our guests have chosen a sane, rich, lazy domestic life where the terrace, the swimming pool, the barbecue, the breathtaking views,



romantic walks became a way of life.

They write little love notes, and enthusiastic dedications to their partner on our pages... and suggest little restaurants by the sea where they felt right at home.

Some have even used their time here to immerse themselves in the joys of cooking. Many of the proprietors of our homes or the chefs of some of the villas are fantastic cooks and nothing makes a southern Italian woman or a first class chef happier than to find a foreigner who appreciates our gastronomy. The neighbours of many of our villas have often complained about wild revelry, laughter, music and mirth until dawn. We are happy to hear this and we believe that this is the proper spirit for visiting and enjoying a vacation in Italy. It is easy to make friends and relax and everything is more pleasant where



rhythms are slow and convivial....and stupendous historical centres. So, if you want to, go ahead and party. But take a hint from your fellow travellers who have visited the art centres and don't miss out on that side of our life. It will be an opportunity to savour another slice of pure pleasure.

## WHAT TO PACK

As we have already suggested on our web site, no high heels or uncomfortable shoes. Light luggage and practical foot wear is our suggestion. You may want hiking boots or athletic shoes for mountain walking, a bathing suit, shorts, beach towel, comfortable sandals and water shoes to protect your tender city-feet from the stones on the beaches, a waterproof jacket and a light sweater against any cool evening breezes, and at least one nice dress for her and a shirt and slacks for

Living on the Amalfi Coast

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him for those romantic dinners out. Suit and tie or long dress??????? ....you can do without and find yourself finally free from many conventions and social hypocrisies. Bring lots of sun screen and after sun preparations and in every season bring a hat to protect yourself from the sun.

Kids? Visit the site or go to page for details. Mosquitoes? They can be kept at bay by vases of basil, citronella and natural candles that can be purchased everywhere on the Coast. They are healthy, ecological and much more romantic and perfumed than insect

There aren't any mega, hyper, or super markets in these parts. Just little, colourful, mini emporiums and small shops where you can find the fundamentals and then some. They open early in the morning, about 8:00 a.m. And are open until 2:00 p.m. They reopen at 4:00 p.m. Or 5:00 p.m. And close at 8:00p.m. In the winter and 10.00 p.m. In the summer season. Every town on the Amalfi Coast has a tobacconist where you can also buy tickets for public transport, postage stamps and stationary supplies, a news stand, a butcher shop, a greengrocer, at least one grocery store where you can usually buy bread, fresh dairy products, wine, mineral water and drinks, detergents, batteries and light bulbs. These are the basics. You can usually add at least one bar, a pharmacy, and a souvenir shop- that sells stockings and underwear, the local weekly outdoor market and a pastry shop and you have a good idea of the simplicity and of our basic commercial network. In the larger, better- known towns (Amalfi, Positano, Sorrento) you will find good choice but probably not to the extent of the large shopping centres you are used to. In compensation, there is at least one

ATM machine, a post office and all Amalfi Coast Accommodation clients get free home delivery of groceries. Our personal assistant can procure absolutely everything our clients may need. If you were to interview husbands and lovers of our personal assistants, you would be shocked and surprised what they have had to put up with in order to ensure that Amalfi Coast Accommodation guests enjoy an unforgettable holiday.

## USEFUL NUMBER

Police (Carabinieri): 112  
Emergency (police)-Polizia: 113  
Fireman-Pompieri: 115  
Car emergency (ACI): 116  
Health emergency: 118  
Sea emergency - Guardia costiera: 1530

## BANKS AND POST OFFICES

Bank Monte dei Paschi di Siena  
~ Positano - Tel. 089 8122042  
~ Amalfi - Tel. 089 871260  
Bank Banco di Napoli  
~ Positano - Tel. 089 8122367  
~ Amalfi - Tel. 089 871005  
Bank Banca della Campania



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~ Positano - Tel. 089 8123487  
~ Amalfi - Tel. 089 871103

Deutsche Bank

~ Positano - Tel. 089 811066  
~ Amalfi - Tel. 089 8736345

Post Office

~ Positano Tel. 089 875142  
~ Amalfi Tel. 089 8304831  
~ Praiano Tel. 089 874086

## DOCTORS and PHARMACIES SHIPPING, COURIER SERVICES, etc.

Farmacia Rizzo

~ Positano Tel. 089 875863

Farmacia degli Arsenali

~ Amalfi - Tel. 089 871063

Farmacia del Cervo

~ Amalfi - Tel. 089 871045

Farmacia Caracciolo

~ Praiano - Tel. 089 874846

MAIL BOXES ETC - COURIER

~ Positano Tel. 089 811737

## BARS, RESTAURANTS, PIZZERIES,



## WINE STORES and FAST FOOD SHOPS.

It would be ridiculous to say that you eat well on the Amalfi Coast. Above all, you eat Mediterranean. That means that you

eat a varied diet, high in vitamins and rich in nutritional value, but low in fats. Obviously the cooking on the Amalfi Coast is at the apex of this culinary tradition. You are also in a Region and in a territory that has a particularly high percentage of DOP (denominazione di origin protetta) guaranteeing that the product is produced only in the geological area and DOC wines (denominazione di origine controllata) which guarantees that the grapes are grown and bottled in the area. These categories are made to tempt the most discerning gourmet. When you de-

side that you want to try out your own cooking talents, you will discover that most of our homes have well equipped kitchens and wonderful barbecues to better let you enjoy the fragrance of our fresh sea food, meats and flavourful vegetables. Charcoal cooking is among our favourite pastimes- and thanks to our favourite condiment, our extra virgin olive oil-we do it well.

The notorious Italian pasta is, of course, another of our special ties and you might be surprised at how we cook it. Our sauces are ready in a minute with few, carefully chosen, and always fresh ingredients.



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There aren't any 'ragus or 'Bolognese' in these parts. Here we eat spaghetti, linguine and penne in fresh tomato and basil ,with zucchini or eggplant and especially with fresh seafood. Freshcuttle-fish, sword fish, tuna, pezzogne and fragagli at their freshest. And wonderful desserts.... The three that must not be missed are: Caprese (hazelnut and chocolate cake), delizia al limone (little lemon cream cakes) and torta ricotta e pera ( ricotta cheese and pear cake) .....but, don't miss out on the mulberry or citrus sorbet, either. Take a look at our web site and you can find out a lot more about our cooking methods and our gastronomy.

The bar for Italians is a meeting place and we go there at every hour of the day, not just for a drink after work. They open early in the morning and in every season of the year, they close late in the evening. We do everything at the bar; breakfast , coffee break,aperitif, snack, happy hour ,after dinner drink. The bar is a social place and everyone, children included go there every hour of the day or evening, summer or winter. You should forget the classic idea of the

smoke filled pub for adults. Italian bars are for everyone,adults and children alike. You can get a glass or milk or a flute of champagne, a package of cookies for grandma and the bartender knows us all and our particular preferences. He probably knows everything about everyone in town and can be more helpful than the tourist office.

The enoteca is something quite different. It is a meeting place for adults, usually crowded in the late evening. It is the ideal location for tasting wines, grappas, spumantis which are almost always accompanied by 'munchies' appetizers, cheeses, salamis or sweets to sharpen the taste buds or the conversation. You can also buy vintage wines to take away that are recommended by the proprietor who is usually a wine buff, if not a fully fledged sommelier.

Restaurants? Pizzerias? There are many, they are all different and there is one for every pocket. Some are open both lunch and dinner and some just for dinner. You may be surprised by 2 things...the length of our lunch and dinner hours and the subsequent late

evening opening time. There isn't a restaurant on the Amalfi Coast that won't serve you dinner at least until 10 o'clock. We eat late at night and you never have to go to bed hungry. Which pizzeria or restaurant should we choose? We have our favourites but it really is difficult to eat poorly here. A glance at the guest book in our homes might help with the choice. Someone from home might have your same tastes or expectations. Eating is a cultural thing, don't you think?

Fast food restaurants have never caught on here and where they have, many are already closing down. Could you ever compare a



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big mac to a fragrant slice of pizza?....to a traditional arancini (rice ball) ora Neapolitan panzarotto? A 'big fish' sandwich to a fresh local tuna sandwich?..... You can't. But if you have kids in tow, don't worry. We



have french fries, hamburgers and hot dogs. And lots of mayonnaise, mustard and ketchup. You can find them in bars, paninoteca (sandwich shops), and road side trucks that are found everywhere , especially near tourist attractions. Or, you can buy the ingredients for your snack in a salumeria and make it yourself. The same goes for salads. It's called cultural exchange. Many of us remember our friend Mary's fried chicken or the hamburger that only Sam knows how to make from our visit to your country.

## SOUVENIRS and SHOPPING

What to buy and what to avoid. Let's

start with the beautiful and truly typical things from the Amalfi Coast. You should buy some hand-made paper note cards or a note book of hand-made paper from Amalfi. It is a pleasure to write on and is

unique in the world.

Don't go home without something in ceramic from Vietri sul Mare. Choose it in one of the many ceramic workshops that offer the possibility to order something custom-designed and created together with one of the many, talented and famous ceramicists in the area.

Fall in love with a piece of embroidery and bring home a handkerchief, a cushion, or blouse with our typical, beautiful embroidery inserts made by the nuns or someone who probably learned the art from her grandmother.

Sorrento is famous for inlaid wood work and even a small object makes a wonderful

memory of you stay here. If you are a fan of talismans, you can find wonderful coral horns. They are our most typical good luck charms and are used to protect the owner from the 'evil eye', and envy that can jeopardize your success and that of your loved ones.

Plunder a book shop and find at least one of the wonderful photography or illustrated books in which famous artists and authors have attempted to gather the colours, the nuances and the ambiance of this land. Raid a pastry shop of it's dry pastries, biscuits, pralines and hand crafted liqueurs....limoncello, of course, but also Concerto and fennel (finocchietto) liqueur.

Get yourself a pair of made-to-measure sandals. They are cool, comfortable, elegant and original and you can, with not a lot of money, take



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Via Nuova Chiunzi, 91 - 84010 Maiori (SA) Italy <http://amalfi-coast-accommodation.com> email [info@amalfi-coast-accommodation.com](mailto:info@amalfi-coast-accommodation.com)



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home some world-famous, hand crafted Italian footwear and be like Princess Carolina of Monaco who wears them even on the red carpet. Discover some of our DOC wines, especially one from Furore or other parts of the province or region and have them sent directly to your home. Copy the recipe of that dish, that cake, those pastries that your landlady charmed you with. Tony will be happy to help you with the translation. We get lots of requests for recipes from guests who have vacationed in our houses. One Australian lady wrote to ask us when the lady who had rented her a villa, would be giving another cooking course. We had to tell her that the lady in question did not give cooking lessons, she just liked sharing her talents with her guests. Sometimes fame spreads by improbable means and sharing or exchanging a recipe here is considered



a true pleasure. Take home a jar of spice, too. Rocker feller used to have braids of our hot peppers sent to his home from here. What Italian dish isn't enhanced by a touch of hot peperoncino? You will think of us every time you use it, wherever you are in the world, to make that Italian dinner that you will certainly dedicate to your favourite memory of your stay here.

## FAMILIES ON THE AMALFI COAST

If there is one thing that bothers us, it is to be sold in tourist spheres almost exclusively as a place that is best for singles, couples and honeymooners. It is true that this is a very romantic place but these are also towns and communities that are strongly based on the family and relationships between friends, solidarity and

collaboration between families. This sounds a bit like 'The Godfather' but in reality, there have been innumerable international studies carried out to study our social structure and the results show that this is a wonderful place to raise children and grow old for anyone who needs to feel surrounded by a loving, affectionate and sharing social net. Our old people live long and healthy lives. Our children are adored, pampered and treated as welcomed guests and, indeed, are welcome everywhere. With one contact on the Coast you are connected to everyone. The greengrocer will send you to his cousin the butcher who will recommend you to his brother who makes limoncello who will take you to his brother the pharmacist who in turn has a friend who rents cars and a sister who runs the laundry.....a great relief and above all it gives you the feeling of not being on your own. Here, with just one human 'click' you are in contact with the whole research engine of men, women, old folks and children. Try it out.

## ADOLESCENTS

Adolescent children? Brrrrr.....ok. Some

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basic information. Alcoholic consumption and tobacco are forbidden before 16 years of age. In reality, cigarettes, beer and low grade alcoholic beverage sare easy to get and are quite diffuse among young people. You must be 18 years olds to drive an automobile and a motor scooter more powerful than 125cv and you must wear a helmet, be insured and have a special permit. The laws that regulate the consumption and sale of illegal drugs are very severe and particularly in this period, there is little tolerance for law breakers. In compensation, juvenile crime is practically unknown and our young people can go around- day and night- in serenity, everywhere along the Coast. They usually hang out at and meet at the bar, in discotheques and piazzas. Most work or study and speak English, German and French much better than their parents did at that age. They are also much more romantic than the average European youth. Italian parents, very permissive with their children, are tremendous with their adolescents. Especially their daughters. If there is a risk, it is of the teenage crush or the romantic flirt. We give them anything we can afford as do parents

all over the world.

## ADULTS and COUPLES

This is a Catholic culture. Everlasting marriage and the family are at the centre of society..... it actually is so. We are getting much more modern even here and we have never had difficulty accepting lifestyles that differ from our own. There has always been and there will always be a strong tolerance and a very great respect for the privacy of others on the Amalfi Coast. We are convinced that sentiments and intimacy are personal affairs. We may not really appreciate open exhibitions of deviant behaviour but we deeply respect every type of intimacy that is carried on with discretion, good manners, and good taste.

There have never been incidents of sexual intolerance in these parts; neither rapes, nor violence, nor other sexual crimes. At the most, some jealous row or a punching match between rivals. This is the land of seduction but, let's face it, the myth of the Latin lover is definitely in crisis. We have to admit, though, after travelling the world,

that Italian men and women still have a special ability to seduce and court; winks, subtle gestures, innocent lover's follies and indirect sexual advances are still the norm. Everything is very 'soft' and moves along gradually. And, we are the land of fashion and style...you will never see an Italian woman doing the shopping in slippers and hair rollers or a man going out to dinner that isn't dressed like the cover of a magazine. How can I put it?.....In amorous rituals, we give special care to details; we are very careful about our way of dressing and this may give us an advantage in the art of courting. What's more, different from California, here it's the real thing. Plastic surgery.... never. Here, seduction isn't based on a perfect waistline; it involves charm, has no age limit or ideal waist measurement. Divorce is rare and we remain faithful to the original fiancé. You will rarely hear terms like 'my first wife', 'my third husband' or 'my tenth boyfriend'. If you come hunting, beware. Then, as usual, do as you wish.

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