

Welcome to Naples, Pompeii & the Amalfi Coast

*Naples, Pompeii and the Amalfi Coast
are the Italy of your wildest dreams, a
rich, intense, hypnotic ragù of Arabesque
street life, decadent palaces, pastel-hued
villages and aria-inspiring vistas.*

Cultural Riches

Few parts of Europe can match Campania's cultural conundrums. Should you spend the morning waltzing through chandeliered Bourbon bedrooms or the frescoed villa of a Roman emperor's wife? And which of Caravaggio's canvases shouldn't you miss: the multiscene masterpiece inside Naples' Pio Monte della Misericordia or the artist's brooding swan song inside the city's belle époque Palazzo Zevallos? Campania's blockbuster heritage will set your imagination alight with its chariot grooves and temples, bombastic frescoes and heart-stirring sculptures.

Food, Glorious Food

Campania is the country's culinary show-off, home to Italy's top pizza, pasta, mozzarella, tomatoes, citrus and seafood. It's like a never-ending feast; bubbling, wood-fired pizza in Naples, long lunches at Cilento *agriturismi* (farm stays), and lavish pastries at celebrity-status Amalfi Coast *pasticceria* (pastry shops). Should you tuck into *coniglio all'Ischitana* (Ischian-style rabbit) at a rustic island trattoria? Pick up some famous *colatura di alici* (anchovy essence) in Cetara? Or just kick back with a crisp *Falaghina* and debate who has the creamiest buffalo mozzarella – Caserta or Paestum?

Southern Charm

Passionate, effusive and often generous to a fault, Campanians have a way of making other Italians seem just a little uptight. Despite the demands of modern life, there is always time for an impromptu espresso at the local bar or a bite of juicy gossip on a sun-bleached piazza. One minute you're choosing produce at a street market, the next you're in the middle of a feverish discussion about the weather, the in-laws or Napoli's on-field performance. Noone is a stranger for long, and a casual *chiacchiera* (chat) could easily land you at the bountiful table of your new best friend.

Natural Highs

Mother Nature went into overdrive in Italy's south, creating a thrilling playground of rugged mountains, steaming fumaroles, and ethereal coastal grottoes. Crank up the pulse rate exploring bat-filled grottoes at the Grotte di Castelcivita, cave diving off the Capri coast, or feeling the earth's subterranean wrath at the Solfatara Crater. Need to bring it down a notch? Horse-ride the slopes of Mt Vesuvius, sail the Amalfi Coast or simply soak at a thermal beach on Ischia. The options may be many, but there's one constant: a landscape that is beautiful, diverse and just a little magic.



Why I Love Naples, Pompeii & the Amalfi Coast

By Cristian Bonetto, Author

My family might hail from Italy's north, but my heart is tied tightly to Naples, Pompeii and the Amalfi Coast. This is the nation at its most intense, a place of brawny espresso in scorching cups and hairpin coastal roads. The region thrives on drama, from avaricious *palazzi* replete with scandalous tales to ghostly ruins in the shadow of Vesuvius. That the Bay of Naples resembles a giant amphitheatre is hardly coincidental. Bursting with twists, turns and inimitable pathos, no other corner of the *bel paese* makes me feel so incredibly alive.

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