

Value for Money

IN A VILLA VACATION

OK, we admit it. just the concept of “renting a villa in Italy” sounds like it oozes money and is only for the uber-rich from Palm Beach, the Hamptons or Beverly Hills.

But that really isn’t the case. Let’s show you.

On average, A Season Away villa and apartment experiences cost about \$3,000 to \$3,500 per bedroom, per week. So a three bedroom villa will average about \$9,000 to \$10,500 per week, with some higher and some lower depending on season and other amenities.

Now that’s not cheap. **But compared to what?**

We pulled internet discount pricing for 4 very nice hotels in Florence, Italy (Hotel Lungarno, The Four Seasons, Westin Excelsior and Grand Hotel Baglioni) for deluxe rooms (not even suites) and then averaged out their nightly costs for a stay in the middle of July. The average nightly cost per room was \$527.50.

Then we compared them to the cost of a very nice 3 bedroom villa in the heart of Chianti, Villa Roses Galore, also in July.



VILLA ROSES GALORE

Chianti, Tuscany, Italy — 3 bedrooms/7 nights



Four Seasons Firenze

LUXURY HOTEL

Florence, Italy — 3 deluxe rooms/7 nights

3	Number of Bedrooms	3
Yes	Private bathrooms?	Yes
Yes	Private terrace?	No
Yes	Large living room and dining area?	No
Yes	Ability to spread out/gather as a group?	Not really, unless you meet in the hotel bar or lobby
Yes	Private pool?	No (only the Four Seasons has a pool and it is shared by all hotel guests)
Yes	Private kitchen?	No
Yes	Private VillaHost concierge services focusing ONLY on your group?	No, but pretty good hotel concierge services
Yes	Lifestyle and excursions tailored to group’s wishes?	No, but pretty good hotel concierge services
Yes	VillaHost “insider” connections to great local events, shopping and dining?	No, but pretty good hotel concierge services
Yes	VillaHost takes group to local markets?	No
Yes	Welcome drink and snacks upon arrival?	Perhaps a welcome drink
Yes	First evening welcome meal?	No
Yes	Ability to stock villa with personally selected groceries?	Not applicable – no private kitchen
Yes	Personal chef services available?	Not applicable – no private kitchen
No	Have to eat out every meal?	Yes
Yes	Access to A Season Away’s custom VillaBook?	No
No (2 times per week, more available)	Daily maid services?	Yes

\$10,465 for 3 bedrooms

Price per week

\$11,077 for 3 deluxe rooms