

Do you have a partnership with any similar companies in other major cities? –Scala Reale client, June 2004

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Rome and Naples. November 2, 2004—The Rome-based travel consultancy Context:Rome announced today the launch of services in Naples and the Amalfi Coast. This expansion includes an extension of the critically-acclaimed Scala Reale walking itineraries from Rome to those areas.

“The city of Naples is relatively untouched by most tour operators, and although a lot of travelers visit the Amalfi Coast, there’s nothing like Scala Reale there,” said Context:Rome director, Paul Bennett, today from their offices in the Monti neighborhood of Rome. “We’ve developed a small network of art historians and archaeologists, as well as some Slow Food people, to lead some wonderful itineraries in the area.”

Thematic walking tours led by graduate students and professors of art history will form the core of Context:Naples, as they have of Context:Rome and Scala Reale successfully for several years. Though small—five docents as compared with thirty-eight in Rome—the Naples docent network is composed of several Ph.D.-level historians as well as a variety of professional writers, architects, gourmands, wine experts, and artists. The vocabulary of itineraries is being developed and honed with a similar view to creating a college seminar-like experience for clients. Among current itineraries are Arte Napoletana and an Amalfi Crest Trek (a day hike from Sant’Agata sui due Golfi to Positano with Slow-Food picnic). In addition, like its parent company, Context:Naples will offer some of the specialty services that has made Context:Rome notable, including: **cell phone rentals, museum tickets, car services, language workshops**, and other such boutique services as **orientation chats** and pre-arrival **apartment stocking**.

Context:Naples is being overseen by Petulia Melideo from the Rome office of Context:Rome in conjunction with art historian Maria Laura Chiacchio of Naples.

“The Scala formula—pairing travelers with scholars—has worked very well in Rome where there are a lot of art historians, archaeologists, Fulbright fellows, etc. that we can tap for our itineraries,” noted Bennett. “Naples is a little more difficult. But we’ve already established relationships with several outstanding people. Pompeii and the Amalfi are relatively easy. But getting people into Naples, that’s our real goal.”

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