

LIFESTYLE

# Luxury Travel Inspired by Pop Culture, Drive a Six-Wheeler Race Car, and Other Things to Bookmark This July

Our jet-setting columnist explores the latest in landscape design,  
nature, vehicles, and whisk(e)y.

BY MARY GOSTELOW | JULY 19, 2023



The newest travel trend, as seen throughout Italy, is to nuzzle up to nature as much as possible. Italy sets fashion trends, not only in gear but in gallivanting as well. As Castelfalfi in Tuscany, general manager Roberto Protezione looks after A-list guests—no names mentioned, but you can be sure there are more than a handful of household-name movie and sports stars with a

sizeable sprinkling of business tycoons. Increasingly, these important individuals (or their “team”) want to know a number of things beforehand. 27 holes of golf, designed by whom? Is there tennis? How about padel, essential these days, and biking and hiking? With the exception of golf clubs, travellers today, it seems, expect hotels to provide the gear and it must be the best, say a Cinelli Nemo Zagato bike, of Columbus Omnicrom steel with a polished nickel finish.



Sunset over the Castelfalfi golf course  
Image courtesy of Castelfalfi