

STYLE
BEST
OF
CASAEuphemia, the 'personal
voyager' project
by Lab Travel

The travel made to measure: experiences made to fit dreams

"Eighty miles into the master wind man reaches the city of Euphemia, where merchants from seven nations converge at every solstice and equinox". Euphemia was the city of exchange in Italo Calvino's "The Invisible City". This exchange is enriching both in the writer's literary intentions and in the choice of Euphemia's managing director, Michele Zucchi, and Lab Travel's president, Eno Barroero, to be inspired by this dreamlike vision when they chose the name. Euphemia for Lab Travel's travel project in Cuneo. At the heart of it all is the travel agent, who in Euphemia is called the 'personal voyager' and is the professional who devotes himself exclusively to managing customers. "Unintentionally, in the last 10 years, we have revolutionised the world of tourism distribution in Italy", says Michele Zucchi, who specifies: "We have created a new model that has at least a double value: enhancing professionalism with many years of experience that would probably no longer find

a place in classic travel agencies, and giving a renewed enthusiasm. Our travel agent has the freedom to devote himself to the creation of tailor-made itineraries, reaching the customer everywhere supported continuously by Lab Travel's administrative department, which takes care of all formal and management aspects". The many travel destinations, all over the globe, have a special colour thanks to the skill of the personal voyager who knows the destinations perfectly and knows the experiences that can enrich a couple's holiday, group travel, business travel, study holiday or incentive and MICE travel. Customers know they can trust the personal voyager whom they often ask to create something special, something unique because it is often imagined together. A particular sensibility and pragmatism is also given by the strong female presence, which reaches around 80 per cent at Euphemia. "We have given many female professionals the opportunity to continue being wives, mothers, without giving up cultivating

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Attention to detail

• The Maldives: an earthly paradise where the sand and crystal-clear waters meet, a magical setting for a holiday for two. Euphemia, thanks to its partnership with Club Med, makes a dream come true and takes you to the Villas of Finolhu, where everything is possible, to enjoy unforgettable moments and share new experiences. With Club Med's "Premium All Inclusive" formula, everything you want - and more - is there: private pool, butler, sports activities, gourmet specialities, sunset aperitifs and dinners on the beach under the stars, and entertainment.

their passions, while working, and I would like to point out that it is not a spare-time job, but a fulfilling and remunerative job to the point of generating independence, but, I say this jokingly, also dependence because those who love and are involved in travel always talk about travel", concludes Eno Barroero. Being an agile company, without superstructures or overheads, which would probably have collapsed during the pandemic that hit the industry hard, has given Euphemia the impetus to experience a 2022 of growth and development that is continuing in 2023. "Twelve years ago, with our vision, we amazed and stimulated the best talents on the market to break away from agencies - Zucchi and Barroero say in unison - At the time it might have seemed a leap in the dark, today these people are the fundamental backbone, as well as the most reliable testimony of Euphemia because

with us it is the people, first and foremost, who make the difference. To recount this human and entrepreneurial adventure, there is no better way than to read its essence in the words of a personal voyager: "I could never go back. I am in Euphemia because I have gone beyond (even my fear). Everything else is another story where, 'I here is exciting, is in the future'. A future made of travel, of discovery. There is a direct relationship for which customers who rely on Euphemia are grateful for being able to have a unique experience tailored to them, in an exchange of mutual enthusiasm, for the work done, the assistance received and the journey thoroughly enjoyed. And so, as in literature, Euphemia remains in everyone's heart and mind, like Calvino's Euphemia: "... the city where memory is exchanged, at every solstice and every equinox" •

ENO BARROERO,
PRESIDENT OF LAB TRAVELGIULIA BARROERO,
CEO OF LAB TRAVELMICHELE ZUCCHI,
CEO OF EUPHEMIA125
SUE