

Press release

Tootbus launches Tuscany: a new way to explore the region

Paris, March 18th, 2026 – Tootbus, the RATP Dev sightseeing specialist, is proud to announce the launch of Tootbus Tuscany - a completely new intercity travel concept that lets travellers explore one of Italy's most iconic regions with freedom, flexibility, and ease. Unlike traditional hop-on hop-off tours or fixed excursions, Tootbus Tuscany offers a multi-day regional pass, allowing travellers to move freely between Florence, Pisa, Siena, Lucca, and San Gimignano over 2 to 5 days - designing their journey at their own pace.

Tuscany is one of Europe's most visited regions, yet the way travellers explore it has barely changed. Packed itineraries, long hours on the road, and rigid schedules still dominate the landscape. With Tootbus Tuscany, that model is being challenged.

Rather than another guided excursion or themed tour, Tootbus introduces a modern intercity sightseeing concept, giving travellers the freedom to choose where to stop, how long to stay, and when to move on - turning Tuscany into a connected journey rather than a checklist of highlights.

Explore at your own pace

Tootbus Tuscany encourages a slower, more relaxed way of travelling. With multiple daily departures from each city, visitors can avoid peak times, linger in the places they love, and move gradually across the region. This approach promotes a smoother flow of visitors, letting travellers enjoy each city fully while respecting the natural rhythm of Tuscany's destinations.

Guided everywhere

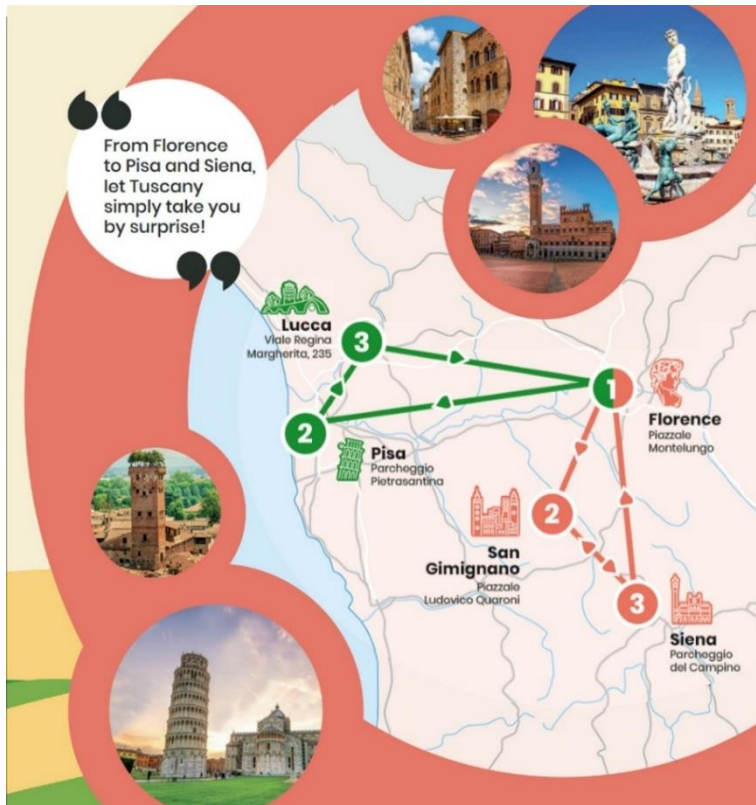
Digital tools and audio content enrich the journey, offering cultural insights without imposing a fixed schedule. Travellers are accompanied by Tootie, Tootbus' AI-powered guide, available in over 50 languages, providing personalised recommendations, local insights, and practical guidance in real time.

A refreshing new concept between sightseeing and mobility

In a landscape dominated by fast-paced day trips and rigid tours, Tootbus Tuscany introduces a new category between sightseeing and intercity mobility — modern, flexible and designed for today's evolving travel expectations.

Arnaud Masson, Senior VP Digital & Sightseeing RATP Dev: *"With Tootbus Tuscany, we are introducing a completely new way to explore the region. It's not a traditional sightseeing tour, nor a standard transport service. It's a flexible, multi-city experience that lets travellers explore Tuscany at their own pace, in harmony with the region's rhythm."*

By extending its expertise beyond major cities, Tootbus is not just launching a new service - it is opening a new chapter in how Tuscany can be explored. This launch marks a new milestone in Tootbus' development beyond major capital cities, expanding its expertise into regional travel experiences.



Practical details:

- Buses operate daily from March 18 to October 31.
- Tickets are valid for the selected date. Once first validated onboard, they remain valid for 48, 72, or 120 hours, depending on the pass chosen.
- Flexible start: Begin your journey from any city, at any time, between Florence, Pisa, Siena, Lucca or San Gimignano
- Customers may modify or cancel their booking free of charge up to 24 hours before the travel date.
- Tickets are available for purchase at [here](#).

15% off on weekdays | 10% off on weekends



2-day pass

Fast ride

Adult 89€
(+13 years)

Child 59€
(4-12 years)

Family 237€
(2+2)



3-day pass

Must see

Adult 99€
(+13 years)

Child 69€
(4-12 years)

Family 267€
(2+2)



5-day pass

Relax, take it easy

Adult 409€
(+13 years)

Child 69€
(4-12 years)

Family 297€
(2+2)

From 75,65€

From 50,15€

From 201,45€

From 84,15€

From 58,65€

From 226,95€

From 92,65€

From 67,15€

From 252,45€



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About RATP Dev

RATP Dev is a global operator of urban and intercity transport systems, active in 16 countries across five continents. As a subsidiary of the RATP Group, we draw on 125 years of expertise developed in Paris's ultra-dense and continuously modernised network. Our 25,000 employees deliver excellence across more than 120 operations worldwide including commuter rail, trams, buses and metros where we lead the field in designing, operating and maintaining high-capacity automatic and semi-automatic metro lines. Every day, our teams apply their expertise and innovations to enhance passenger experience, deliver seamless network takeovers, manage complex system upgrades with minimal disruption, drive operational excellence and support major cultural and sporting events. Our work is guided by our conviction that safe, efficient, accessible and sustainable public transport networks are a cornerstone of thriving and inclusive communities around the world. That's why we deliver the best in mobility—every day, everywhere for everyone.

RATP Dev. The right move. www.ratpdev.com

About Tootbus

Tootbus, a subsidiary of RATP Dev, is the world's first low emissions sightseeing bus company and is a leading operator of hop-on hop-off sightseeing bus tours in Paris, Brussels and Tuscany.

As a pioneer in sustainable urban tourism, Tootbus is committed to reducing its environmental impact through continuous innovation and responsible practices. Its fleet of 95 low-emission buses, 35% of which are electric, reflects this ambition to preserve natural resources and combat climate change. www.tootbus.com