



DUCO TRAVEL SUMMIT HOSTS SUCCESSFUL EIGHTH EDITION OF DUCO ITALY IN MILAN WITH THEME 'DUCO SU MISURA', CELEBRATING THE ART OF PERSONALIZATION AND EXCLUSIVITY THAT DEFINES ITALIAN HOSPITALITY

The annual boutique travel event focused on high-end hospitality in Italy will hold its first edition in Rome in 2027, while also unveiling the landmark launch of DUCO UK & Ireland, set to debut in April 2027.

(Milan, Italy), March 26th, 2026: [DUCO Travel Summit](#) successfully concluded its eighth annual edition [DUCO Italy](#), held in Milan from March 23rd to 27th, 2026. Guided by the theme **DUCO Su Misura**, this year's summit celebrated Italy's unrivalled tradition of bespoke craftsmanship, connecting Italy's top hospitality providers with the world's leading English-speaking travel advisors. The summit also marked a milestone moment for DUCO Travel Summit, with the announcement that DUCO Italy will take place in the Eternal City of Rome in March 2027, alongside the launch of DUCO UK & Ireland, a brand-new destination edition set to debut in London in April 2027.

For the third consecutive year in Milan, DUCO Italy brought together over 380 of Italy's most exceptional hoteliers, DMCs and travel experience providers, representing 341 esteemed brands, alongside 260 leading travel advisors and influential travel experts from key English-speaking markets, including the United States, Europe, Canada, Australia, and beyond, in exclusive venues across Milan.

The event reaffirmed Milan's status as a premier high-end travel destination, blending high-level business meetings with immersive cultural experiences. With DUCO, Italy holds a place on the calendar of the world's leading travel events dedicated to a single destination. Attendees immerse themselves in the experience, beginning their day with enriching twenty-minute appointments with DUCO Italy's selected participants, followed by captivating evening events that further deepen their understanding and connection to the destination.

For its third Milanese edition, DUCO has proudly partnered with **Milano&Partners**, an association including the **Chamber of Commerce of Milan Monza Brianza Lodi, MonteNapoleone District**, and **Yes Milano**.

Fiorenza Lipparini, Director General of Milano&Partners, shared: "What makes Milano unique is its ability to integrate every event and every investment into its strategic vision. We do not create temporary showcases. We embed opportunities into the city's priorities: in this way, thanks to DUCO, we strengthen our positioning as a high-end destination, recognized by all the key players in this industry."

Elena Vasco, Secretary General to the Chamber of Commerce of Milano Monza Brianza Lodi, noted: "The successful conclusion of DUCO Italy Su Misura 2026 once again confirms Milan's role as an international platform connecting the finest of Italian hospitality with the world's most influential luxury travel advisors. The strong participation and the quality of the relationships built demonstrate the effectiveness of a collaborative model in which institutions, businesses, and partners work together to promote an

evolved, sustainable, and experience-driven tourism offering. DUCO continues to strengthen the city's positioning and generate positive impact for the entire local economic system."

Guglielmo Miani, President of MonteNapoleone District, commented, "As MonteNapoleone District, we are pleased to renew our partnership with DUCO Travel Summit, which has established itself as a strategic forum for dialogue with leading luxury travel agents and international operators. Milan has taken on an increasingly central role on the global stage, evolving from a capital of fashion and design into a strategic hub for high-end international tourism. Today, the city is recognized as a destination of excellence, perfectly equipped to meet the expectations of high-spending clientele. For luxury travel advisors, Milan offers a fully integrated ecosystem of the highest quality, concentrated within a compact and easily accessible urban area that has grown stronger over the years: five-star hospitality, outstanding retail in the Quadrilatero della Moda, Michelin-starred dining, and a distinctive cultural heritage—further consolidating its role as a lifestyle destination. Thanks to the synergies among the various stakeholders, the city is able to offer tailor-made experiences and high-value itineraries, representing the ideal starting point for discovering Italy while attracting flows from key markets such as the United States, Asia, and the Middle East."

Hosted events in this edition included:

- Mandarin Oriental, Milan welcomed attendees for Registration and the Press Program. During this moment, guests received curated gifts featuring Made in Italy products from Dr. Vranjes Firenze, Eyepetizer Eyewear, METT Milan Torre Velasca, Rivolta Carmignani, and Small Luxury Hotels of the World.
- The evening continued with the DUCO Private Organ Concert at the Duomo di Milano by I.D.I. Travel. The Organ and Voice concert program, curated in partnership with the Veneranda Fabbrica del Duomo di Milano, brought together a selection of sacred and baroque compositions. The evening concluded with an Opening Cocktail at Portrait Milano, where Capital One Travel hosted a champagne bar.
- Hotel Principe di Savoia and Palazzo Parigi Hotel & Grand Spa hosted the scheduled appointments throughout the week, providing elegant settings for meaningful one-to-one meetings and connections. In partnership with The Leading Hotels of the World, a dedicated area welcomed exhibiting affiliates at Palazzo Parigi Hotel & Grand Spa, while the Flywire team was present at both venues, presenting payment solutions and supporting the coffee breaks.
- During the lunch break, DUCO collaborated with a curated selection of partners who welcomed guests to hosted lunches offered by Anantara & Tivoli Italy, Borgo Pignano, InterContinental Rome Ambasciatori Palace & Six Senses, METT Milan Torre Velasca, and Sensoria Dolomites & Hotel Tyrol.
- The Westin Palace Milan hosted the DUCO Italy 2026 Awards, a celebration of excellence in Italian hospitality. The evening was supported by valued partners including Eyepetizer Eyewear, providing gifts for the winners; Maurel, the Italian fashion company crafting *su misura* company clothing; and The Leading Trains, presenting its new collection.
- The program concluded with the DUCO Closing Cocktail at Four Seasons Milano, bringing together participants for a final evening of connection and celebration.
- Selected travel advisors also had the opportunity to explore more of Italy through post-event journeys organized by partners including Borgo Pignano Tuscany, Four Seasons Italian Collection, Il Sereno Lake Como, Palazzo Luce, Starhotels Collezione, and Indigenus.
- Ahead of the main program, DUCO Italy also hosted a three-day Press Program for contributors to international media. Grand Hotel et de Milan partnered as the host hotel in Milan, while Mandarin Oriental, Milan served as the Press Day host, facilitating meetings between Exhibitors and a curated list of journalists from international and Italian lifestyle outlets. During the Press Day, lunch was hosted by Explora Journeys.

- On the final day of the Press Program, the MonteNapoleone District hosted a curated farewell lunch, followed by a private cultural visit to Palazzo Citterio in partnership with Milano&Partners. The day concluded with an exclusive experience presented by Bspoke Associates and Starhotels Collezione.
- In addition to the Milan program, selected journalists also had the opportunity to join press tour extensions hosted by Borgo Pignano in Tuscany and Il Sereno on Lake Como.

DUCO Italy gathered a carefully curated group of Exhibitors, including distinguished members of The Leading Hotels of the World, Preferred Hotels & Resorts, Relais & Châteaux, and Small Luxury Hotels of the World. The full list of Exhibitors can be found in the official [Exhibitors List](#).

DUCO Italy 2026 Awards honored outstanding hoteliers, experience providers, and hotels, with winners recognized across four categories:

Patrizio Cipollini Award | Best Hotelier

Alain Bullo from Londra Palace Venezia

Unique Experience Provider

Access Italy

Most Charming Hotel (up to 50 rooms)

Borgo Pignano Volterra, Tuscany

Greatest Italian Hotel (more than 51 rooms)

Il San Pietro di Positano, Positano, Campania

The ninth edition of DUCO Italy will continue its *giro per l'Italia*, taking place in Rome from March 15th to 19th, 2027, under the theme **All Roads Lead to DUCO**.

DUCO Travel Summit is also proud to announce its fourth destination, DUCO UK & Ireland, a brand-new edition launching in London, England from April 12th to 16th, 2027, under the theme **DUCO Calling**. Following the proven DUCO model of connecting a destination's finest hospitality providers with the world's leading English-speaking travel advisors, DUCO UK & Ireland will bring the summit experience to one of the world's most beloved and storied travel destinations. Stay connected via [Instagram](#) and [LinkedIn](#).

Starting in 2027, DUCO Travel Summit will follow an annual calendar with **DUCO Italy in March, DUCO UK & Ireland in April, DUCO Spain & Portugal in October, and DUCO France in November**. Further details on venues, theme, and registration will be announced in the coming months.

DUCO Italy embraces a digitally oriented approach, extending beyond the annual gathering. [Best of Italy](#) serves as an ongoing showcase of *il bel paese*, while DUCO Italy continues as a year-round platform for inspiration, exclusive insights, and the finest travel experiences. Stay connected via [Instagram](#) and [LinkedIn](#). During the summit, the DUCO App provides attendees with a comprehensive digital platform for networking, scheduling, and event information.

About DUCO Travel Summit

Founded in 2016 by Carolina Perez, DUCO Travel Summit is a destination-oriented initiative and the first travel summit of its kind to focus on a single destination. It serves as both a curated event and a communication channel for promoting destinations through marketing actions and digital platforms.

DUCO Travel Summit organizes DUCO Italy, an annual event established in Florence in 2018. For three consecutive years, DUCO Italy has been held in Milan, and in 2027 the event will take place in Rome. DUCO France, launched in 2021, takes place annually in Paris, while DUCO Spain & Portugal has been held in Marbella, Spain since 2025. DUCO has also announced DUCO UK & Ireland, with its inaugural edition set to take place in London, England, in 2027.

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The DUCO concept is the result of the passion of the company's founder, Carolina Perez, who is of Italian heritage and grew up in Brazil. After leading the family business, Teresa Perez Tours, in São Paulo for 16 years, Carolina created and founded Travelweek São Paulo, which was acquired by ILTM Reed Exhibitions in 2013 and rebranded as ILTM Latin America.

To learn more about DUCO Travel Summit including DUCO Italy, DUCO France and DUCO Spain & Portugal, please visit ducotravelsummit.com.

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