

DUCO

ITALY

IN GIRO PER L'ITALIA

2024

IN GIRO PER L'ITALIA: DUCO TRAVEL SUMMIT CELEBRATES THEIR SIXTH EDITION OF DUCO ITALY IN MILAN

The finest Italian hospitality providers connect with the world's top English-speaking travel advisors at this boutique high-end travel summit in Milan from March 18 - 22, 2024

Milan, 20th March 2024: [DUCO Travel Summit](#) celebrates its sixth year of the [DUCO Italy](#) destination travel event from March 18th – 22nd 2024, for the very first time in Milan, in partnership with **Chamber of Commerce, Milano & Partners** and **MonteNapoleone District**.

The high-end boutique travel summit's 2024 theme, *In Giro per l'Italia*, pays tribute to DUCO's origins - born in Italy: 100% Italian roots, 100% Italian "manufactured." The theme encompasses the tradition of timeless craftsmanship and trendsetter artisans of Italy, including those in design, fashion, and food, and how they set themselves apart with a high attention to quality and authenticity.

DUCO Travel Summit pioneered the concept of a destination-oriented initiative, focused on high-end hospitality, and remains the first and only travel event to highlight a single destination, at that destination. Now in its sixth year in Italy, this innovative invitation-only event brings together the most important Italian hoteliers and travel experiences with an exclusive selection of travel advisors from international English-speaking and European markets, as well as DMCs and trusted destination partners. DUCO is putting Italy on the calendar of the world's finest travel events with an innovative approach to holding meetings in two different venues.

"As we approach this 6th edition of DUCO Italy, our first to be hosted in Milan, I am ever more excited for the journey we are on.

The genuinity of the Italian soul and the Italians joy for life makes people want to return to Italy over and over. Italy is always welcoming. It feels like home.

Italy is not just a destination; it is an experience, a journey of discovery and incredible emotion.

From its inception – as we crisscrossed la bell'Italia in search of the finest hoteliers who would attract the world's best travel advisors to a showcase of the pinnacle of Italian hospitality – we envisioned an event that would girare l'Italia. And our theme this year, In Giro per L'Italia, embraces that spirit DUCO was born with.

We are thrilled to have Milan, an energetic and innovative city, as our stage for this week. Here you will discover all that we cherish about the Italian peninsula: culinary excellence, cultural richness, architectural splendor, and historical significance.

We invite you to join us and make Milan your home!"

DUCO is proudly supported by the **Chamber of Commerce and Milano & Partners**. "The first edition of the DUCO Travel Summit in Milan represents an important step in consolidating the city's brand as an increasingly international and attractive destination. A strategy, jointly promoted by the Chamber of Commerce and Milano&Partners, which sees luxury tourism not only as a segment capable of generating benefits and spin-offs for the tourist and service system, but also as an opportunity to experiment and consolidate the tourist

experience in terms of quality and sustainability," stated Elena Vasco, Secretary General of the Chamber of Commerce of Milan Monza Brianza Lodi.

"We are thrilled to host DUCO in Milano for the first time: we believe that this first edition will strongly contribute to put our city and its beautiful surroundings even more on the map for high-end tourism, bringing value to the incredible offer that our territory has developed in the luxury segment over the years, including in terms of social and environmental sustainability, and positioning Milan as gateway to anyone who is looking for unique experiences in Italy" said Fiorenza Lipparini, Director General of **Milano & Partners**, the official promotion agency and destination management organisation of the City of Milano.

Official Partners also include **MonteNapoleone District** with their Chairman, **Guglielmo Miani**, commenting *"we are thrilled to be official partners of DUCO, it is an opportunity that allows us to continue in our work of enhancing and promoting our country, which we believe is one of the most fascinating in the world, exactly like Milan, the fulcrum of this initiative for the next three years. Indeed, leveraging the iconic role of the MonteNapoleone District as a magnetic attractor for high-end tourists, we aim to create new synergies to expand international tourism of excellence, offering exclusive and unforgettable experiences and promoting the beauty and hospitality of our country globally. We are confident that this event will bring an increase in high-quality tourism and create economic and cultural opportunities for both Milan and all Italian locations"*.

Event sponsors and partners work together to ensure that Italy's best destinations and experiences are showcased to those who bring the most qualified, upscale travel business to the country. The celebration of the 140th Anniversary of Sina Brufani Hotel took guests to Perugia for a Gala Dinner, initiating the select events. Mandarin Oriental Milan hosted registration and the press office for the summit, with Palazzo Giureconsulti and Villa Necchi Campiglio co-sponsoring as venues for scheduled appointments. Lunches will be hosted by Casa Puglia by True at Horto Restaurant, Four Seasons Hotel Milano, Hotel Principe di Savoia, and Palazzo Parigi Hotel & Grand Spa, Milano. DUCO's Opening Ceremony, Awards, and Michelin-Starred Dinner, featuring the collaboration of Chef Raffaele Lenzi of Il Sereno Lake Como, Chef Claudio Sadler of Casa Baglioni Milan, and Chef Antonio Guida of Mandarin Oriental, Milan. The event is in partnership with Milano&Partners at Rubattino56 and launched the highly anticipated La Dolce Vita Train. Wines provided by Belle Vite to showcase four of Tuscany's most esteemed wine producers - Fattoria Le Pupille, Petrolo, Tolaini, and Tua Rita. As per evening events, a fanfare-led passeggiata through MonteNapoleone District, culminating at Armani Hotel Milano for an aperitivo. Park Hyatt Milano will also celebrate their 20th anniversary with an aperitivo celebration titled "La Grande Bellezza." Toscana Promozione Turistica and Destination Florence Convention & Visitors Bureau will bring a slice of Tuscany to Milan with a Tuscan aperitivo at the celebrated Portrait Milano.

DUCO promotes a three-day Press Program, inaugurating it with a dinner at Park Hyatt Milano for the international press, who were guests throughout the program. The press office was located at Mandarin Oriental Milan, hosting a morning meet and greet followed by one-to-one meetings in the afternoon. Lunch was served at the two Michelin-starred Seta Restaurant. The final day of the program started with a visit to the appointments venue and concluded with a lunch hosted by Relais & Chateaux at Il Luogo Aimo e Nadia, renowned for its Michelin-starred cuisine.

Attending DUCO Italy are 256 of the *Bel Paese's* premier hospitality professionals and 295 of the finest Italian travel suppliers including frontline travel advisors and influencer travel agents who are the top sellers and rising stars of the English-speaking markets. Attendees dive deep into the destination, starting at enriching fifteen-minute daytime appointments and continuing through engaging nighttime events.

In keeping with its theme, DUCO Italy featured the DUCO Italy 2024 Awards which honour the best hoteliers, experience providers, and favourite properties as voted by attendees with winners in four categories: Patrizio Cipollini Award | Best Hotelier; Unique Experience Provider; Most Charming Hotel (up to 50 rooms); Greatest Italian Hotel (more than 51 rooms). The winners are:

Patrizio Cipollini Award | Best Hotelier

- Sir Rocco Forte, Owner | Rocco Forte Hotels Italy

Unique Experience Provider

- Queen of Clubs

Most Charming Hotel (up to 50 rooms)

- Lupaia | Torrita di Siena, Tuscany

Greatest Italian Hotel (more than 51 rooms)

- FORESTIS | Bressanone, Trentino-Alto Adige

Beyond the annual event in Milan, DUCO Italy is a channel for the year-round promotion of Italy. [DUCO Galleria](#) is an online showcase that offers insights into DUCO's hotels, as well as secrets for every region, delightful dishes, and other creative content at one's fingertips.

About DUCO Travel Summit

Founded in 2016 by Carolina Perez, DUCO Travel Summit is a destination-oriented initiative. It is the first travel summit of its kind to focus on one single destination and a channel for the promotion of the destination through marketing actions and digital platforms. DUCO Travel Summit organizes DUCO Italy, an annual event held in Florence, and the recently launched DUCO France held annually in Paris. The DUCO concept is a result of the passion of the company's founder, Carolina Perez, who is of Italian heritage and grew up in Brazil. After 16 years leading the family business, Teresa Perez Tours in Sao Paulo, Carolina created and founded Travelweek Sao 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 and DUCO France, please visit www.ducotravelsummit.com and follow us on [Instagram](#) and [Facebook](#).

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