



DUCO TRAVEL SUMMIT HOSTS SUCCESSFUL SEVENTH EDITION OF DUCO ITALY IN MILAN WITH *IN CONCERTO* THEME CELEBRATING THE SECOND MILANESE EDITION WITH RESOUNDING SUCCESS HIGHLIGHTING A HARMONIOUS CELEBRATION OF ITALIAN HOSPITALITY

The annual boutique travel event focused on high-end hospitality in Italy will have the theme *DUCO SU Misura* in 2026, returning for the third year to the cosmopolitan Milan.

[DUCO Travel Summit](#) has successfully concluded its seventh annual edition of [DUCO Italy](#), held in Milan from March 24 – 28, 2025. With this year's theme, *DUCO In Concerto* captured the spirit of collaboration and artistry, just as every musician plays a role in a grand symphony — connecting Italy's top hospitality providers with the world's leading English-speaking travel advisors.

For the second consecutive year in Milan, DUCO Italy brought together 342 of Italy's most exceptional hoteliers, DMCs and travel experience providers, representing 307 esteemed brands, alongside 280 leading travel advisors and influential travel experts from key English-speaking markets, including the United States (80%), Europe (7%), Canada (4%), Australia (2%), and other destinations (7%), 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 is on the calendar of the world's finest travel events focusing on a single destination in the destination. Attendees immerse themselves, 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 second 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.

Guglielmo Miani, Chairman of MonteNapoleone District, commented: "We are delighted to have renewed our collaboration with Duco, which for the second year in a row brought 300 of the most important global travel agents to Milan, with the aim of having them discover the beauty of our country, starting from Milan. Milan's success lies in its winning formula: top-notch hospitality combined with an exclusive shopping

experience in the MonteNapoleone District, without neglecting the cultural offer, food and wine excellence and internationally renowned events, such as the upcoming Design Week. In addition, Milan offers the unique advantage of being a city on a human scale, where everything is concentrated in a few square kilometers, making every experience simple and unforgettable. I am confident that this initiative will enhance the promotion of Milan as a tourist destination of excellence, a goal that the MonteNapoleone District pursues with constant commitment.”

Other hosted events in this edition included:

- A Welcome Press Dinner was held at the Four Seasons Hotel Milano, bringing together international media and City Partner representatives, including the Chamber of Commerce Milan Monza Brianza Lodi, MonteNapoleone District, and Yes Milano, with the Four Seasons Hotel Milano as host.
- Registration was held at Park Hyatt Milano, where guests were received at a dedicated hospitality desk by MonteNapoleone District. A select group of Buyers enjoyed a private visit to Il Duomo, an exclusive Milan experience curated by Veneranda Fabbrica del Duomo and Yes Milano. PISA 1940 extended a special welcome to DUCO Italy participants with a bespoke visit, thoughtfully designed to mark the occasion.
- A full day Press Program at the Park Hyatt Milano and a seated lunch for journalists at Pellico 3 Milano Restaurant.
- DUCO's Standing Opening Cocktail & DUCO Awards at Magna Pars l'Hotel à Parfum, a glamorous evening celebrating excellence in hospitality.
- Visits to Villa Necchi Campiglio and Museo Bagatti Valsecchi organized for press, followed by a press lunch hosted by MonteNapoleone District at Lucid Club Milano.
- Scheduled Appointments took place at Hotel Principe di Savoia and Villa Necchi Campiglio, where attendees engaged in meaningful discussions on upscale travel trends and innovations. Over the three days of appointments at Hotel Principe di Savoia, a dedicated hospitality desk showcased Madonna di Campiglio, providing a space for connection and discovery. Meanwhile, The Leading Hotels of the World enhanced the coffee break at Villa Necchi Campiglio with the *Salotto del Caffè*, offering a refined experience for attendees.
- Four Seasons Hotel Milano welcomed guests for an elegant standing cocktail.
- The exclusive MonteNapoleone District Passeggiata transformed Milan's iconic high-end shopping street into a special experience for DUCO participants, featuring a festive fanfare.

DUCO Italy gathered a carefully selected group of Exhibitors, including distinguished members of 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 2025 Awards honored the best hoteliers, experience providers, and favorite properties as voted with winners in four categories:

- Patrizio Cipollini Award | Best Hotelier: Silvio Vettorello, General Manager of Grand Hotel Tremezzo, Lake Como & Passalacqua
- Unique Experience Provider: IC Bellagio | DMC
- Most Charming Hotel (up to 50 rooms): Splendido Mare, A Belmond Hotel, Portofino | Portofino, Liguria
- Greatest Italian Hotel (more than 51 rooms): Borgo Egnazia | Savelletri di Fasano, Puglia

For the seventh edition, DUCO embraced a more digitally oriented approach, extending beyond the annual gathering. [DUCO Galleria](#) is an ongoing showcase of Italy, offering regional highlights, exhibitor insights, hidden gems, culinary treasures, and creative content, all at attendees' fingertips. In parallel, DUCO Italy continued to serve as a year-round platform for inspiration, exclusive insights, and the finest travel experiences, with connections maintained through [Instagram](#) and [LinkedIn](#). During the summit, the DUCO App provided attendees with a comprehensive digital platform for networking, scheduling, and event details.

From March 23 – 27, 2026, DUCO Italy will celebrate its eighth edition under the theme **DUCO Su Misura**.

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 a single destination, as well as a channel for promoting the destination through marketing actions and digital platforms. DUCO Travel Summit organizes DUCO Italy, an annual event founded in Florence in 2018. Since 2024, DUCO Italy has been held in Milan, while DUCO France will continue to be held annually in Paris. DUCO has also announced the launch of DUCO Spain & Portugal, scheduled to take place in Marbella, Spain. 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 www.ducotravelsummit.com.

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