

MILAN, ITALY - MARCH 23rd TO 27th 202

DUCO is a niche, destination-oriented travel summit to promote on a year-round basis the Best of Italy to top producers from English-speaking markets (mainly USA) and other global markets on smaller scale.

DUCO organizes one annual event in Milan to promote the networking between high-end Italian hospitality providers and some of the world's most qualified travel advisors.

Portfolio of Events



1st EDITION

October 13th to 16th, 2025 Marbella, Spain



5th EDITION

November 03rd to 07th, 2025 Paris, France



8th EDITION

March 23rd to 27th, 2026 Milan, Italy

EX HIBI TORS

DUCO gathers a selection of Italy's highest-end hotels and suppliers, from all over the country.

Hotels represent the majority of our Exhibitors, followed by a few select DMCs, villas, cruises, private jets, destination partners and bespoke experiences.





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buyers

HIGHLY SELECTED PROFESSIONALS

Frontline travel advisors invited and hosted by DUCO

TOP PRODUCERS

from the high-end travel industry, mainly from the USA - other markets represented on a smaller scale

NEW ADVISORS

No repeaters for 3 years*

(2-year gap between participations)

allowing new business

opportunities

*Exception applies for company owners and senior personnel

Buyers & Appointments

- DUCO curates top producer advisors from the high-end travel industry, focusing on English-speaking markets (mainly USA).
- Other global markets may also be represented on a smaller scale.
- All Buyers have a verified portfolio of high-end clients in Italy, matching Exhibitors' target markets.
- To maximize opportunities, many Buyers attend appointments in DUOs (pairs).
- Appointments are automatically confirmed by DUCO's system; no preference selection is needed.
- Appointments are pre-scheduled and cannot be cancelled or rescheduled.
- DUCO App will be available for participants interaction prior to the event.
- DUCO's appointments may be held in various venues, with tables in rooms of different sizes and configurations.
- Buyers move through the table sequence, with meetings immediately following one another.













PRESS Program

DUCO welcomes a carefully selected group of journalists, contributors to USA, UK and local media outlets.







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DUCO Italy 2026 Event Program - Milan, March 23rd to 27th

press pre-event

Sunday, Mar 22nd

- Press Welcome Activities.
- Exclusive for accredited journalists.

day 1

Monday, Mar 23rd

- Registration and Press Program at MANDARIN ORIENTAL, MILAN.
- DUCO Private Event at Duomo di Milano by IDI TRAVEL - ITALY.
- DUCO's Opening Cocktail at PORTRAIT MILANO.

day 2

Tuesday, Mar 24th

- 1st day of scheduled appointments at HOTEL PRINCIPE DI SAVOIA and PALAZZO PARIGI HOTEL & GRAND SPA.
- Lunch at leisure.
- DUCO Awards & Networking Cocktail at THE WESTIN PALACE, MILAN.

day 3

Wednesday, Mar 25th

- 2nd day of scheduled appointments at HOTEL PRINCIPE DI SAVOIA and PALAZZO PARIGI HOTEL & GRAND SPA.
- Lunch at leisure.

day 4

Thursday, Mar 26th

- 3rd day of scheduled appointments at HOTEL PRINCIPE DI SAVOIA and PALAZZO PARIGI HOTEL & GRAND SPA.
- Lunch at leisure.
- Standing Closing Cocktail at FOUR SEASONS HOTEL MILANO.

day 5

Friday, Mar 27th

- Check-out and departure.
- A 2-hour lunch break will be provided, with continuous coffee break service at appointment venues. Exhibitors inviting Buyers to lunch must ensure they return on time for afternoon appointments. Penalty fees apply for no-shows.
- DUCO guarantees 2 official evening events.
 Additional events may be included in the
 Official Program to which Buyers participation is
 mandatory. Penalty fees apply to Buyers as per
 their Terms and Conditions agreement.
- Exhibitors may host private events only when they do not overlap with the Official Program schedule. Invitations are limited to 12 advisors to ensure fair exposure among participants. All private events must be reported to DUCO in advance, so we can assist with any Buyer inquiries.
- DUCO does not share participants' mailing lists and is not responsible for the organization or promotion of any non-Official Program activities.

beyond the SUMMIT

DUCO's Marketing team curates thoughtful initiatives to ensure our Exhibitors remain present in the minds of our audience throughout the summit journey.

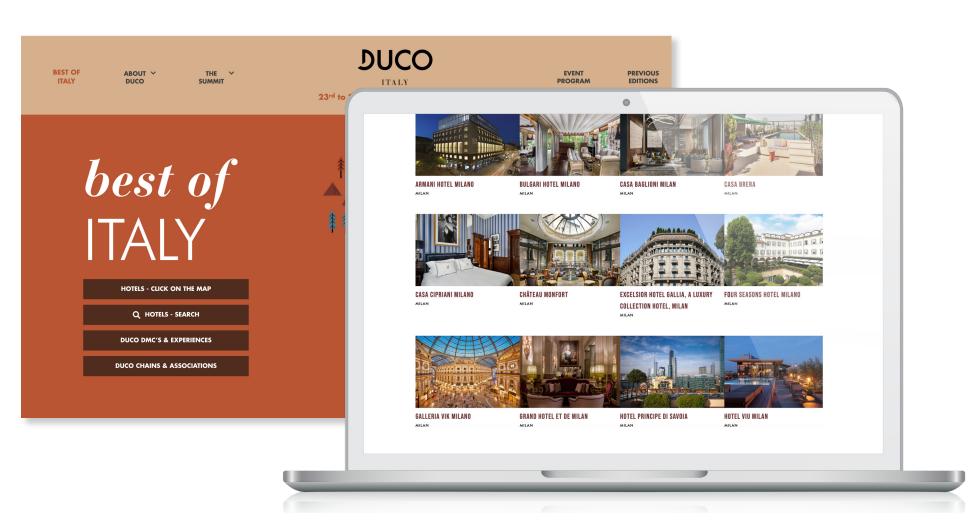
DUCO social media

Exhibitor promotion on <u>@ducoitaly</u> Instagram, featured in destinations content to boost engagement and performance.



DUCO Best of Italy

An educational <u>online catalogue</u> highlighting the regions of Italy, featuring all Exhibitors and directing users to their respective websites for further information.



best MOMENTS





DUCO Italy 2025

The seventh edition of DUCO Italy took place in Milan, from March 24th to 28th, 2025.

307 italian brands

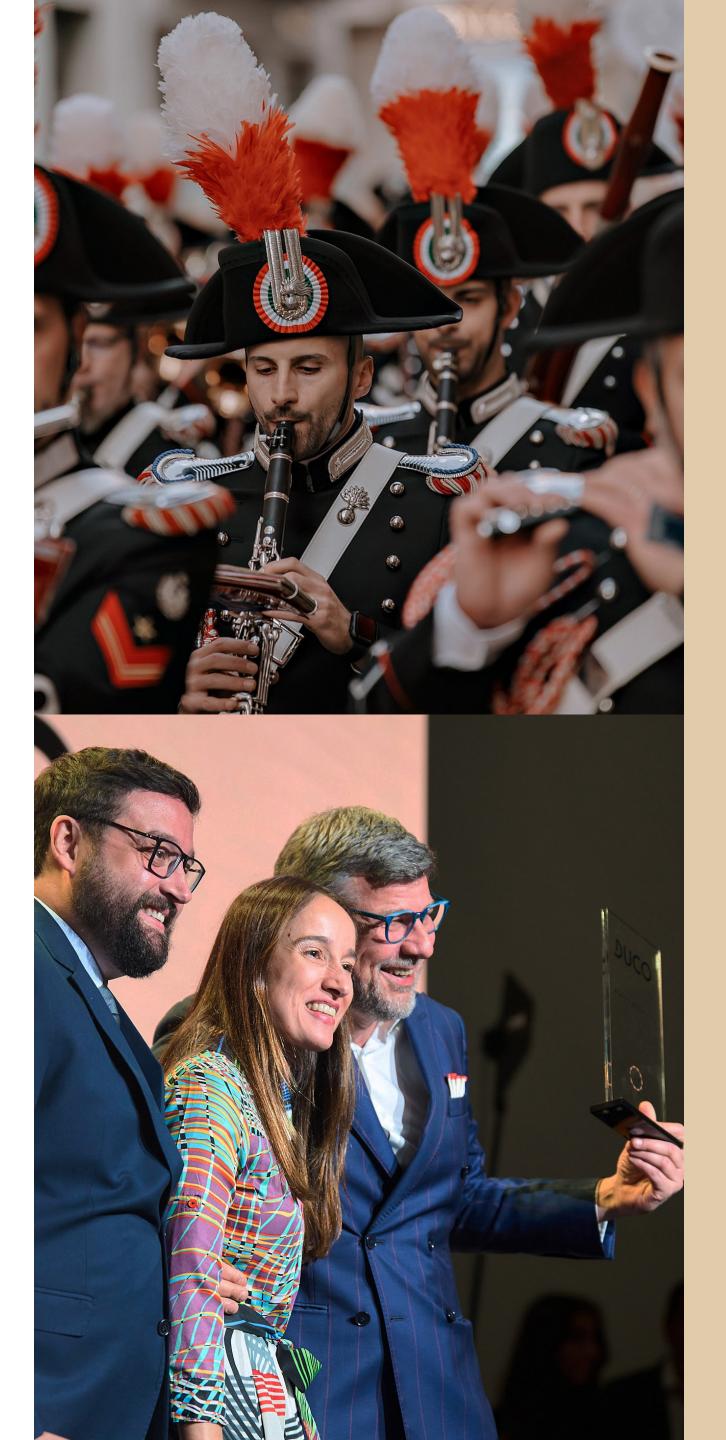
the finest Italian travel suppliers, throughout the country.

280 travel advisors

from across United States (80%), Europe (7%), Canada (4%), Australia (2%) and other global markets (7%) to immerse themselves in the destination. This marked our largest buyer attendance to date.

participants' evaluation 8.6 satisfaction rate

DUCO Italy 2025 Fact Sheet





We truly enjoyed the entire week, quality of organisation from the various events to the meeting was excellent.

Andrea Gervasoni Belmond Italia Spa

I really enjoyed DUCO Italy... it was a great use of my time, and we started working with fantastic new DMCs within weeks.

Jay Johnson Coastline Travel Group, California

CITY PARTNERS







CO-SPONSORS















SPECIAL THANKS















the commercial

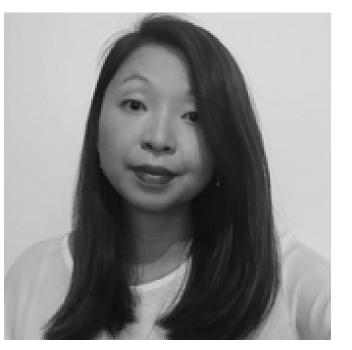
Duna Della Santa Eriberto Sousa SENIOR EXHIBITOR RELATIONS



EXHIBITOR RELATIONS



Cíntia Kobayashi SENIOR EXHIBITOR RELATIONS ADMINISTRATOR



Heitor Menotti **EXHIBITOR RELATIONS**



Jennifer Santos **EXHIBITOR RELATIONS ADMINISTRATOR**



Lisieux Baccaro **EXHIBITOR RELATIONS**



Ana Cucci COMMERCIAL DIRECTOR



YOUR TRUST & PARTNERSHIP ARE WHAT MOVES OUR WORK AND GIVES US THE INSPIRATION TO PROMOTE THE BEST OF ITALY.

Grazie mille!

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