



DUCO
ITALY
SU MISURA
2026

we DUKO!

DUKO 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.

DUKO 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

DUKO
ITALY

8th EDITION

March 23rd to 27th, 2026
Milan, Italy

DUKO
SPAIN & PORTUGAL

2nd EDITION

October 19th to 23th, 2026
Marbella, Spain

DUKO
FRANCE

6th EDITION

November 02nd to 06th, 2026
Paris, France

EXHIBITORS

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.



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.



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 Cultural Experience 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

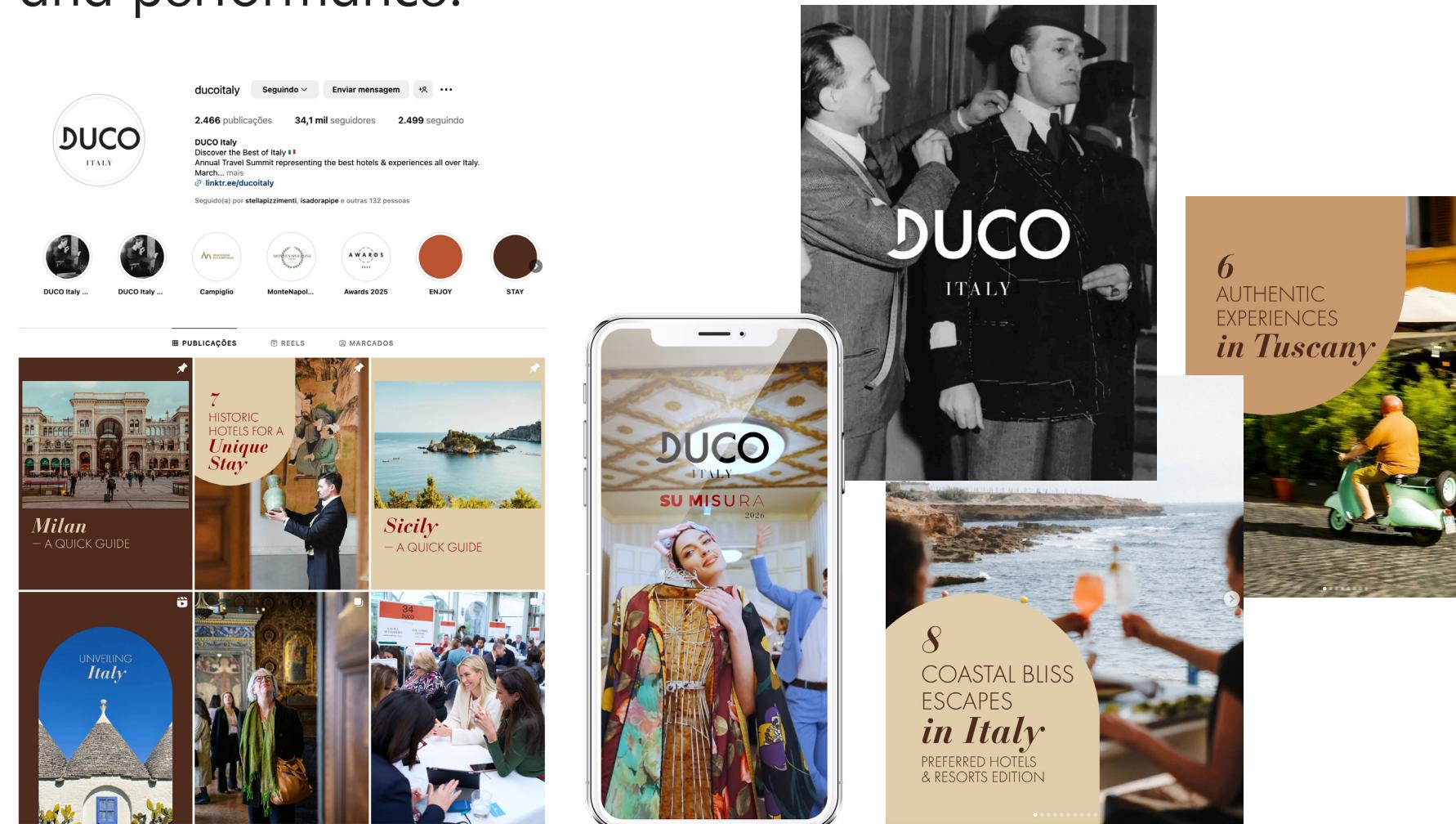
- Check-out and departure.
- A 2-hour lunch break will be provided, with continuous coffee break service at appointment venues. Exhibitors inviting Buyers to lunch must ensure they return on time for afternoon appointments. Penalty fees apply for no-shows.
- DUCO guarantees 2 official evening events. 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 [@ducoitaly](#) Instagram, featured in destinations content to boost engagement and performance.



DUCO Best of Italy

An educational [online catalogue](#) highlighting the regions of Italy, featuring all Exhibitors and directing users to their respective websites for further information.



best MOMENTS



DUCO Italy 2025 Best Moments



DUCO Italy 2025

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

307 *italian brands*

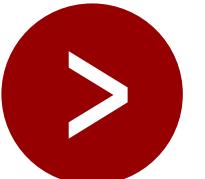
the finest Italian travel suppliers, throughout the country.

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

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CITY PARTNERS



CAMERA DI
COMMERCIO
MILANO
MONZABRIANZA
LODI

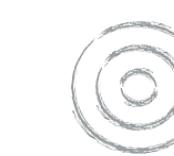


YES MILANO

CO-SPONSORS



SPECIAL THANKS



the *commercial* TEAM

Duna Della Santa

SENIOR EXHIBITOR RELATIONS



Eriberto Sousa

EXHIBITOR RELATIONS



Heitor Menotti

EXHIBITOR RELATIONS



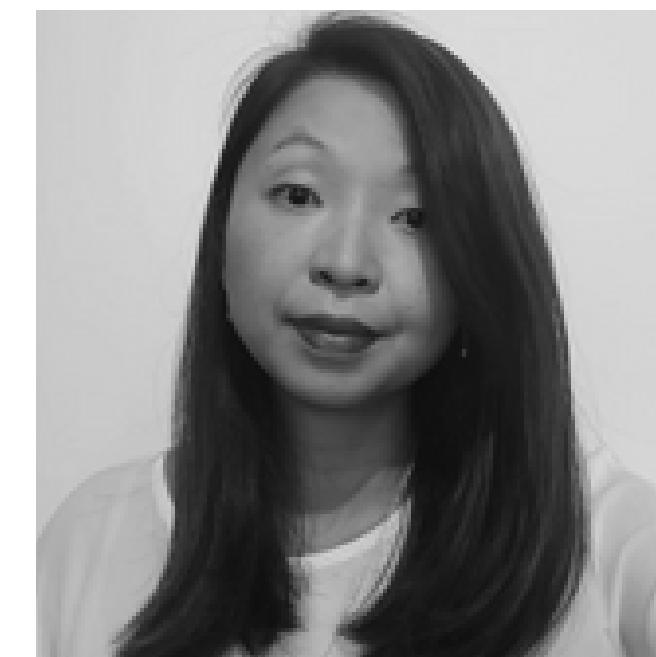
Lisieux Baccaro

EXHIBITOR RELATIONS



Cíntia Kobayashi

SENIOR EXHIBITOR
RELATIONS ADMINISTRATOR



Jennifer Santos

EXHIBITOR RELATIONS
ADMINISTRATOR



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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