

N—05

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2023

DUCO

The Best of Italy



High-End Hospitality



MADE IN ITALY
2023

DUCO ITALY



Worker at Salvatore Ferragamo, 1952. ©Archivio Toscani/Gestione Archivi Alinari, Firenze

#WEDUCO #DUCOITALY #DUCOMADEINITALY2023



Stitch by stitch, stone by stone, the marvels of Italy have been patiently shaped by humble artisans, their ingenuity and creativity infusing the Italian soul. This commitment to quality, visible in every stroke of the brush and chisel of marble, is the foundation of the Made in Italy hallmark known worldwide today.

Our 5th anniversary celebrates the way DUCO Italy has been nurtured with the same kind of care and attention these artists have brought to their work for centuries. In turn, DUCO became an artisan, carefully crafting connections and fashioning lasting relationships.

Experiencing this land firsthand, we discovered the materials essential for creating our own work of art. And being face-to-face with Italians, we became enchanted by its people, its land, its culture. This is the core of DUCO, an innovative event both Made in Italy and Made FOR Italy.

The Italians say, 'Chi non va non vede e chi non prova non crede.' Those who do not go, don't see and those who do not try, don't believe. DUCO is an invitation to go, to see, to try, to believe, and to fall in love with Italy all over again.

It is with great gratitude that we recognize all who have believed in the spirit and mission of DUCO Italy – in particular, our Florentine and Tuscan partners who have supported us from the very beginning.

Grazie infinite, we are excited for what comes next!

Carolina Perez
Founder of DUCO

MASTERPIECE THEATER

DUCO pays tribute to its host city,
the stage for centuries of showstoppers.

Throughout its history, Florence has been where creatives, intellectuals, and innovators have come together to generate art, ideas, and beauty, pushing the boundaries of excellence. Selecting a locale for DUCO's first groundbreaking travel summit, there was no doubt that *Firenze* – in the heart of Italy – was precisely the right spot.

Passing through the hulking ancient doors of the historical center allows entrance into an open-air museum. Walking the cobblestone streets echoes the voices from centuries of history.

And like so many pioneering ideas cradled by the city of the Renaissance, DUCO found equal enthusiasm here. Florentine partners and hoteliers opened their hearts and opened doors to help translate the grand idea into reality. DUCO wouldn't be DUCO without them. And each year's gathering puts the city's multitude of treasures on display.

"As Florence gives to DUCO, so does DUCO give to Florence," says founder Carolina Perez. "We are so grateful, so thankful to them for having given us the opportunity."

“ This is the fairest picture on our planet, the most enchanting to look upon, the most satisfying to the eye and the spirit. To see the sun sink down, drowned on his pink and purple and golden floods, and overwhelm Florence with tides of color that make all the sharp lines dim and faint and turn the solid city to a city of dreams.... ”

Mark Twain



DIVINE COUNTRY

Once an essential stop on the European grand tour, Tuscany and all its natural beauty remains one of the world's most dreamt-of destinations with a wealth of culinary, artistic, and cultural riches.

On a clear winter's day, one can stand atop snow-capped peaks and gaze into the distance at the shimmering sea that swirls around an archipelago of island retreats and bathes the region's long coastline. In between, the mystical stone of quaint villages is aglow in a delicate light elsewhere unseen. Larger cities, centers of culture and commerce, buzz with tourists and busy locals. Shutters swing open onto a vast countryside that binds them all together, delivering the most perfect of panoramas and bursting forth with a bounty enjoyed daily at the table.

This is Tuscany. A microscope of the wonder that is Italy all tucked into a single region. Unsurprisingly, so many – from poets to artists, adventure-seekers and lovers – have been drawn to its magic.

It is also the fount of the nation's language. As Tuscany gave the nation Italian, it is the place that gave DUOCO its voice. One that, thanks to the help of our incomparable regional partners, has inspired hundreds of travel advisors from around the world to immerse themselves in DUOCO's unique learning journey.

Italy itself tops the list of countries in designated UNESCO World Heritage sites with 58. You'll find 9 of them in Tuscany, more than in any other region. The discoveries never seem to end, as evidenced by the stunning recent find of Etruscan bronze statues hidden for millennia in the hot mud and sacred waters of one of Tuscany's famous thermal springs.

No matter how many times you may have visited, Tuscany is always ready with a surprise. *Vi aspetta.*

“ You cannot conceive what a divine country is this just now; the vines with their young leaves hang as if they were of beaten gold. ”

John Ruskin



Creating Delicious Journeys

Agli Amici dal 1887	Hotel Raphaël
Antica Corona Reale	Il Borro
Arnolfo Ristorante	Il Bottaccio
Bellevue Hotel & SPA	Il Luogo Aimo e Nadia
Bellevue Syrene 1820	Il Pagliaccio
Borgo dei Conti Resort	Il San Pietro di Positano
Borgo Santandrea	La Meridiana Hotel & Golf Resort
Caesar Augustus	La Sommità Relais
Caino	L'Albereta
Capofaro Locanda & Malvasia	Le Calandre
Castel Fragsburg	Locanda Don Serafino
Castello di Guarene	Londra Palace Venezia
Catello Banfi Wine Resort	Monaci delle Terre Nere
Château Monfort	Palazzo Seneca
Da Vittorio	Petra Segreta Resort & SPA
Dal Pescatore Santini	Quadri
Don Alfonso 1890	Relais Il Falconiere & SPA
Enoteca Pinchiorri	Taverna Estia
Gallia Palace Beach Golf & Spa Resort	Terra - The Magic Place
Gardena Grödnerhof	Villa Abbazia
Grand Hotel Duchi d'Aosta	Villa Cordevigo Wine Relais
Hermitage Hotel & SPA	Villa Crespi
Hotel Borgo San Felice	Villa della Pergola
Hotel Il San Corrado di Noto	Villa Fiordaliso
Hotel Plaza e De Russie	Villa Franceschi

Borgo Dei Conti Resort, Umbria



Nella Botte Piccola, C'è il Vino Buono

DUCO's hotels with 20 or fewer rooms
offer their guests grand experiences

3

rooms
ETRA

4

rooms
Il Palazzetto

5

rooms
Borgo Bastia Creti
Pettolecchia Collection

7

rooms
Fendi Private Suites
L'Olmo
Ostuni Art Resort

8

rooms
Hotel De' Ricci
Il Bottaccio, Relais & Châteaux
Parco del Principe

9

rooms
Castello di Vicarello

11

rooms
Casa Fantini Lake Time
Palazzo Scanderbeg

12

rooms
Lupaia
La Bandita Townhouse
Palazzo Maresgallo Luxury
Suites, Apartment and SPA
Vocabolo Moscatelli

13

rooms
Palazzo BN Luxury
Suites Lecce
Palazzo Portinari Salviati

14

rooms
Borgo Pignano
Castello Banfi Wine Resort
Naturalis Bio Resort&Spa
Palazzo Vecchietti
Portrait Roma
Splendido Mare, A Belmond
Hotel, Portofino
Villa Spalletti Trivelli

15

rooms
Casa Cipriani Milano
The Club House

16

rooms
Margutta 19 Luxury Hotel
Oasyhotel
Palazzo Manfredi
VISTA Palazzo | Verona

17

rooms
Eden Reserve Hotel & Villas
Villa Pliniana
Vilòn Roma
Zash Country Boutique
Hotel & SPA

18

rooms
Chalet del Sogno Mountain
Experience Hotel
Palazzo Venart Luxury Hotel
Sextantio Le Grotte della Civita
VISTA Palazzo | Lago di Como

20

rooms
Dimora Ghirlandaio
Masseria Montenapoleone
Monastero Santa Rosa
Hotel & Spa
Sikelia Luxury Retreat
The Place Firenze
Viesca Toscana

Naturalis Bio Resort&Spa

Marinella Coluccia and Domenico Scordari

Salento – the long land barrier between the Ionian and Adriatic – is better known for its sea than its earthly abundance. The 'sensorial slow trip' at Naturalis Bio Resort&Spa will change that. The resort “is an authentic way to learn about history and taste the essence of Puglia,” says Domenico Scordari, who purchased the 18-hectare hamlet to grow organic ingredients for his natural cosmetics. The suites soothe with the colors and scents of officinal plants from the garden, passing on knowledge of the land acquired from generations past.



VISTA Palazzo | Lago di Como

Bianca Passera

The city of Como's first 5-star hotel entices travelers to stay awhile with the promise of privacy and sweeping views of the Alps-framed lake, steps from the town center. VISTA Palazzo | Lago di Como, with uniquely appointed rooms in a restored 19th-century Venetian-style palace, is “a very warm and sophisticated atmosphere, worldwide known as Italian way of living,” making guests feel welcomed home, says owner Bianca Passera, a third-generation hotelier born on the lake. “Privacy and space are the luxuries of the third millennium.”

Zash Country Boutique Hotel & SPA

Carla Maugeri

Mount Etna rumblings, rhythmic Ionian waves, citrus-scented breezes. “Zash is the sound of harmonious beauty, stories of families, and authentic experiences,” Carla Maugeri says of the Sicilian winery turned resort her family has owned for nearly a century. “It was born from the desire to create a place where the synthesis of nature, design, and well-being generates spiritual comfort.” There are creature comforts too: rooms boasting private pools, a spa, and Michelin-starred dining. A helipad offers easy arrival and quick getaways if you dare leave.





Sir Rocco Forte, his sister Olga Polizzi, and his children Irene, Charles, and Lydia, who have all joined the family business, walking in the garden of Sir Forte's home.

SOLID AS A ROCK

A strong sense of family and a strong sense of service are infused in each Rocco Forte Hotels property, eight and counting across Italy.

One day travelers should be able to traverse the entirety of *Italia*, sojourning strictly in distinctive Rocco Forte hotels. They should not expect a cookie-cutter experience but rather an intimate stay defined by the local aesthetic and culture, founder Sir Rocco Forte says of the philosophy behind his eponymous company's boutique offerings. The *anglo-italiano* hotelier sits down with DUCO to discuss the birth of his international hotel group and the allure of Italy.

"I always had a strong sense of being Italian," says Sir Forte of his upbringing. He and his sister Olga Polizzi, the hotel group's co-founder and design director, were born in the UK to Italian immigrants from the Lazio region. They inherited not only pride in that Italian heritage but also an incredible hospitality legacy.

Their father, Charles (or, as he was born, Carlo), built one of the world's largest hospitality groups from the humble beginnings of a few cafés opened by his father. Under his own father's tutelage, Sir Forte developed an understanding of the human side of the business.

"My father was someone who always had time for people," says Sir Forte, speaking from his office in London. Keeping a watchful eye from the wall behind him is a soulful painting of his father by British artist John Bratby. He recounts a moment from early in their collaboration when his father took a meeting with a businessman that the younger Forte didn't think would benefit the enterprise.

"Why are you seeing that person?" I asked, "He's not important to us?" His father's response? "'No,' he said, 'but [the meeting] is important for him.' It taught me a lesson."

It is a lesson that is at the soul of the hotel group. One that emphasizes not just a distinctive style for each property – brought to life through the work of local artisans and the creative talents of Ms. Polizzi – but also a personal approach to guests and staff alike.

"In our business, you are dealing with people. Investing in people and their contentment in the job, this can be reflected in the contentment of the guests."

While the company is present in large cities across the continent, it is Italy where much of the brands' expansion efforts have been concentrated until now. Perhaps it is a bit of what Italians call *il richiamo del sangue*, the call of the blood, an ancestral pull to the homeland. Next up is a bold remaking of a notable Milanese address: Rocco Forte - The Carlton Milan.

And the family imprint adds something truly special.

"That there is a family behind it adds a certain something, a warmth," Sir Forte muses. "Rocco Forte Hotels is synonymous with me and my family, and that is very powerful for me."

ROCCO FORTE HOTELS IN ITALY, A TIMELINE

- 1998:** Hotel Savoy, Florence
- 2000:** Hotel de Russie, Rome
- 2009:** Verdura Resort, Sicily
- 2019:** Hotel de la Ville, Rome
Rocco Forte House, Rome
Masseria Torre Maizza, Puglia
- 2021:** Villa Igiea, Sicily
Rocco Forte Private Villas, Sicily

Coming in 2024

Rocco Forte – The Carlton Milan

Here Where The Sea Shines

“*Qui dove il mare luccica ...*” Jutting into the cerulean waters of the Gulf of Naples, the plunging cliffs and pristine coves of the Sorrentine Peninsula have long lured romantic travelers. Whether arriving by land or by sea, the path to ‘Surriento’ (as the locals call this lemon-scented town) seems to lead directly to, and sometimes straight through, the Grand Hotel Excelsior Vittoria.

This ‘Grand Dame’ clings to the bluff above Marina Piccola as if grasping tightly to a lover – the kind of tale told in the passionate lyrics of poets intoxicated by her sea views and the horizon, dominated by Vesuvius and sparkling with the lights of Napoli. DUCO asks fifth-generation hotelier Guido Fiorentino, whose family has welcomed guests to this iconic locale since 1834, to take stock of that history.

Sig. Fiorentino, your family founded and has run the Grand Hotel Excelsior Vittoria for nearly 200 years. Your children are following in your footsteps. Can you reflect for us on that legacy?

At its core, the Grand Hotel Excelsior Vittoria is a family hotel. Each of us has worked hard to improve and expand on our offer of hospitality while maintaining the historic nature of the hotel. I am proud to have had this opportunity, and I am happily passing on all my knowledge to my children.

The stories of the Excelsior Vittoria and Sorrento are intertwined. What have they both meant to each other?

The Excelsior Vittoria is one of the oldest hotels in Sorrento. We can safely say it contributed to the birth and growth of tourism as we knew it in the 19th century. The hotel was the favorite destination of poets, writers, artists who embarked on the Grand Tour ... we have the historical registers that prove the presence of our illustrious guests.

Such as?

There are many. Certainly, some of the best-known have left a tangible sign of their presence, such as the tenor Enrico Caruso who found shelter and inspiration in the suite that now bears his name. We have kept the period furniture in the room (including the piano), naturally adding modern comforts. You can still breathe in the magic – it is one of our most requested rooms.

And then there is the story of (Italian) singer Lucio Dalla’s stay here. He was on the waters along our coast when his boat broke down, so he was offered hospitality at the Excelsior Vittoria. Those were intense days for the artist who composed one of his most famous songs, dedicated to Caruso, in that very suite.

That is one of Dalla’s most well-known songs, covered by dozens of famous musicians in many languages; a moving love story clearly inspired by his surroundings.

Music has an old and unbreakable bond with our hotel: For example, [German composer Richard] Wagner stayed here with his wife Cosima, who wrote about it splendidly in her famous diaries chronicling their life together. I like to imagine that the musicality of our landscape, the scent of eternal moments linger with our guests long after they’ve returned home.

Grand Hotel Excelsior Vittoria
Piazza Torquato Tasso 34
Sorrento
Campania

www.excelsiorvittoria.com

The hotel’s 81 rooms and suites stretch across three historic buildings

La Vittoria – the Victory – is the oldest part of the hotel, built in 1834

La Rivale – the Rival or Competition – was built in 1887 to accommodate increasing traveler interest in the Neapolitan Riviera

La Favorita – the Favorite – a small villa situated between the two main structures, it was built in Swiss chalet style to celebrate the marriage of Francesco di Borbone II, crown prince of the Kingdom of the Two Sicilies, and Maria Sofia of Bavaria

Terrazza Bosquet,
Michelin one-star dining

Boutique Spa La Serra
Set in a converted greenhouse adjacent
to the hotel’s outdoor swimming pool
overlooking the gulf



S M A L L
LUXURY
HOTELS
OF THE WORLD™

Independently minded

2023 DUCO's Small Luxury Hotels of the World Exhibitors

Byblos Art Hotel Villa Amistà

Ca' Sagredo Hotel

Canne Bianche_Lifestyle Hotel

Donna Carmela Resort & Lodges

Fendi Private Suites

FORESTIS

Galleria Vik Milano

Grand Hotel Cocumella

Grand Hotel Parker's

Grand Hotel Victoria Concept & Spa

Hotel Byron

Hotel d'Inghilterra Roma

Hotel De'Ricci

Hotel Villa Athena

Hotel Vilòn

Il Salviatino

La Roqqa

Lupaia

Maalot Roma

Margutta 19

Naturalis Bio Resort & Spa

Palazzo Manfredi

Palazzo Vecchietti

Praia Art Resort

Punta Tragara

Rosapetra Spa Resort

Villa Carlotta

Villa Franca Positano

Villa Spalletti Trivelli

VISTA Palazzo | Lago di Como

VISTA Palazzo | Verona

Lupaia, Tuscany





SOUND OF SILENCE

Close your eyes, take a deep breath, exhale slowly. Imagine the most perfectly serene of settings and you have likely conjured FORESTIS.

Deep among the evergreens at nearly 6,000 feet, you are eye-to-eye with the giant, jagged peaks of the Odle massif in the heart of the northeastern Italian Alps. This is no meditative mirage; it is the real-life vision of Teresa Unterthiner and Stefan Hinteregger, the young owners of FORESTIS, and their invitation to solitude is right there in the hotel's email address: hide@forestis.it. The minimalistic, almost austere décor is designed to not distract from the dynamic Dolomites, the UNESCO World Heritage site that sets the backdrop for a breathtakingly relaxing stay. If anything, it invites the peace of the mountains within.

At FORESTIS there is a seamless line between the natural beauty of the surroundings and the structure itself. Tell us more about your concept of peace as the new luxury.

We immediately felt the energy of this location. We wanted to create a place that perfectly fits into nature. Our decision not to display artwork inside the hideaway keeps all the attention on the mountains, visible from every angle.

So, Mother Nature is your artist...

We believe in the power of nature. Nothing is as relaxing as untouched forests, natural rivers, and beautiful landscapes. People expect impeccable service as a base,

but then also [desire] interaction with authentic hosts and locals. This is also part of the big trend toward sustainability. Guests want to have a positive impact when traveling.

You mentioned sustainability, which is at the core of the hotel's ethos. Tell us what sustainability means at FORESTIS. How does the hospitality sector remain environmentally conscious while focusing on client-centered service?

We have a holistic concept of sustainability, a vital issue of our time. This began with the construction of FORESTIS. For every tree that was removed, we planted at least two new trees. And our commitment continues in the running of the hotel, from the use of eco-friendly products to our principle of no-waste in the kitchen and so much more. To us, sustainability also means including our team and the local people in our success. We work with artisans and craftsmen from the area. And we focus on our team's wellbeing. For example, in our newly opened team house, they have their own swimming pool and gym.

What do guests want out of a stay at FORESTIS?

Choosing a remote location in the middle of nature for one's vacation implies that our guests are really searching for silence.

FORESTIS Palmschoss, 22 Brixen/Bressanone Trentino-Alto Adige www.forestis.it 60 rooms including a penthouse suite with private pool Indoor-outdoor pool Spa, sauna, fitness rooms Yoga and rituals adopted from Celtic culture Forest cuisine in the hotel restaurant	The hotel is located in the autonomous Italian region of Trentino-Alto Adige in the area of South Tyrol, which was once part of Austria. As a result, place names are in both Italian and German and sometimes in the local dialect, Ladin. To Italian speakers, the local town is Bressanone, and in German, Brixen. The mountain massif is alternately the Odle (Italian), Geisler (German), and Odles (Ladin).	The four elements of FORESTIS Bright sunshine Pure mountain air Agreeable climate Fresh spring waters
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heART of Hospitality

A timeless seaside resort celebrates more than a century of welcoming sunseekers to the Italian Riviera. Take a look inside and you'll find that the classic Art Nouveau exterior of the Grand Hotel Miramare conceals surprising modern influences.

Elegant hints of its halcyon days abound in Santa Margherita Ligure where verdant public gardens, vibrant restaurants and beach clubs, stylish boutiques, and tennis courts all tempted the midcentury jet set to spend carefree summers secreted in this cove on the Ligurian Sea.

Something of that mystique remains at the Grand Hotel Miramare, an epicenter for the excitement, marking 120 years this year. Though the 'Mira,' as owner Andrea Fustinoni affectionately calls her, is not showing her age at all – in fact, she's ready to revel.

When his father bought the property in 1945, the hotel had already made a name for itself on the *Riviera del Levante* – the Coast of the Rising Sun – hosting dignitaries and as the spot where Guglielmo Marconi first transmitted radio waves. The post-war years offered a second life for seaside resort towns as Italians sought a bright new outlook. This was home to the first water-skiing school in Europe, which claimed among its champions Marina of Savoy, wife of the son of Italy's last king and queen. And the hotel's legendary Barracuda bathing beach and nightclub was a celebrity hotspot in the 1950s and 60s.

"We are proud of our history, which is also linked to my family history," says Fustinoni, whose mother and sister are still involved in the hotel operations as well.

"We've witnessed the rise of the Italian Riviera and played host to glamour and grace in equal measure," he adds, revealing

a myriad of ways Mira's 12 decades will be honored, including a celebratory cocktail and a reflection on lessons learned. "Through the years, you learn a lot about what matters to you, what's important in life."

For Fustinoni, at the top of that list is art. Behind the splendor of the façade, he and his husband, Fabio D'Amato, who oversees quality at the hotel, have curated a modern interior that showcases their passion for contemporary art and modern photography. They started the collection when family and professional obligations limited their own ability to travel the world.

"If I am not able to travel," Fustinoni thought to himself, "why don't I buy art and bring the world to my town?"

They founded the organization miramART to support contemporary art culture by engaging artists and collectors.

If the building and its history honor the legacy of the Riviera, the art collection invites you to look beyond what you already know about this place and discover something fresh. And if the hallmark of hospitality is to perfectly know your guests, as Fustinoni notes, art opens a window to understanding them.

"We have guests from all over the world," he says. "(with our art) we can create a dialogue with other ideas, other impressions, other cultures."

Grand Hotel Miramare
Via Milite Ignoto 30
Santa Margherita Ligure
Liguria

www.grandhotelmiramare.it

75 rooms and suites
Barracuda piano bar (named for the famed beach club)
E'SPAce spa
VISTAMARE and Marconi Terrace
Sea-water pool and private beach



Andrea Fustinoni and Fabio D'Amato on a midcentury settee in the lobby of the 'Mira.'
On display above them are photos from the famed water-skiing school.

SNAPSHOT OF STYLE

Rudolf Nureyev at La Scala in *Le Corsaire*, 1966 – photo Erio Piccagliani ©Teatro alla Scala.
The 2023 ballet season at La Scala will pay tribute to the primo ballerino.

At once old-world style and modern flair, businesslike with a sense of fashion, gritty urban yet innovative public spaces, Milan connects Italy to the continent and, in many ways, the rest of the globe. Some famous names in the world of hospitality strut onto the catwalk of ever-expanding high-end hotel offerings in Italy's trendsetting northern capital.



PORTRAIT MILANO

Corso Venezia, 11
Since November 2022

When Ferragamo's luxury hotel brand celebrated the opening of Portrait Milano in the heart of the famed fashion district, *il Quadrilatero della Moda*, it wasn't so much a ribbon cutting but a tying together of centuries of history and public and private spaces in the city. The moment was more than a decade in the making.

While scouting for locations, Lungarno Collection CEO Valeriano Antonioli spotted the expansive courtyard of the 16th-century seminary from the high floor of a nearby building and was stunned. The structure, which joins Corso Venezia with Corso Sant'Andrea, is one of the oldest examples of Baroque architecture in the world but had remained largely hidden from view, even to most *Milanesi*. He knew he had found their new hotel's home. After years of negotiations with the curia and as many more in renovations, Portrait Milano is perhaps the fashion

house's most ambitious project to date and a boon for the city.

The 32,000-square-foot courtyard – rechristened *Piazza del Quadrilatero* – invites the public in with restaurants, bars, boutiques, and a wellness center. Here “a center for culture, from fashion and design to dining and lifestyle” has formed, says Antonioli. “We hope to create a vibrant environment that celebrates Milan and Italy, as well as the people who visit from all over the world.”

And in a nod to both the seminary's founder Cardinal San Carlo Borromeo and the colors of the city's crest, the décor incorporates crimson red and fern green throughout the 73 rooms and suites and other spaces. “It's an oasis of privacy and silence,” notes general manager Diego Ruggero, “enveloping guests in timeless elegance.”



CASA BAGLIONI

Via dei Giardini, 21
Since February 2023

Elegant and eclectic, Milan's colorful Brera district is the artistic soul of the city. Casa Baglioni embraces the spirit of its new home on one of the neighborhood's most exclusive vias with a smart collection of contemporary art – including pieces by Italian abstract masters Carla Accardi and Enrico Castellani and international luminaries Christo and Hans Hartung – which adorns interiors celebrating midcentury modernism, a peak period for Italian designers. Newly opened this February, the hotel's 30 rooms and suites are appointed with the best of Italian craftsmanship. An impressive wine-tasting room boasts 850 prestigious labels from Italian and international estates to be paired with the creative cuisine of Michelin-starred chef Claudio Sadler. With the fashionable flocking to Brera's many galleries, boutiques, and bars, the hotel offers clients a chance to discover the places and protagonists of Milanese art on guided walks. Once back at the hotel, Baglioni's guests can survey it all, *aperitivo* in hand, from the rooftop bar offering a one-of-a-kind view onto the city's emblematic duomo. *Cin cin!*

ROCCO FORTE – THE CARLTON MILAN

Via Senato and Via della Spiga
Opening in 2024

While the address and name may be familiar, The Carlton Milan is undergoing a sophisticated restyling worthy of the design capital and is set to reopen in 2024 under the Rocco Forte Hotels brand. It will be the group's eighth Italian property and will stay true to their approach of creating unique stays reflecting the locale, this time Milan's fashion district. This is no hotel flavor of the day. The Carlton Milan will be a true Milanese experience with timeless interiors and intimate spaces. Guests will choose from 70 rooms and suites and an impressive array of amenities, including an Irene Forte Spa, state-of-the-art gym, indoor/outdoor courtyard bar, and dining guided by Michelin-starred chef Fulvio Pierangelini. The cherry on top: 360-degree views of the city from the rooftop panoramic bar.

CASA CIPRIANI MILANO

Via Palestro, 24
Since September 2022



Hugging the edge of Milan's oldest public park, the historic *Giardini Indro Montanelli*, this boutique offering brings a touch of Venetian charm to the hustle and bustle of the city. Casa Cipriani Milano, with its 15 rooms and suites, harkens back to the glamour of bygone eras with dedicated butler service and three intimate lounge and dining spaces designed in a private-club atmosphere. Mixology is king at the Bar Arrigo; no surprise given the Cipriani heritage: Founder Giuseppe Cipriani created the legendary Bellini cocktail, and the original is now served here. But it is not just drinks that are blended at Casa Cipriani, which brings together an exciting community to enjoy the good life. Set in Palazzo Bernasconi, an imposing edifice allowing guests to escape behind the façade for the indulgence that awaits, including a spa with vaulted ceilings, a flotation pool, and hammam.

ROSEWOOD MILAN

Via Borgonuovo, 2
Opening in 2025



Steps from the fashion district's well-appointed shopping thoroughfares, Rosewood Milan will take up residence in the epochal Palazzo Branca and Palazzo della Banca Commerciale, the 19th-century former home of the Italian Commercial Bank, when it opens its doors in 2025. The location choice for the fourth Rosewood property in Italy is in keeping with the brand's stewardship of time-honored spaces. Intended to evoke the grandeur of Milan while embracing the city's reputation for contemporary design, the hotel's 70 rooms and suites will take inspiration from the hub of global fashion. The open-air bar and restaurant to be set in the porticoed courtyard and garden is sure to be a lively gathering spot. While the indoor pool and Asaya wellness center will offer up an urban oasis.

*“Open my heart and you will see,
Grav’d inside of it, ‘Italy’.”*

ROBERT BROWNING

DUCO THE BEST OF ITALY



Fiat 600 convertible, 1956. ©Touring Club Italiano/Marka/Universal Images Group via Getty Images

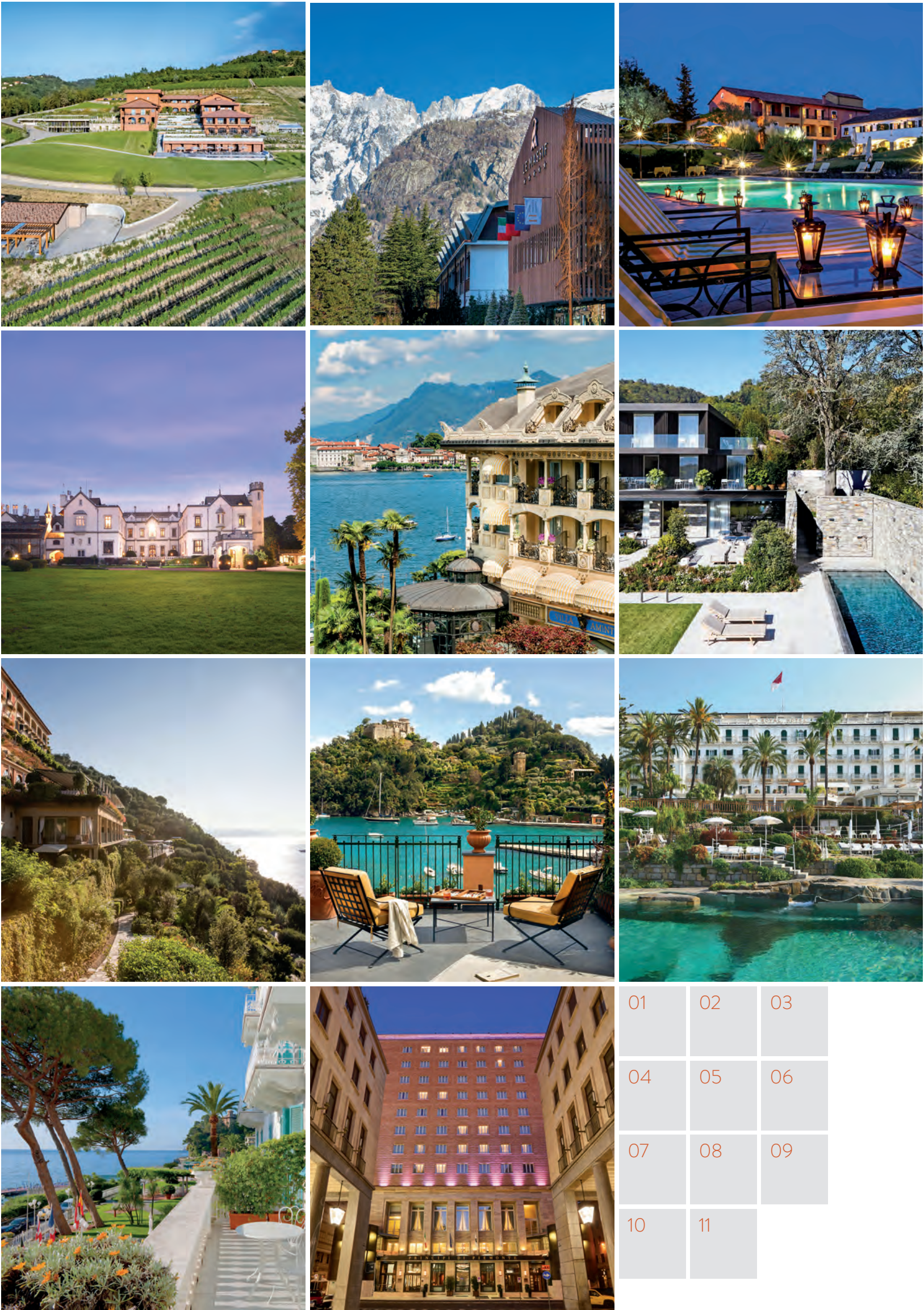


Aosta Valley Piedmont Liguria

- Cerretto Langhe**
01 Casa di Langa
- Courmayeur**
02 Le Massif Hotel & Lodge
- Garlenda**
03 La Meridiana Resort & Golf

- Lake Maggiore**
04 Castello dal Pozzo Resort
05 Villa e Palazzo Aminta - Hotel Beauty & Spa
- Lake Orta**
06 Casa Fantini Lake Time

- Portofino**
07 Splendido, A Belmond Hotel, Portofino
08 Splendido Mare, A Belmond Hotel, Portofino
- Sanremo**
09 Royal Hotel Sanremo
- Santa Margherita Ligure**
10 Grand Hotel Miramare
- Torino**
11 Principi di Piemonte | UNA Esperienze





Lombardy

- Erbusco**

 - 01 L'Albereta Relais & Chateaux in Franciacorta
- Lake Como**

 - 02 Grand Hotel Tremezzo, Lake Como
 - 03 Grand Hotel Victoria Concept & Spa
 - 04 il Sereno Lake Como
 - 05 Mandarin Oriental, Lago di Como
 - 06 Passalacqua
- Lake Garda**

 - 07 Villa d'Este
 - 08 Villa Pliniana
 - 09 VISTA Palazzo | Lago di Como
- Lake Garda**

 - 10 Eden Reserve Hotel & Villas
 - 11 Grand Hotel Fasano
 - 12 Lefay Resort & SPA Lago di Garda

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City of Milan



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- 01 Armani Hotel Milano
- 02 Bulgari Hotel Milano
- 03 Casa Baglioni Milan
- 04 Casa Cipriani Milano
- 05 Excelsior Hotel Gallia, a Luxury Collection Hotel, Milan

- 06 Four Seasons Hotel Milano
- 07 Galleria Vik Milano
- 08 Grand Hotel et de Milan



City of Milan



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- 09 Hotel Principe di Savoia
- 10 Mandarin Oriental, Milan
- 11 ME Milan, Il Duca
- 12 Palazzo Parigi Hotel & Grand Spa, Milan

- 13 Park Hyatt Milano
- 14 Portrait Milano
- 15 STRAF Hotel



Trentino-Alto Adige

Veneto

Emilia-Romagna



Alpe di Siusi, Dolomites

- 01 ADLER Lodge ALPE
- 02 Alpina Dolomites

Bologna

- 03 Grand Hotel Majestic già Baglioni

Bressanone

- 04 FORESTIS

Cortina d'Ampezzo, Dolomites

- 05 Faloria Mountain Spa Resort
- 06 Hotel de Len
- 07 Rosapetra Spa Resort, a Relegance Collection Hotel

Corvara, Dolomites

- 08 Hotel La Perla, Corvara, Dolomites

Madonna di Campiglio, Dolomites

- 09 Chalet del Sogno Mountain Experience Hotel

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Trentino-Alto Adige

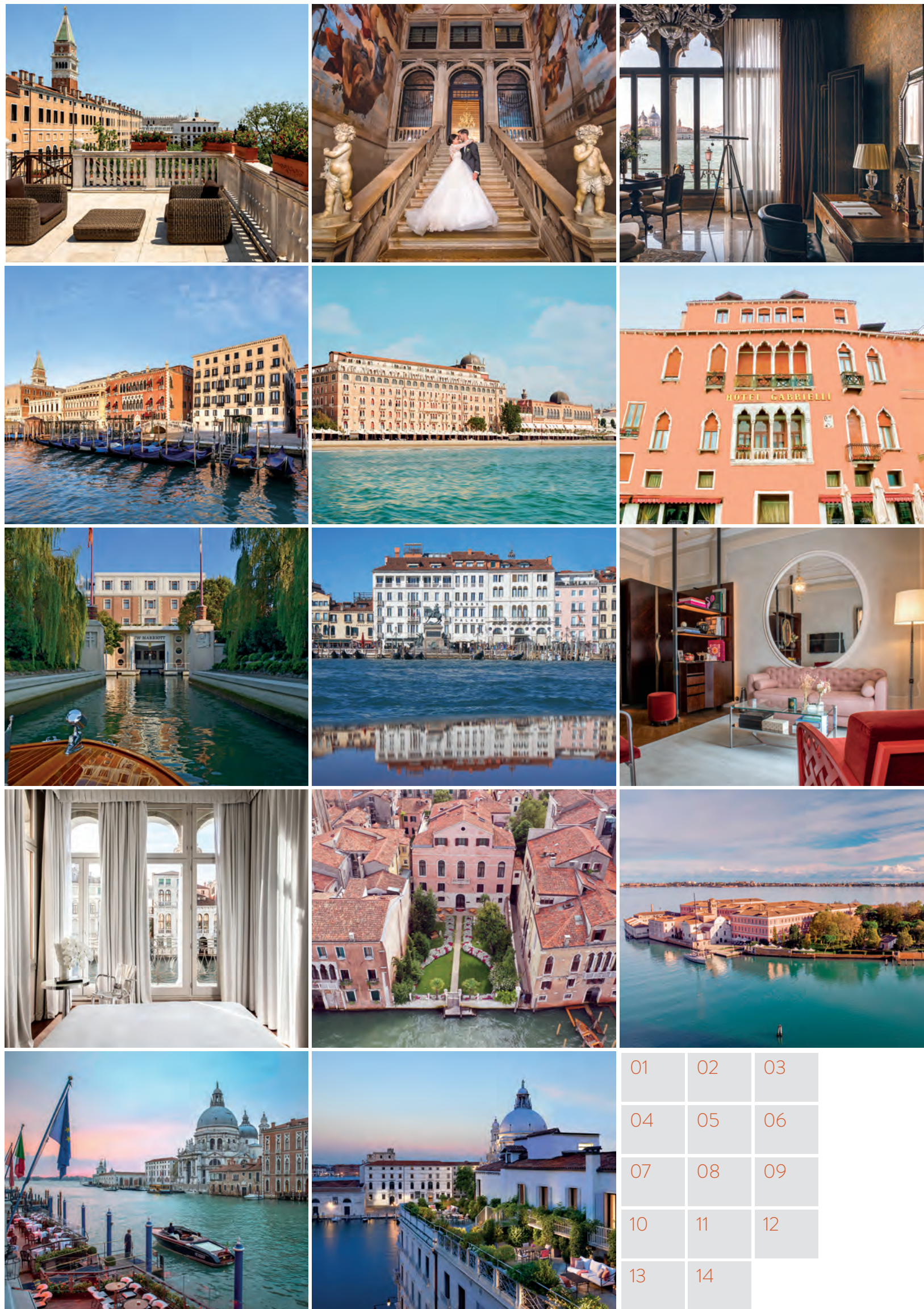
Veneto

Emilia-Romagna

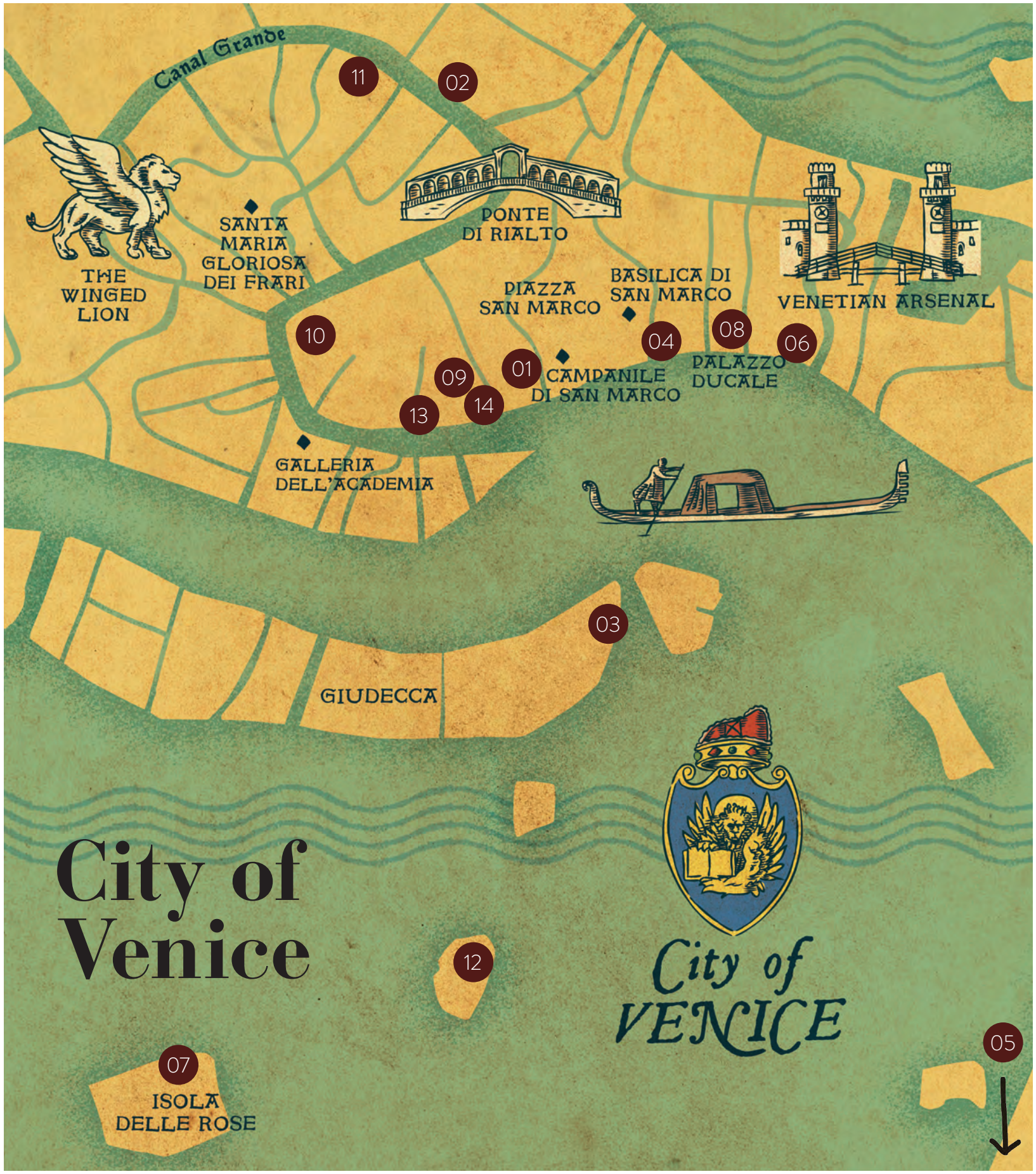


- Merano**
10 Villa Eden – The Leading Park Retreat
- Pinzola, Dolomites**
11 Lefay Resort & SPA Dolomiti
- Renon, Dolomites**
12 ADLER Lodge RITTEN
- Rive del Garda**
13 Hotel Lido Palace
- Val Gardena, Dolomites**
14 ADLER Spa Resort DOLOMITI
15 Gardena Grödnertalhof
- Verona**
16 Byblos Art Hotel Villa Amistà
17 Due Torri Hotel
18 VISTA Palazzo | Verona

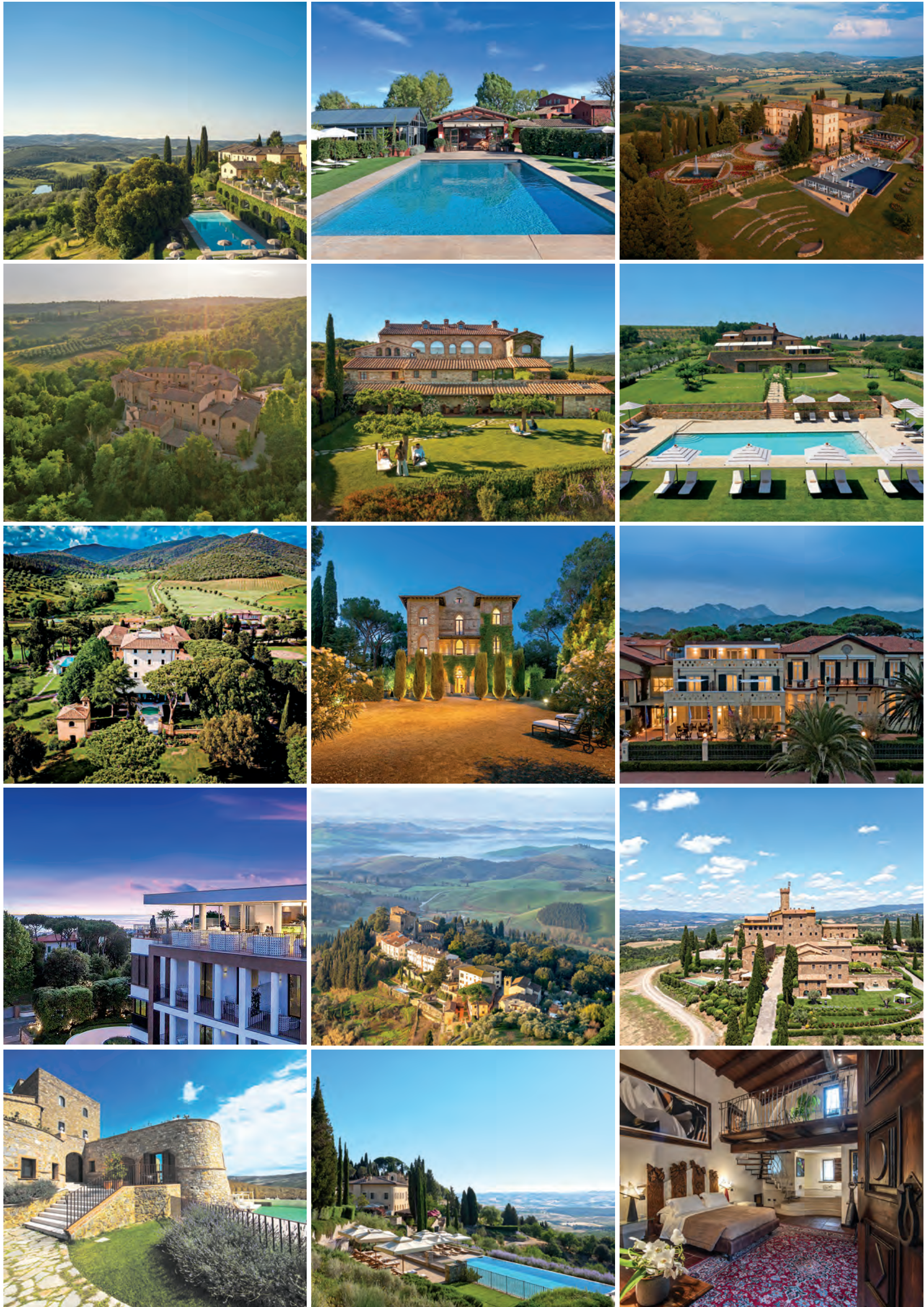
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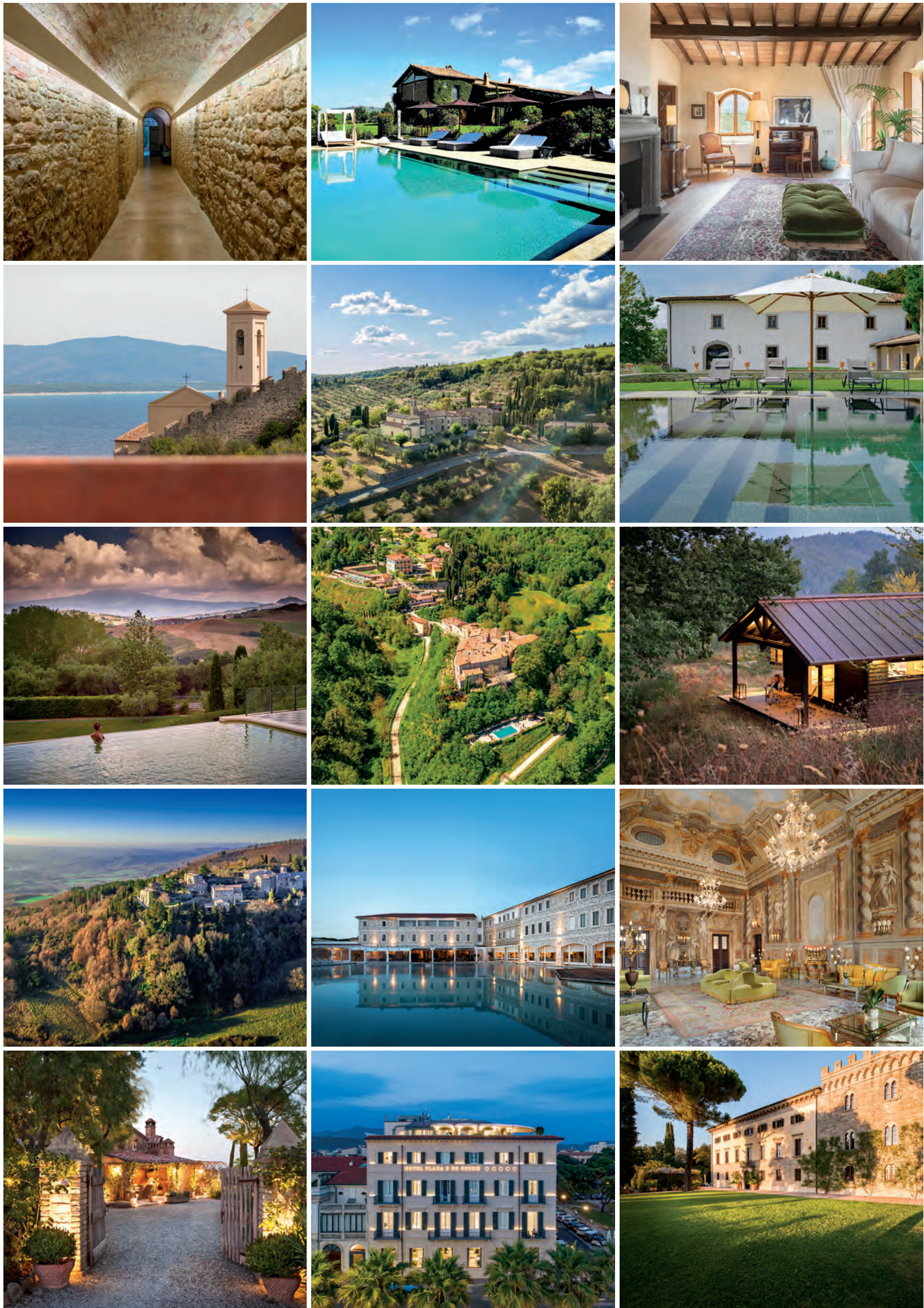
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| 01 Baglioni Hotel Luna, Venice | 09 Noliniski Venezia |
| 02 Ca'Sagredo Hotel | 10 Palazzina Grassi, a Relegance Collection Hotel |
| 03 Cipriani, A Belmond Hotel, Venice | 11 Palazzo Venart Luxury Hotel |
| 04 Hotel Danieli, Venice | 12 San Clemente Palace Kempinski, Venice |
| 05 Hotel Excelsior Venice Lido Resort | 13 The Gritti Palace, a Luxury Collection Hotel, Venice |
| 06 Hotel Gabrielli Venezia - Starhotels Collezione | 14 The St. Regis Venice |
| 07 JW Marriott Venice Resort & Spa | |
| 08 Londra Palace Venezia | |



<p>Barberino Tavarnelle</p> <p>01 COMO Castello Del Nero</p> <p>Capalbio</p> <p>02 Locanda Rossa</p> <p>Casole d'Elsa</p> <p>03 Castello di Casole, A Belmond Hotel, Tuscany</p> <p>Castelnovo Berardenga</p> <p>04 Castel Monastero Tuscan Retreat and Spa</p> <p>05 Hotel Le Fontanelle</p> <p>06 The Club House</p>	<p>Castiglione della Pescaia</p> <p>07 L'Andana Resort a Leading Hotel of the World, Tuscany</p> <p>Chiusi</p> <p>08 Parco del Principe</p> <p>Forte dei Marmi</p> <p>09 Hotel Byron</p> <p>10 Principe Forte dei Marmi</p> <p>Montaione</p> <p>11 Toscana Resort Castelfalfi</p>	<p>Montalcino</p> <p>12 Castello Banfi Wine Resort</p> <p>13 Castello di Velona Resort Thermal, SPA & Winery</p> <p>14 Rosewood Castiglion del Bosco</p> <p>Montignoso</p> <p>15 Il Bottaccio, Relais & Châteaux</p>
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Pienza
16 La Bandita Townhouse
17 L'Olmo

Poggi del Sasso
18 Castello di Vicarello

Porto Ercole
19 Hotel La Roqqa

Radda In Chianti
20 Les Domaines de Fontenille
Toscana

Reggello
21 Viesca Toscana

San Casciano dei Bagni
22 Fonteverde Lifestyle & Thermal
Retreat, Tuscany

San Giustino Valdarno
23 Il Borro

San Marcello Piteglio
24 Oasyhotel

Sarteano
25 Monteverdi Tuscany

Saturnia
26 Terme di Saturnia Natural
Destination

Siena
27 Grand Hotel Continental Siena -
Starhotels Collezione

Torrita di Siena
28 Lupaia

Viareggio
29 Hotel Plaza e de Russie

Volterra
30 Borgo Pignano



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Via Francesco Petrarca

Via dei Serragli

Via Romana

Via Senese

Viale del Dogio Imperial

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City of Florence

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- 01 Collegio alla Querce, Auberge Resorts Collection
- 02 Dimora Ghirlandaio
- 03 ETRA
- 04 Four Seasons Hotel Firenze
- 05 Helvetia & Bristol Firenze - Starhotels Collezione
- 06 Hotel Savoy, a Rocco Forte Hotel
- 07 Il Salviatino
- 08 IL Tornabuoni Hotel
- 09 Palazzo Portinari Salviati
- 10 Palazzo Vecchietti

- 11 Portrait Firenze
- 12 Relais Santa Croce by Baglioni Hotels & Resorts
- 13 Sina Villa Medici
- 14 The Place Firenze
- 15 The St. Regis Florence
- 16 The Westin Excelsior, Florence
- 17 Villa Cora
- 18 Villa la Massa
- 19 Villa San Michele, A Belmond Hotel, Florence

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Umbria Abruzzo Lazio

- Città della Pieve**
01 Hotel Vannucci
- Fiuggi**
02 Palazzo Fiuggi Wellness Medical Retreat
- L'Aquila**
03 Sextantio Santo Stefano di Sessanio

- Perugia**
04 Borgo Dei Conti Resort Relais & Chateaux
05 Sina Brufani
- Umbertide**
06 Borgo Bastia Creti
07 Vocabolo Moscatelli

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City of Rome

- 01 Baglioni Hotel Regina, Rome
- 02 Bulgari Hotel Roma
- 03 Elizabeth Unique Hotel
- 04 Fendi Private Suites
- 05 Hassler Roma
- 06 Hotel d'Inghilterra Roma - Starhotels Collezione
- 07 Hotel de la Ville, a Rocco Forte Hotel
- 08 Hotel De' Ricci
- 09 Hotel de Russie, a Rocco Forte Hotel
- 10 Hotel Eden Rome
- 11 Hotel Splendide Royal, Roma
- 12 Il Palazzetto



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City of Rome

- 13 J.K. Place Roma
- 14 Maalot
- 15 Margutta 19 Luxury Hotel
- 16 Palazzo Manfredi
- 17 Palazzo Montemartini Rome, A Radisson Collection Hotel
- 18 Palazzo Ripetta
- 19 Palazzo Roma
- 20 Palazzo Scanderbeg
- 21 Parco dei Principi Grand Hotel & Spa
- 22 Portrait Roma
- 23 Singer Palace Hotel
- 24 Six Senses Rome



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City of Rome

- 25 Sofitel Roma Villa Borghese
- 26 The First Arte
- 27 The First Dolce
- 28 The First Musica
- 29 The Rome EDITION
- 30 The St. Regis Rome
- 31 The Westin Excelsior, Rome
- 32 Umiltà36
- 33 Villa Agrippina a Gran Melia Hotel Rome
- 34 Villa Spalletti Trivelli
- 35 Vilòn Roma



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Anacapri, Capri
 01 Capri Palace Jumeirah
 02 Hotel Caesar Augustus Relais & Châteaux
Capri
 03 Capri Tiberio Palace
 04 Hotel La Palma - Oetker Collection
 05 J.K. Place Capri

06 Punta Tragara
 07 Villa Marina Capri Hotel & Spa
Forio d'Ischia, Ischia
 08 Botania Relais & Spa

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Campania

Anacapri

Capri

Ischia



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Amalfi

- 01 Anantara Convento di Amalfi Grand Hotel
- 02 Borgo Santandrea Amalfi

Conca dei Marini

- 03 Monastero Santa Rosa Hotel & Spa

Massa Lubrense

- 04 Villa Fiorella Art Hotel

Napoli

- 05 Grand Hotel Parker's
- 06 ROMEO Napoli

Positano

- 07 Le Sirenuse
- 08 Villa Franca Positano

Praiano

- 09 Casa Angelina

Ravello

- 10 Caruso, A Belmond Hotel, Amalfi Coast
- 11 Palazzo Avino

Sorrento

- 12 Grand Hotel Cocumella
- 13 Grand Hotel Excelsior Vittoria



Fasano
01 Pettolecchia Collection

Isola di Capo Rizzuto
02 Praia Art Resort

Lecce
03 Palazzo BN Luxury Suites
Lecce

**04 Palazzo Maresgallo Luxury
Suites, Apartment and SPA**

Maratea
05 Santavenere

Martano
06 Naturalis Bio Resort&Spa

Matera
07 Matera Collection
08 Sextantio Le Grotte della Civita

Ostuni
09 Ostuni Art Resort



Basilicata Calabria Puglia

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Otranto
10 Baglioni Masseria Muzza, Puglia
Pezze di Greco di Fasano
11 Masseria Montenapoleone

Savelletri
12 Masseria Torre Coccoaro
13 Masseria Torre Maizza, a Rocco Forte Hotel
Savelletri di Fasano
14 Borgo Egnazia
15 Masseria San Domenico

Serrano
16 Furnirussi Tenuta
Torre Canne di Fasano
17 Canne Bianche_Lifestyle Hotel



Basilicata Calabria Puglia



Sicily

- Agrigento**
01 Hotel Villa Athena
- Archi - Riposto**
02 Zash Country Boutique Hotel & SPA
- Carruba di Riposto**
03 Donna Carmela Resort & Lodges
- Cefalú**
04 Le Calette
- Isola di Vulcano, Aeolian Islands**
05 Therasia Resort Sea & Spa
- Noto**
06 Il San Corrado di Noto
- Palermo**
07 Villa Igiea, a Rocco Forte Hotel

- Pantelleria**
08 Sikelia Luxury Retreat
- Sciacca**
09 Verdura Resort, a Rocco Forte Hotel
- Taormina**
10 Grand Hotel Timeo, A Belmond Hotel, Taormina
11 Hotel Villa Carlotta
12 San Domenico Palace, a Four Seasons Hotel
13 Villa Sant'Andrea, A Belmond Hotel, Taormina Mare
- Torre Salsa**
14 ADLER Spa Resort SICILIA





Arzachena

01 Grand Hotel Poltu Quatu

Baia Sardinia

02 7Pines Resort Sardinia, part of Destination by Hyatt

Cannigione

03 Villa del Golfo Lifestyle Resort

Golfo Aranci

04 Gabbiano Azzurro Hotel & Suites

Lu Frailli di Sotto

05 Baglioni Resort Sardinia

Oliena

06 Su Gologone Experience Hotel

Porto Cervo

07 Hotel Cala di Volpe, a Luxury Collection Hotel

08 Hotel Pitrezza, a Luxury Collection Hotel

09 Hotel Romazzino, a Luxury Collection Hotel

Porto Rotondo

10 Abi D'Oru Beach Hotel & Spa

Santa Margherita di Pula

11 Forte Village Resort

Villasimius

12 Falkensteiner Resort Capo Boi

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DMCs, Reps, Special Experiences & Associations



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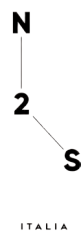


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A rebirth of the Orient Express legend, Orient Express La Dolce Vita is a tribute to the glamour of the La Dolce Vita period of 1960s Italy - the epitome of excellence that embodies the Italian art of living and all its beautiful traditions.



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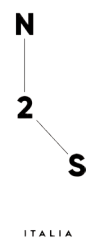
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