



Regione Toscana



TOSCANA  
PROMOZIONE TURISTICA

# #TUSCANYTOGETHER

## Digital Labs

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Managing Director

# DUCO

TRAVEL SUMMIT



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# DUCO Travel Summit

- Destination Oriented
- All About Italy
- First travel event to focus on one single destination, at the destination
- A full immersion in Italy's culture & lifestyle
- Knowledge & Emotion



Gala Dinner at Salone dei Cinquecento, Palazzo Vecchio

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Closing at Teatro dell'Opera (DUCO  
2018)



Evening Event at Mercato Centrale (DUCO  
2019)

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# High-End Tourism Fairs

- Travel Events in the high-end sector foster the relationships that lead to business
- Travel Advisors play a very important role to the high-end tourism
- High-end customers value service
- Time is unvaluable
- Travel Advisors know their clients



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# High-End Tourism Fairs



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ILTM North America



Virtuoso Travel Week

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# Concept of “Luxury”

Dictionary definition:

“Lifestyle that is characterized by excessive ostentation and spending on expensive and superfluous consumer goods; luxury, refinement, sumptuousness.”

- Today Luxury has a totally different meaning
- Upscale, high-end, high-quality
- It is about high-quality



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# High-Quality Tourism

- It is Personal
- It is what makes you feel special
- It can be genuine, authentic
- Precision is a great value
- Quality will transform any authentic experience into a high-end experience



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Go out of your  
way  
to anticipate  
your clients  
needs



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## Authenticity with Quality



Rosa Alpina Hotel & Spa



Borgo Santo Pietro

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Lupaia

## Authenticity with



Sextantio Santo Stefano di Sessanio

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# Friendliness, Kindness, Support client's needs

- Friendly Service
- Discretion
- Pay attention to your client's preferences
- North American clients tend to be more independent





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Grazie per l'attenzione.

Pubblicheremo presto le risposte a tutte le domande a cui oggi non abbiamo fatto in tempo a rispondere all'indirizzo

**team.toscanapromozione.it.**

Allo stesso indirizzo troverai le slide e le registrazioni video.

Per ogni informazione puoi scriverci a [territori@toscanapromozione.it](mailto:territori@toscanapromozione.it)

Ci vediamo al prossimo Lab!



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Grazi  
e!  
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