

E C C E L L E N Z E

STARS IN FLORENCE, 22ND - 24TH SEPTEMBER 2025





Eccellenze is the ultimate in impactful networking and creative event immersion.

Travel and Hospitality industry leaders, innovators, and top names in professional and personal development gather in Florence for the highest level of **Energy and Inspiration.**



Welcome to Eccellenze 2025, celebrating its first edition.

Eccellenze aspires to become the annual boutique event that brings together up to 30 handpicked luxury travel agency owners and luxury experts from North America and Europe, alongside exceptional Italian suppliers representing the very best in bespoke hospitality—hotel owners and GMs, boutique accommodations, and high-end hospitality providers.

Eccellenze is where travel and hospitality stars meet Florence and Italy's finest. The event is hosted in a carefully selected prime venue: Collegio alla Querce, an Auberge Resort, newly opened in Spring 2025 and masterfully orchestrated by GM Lorenzo Maraviglia.

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COLLEGIO ALLA QUERCE AN AUBERGE RESORT,
FIRENZE ITALIA



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THE PROGRAMME



Monday September 22nd 2025

- Arrival of guests in Florence
- Private transfer from FLR Airport/SMN Train Station or any hotels provided
- Check-IN and Welcome Light Lunch at Auberge
- 02.30 pm - 05.00 pm Official Presentation and Eccellenze Small Talks
- 06.00pm Arno Travel Florence Dinner Experience

Tuesday September 23rd 2025

- Breakfast
- Morning at leisure, Auberge pills of relax available: stay by the pool, discover the Hotel or the Spa
- Experience Hiking and Yoga in Style options.
- 11.00 am Departure for Arno Travel Tuscan Lunch
- 05.00 pm Back to Hotel - Relax
- 08.00 pm Stars Gala Dinner Night at Collegio alla Querce

Wednesday September 24th 2025

- Breakfast
- Check-OUT
- Private transfer to FLR Airport/SMN Train Station or any hotels



In the city of Firenze, of course.

The home of beauty and birthplace of Arno Travel—the luxury destination management company facilitating this event. A brand-new, effervescent format that combines the exchange of visions from expert delegates, meaningful engagement among participants, and, why not, the joy of experiencing the destination itself.

Eccellenze blends dedicated travel and hospitality industry talks with immersive local experiences. Delegates forge lasting relationships while discovering Italy's cultural richness, authenticity, and elegance first-hand—not from across a table, but side by side through exciting shared memories.

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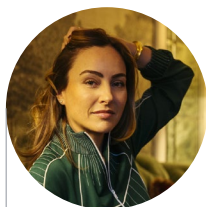
ECCELLENZE ATTENDEES

INTERNATIONAL STARS



Annie
Fitzimmons

Luxury Travel Expert
and Editor (USA)



Carolina
Perez

Founder,
Duco Travel Summit (ITA)



David
Lowy

President,
Renshaw Travel (CA)



Albert
Herrera

Executive Vice President
Partner Relations,
Internova Travel Group



Evan
Upchurch

Storyteller, Copywriter
& Content Strategist,
Studio Cadenza (MEX)



Federico
Von Sanden

Founder And Ceo,
Fvs Travel Group (UK)



Gina
Gabbard

Chief Of Strategy Officer,
First In Service (USA)



Kristin
Chambers

Founder And Ceo,
Travellustre (USA)



Lance
Stamps

Vp, Marketing At Classic
Travel Service (USA)



Sarah
Groen

Owner And Ceo,
Bell And Bly (USA)



Shelby
Donley

General Manager Ultra High
Net Worth Business Division,
Virtuoso Ltd (USA)



Tony
Shepard

Ceo And Partner,
Four Hundred By
Design (USA)



Yuriy
Horovyy

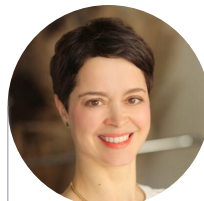
Founder And Ceo,
Almont Travel (UK)

LOCAL STARS



**Andrea
Mereghetti**

Founder And Ceo,
Dreamsteam (ITA)



Antonella Merli

Director Of Sales &
Marketing, Collegio
Alla Querce Auberge
Resorts



**Antonio
Sersale**

Owner, Le Sirenuse,
Positano



**Crescenzo
Gargano**

Owner, Santa Caterina,
Amalfi



**Maurizio
Orlacchio**

General Manager,
Borgo Sant'andrea,
Amalfi



**Maria
Strati**

General Manager
Jk Place, Roma



**Martino
Acampora**

General Manager,
Villa Tre Ville, Positano



**Luca
Perfetto**

Ceo And Founder,
Towns Of Italy Group
(ITA)



**Simone
Giorgi**

General Manager Park
Hyatt, Milano



**Valentina
De Santis**

Ceo And Owner,
Grand Hotel Tremezzo
& Passalacqua,
Lago Di Como



**Vincenzo
Falcone**

General Manager,
Bulgari Hotel, Roma

HOSTING STARS



**Laura
Masi**

President,
Destination Florence



**Lorenzo
Maraviglia**

General Manager,
Collegio Alla Querce,
An Auberge Resort



**Urbano
Brini**

Chief Of Luxury Travel,
Arno Part Of Towns Of
Italy Group

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Once a year, Eccellenze comes to life in
Florence—where beauty naturally belongs,
where trust is nurtured, and where the journey
of l'Eccellenza Italiana begins.

