



# LUXURY<sup>®</sup>

HOSPITALITY CONFERENCE

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# AGENDA

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**30<sup>th</sup> October 2025**  
Meliá Milan



organized by



# PELLE

THE ART OF WEAVING EXPERIENCE



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**LUXURY<sup>®</sup>**  
HOSPITALITY CONFERENCE

**The Italian  
Conference  
where  
Luxury meets  
Hospitality**

**Organized by**

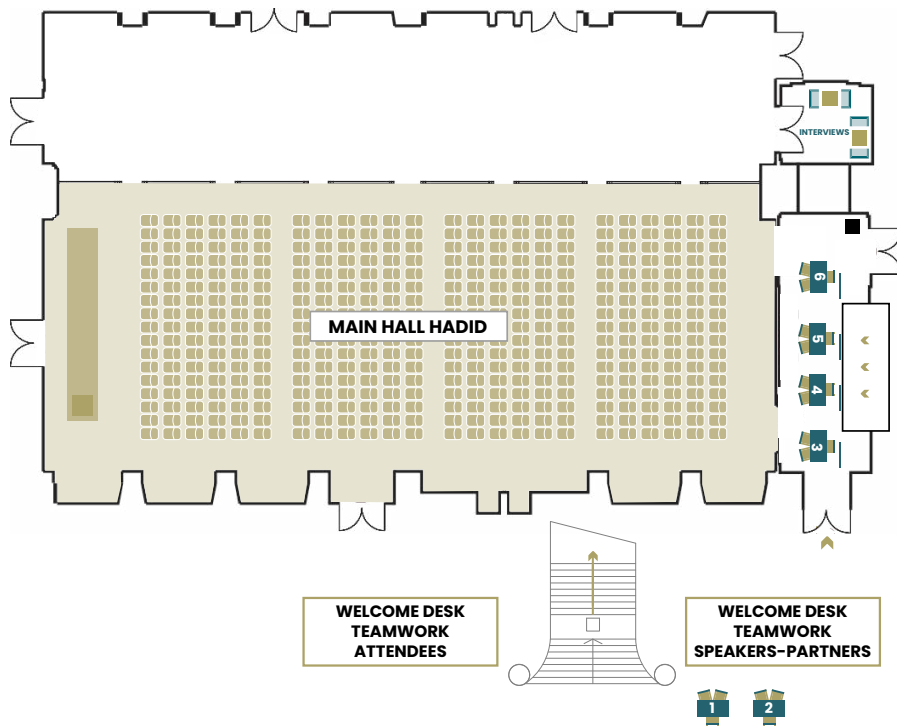


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**[www.luxuryhospitalityconference.it](http://www.luxuryhospitalityconference.it)**

## GROUND FLOOR

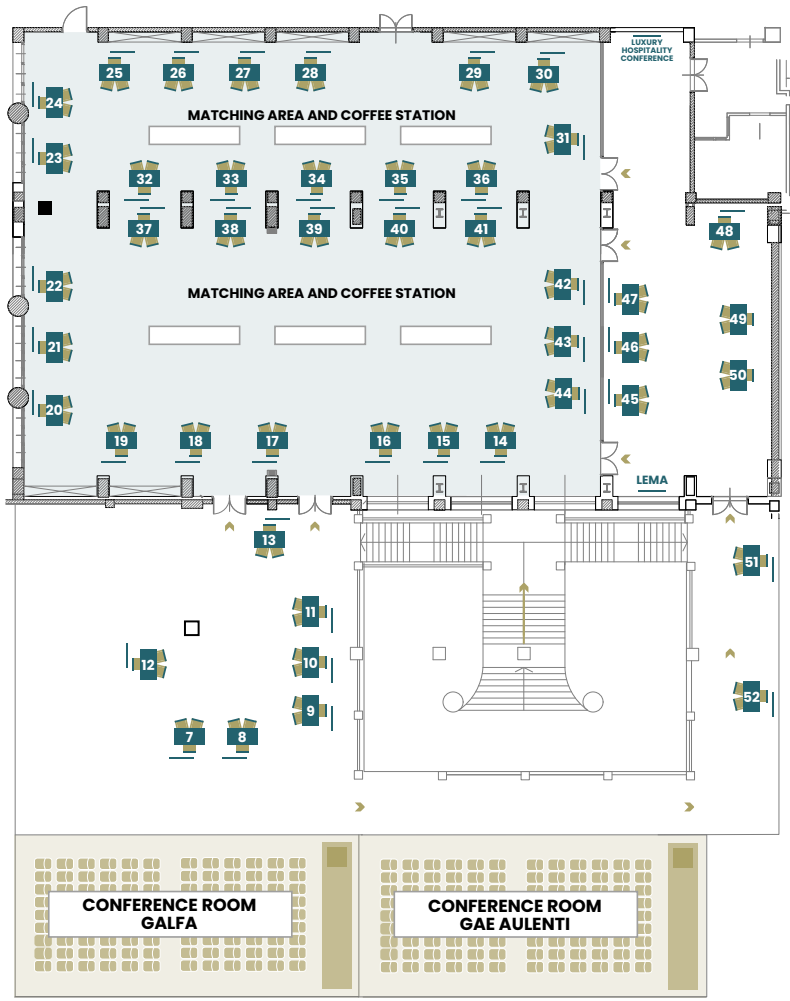
### WELCOME DESK & MAIN HALL HADID



- |                                                        |                               |                              |                                  |
|--------------------------------------------------------|-------------------------------|------------------------------|----------------------------------|
| <b>1</b> Press Desk - Basilare                         | <b>14</b> Salto Systems       | <b>27</b> Domori             | <b>40</b> Martellato             |
| <b>2</b> Suite                                         | <b>15</b> Prima               | <b>28</b> ARQ Estintori      | <b>41</b> Villeroy & Boch        |
| <b>3</b> My Forecast                                   | <b>16</b> Simmons             | <b>29</b> HCS by Airvent     | <b>42</b> Amonn                  |
| <b>4</b> "AURA The Luxury Travel Event" powered by TTG | <b>17</b> Preformati Italia   | <b>30</b> Weforguest         | <b>43</b> BUGATTI                |
| <b>5</b> Hoxell                                        | <b>18</b> Cinq Mondes Finmark | <b>31</b> Palais de Thés     | <b>44</b> STS Hotel              |
| <b>6</b> EFN Communication                             | <b>19</b> ReGuest             | <b>32</b> ABK Group          | <b>45</b> Varaschin              |
| <b>7</b> Bertolotto Porte                              | <b>20</b> Rivolta Carmignani  | <b>33</b> Bonfante-Room48    | <b>46</b> Biova                  |
| <b>8</b> Integra Fragrances                            | <b>21</b> Unopiù              | <b>34</b> Concierge Digitale | <b>47</b> Acetaia Giusti         |
| <b>9</b> Serenissima Informatica                       | <b>22</b> La Bottega          | <b>35</b> Daikin             | <b>48</b> Modbar                 |
| <b>10</b> Maurel                                       | <b>23</b> Fragrart            | <b>36</b> WORLDHOTELS        | <b>49</b> 4Stores                |
| <b>11</b> Bellantoni                                   | <b>24</b> Orio Team           | <b>37</b> Relactions         | <b>50</b> Liuni                  |
| <b>12</b> Concreta                                     | <b>25</b> Microdevice         | <b>38</b> Technogym          | <b>51</b> Hospitality Riva       |
| <b>13</b> Blastness                                    | <b>26</b> WDRINK              | <b>39</b> Ginori 1735        | <b>52</b> HotelMyPassion - we'll |

FIRST FLOOR

MATCHING AREA, COFFEE STATION, CONFERENCE ROOM GALFA,  
CONFERENCE ROOM GAE AULENTI





Simultaneous Translation Service (ITA-ENG / ENG-ITA)

8:00 am – 9:20 am | Participant Registration and welcome coffee

09:20 am | **Welcome to Luxury Hospitality Conference 2025.**

– 09:30 am **Mauro Santinato**, President – Teamwork



09:30 am | **Luxury beyond boundaries: market scenarios and prospects.**

– 10:15 am **Stefania Lazzaroni**, General Manager – Altagamma



**Mehdi Benabadji**, CEO – Ginori 1735

**Elisabetta Fabri**, President & CEO – Starhotels Group, President – Confindustria Alberghi

**Gianluca Valsesia**, Sales Director and Brand Ambassador – Gessi

**Maurizio Zanella**, Founder and Chairman – Ca' del Bosco

Moderator: **Cristina Mottironi**, Head Tourism Major MSc ACME – Bocconi University

10:15 am | **Generations of leadership: visions in dialogue for the future of Luxury segment in hospitality industry.**

– 11:00 am



**Ezio Indiani**, General Manager – Hotel Principe di Savoia Milan

**Diego Roggero**, General Manager – Portrait Milano | Lungarno Collection

**Claudio Ceccherelli**, Director of Operations – LVGH Management

**Licinio Garavaglia**, General Manager – Aman Venice

Moderator: **Maddalena Fossati Dondero**, Director and Head of Content – La Cucina Italiana and Condé Nast Traveller Italia

11:00 am | **Building the future: insights from leading investors in Luxury Hospitality.**

– 11:30 am **Mario Ferraro**, CEO – Smeralda Holding Group



**Flavio Bucciarelli**, Vice Chairman – Qarlbo Hospitality

**Hugo Pizzinini**, Owner & Managing Director – Aman Rosa Alpina

Moderator: **Giorgio Ribaudo**, Managing Director – THREND5

11:30 am – 12:00 pm | Coffee Break & Networking

12:00 pm | **High-end experiences in a changing world: perspectives from global leaders.**

– 12:20 pm **Lindsey Ueberroth**, CEO – Preferred Hotels & Resorts



Moderator: **Filip Boyen**, Luxury Hospitality Advisor, Ambassador – Forbes Travel Guide; Head of Hospitality – Orient Express Italy; Co-founder – Hotelworld AI

12:20 pm | **Beyond experience: marketing & communication trends in high-end travel.**

– 01:05 pm **Laurent Delporte**, Editorialist and Expert hotel sector strategist – Delporte Hospitality



**Nicolas Fissendjidis**, Managing Director – The Orange Studio

**Liv Gussing Burgess**, Founder & Managing Director – Luxury Hospitality Consulting

**David Grossniklaus**, Owner – LHA Luxury Hospitality Advisory

**Jana M. Enders**, Brand & Communication Strategist – Unikateur

Moderator: **Filip Boyen**, Luxury Hospitality Advisor, Ambassador – Forbes Travel Guide; Head of Hospitality – Orient Express Italy; Co-founder of Hotelworld AI



Simultaneous Translation Service (ITA-ENG / ENG-ITA)

01:05 pm – 02:20 pm | Lunch & Networking

02:20 pm  
–  
03:10 pm



**Designing future-ready business models. Seven paradigm shifts in the way we compete.**

**Fernando G. Alberti**, Principal Associate for Europe – Porter Development Initiative LLC

03:10 pm  
–  
03:55 pm



**The new luxury travel experience: personalization, authenticity, strategies. 2025 industry insights.**

**Andrea Grisdale**, CEO & Founder – IC Bellagio

**Jack Ezon**, Founder & Managing Partner – Embark Beyond

**Vanessa McGovern**, SVP, Partner Product, Marketing and Events – Global Travel Collection

**Astrid Oberhammer**, CEO & Founder – Lobster Experience & loop luxury fair

Moderator: **Roberto Gentile**, Editor & Newsletter Director – Network News

03:55 pm  
–  
04:40 pm



**Redefining hospitality excellence: four women, four visions of Luxury Hospitality.**

**Doris Hecht**, General Manager – W Florence

**Elodie Lacroix**, General Manager – Soho House & Co

**Eva Codina Candelich**, General Manager – Casa di Langa (CN)

**Alessia Meli**, COO – Ginobbi Group

Moderator: **Erika Fay Nicole**, CEO and Founder – EFNcommunication

04:40 pm  
–  
05:30 pm



**Building excellence: the impact of Human Capital in hospitality industry.**

**Paola Iemmallo**, Area Director of People & Culture – Hotel Principe di Savoia and Hotel Eden

**Babila Bruni**, Cluster Director People & Culture – Mandarin Oriental Hotel Group

**Fausto Ciarcia**, Regional Director of Human Resources (CE) – Hilton Worldwide

**Markus Venzin**, CEO – EHL Group

**Stefania Valenti**, Managing Director – Istituto Marangoni

**Christophe Mercier**, Brand Ambassador Luxury Division – Istituto Marangoni

Moderator: **Massimiliano Sarti**, Chief Editor – The Bulletin | THRENDS

05:30 pm  
–  
05:35 pm



**Closing Remarks.**

**Mauro Santinato**, President – Teamwork

Aperitif & Networking

8:00 am – 9:20 am | Participant Registration and welcome coffee

09:20 am | **Welcome to Luxury Hospitality Conference 2025.**

09:30 am | **Laura F. Verdi**, Architect and Editorial Director – we:ll magazine



09:30 am | **What's luxury today? Art of elegance and timeless design. Beyond aesthetics. Between modernity and tradition.**

10:50 am



**Paola Cattarin**, Director – Zaha Hadid Architects

**Claudia Campone**, Founder & Director – THIRTYONE Design + Management

**Yasmine Mahmoudieh**, Architect, Interior Designer, Tech-entrepreneur – Yasmine Mahmoudieh Design

**Giuseppe Varsavia**, Founder Architect and Managing Director – De.Tales

**Daniela Baldo**, Founding Partner | COO – Studio Marco Piva

**Federico Spagnulo**, Founding Partner – Spagnulo & Partners

Moderator: **Laura F. Verdi**, Architect and Editorial Director – we:ll magazine

10:50 am | **Stars of luxury: the future of Fine Dining in high-end hospitality.**

11:30 am



**Davide Oldani**, Chef & Owner – D'O e OLMO Restaurant | San Pietro all'Olmo – Cornaredo (MI)

**Raffaele Alajmo**, CEO and maître des lieux – Alajmo Group

**Ciccio Sultano**, Chef – Duomo Restaurant | Ragusa

Moderator: **Dany Stauffacher**, CEO & Founder – Sapori Ticino – Saveurs Agency

11:30 am – 12:00 pm | Coffee Break & Networking

12:00 pm | **Beyond the Hotel: crafting hospitality in unique and iconic places.**

12:45 pm



**Anja Krenzel**, Chief Operating Officer – Monteverdi Tuscany

**Manfredi Rizzuto**, Owner – Susafa

**Stefano Liotta**, Entrepreneur, Advisor, Investor | Founder – Casina Cinquepozzi

**Cinzia Primatesta**, CEO – Cannavacciuolo Group

**Sara Digiesi**, CEO – BWH Hotels Italy & South-East Europe

Moderator: **Elisabetta Canoro**, Head of Hospitality – Identità Golose

12:45 pm | **Luxury Serviced Apartment. Where design meets service: the new face of residential luxury.**

01:05 pm



**Ines Bovone**, Partner – COIMA Image

Moderator: **Eugenia Pronzati**, Co-founder & Host – The Blue Corner Hospitality Media

01:05 pm – 02:20 pm | Lunch & Networking

**02:20 pm** | **From vineyard to glass: creating bespoke wine experiences in Luxury Hospitality.**

**03:00 pm**



**Danilo Guerrini**, General Manager – Borgo San Felice Resort  
**Francesca Planeta**, President – Planeta Estate  
**Vittoria Ferragamo**, Sustainability and Special Projects Manager – Il Borro

Moderator: **Gabriele Principato**, Journalist – Corriere della Sera

**03:00 pm** | **Leading with passion and vision: women at the heart of Hospitality.**

**03:40 pm**



**Mariella Organi**, Owner – Madonnina del Pescatore (AN)  
**Marta Presciutti**, Quality & Development Manager – Anantara Palazzo Naiadi Rome Hotel  
**Mimosa Misasi**, Founder & CEO – Mimosa Milan and Craving for Catering

Moderator: **Andrea Sinigaglia**, Hospitality Education Consultant

**03:40 pm** | **Tradition, innovation, legacy: family businesses facing the challenge of generational transition.**

**04:20 pm**



**Giovanna Gregori**, Executive Director and Board Member – @AIDAF – Italian Family Business  
**Silvia Quagliotti**, President & CEO – Quagliotti Spa  
**Eleonora Peretti**, Project Manager – Quagliotti Spa

**04:20 pm** | **Service beyond expectations: mastering 5-star standards in hotels.**

**04:50 pm**



**Cecilia Cianfanelli**, Consultant & trainer – Teamwork

**04:50 pm** | **The future of Luxury Hospitality: emerging trends shaping the industry.**

**05:20 pm**



**Nicola Delvecchio**, Strategic Hospitality Consultant – Teamwork

**05:20 pm** | **Closing Remarks.**

**05:30 pm**



**Laura F. Verdi**, Architect and Editorial Director – we:ll magazine

Aperitif & Networking



Simultaneous Translation Service (ITA-ENG / ENG-ITA)

8:00 am – 9:20 am | Participant Registration and welcome coffee

09:20 am **Welcome to Luxury Hospitality Conference 2025.**

09:30 am **Andrea Agazzani**, Consultant & Trainer – Teamwork



09:30 am **The new digital traveler: the future of search and digital advertising in luxury hospitality.**

09:50 am



**Annalisa Ballaira**, CEO & Founder – Relactions

09:50 am **The Artisans of Emotion: Crafting the Future of Hospitality.**

10:10 am



**Liv Gussing Burgess**, Founder & Managing Director – Luxury Hospitality Consulting

10:10 am **Evolving Luxury: new challenges for tomorrow's hospitality industry.**

11:10 am



**Antonello Cocco**, General Manager – W Sardinia – Poltu Quatu  
**Benedikt Jaschke**, Senior Vice President Operations – Orient Express  
**Stefano Noviello**, Former GM and Director of development – PH Hotel  
**Roberto Protezione**, General Manager – Castelfalfi  
**André Buldini**, Pre-Opening General Manager – Six Senses Hotels Resorts Spas Milan

Moderator: **Andrea Dori**, Head of Hospitality and Luxury Hospitality Business Development – Herita Marzotto Wine Estates SpA

11:10 am **Luxury doesn't build itself: the new reality of hotel development.**

11:30 am



**David Grossniklaus**, Owner – LHA Luxury Hospitality Advisory

11:30 am – 12:00 pm | Coffee Break & Networking

12:00 pm **Behind the curtain: where Innovation shapes the art of invisible Luxury.**

12:20 pm



**Gianni Buonsante**, Owner & CEO – Ingenia Direct

12:20 pm **REPORT PRESENTATION.**

12:40 pm



**Luxury hotel performance in Italy: insights from the new 2025 Report.**

**Giorgio Ribauda**, Managing Director – THRENDS

12:40 pm **Luxury Hospitality in Italy: data-driven strategies for outstanding results.**

01:05 pm



**Andrea Delfini**, Founder and CEO – Blastness



Simultaneous Translation Service (ITA-ENG / ENG-ITA)

01:05 pm – 02:20 pm | Lunch & Networking

02:20 pm | **Building Brands That Breathe – Hospitality Identities Rooted in character.**

02:40 pm | **Jana M. Enders**, Brand & Communication Strategist – Unikauteur



02:40 pm | **5 Strategic Marketing Priorities for Luxury Hospitality Brands in 2026.**

03:00 pm | **Nicolas Fissendjidis**, Managing Director – The Orange Studio



03:00 pm | **The crossroad between Luxury Retail and Luxury Hospitality: blending worlds to elevate experiences in the new era of Luxury.**

03:30 pm



**Gérald Lampaert**, Founder, Owner and Chief Executive Officer – VERTU Hospitality, Hotels and Resorts

03:30 pm | **Personal awareness and emotional intelligence as pillars of exceptional hospitality.**

03:50 pm



**Laurent Delporte**, Editorialist and Expert hotel sector strategist – Delporte Hospitality

03:50 pm | **The art of Leadership in luxury hospitality: inspiring teams for unmatched guest experiences.**

04:20 pm



**Antonio Miano**, Consultant & trainer – Teamwork

04:20 pm | **SROI: the new strategic reference for the evolution of hotels.**

04:40 pm | **Giorgio Caire di Lauzet**, Founder and CEO – Dream&Charme



04:40 pm | **The importance of ESG factors for the luxury hospitality sector as a competitive leverage.**

05:00 pm



**Fabio Giuffrida**, Sustainability Director – Deloitte Sustainability

05:00 pm | **Closing Remarks.**

05:10 pm | **Andrea Agazzani**, Consultant & trainer – Teamwork



Aperitif & Networking

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Starhotels Group &  
Confindustria Alberghi



**CINZIA PRIMATESTA**  
Cannavacciuolo  
Group



**STEFANIA LAZZARONI**  
Altagamma



**MARKUS VENZIN**  
EHL Group



**LINDSEY UEBERROTH**  
Preferred Hotels  
& Resorts



**GÉRALD LAMPAERT**  
VERTU Hospitality,  
Hotels and Resorts



**LAURENT DELPORTE**  
Delporte  
Hospitality



**JACK EZON**  
Embark Beyond



**FLAVIO BUCCIARELLI**  
Qarlbo Hospitality



**MANFREDI RIZZUTO**  
Susafa



**STEFANO LIOTTA**  
Casina Cinquepozzi



**MAURIZIO ZANELLA**  
Ca' del Bosco

# LUXURY | SPEAKERS

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**DAVIDE OLDANI**  
D'O e OLMO  
Restaurant



**CICCIO SULTANO**  
Duomo Restaurant



**RAFFAELE ALAJMO**  
Alajmo Group



**BABILA BRUNI**  
Mandarin Oriental  
Hotel Group



**ANDREA GRISDALE**  
IC Bellagio



**MEHDI BENABADJI**  
Ginori 1735



**FERNANDO G. ALBERTI**  
Porter Development  
Initiative LLC



**NICOLAS FISSENDJIDIS**  
The Orange Studio



**LIV GUSSING BURGESS**  
Luxury Hospitality  
Consulting



**DAVID GROSSNIKLAUS**  
LHA Luxury Hospitality  
Advisory



**MARIO FERRARO**  
Smeralda Holding  
Group



**ANNALISA BALLAIRA**  
Relations



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**ELODIE LACROIX**  
Soho House & Co



**PAOLA CATTARIN**  
Zaha Hadid Architects



**FRANCESCA PLANETA**  
Planeta Estate



**CLAUDIA CAMPONE**  
THIRTYONE Design  
+ Management



**GIOVANNA GREGORI**  
AIDAF –  
Italian Family Business



**ANTONELLO COCCO**  
W Sardinia  
Poltu Quatu



**ROBERTO PROTEZIONE**  
Castelfalfi



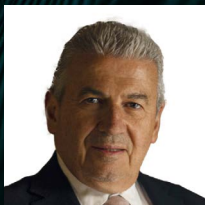
**DIEGO ROGGERO**  
Portrait Milano  
Lungarno Collection



**EZIO INDIANI**  
Hotel Principe di Savoia  
Milan



**VANESSA MCGOVERN**  
Global Travel  
Collection



**CLAUDIO CECCHERELLI**  
LVGH Management



**LICINIO GARAVAGLIA**  
Aman Venice

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**ASTRID OBERHAMMER**  
Lobster Experience  
& loop luxury fair



**STEFANO NOVIELLO**  
Former PH Hotel



**INES BOVONE**  
COIMA Image



**MIMOSA MISASI**  
Mimosa Milan and  
Craving for Catering



**JANA M. ENDERS**  
Unikateur



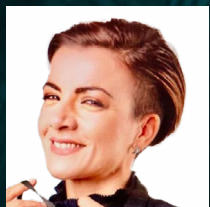
**EVA CODINA CANDELICH**  
Casa di Langa



**VITTORIA FERRAGAMO**  
Il Borro



**DANILO GUERRINI**  
Borgo San Felice  
Resort



**MARTA PRESCIUTTI**  
Anantara Palazzo  
Naiadi Rome Hotel



**FAUSTO CIARCIA**  
Hilton Worldwide



**HUGO PIZZININI**  
Aman Rosa Alpina



**DORIS HECHT**  
W Florence

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**PAOLA IEMMALLO**  
Hotel Principe di Savoia  
and Hotel Eden



**BENEDIKT JASCHKE**  
Orient Express



**ALESSIA MELI**  
Ginobbi Group



**ANDRÉ BULDINI**  
Six Senses Hotels Resorts  
Spas Milan



**ANJA KRENZEL**  
Monteverdi Tuscany



**MARIELLA ORGANI**  
Madonnina  
del Pescatore



**FEDERICO SPAGNULO**  
Spagnulo & Partners



**DANIELA BALDO**  
Studio Marco Piva



**GIUSEPPE VARSAVIA**  
De.Tales



**YASMINE MAHMOUDIEH**  
Yasmine Mahmoudieh  
Design



**GIANNI BUONSANTE**  
Ingenia Direct



**ELEONORA PERETTI**  
**SILVIA QUAGLIOTTI**  
Quagliotti



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**SARA DIGIESI**  
BWH Hotels Italy &  
South-East Europe



**CHRISTOPHE MERCIER**  
Istituto Marangoni



**STEFANIA VALENTI**  
Istituto Marangoni



**GIANLUCA VALSESIA**  
Gessi



**EUGENIA PRONZATI**  
The Blue Corner  
Hospitality Media



**ANDREA DELFINI**  
Blastness



**GIORGIO CAIRE DI LAUZET**  
Dream&Charme



**FABIO GIUFFRIDA**  
Deloitte Sustainability



**GIORGIO RIBAUDO**  
THRENDS



**ANTONIO MIANO**  
Teamwork



**CECILIA CIANFANELLI**  
Teamwork



**NICOLA DELVECCHIO**  
Teamwork

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CONFINDUSTRIA ALBERGHI

# LUXURY | MODERATORS

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**DANY STAUFFACHER**

Sapori Ticino  
Saveurs Agency



**FILIP BOYEN**

Forbes Travel Guide,  
Orient Express Italy,  
Hotelworld AI



**GABRIELE PRINCIPATO**

Corriere della Sera



**CRISTINA MOTTIRONI**

Bocconi University



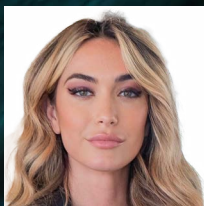
**ROBERTO GENTILE**

Network News



**ELISABETTA CANORO**

Identità Golose



**ERIKA FAY NICOLE**

EFNcommunication



**MASSIMILIANO SARTI**

The Bulletin – THRENDS



**ANDREA DORI**

Herita Marzotto  
Wine Estates



**MADDALENA  
FOSSATI DONDERO**

La Cucina Italiana e  
Condé Nast Traveller Italia



**ANDREA SINIGAGLIA**

Hospitality Education  
Consultant



**LAURA F. VERDI**

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1735  
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COLLECTIVE



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PARIS



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### SUPPORT PARTNERS



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### INSTITUTIONAL PARTNERS



### MEDIA PARTNERS



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# SAVE THE DATE

## THE ULTIMATE HOTEL SPA SYMPOSIUM

2<sup>nd</sup> DECEMBER 2025 • NH Collection Milan CityLife

[www.wellnesshospitalityconference.it](http://www.wellnesshospitalityconference.it)

## THE EVENTS ORGANIZED BY TEAMWORK



The first conference dedicated to Hotel Real Estate investment in Italy  
**ithic.it**



The most important hospitality event in Italy  
**hospitalityday.it**



The conference on wellness and well-being in hospitality  
**wellnesshospitalityconference.it**



The conference where Luxury meets Hospitality  
**luxuryhospitalityconference.it**



The leading event on revenue management in the tourism industry  
**globalrevenueforum.com**



The conference on design, contract, and trends in hospitality  
**hospitalitydesignconference.com**



The event focused on boosting sales in the hospitality industry  
**improvehotel.com**



The traveling workshop on hospitality for families  
**hotelfamilylab.com**



The forum on successful restaurant projects  
**restaurantrevolution.it**



The workshop about breakfast in hotels  
**hotelbreakfastday.com**



The event focused on the future of travel destinations  
**destinationlab.it**



The workshop on the new frontiers of outdoor tourism  
**campingrevolutionday.it**

## AWARDS ORGANIZED BY TEAMWORK

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The award for excellence in luxury hospitality  
**[bestluxuryhotelawards.com](https://bestluxuryhotelawards.com)**

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The award for digital innovations in hospitality.  
**[hospitalitydigitalawards.it](https://hospitalitydigitalawards.it)**

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The award for the best outdoor facilities  
**[bestcampingvillageawards.it](https://bestcampingvillageawards.it)**

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## TRAINING BY TEAMWORK

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The annual schedule of classroom training courses for owners and staff of hotel and non-hotel accommodations.  
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