



The refined Italian outbound
travel roadshow

Viaggiare^N

Italy | 22-26 November, 2027
1st edition

Milano & Roma



POWERED AND CURATED BY



CREATORS OF



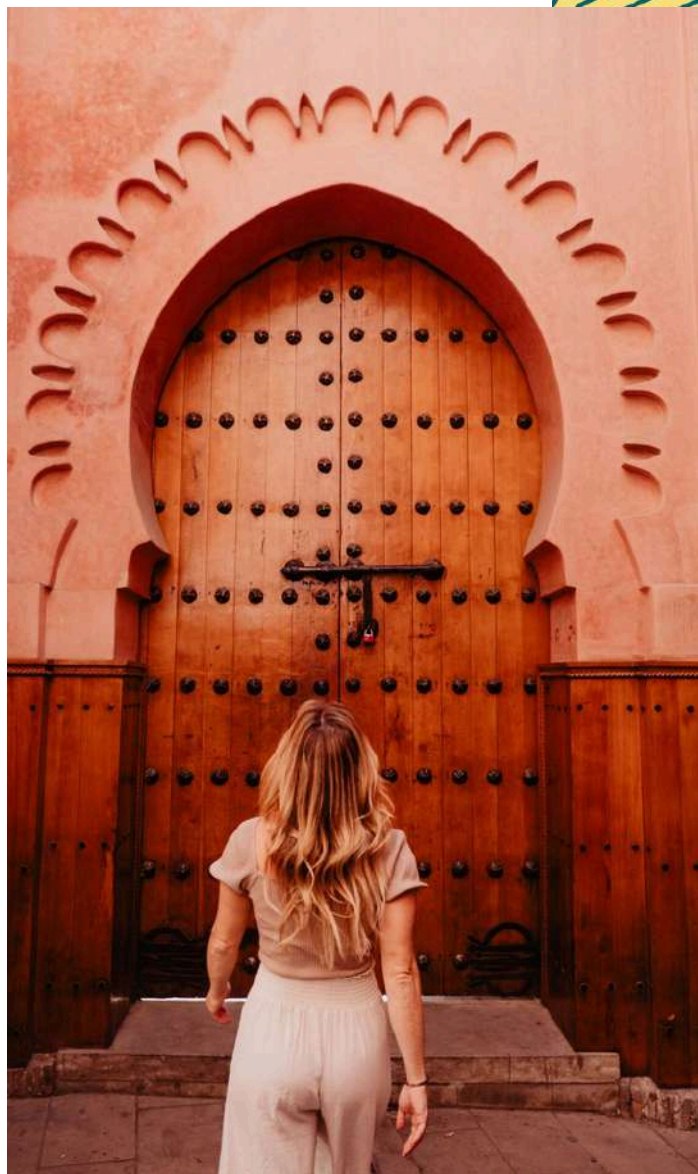
™ Viaggiare. The refined italian outbound travel roadshow is a registered trademark by NEBE di Neri Elisabetta 2026.

Viaggiare



NEBE is proud to welcome you to **VIAGGIARE** (*to travel*), the first professional showcase focused on the **Italian luxury outbound travel**.

Come aboard.
Partner with Italy's
top industry peers.



Italy's outbound travel market



Event highlights



Profiles



Programme



Where



Who we are





Seeking to engage with
sophisticated
Italian travellers?

Italy ranks among Europe's **top
outbound travel markets**, generating
over €30bn expenditure, with a
+10>15% growth in the luxury travel
segment yearly*.

In fact, Italian affluent clients - aged between
40 and 70 - take from two to four
International trips per year, with an average
spend between 4k and 8k euros per person
per trip.

*Sources: Bank of Italy and Visit Britain - 2024



Your privileged gateway
to *Italy's* high-end
outbound travel

The four-day, carefully designed **Club-style** programme perfectly blends pre-scheduled appointments, breakfast presentations and networking functions with the very **best travel industry peers from all around Italy.**

An exciting journey kicking off in vibrant Milan, the privileged meeting point for Northern Italy's operators - moving up to our amazing capital, Rome, hub for Central and Southern Italy's operators.



Profiles

Exhibitors (40)

- :: Hotels, resorts and private residences
- :: VIP transportation
- :: Cruises
- :: DMCs
- :: Tourism boards

Markets: world

Buyers (over 80)

- :: Outbound Tour operators
- :: Travel agencies
- :: Incentive & Event planners
- :: Wedding & Honeymoon designers

Markets: Italy and Italian Switzerland

Press

- :: Selected Italian travel and lifestyle journalists



Programme

DAY 1: Milan

Monday, November 22, 2027

Arrivals in Milan
Check-in and registrations
Get-together dinner with NEBE Team
Overnight stay

DAY 2: Milan

Tuesday, November 23, 2027

Breakfast presentations
Appointments
Lunch
Appointments
Cocktail dinner with buyers and press
Overnight stay

DAY 3: From Milan to Rome

Wednesday, November 24, 2027

Check-out, train to Rome
Check-in at designated hotel
Cocktail dinner with buyers and press
Overnight stay

DAY 4: Rome

Thursday, November 25, 2027

Breakfast presentations
Appointments
Lunch
Appointments
Farewell convivial dinner with NEBE Team

DAY 5: Rome

Friday, November 26, 2027

Check-out, departures



Where

November 22 - 23, 2027 | Milan
Magna Pars - L'Hotel à Parfum

“The Essence of Living”: a former perfume factory relives as “Hotel à Parfum”, designed to offer guests a unique sensory experience. Located in Milan’s hip Tortona design & nightlife district, the stylish contemporary façade hides a surprisingly lush garden, to delight the senses.



November 24 - 26, 2027 | Rome
Palazzo Montemartini,
a Radisson Collection Hotel

Built in 1881 in the heart of the eternal city, Palazzo Montemartini perfectly blends contemporary design and authentic touches from a glorious history, for a truly one-of-a-kind stay.





Who we are



NEBE is a leading force in luxury travel trade and communication.

Our hallmark?

Club-Events - exclusive, themed gatherings where top-tier professionals connect, collaborate, and create real business opportunities.

From Meet the Best Club to Travelux Club, our events are benchmarks in the industry.

Beyond events, NEBE is your strategic ally for bespoke, high-impact brand initiatives across key global markets. Backed by a premier European network - from iconic hotels and villas to elite DMCs - we also proudly partner with Italian and international tourism boards.

Join us

Viaggiare 

For information and enquiries please contact:



info@nebe-web.com

VIAGGIARE



Website



Instagram

NEBE



Website



Facebook



Instagram



LinkedIn

.NEBE inspiring
clubevents

Viaggiare

Valuable relationships for valuable business