Massimo Perucchi

■ Chairman Ticino Turismo



Massimo “Max” Perucchi, born in 1967, has a background in business administration complemented by a specialization in marketing. His professional career has developed primarily in the hospitality sector, where he has gained extensive experience in hotel management, industry representation, and destination promotion. Since 2007, he has managed Hotel La Meridiana Lake & Spa in Ascona, one of Ticino’s leading hospitality establishments. Alongside his entrepreneurial activities, he has held various institutional positions supporting tourism development at both regional and cantonal level, including roles within the Fondazione Turismo Lago Maggiore and the Organizzazione Turistica Lago Maggiore e Valli. Within HotellerieSuisse Ticino, he served as President of the Sopraceneri section for ten years and is a member of the cantonal committee. From 2019 to 2026, he represented HotellerieSuisse Ticino on the Board of Directors of Agenzia turistica ticinese SA, and in 2026 he took over as its Deputy Chairman.