



A new identity, three new ways of living the hotel: UNA Esperienze, UNAHOTELS and UNAWAY

Gruppo UNA, the new face of Italy's largest, all-Italian hotel chain

A business formula that opens up new growth paths that look towards the future

Milan, 9 October 2018 – Today saw the presentation of **the growth plans** and the **new brand identity of Gruppo UNA**, Italy's largest hotel chain in terms of number of hotels and rooms across the country.

The event took place in the presence of **Mario Zucchelli, Gruppo UNA President**, who welcomed guests and authorities, inviting them to discover the new brand, and **Gian Luca Santi, Gruppo UNA CEO** and **Fabrizio Gaggio, Gruppo UNA Managing Director**.

Gruppo UNA, owned by UNIPOL Gruppo S.p.A., was created in 2017 by the merger of the two hotel chains **Atahotels and UNA Hotels & Resorts**. This integration path has culminated today in a **turning point and a starting point**: a turning point because a new star player has entered the Italian tourism scenario with an identity, a mission and well-defined values; and a starting point because a path of growth that aims towards the future begins, with sound financial foundations and an innovative approach to the hotel business.

"Today we present the result of a corporate synergy: in the same way that Gruppo Unipol plays a leading role in the insurance panorama, so too Gruppo UNA will be a centre of excellence in the Italian hotel sector. Faced with the choice of how to manage the two hotel brands, Gruppo Unipol decided to invest in their growth and create something new that did not exist before, with its own identity and with upgraded features in terms of values," said **Mario Zucchelli**.

"We believe in the great potential of the Italian tourism sector; with a total contribution to the Italian economy of 13% of its GDP, great business opportunities lie in tourism. It's an opportunity full of challenges that we have tackled by uniting two similar corporate cultures that whose mission focus is customer service," added **Gian Luca Santi**. *"We have devised a hotel group with great potential for expansion that derives from the distinguishing mark we gave it when it was founded. Gruppo UNA is an innovative formula in the hotel sector, because it is the first in Italy to apply a business model that separates the property asset from hotel management. Santi concluded: "Let's talk about where we are and where we want to go. In 2017 Gruppo UNA closed the fiscal year with a revenue of 135 million euros and 1.4 million guests, well-balanced between business and leisure customers. This year room occupancy rose to 64% during the first half of the year and our closing forecasts for 2018 are even better than the previous year; these results are the starting point for positive and constant growth, which we firmly believe in."*

With over 5,000 rooms and 40 Urban Hotels, Resorts and Aparthotels across Italy, the new name in **consummate Italian hospitality** combines a well-established heritage with a genuinely Italian welcoming attitude, comprising **three new collections** each of which has its own special features designed to offer increasingly personalised services to a constantly changing clientele: **UNA Esperienze, UNAHOTELS and UNAWAY**.

Three new ways of experiencing hospitality and the bond with Italy, meeting the needs and wishes of different kinds of travellers and offering the warm welcome of Gruppo UNA, whose distinctive

Gruppo UNA S.p.A.

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feature is its Italian lifestyle, with the aim of focusing on the things the country excels in: design, art, culture, good food, natural beauty, conviviality and elegance.

*"We have had an intense and stimulating year. Working on the rebranding of a new hotel group has been an exciting and fascinating process. Gruppo UNA is the result of a passion and vocation for hospitality, with the support of a new team that has gained a profound knowledge of this sector through their individual experiences," commented **Fabrizio Gaggio**. "We began with a study and analysis process that involved internal and external professionals, and we made significant investments in terms of human resources and training in order to create this new Italian hotel group. We had the honour of all the responsibility of the wonderful opportunity that our shareholder gave us and we are very proud today to present a sound model that can help the UNA Group grow in an organised and structured way. Today we are the number one 100% Italian hotel chain and offering something innovative in the sector, with three different ways of experiencing a hotel stay that are designed to leave our guests with a positive memory of their time spent with us."*

Looking ahead, Gruppo UNA's growth project will see the reopening of the Principi di Piemonte at the start of 2019: a UNA Esperienze 5-star hotel in Turin currently undergoing renovation work. And in Milan, a new 4-star Superior hotel will be opened in 2020 in the very central area between Piazza Gae Aulenti and Corso Como, the first tangible example of this successful expansion model, based on the certain fact that **"l'ospitalità italiana è UNA"**.

The **new corporate website**, is already online, offering a cornucopia of emotions, traditions, energy, flavours, and ways of being and living that are totally Italian, devised by Gruppo UNA: <http://www.gruppouna.it/en>.

Photos and Company Press Kit are available at <https://www.gruppouna.it/media-space>

Gruppo UNA S.p.A.

Gruppo UNA S.p.A. is Italy's largest, all-Italian hotel chain with over 5,000 rooms and a portfolio of 40 hotels, resorts and aparthotels in 22 destinations across 10 regions of Italy. Gruppo UNA's strength is its distinctive Italian lifestyle and its portfolio is clustered in three brands - UNA Esperienze, UNAHOTELS and UNAWAY - that best represent three ways of experiencing a hotel, aimed at the upper-upscale, upscale and smart segments respectively. Gruppo UNA's aim is to consolidate its position as market leader and expand its portfolio in prestigious urban areas and in the main tourist destinations via leasing, franchising and management contracts. Established in 2017 through the merger of Atahotels and UNA Hotels & Resorts, Gruppo UNA S.p.A. is a subsidiary of Unipol Gruppo S.p.A., the second-ranking insurance group on the Italian market and top in the non-life business, among the top ten in Europe. www.gruppouna.it

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