

**Gruppo UNA's premium brand to expand in Tuscany.
The Italian hotel chain acquires the management of
Leone Blu Suites | UNA Esperienze in the heart of Florence.**

*A 15th century palace in the centre of Florence with uniquely decorated and furnished suites,
perfect balance between historic heritage and modern comfort.*

Milan, 27th March 2019 – Gruppo UNA, the largest Italian-owned chain in Italy with 5,000 rooms in 38 hotels, resorts and aparthotels in 19 destinations and 10 regions, is expanding its offer with the addition of a new jewel to the UNA Esperienze portfolio. **Leone Blu Suites | UNA Esperienze** proposes a sophisticated selection of **9 spacious suites with their own unique personality** at Palazzo Ricasoli, an aristocratic residence from 1474 along the Arno river, in the heart of Florence, just few steps from Piazza della Signoria and Ponte Vecchio.

The UNA Esperienze collection includes the Group's top-of-the-range hotels and its expansion reflects Gruppo UNA's desire to offer its guests an even more complete and higher-profile selection. The new addition neatly sums up the UNA Esperienze brand promise: unique hotels in dream locations where comfort, art and culture **make guests feel at home**, in an authentically made in Italy setting. *"We are very proud to welcome Leone Blu Suites | UNA Esperienze,"* said **Fabrizio Gaggio, Gruppo UNA Managing Director** *"from 1st April it will be the new jewel in the crown of the UNA Esperienze collection, specifically aimed at select guests who are looking for travel solutions able to offer the chance to live Italian lifestyle and be fascinated by it. The grandeur of the old 15th century building and its rich history reflect that combination of local authenticity and excellent service which is a distinguishing feature of what our brand offers."*



As you walk-in, Leone Blu Suites by UNA Esperienze invites you to live a totally exclusive experience; each suite is inspired by one of the famous members of the Ricasoli Barons' family and has a **unique personality**, from the room layout to the décor. Each suite features precious original details where the **historical authenticity** of the Florentine noble tradition is combined with contemporary artistic elements. The grey sandstone artefacts and the paintings of the 17th century Florentine school, perfectly meet the conceptual art of Sol Lewitt and the design of some of the furnishings. At every visit of the city, guests can have a totally new experience each time, by staying in a different suite, but always characterized by warm Italian hospitality.

Gruppo UNA S.p.A.

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Brightness is the very thing that all the rooms have in common, a feature that is quite hard to find in Florence's old city centre: light fills the 1,200 square metre spaces of the noble floor of the building, also thanks to the wonderful location overlooking the Arno river on one side and Piazza Goldoni square on the other. Besides the suites, the building hosts two airy halls with frescoed ceilings, the **Salone degli Specchi** and the **Salone Bettino**, perfect settings for private and corporate events, like gala dinners *vernissage*, business meetings and celebrations.



The new hotel website is online:

<https://www.gruppouna.it/en/esperienze/leone-blu-suites>



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Gruppo UNA S.p.A. is Italy's largest, all-Italian hotel chain with 5,000 rooms and a portfolio of 38 hotels, resorts and apart-hotels in 19 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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