

MEDIA KIT



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U N A

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UNA



Palace Catania
UNA Esperienze

*WARMTH, PASSION, WELCOME, AUTHENTICITY:
THESE ARE THE CORE VALUES OF THE BRAND, WHICH ARE THE SAME
ONES OFFERED TO THE GUESTS.*

Gruppo UNA is the biggest authentically “Italian” hotel chain in Italy.

Established in 2016, Gruppo UNA is the result of the merger of Atahotels and UNA Hotels & Resorts and its distinctive trait is its Italian style.

With **UNA Esperienze**, **UNAHOTELS** and **UNAWAY** the portfolio of 38 hotels, resorts and apart-hotels is presented with 3 new brands that best represent three ways of experiencing hospitality, aimed at the 3 different segments: **upper-upscale**, **upscale** and **smart** respectively. Gruppo UNA intends to consolidate its position as the leading Italian group and to increase the number of its hotels in prestigious urban areas and in the main tourist destinations.

With facilities in **10 Italian regions**, Gruppo UNA covers no less than 19 different destinations and has about **5,000 rooms** in its **38 hotels, resorts and apart-hotels**.

- **26 URBAN HOTELS:** one 5 star and twenty-five 4 star
- **8 RESORTS:** one 5 star and seven 4 star
- **4 APARTHOTELS:** all 4 star

ITALIAN HOSPITALITY IS UNA

WARMTH, PASSION, AUTHENTICITY:
THE BRAND VIRTUOUS PROMISE.

Thanks to its history, its roots immersed in Italian territory and culture, and its authentic Italian soul, Gruppo UNA is virtuously connected to the Italian lifestyle, that **unique blend of passion, emotions, traditions, flavours, knowledge, spirit, ways of being and a desire for the very best** that has always set our country apart.

The brand has imported this rich heritage into the hospitality sector, making it its own heritage and embodying its uniqueness. Inside Gruppo UNA you will find a **world of warmth, joie de vivre and a taste for the beautiful and good things in life.**

Design, good food, art, culture, natural beauty, conviviality and elegance are the cornerstones of the *Italian way of life* that every guest can enjoy in Gruppo UNA hotels.

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UNAHOTELS
Capotaormina

CORPORATE SYNERGIES

*THE EXCELLENCE OF ITALIAN ENTREPRENEURSHIP AND
THE MERGER OF TWO CORPORATE CULTURES.*

Unipol Gruppo S.p.A., which owns Gruppo UNA, is the second-largest insurance group in the Italian market and the first in the Non-Life business. Listed on the Italian Stock Exchange since 1990 and with ordinary shares on the FTSE MIB, the Group is one of the top 10 in Europe.

The history of Unipol Gruppo is inextricably linked to **Italian business pride**. Thanks to the largest network of agencies in Italy, today it has over 14,000 employees and serves no fewer than 15 million customers.

In the same way that Unipol Gruppo plays **a leading role in the insurance panorama**, Gruppo UNA too wants to be a **centre of excellence in the Italian hotel industry**.

It is **the merger of two similar business cultures** that put people and personalised services in the heart of a **virtuous synergy**.

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Villa Le Maschere
UNA Esperienze

A NEW BUSINESS FORMULA

*A PRESTIGIOUS HISTORY IN HOSPITALITY,
A CLEAR FUTURE OF GROWTH.*

The creation of Gruppo UNA tells a story in which hospitality and a focus on the guest have always been virtuous mainstays around which the business develops.

- **December 2013** - Unipol Gruppo acquired Fondiaria SAI and then Atahotels, separating the property assets from the hotel management.
- **December 2016** - Unipol Gruppo acquired UNA Hotels & Resorts, separating the property assets from the hotel management.
- **December 2016** - Merger between the hotel management companies Atahotels and UNA Hotels & Resorts.
- **October 2018** - New brand identity: birth of Gruppo UNA

Gruppo UNA offers **great potential for growth** that derives from the distinguishing mark it was given when it was founded: a business model that **separates property assets from hotel management**.

The platform developed allows Gruppo UNA to operate on the market with different management methods: *leasing, management and franchising*.

THE TEAM

*SUCCESS IS THE RESULT
OF THE SKILLS AND ENTHUSIASM
OF ITS STAR PLAYERS.*

MARIO ZUCHELLI
President

LUCA ZACCHERINI
CEO

FABRIZIO GAGGIO
General Director

MILVA CARLETTI
Chief Corporate &
Financial Officer

NICOLA ACCURSO
Sales and Marketing, Brand,
Communication, Revenue and
Distribution Manager

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UNAHOTELS
Decò Roma

THE VALUES

*CONVEYING PASSION, WITH STYLE
TO MAKE THE EXPERIENCE UNFORGETTABLE.*

Experience is the essence of Gruppo UNA; **memorable moments** that the brand wants to give its guests, characterised by positive energy and experiencing the most wonderful and sincere Italian way of life at its best.

Gruppo UNA is **warm, empathetic and genuine**, in the sense of unique and sincere. Its Italian surroundings are an integral part of it and its distinguishing feature is a real **joie de vivre**.

Its **passion** is the driving force behind all its activities and it is intrinsically linked to one of the aspects that Gruppo UNA is most proud of: its Italian-style human touch that is a fundamental component of the brand/customer relationship.

For some time now Gruppo UNA has been committed to **sustainability**, as can be seen in its exclusive use of certified energy from renewable sources, in its search for products from certified supply chains in its purchasing processes, and in the adoption of waste management policies aimed at minimising the impact on the environment.

Gruppo UNA activities are totally guided by the **Code of Ethics** it shares with Unipol Gruppo.

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UNAHOTELS
Golf Hotel Cavaglià

DEDICATED TO OUR GUESTS

*BEING LEADERS IN ITALIAN HOSPITALITY,
CREATING MEMORIES.*

Gruppo UNA aim is to be the first choice of all Italian and international tourists and travellers looking for **the best of Italian style in the *hotellerie* sector**.

Gruppo UNA promises to give guests **lasting memories**, thanks to its role as a point of reference in the Italian hotel sector that stands apart for its **style, service and identity**.

Warmth and attention to guests' needs are reflected in the **meticulous, genuinely Italian welcome** in keeping with the **highest quality standards**.

Guests are the focus of the Gruppo UNA world: whatever the desire or need is, our hotels will be able to satisfy all our guests. Anyway, **focusing on guests' needs means much more than listening to their requests**; it means a **special aptitude**, a **way of being**, a **style of service** that Gruppo UNA reserves for all its guests.

The promise of perfect hospitality also depends on **a personalised service for guests** and on the experiences that can be enjoyed in a hotel.

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UNAHOTELS
Expo Fiera Milano

THREE WAYS OF EXPERIENCING HOSPITALITY

*A STRONG HERITAGE,
A NEW CONCEPT IN HOSPITALITY.*

Meeting the needs of all guests for any moment or journey: this is the Gruppo UNA goal.

To achieve this, the brand offers a **complete collection of hotels that covers a wide range of requirements.**

The three new hotel types with **their own characteristics and personality** provide a bespoke service to a constantly changing clientele.

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Principi di Piemonte
UNA Esperienze

*DREAM LOCATIONS WHERE PLEASURE
SPEAKS TO ALL THE SENSE.*



- VILLA LE MASCHERE, Florence
- LEONE BLU SUITES, Florence
- PRINCIPI DI PIEMONTE, Turin
- VERSILIA LIDO, Tuscany
- MAISON MILANO
- MAISON VENEZIA
- PALACE CATANIA
- FATTORIA SANTO STEFANO, Tuscany
- Next hotel opening in Via De Cristoforis 6, Milan

UNA Esperienze is Gruppo UNA response to all its most discerning guests, both Italian and international, who are looking for accommodation where they can experience the real thrill of the Italian lifestyle.

A collection of **nine upscale villas, resorts and hotels**. These are unique facilities in dream locations where wellness, comfort, food and wine, art, culture and natural beauty all come together to welcome and meet the needs of our guests.

They can expect a personalised, top-quality stay where *the guests themselves* are the focus of everything to turn their stay into a top-quality experience.

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UNAHOTELS
Century Milano

*WHERE COMFORT AND ELEGANCE MEET IN
A GENUINELY ITALIAN ATMOSPHERE.*



- HOTEL CENTURY MILANO
- HOTEL CUSANI MILANO
- HOTEL THE ONE MILANO
- HOTEL SCANDINAVIA MILANO
- HOTEL MEDITERRANEO MILANO
- HOTEL EXPO FIERA MILANO
- HOTEL MALPENSA
- HOTEL VARESE
- GOLF HOTEL CAVAGLIÀ
- HOTEL BOLOGNA CENTRO
- HOTEL SAN VITALE BOLOGNA
- HOTEL BOLOGNA FIERA
- HOTEL VITTORIA FIRENZE
- HOTEL POGGIO DEI MEDICI TOSCANA
- HOTEL PALAZZO MANNAIONI TOSCANA
- HOTEL DECO' ROMA
- HOTEL NAPOLI
- HOTEL REGINA BARI
- HOTEL ONE SIRACUSA
- NAXOS BEACH SICILIA
- HOTEL CAPOTAORMINA

Twenty-one 4-star hotels across the country that focus on the pleasure of a hotel stay, with all the different kinds of hospitality this entails.

The common thread that binds them is the efficiency and the quality of the service they offer, reflected in the rooms, their elegance, their good food and an attention to detail. This all helps convey positive energy and everything the Italian way of life has to offer.

Located in the largest cities, in areas with a wealth of history and charm, they are perfect for anyone travelling on business or for pleasure; they are ideal for MICE projects and corporate or private events: UNAHOTELS facilities meet the needs of all hospitality requirements.

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UNAWAY Congress Hotel
Bologna San Lazzaro

*EFFECTIVE SOLUTIONS FOR SMART STAYS,
WITHOUT RENOUNCING THE QUALITY.*



- HOTEL FORTE DEI MARMI
- CONGRESS HOTEL BOLOGNA SAN LAZZARO
- HOTEL CESENA NORD
- HOTEL OCCHIOBELLO
- HOTEL FABRO
- CONTESSA JOLANDA HOTEL & RESIDENCE MILANO
- QUARK DUE HOTEL & RESIDENCE MILANO
- LINEA UNO HOTEL & RESIDENCE MILANO

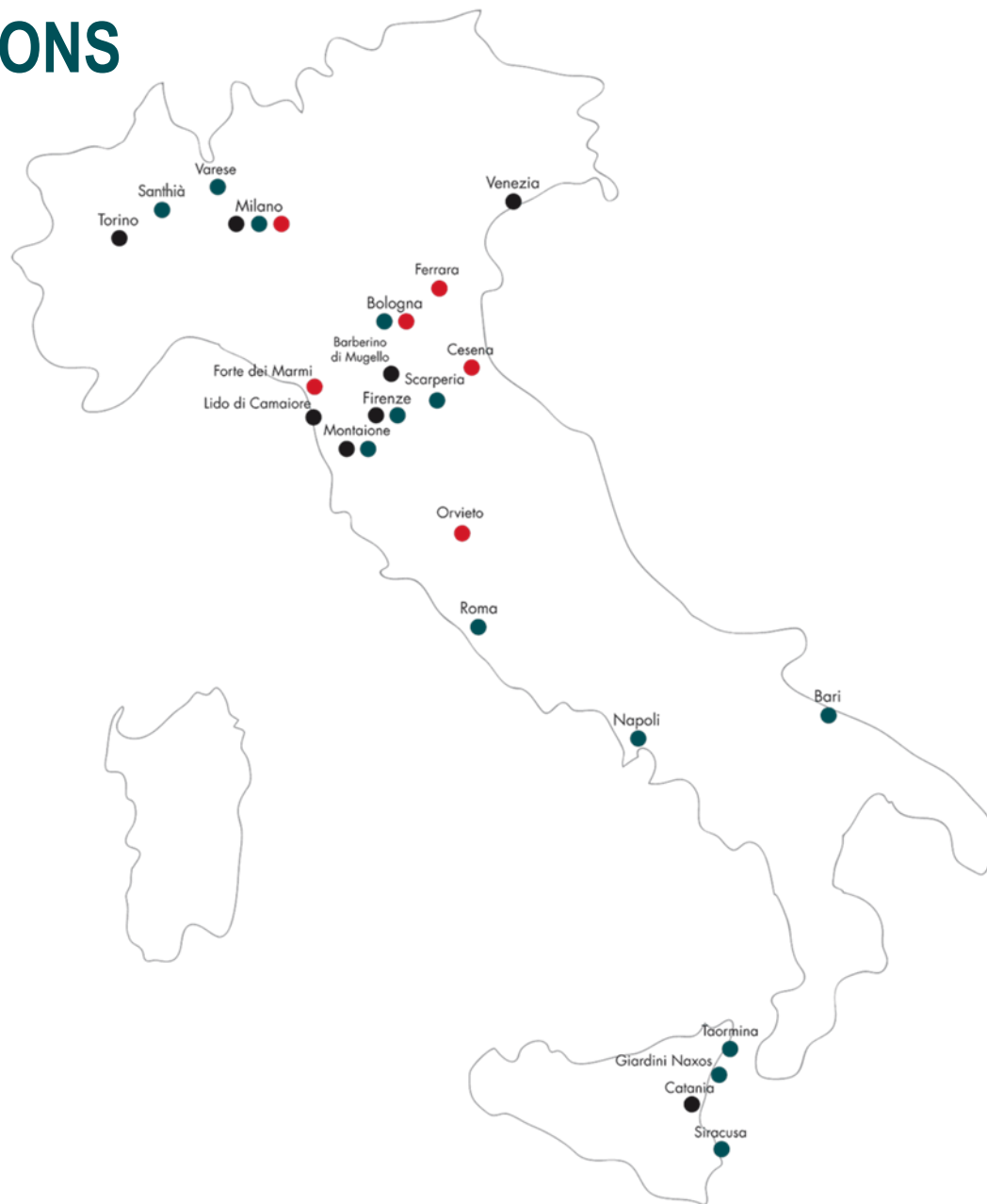
UNAWAY hotels are an essential reference point for anyone looking for a smart and functional stay in strategic locations, but who also wants top-quality service and to savour only the best of real Italian hospitality.

Eight hotels located along the major Italian motorways or in residential areas of cities, not only for people on business, but for all travellers looking for practical solutions, even just for a last-minute weekend getaway.

Ideal for journeying along Italy, enjoying the best it has to offer and the warmest welcome.

GRUPPO UNA DESTINATIONS

- UNA Esperienze
- UNAHOTELS
- UNAWAY



THE FIGURES

Gruppo UNA Employees*

approx. 1,000

*including seasonal workers

Average length of stay

2.34 days
(2.1 Urban | 4.1 Resorts)

Segmentation

Business 51%
Leisure 49%

Singles 36%
Couples 57%
Families 7%

January-December 2017

Turnover: **€135 million**

Guests: **1.5 million**

January-June 2018

Room nights: **400,000**

Occupancy rate: **64%**

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Versilia Lido
UNA Esperienze

ITALIAN HOSPITALITY IS UNA

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