



Gruppo UNA focuses on Franchising.

Thanks to three different formulas, the hotel chain aims at expanding its portfolio with a flexible and functional affiliation proposal

Milan, 12 September 2019 – Gruppo UNA renews and relaunches its franchising affiliation proposal. Alongside the rental and management model, the Group introduces an innovative proposal in the sector and offers entrepreneurs a **streamlined, functional and low-investment solution** to become part of a network characterized by solid know-how, while maintaining their specificity and the management of their structure.

The keyword of the project is **flexibility**: hoteliers will be able to apply for the collection more akin to their own image among the three available ranges - **UNA Esperienze, UNAHOTELS and UNAWAY** - and for three different affiliation levels, involving a progressively greater commitment for both parties involved. In this way, Gruppo UNA aims at intercepting the vast number of hotels distributed along the whole Peninsula that are not yet affiliated with a hotel chain. As confirmed by Horwath in its 2019 report, out of a total of **32,988** hotels in Italy in 2018, only **1,584** are linked to a chain brand, equal to **6.7%**.

"With the innovative approach to the franchising formula - emphasizes **Fabrizio Gaggio**, General Manager of Gruppo UNA - we aim at consolidating our position as a **reference point for the market** and **expanding our portfolio** in the main Italian cities and in areas where we are not yet present. Our purpose is to affirm ourselves as the only Italian hotel chain present in every Italian region and to support, through investment in the three models, our goal of **growing our hotel portfolio in the next years.**"

Currently, our portfolio of 38 structures features 30 facilities under direct management, 5 affiliated facilities and 3 facilities under management agreements. Among the strengths that make Gruppo UNA offer attractive, a major element is the solidity of a well-known national brand, which is able to maintain features of distinction from and proximity to international competitors. This is demonstrated by the strong connection with the *Italian lifestyle*, a distinctive trait of our brand, and the link with the **Italy as key destination**. Since the second half of 2018, Gruppo UNA has been engaged in a major effort to strengthen its commercial activities, especially those related to the direct site, MICE and individual business travel.

More information is available on the new website dedicated to hotel development: www.gruppouna.it/sviluppo.

Gruppo UNA S.p.A.

Registered and Administrative Office: via Gioacchino Murat 23 - 20159 Milan (Italy) - info@pec.gruppouna.it - tel. +39 02 895261 - fax +39 02 89503643
Share capital, f.p. 37,817,599 euro, f.p. - Company Register of Milan Tax Code 00849180153 - Chamber of Commerce of Milan 726120 - VAT No. 07410980150
Single-member company subject to the management and coordination of Unipol Gruppo S.p.A.

www.gruppouna.it



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Gruppo UNA S.p.A. is the largest Italian hotel chain, with 5,000 rooms in 38 hotels, resorts and aparthotels distributed over 19 destinations and 10 regions. UNA Group makes Italian lifestyle its strength with the brands UNA Esperienze, UNAHOTELS and UNAWAY to best interpret three different ways of experiencing hospitality and addressing the upper-upscale, upscale and smart segments of the market, respectively. Gruppo UNA aims at consolidating its position as market leader and expanding its portfolio in prestigious metropolitan areas and major tourist destinations through leasing, franchising and management formulas. Born in 2017 from the merger of Atahotels and UNA Hotels & Resorts, Gruppo UNA S.p.A. is owned by Unipol Gruppo S.p.A., the second largest insurance group in the Italian market, the first in the Non-Life Division and among the top ten in Europe. www.gruppouna.it

For more information:

UNIPOL GROUP PRESS OFFICE

T. +39 051 5077705 - pressoffice@unipol.it

GRUPPO UNA PRESS OFFICE

Interface Tourism Italy

T. +39 028366 0917 - gruppoUNA@interfacetourism.com

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