



UNA Hotels & Resorts – new franchisees

UNAWAY Hotel Cesena Nord is added to the UNAWAY line

More than a thousand rooms in franchising for UNA HOTELS & RESORTS.

Flexibility and personality are the basic ingredients of a successful

Franchising formula

UNA Hotels & Resorts has signed a new franchising agreement which brings the up to twelve the number of existing hotels or ones in construction, which have chosen to join the group. The total number of rooms in franchising is now more than a thousand.

UNAWAY Hotel Cesena Nord is a brand new building north of Cesena, at the A14 motorway exit where it crosses the E45 dual carriageway.

This hotel adds to the number of UNAWAY, a line of hotels placed along the main arterial roads and main crossroads, and which offer services aimed specifically to meet the needs of travellers. These hotels offer a new concept of “limited services” hospitality, to satisfy the increasing demand for quality service at reasonable prices, and embody a new idea of hotel standards, not bound by the traditional star system.

“For UNA Hotels & Resorts this new agreement is an important achievement, since it means that we now have over a thousand rooms through franchising. This shows clearly, that independent operators recognize the solidity and reliability of



our trademark and the value of our brand name” said Elena David, CEO of UNA Hotels & Resorts. “From a more macro market point of view, I believe that the agreement underlines, once again the great need for aggregation and is becoming more and more of interest to independent hoteliers on the one hand, and hotel companies, on the other. I believe that on the whole, and particularly in the present economic situation, aggregation is the right way to go for the whole of the hotel sector, in order to create an excellent accommodation industry. Our affiliation proposals are ideal for structures with a wide variety of features, which share our aim at providing top quality hospitality in Italy, yet like to safeguard individual features which make each hotel unique. This is the secret of our formula: to offer our franchisees independence, thanks to a flexible relationship, and at the same time putting at their disposal the all-round experience of a large group, from marketing and communication, to training, commercial activities and purchases”.

The UNA programme of affiliation and franchising, begun in 2007, has the specific aim of supporting the rapid growth of the company, by offering a variety of features and prices for the benefit of our customers. Our product is divided into three different lines (UNA Hotels, UNA Resorts and UNAWAY Hotels) but which share the great value of the UNA brand name that guarantees a high standard of customer care and services.

At the same time, UNA has also begun to use the management formula, as in the case of the signed agreement for UNAWAY Hotel Bologna Fiera, further recognition of this brand name.



UNAWAY Hotel Cesena Nord is the fifth UNA Hotel in Emilia Romagna. Among the hotels which in recent months have chosen the UNA Hotels & Resorts franchising formula, in order to enhance their business, are UNA Hotel One in Syracuse and the two hotels opening soon, UNA Hotel Modena and UNA Hotel Benevento.

Description of the hotel:

Located in a strategic position, UNAWAY Hotel Cesena Nord is the ideal solution for both leisure and business tourism.

The hotel is close to the city centre and the Fair area of Cesena. It is also only a few kilometres from the beaches of the Adriatic Riviera, Mirabilandia amusement park, Riccione Acquafun, as well as art cities such as Ravenna and San Marino.

The 117 hotel rooms are furnished in a modern, practical and colourful style and are completely soundproofed.

The breakfast room which is spacious and welcoming, overlooks the garden, while the American bar in the hall, open 24 hours a day, offers cocktails, wine tasting and special quality liqueurs. Free wi-fi connection is provided in the rooms and in all public areas.

To complete the offer for business guests, there are two modular meeting rooms, both soundproofed and with natural light. Equipments are: television, overhead projector, video projector and DVD player. The Malatesta room can accommodate 60 for a plenary session or 24 in a u-shape. It can also be subdivided into smaller rooms for more limited numbers.

The Bellamela room accommodates up to 10 around a central board room table.



There are also spacious open-air and covered car parks for guests, completely free.

The “Al Binario 27” restaurant – nearby the hotel - is open to the public and offers updated versions of traditional dishes. The restaurant seats up to 200 guests and is perfect for business lunches, receptions or simply an evening out with friends.

UNAWAY Hotels

Toll free number 00800 112 112 33 (France, Germany, Spain and UK)

www.unawayhotels.it

reservations@unawayhotels.it

UNA Hotels & Resorts is the Italian hotel chain which has hotels throughout the country and offers its guests the chance of living in a special atmosphere in all the main cities in Italy. In its hotels UNA provides an exclusive experience, both for business and leisure travellers. An original philosophy which is widely varied and which today is divided into three types of accommodation: UNA Hotels, elegant city hotels aimed especially at businessmen but also for anyone wishing to visit some of the most beautiful cities in Italy; UNA Resorts are fine buildings in the heart of the countryside or by the sea, far from city centres. These are ideal for a stay dedicated to well-being, relaxation and sport; UNAWAY Hotels, the ideal place for a stop along the main motorways, created to satisfy a multi target demand by travellers.