



## NEW UNAWAY HOTEL AT ROMA NORD – A1

An exponential growth for UNAWAY Hotels, the new brand of the hotel chain UNA Hotels & Resorts: an agreement has been reached that officially marks the entrance of the ex Eurohotel in Fiano Romano in the hotel group as **UNAWAY Hotel Roma Nord – A1**.

In the next two years this building will undergo radical changes and will go to increase the number of hotels in the UNAWAY Hotels network, result of a joint venture between UNA Hotels & Resorts and Autostrade per l'Italia, assisted by the prestigious design of Giugiaro Architettura.

**UNAWAY Hotel Roma Nord – A1** is situated along the ramification of the motorway A1 for Roma Nord at the Fiano Romano exit, from where, thanks to excellent road connections and the closeness of FM1 metro station, places like Rome city centre, the main industrial areas in the north of the capital and the international airports of Ciampino and Fiumicino can be reached in a very short time. This hotel features 100 spacious rooms, all soundproofed and air-conditioned, two meeting rooms which can accommodate up to 80 people, a modern fitness gym, an American bar, a car park with room for 150 cars and a garage. WI-FI internet connection is at guests disposal in the large hotel lounge and in the meeting rooms.

**The UNAWAY Hotels**, which are situated in the service areas along the motorway network, constitute the offer of a new type of accommodation on the market. They have been planned to meet multiple targets, and are in fact functional as locations for business meetings, ideal overnight stay for families on long trips, as well as being suitable for motorcyclists and groups of friends on their way back from late night entertainment.

While waiting for the construction of 11 more, five of these UNAWAY Hotels are already operating in strategic locations along the most used motorways: **UNAWAY Hotel Mirabella Sud – A16 (Avellino)**, **UNAWAY Hotel Montepulciano Ovest – A1**, **UNAWAY Hotel Montepulciano Est – A1 (Siena)**, **UNAWAY Hotel Occhiobello – A13 (Ferrara)** and **UNAWAY Hotel Firenze Nord – A1 (Firenze)**. At the moment the UNAWAY Hotels network provides a total of 480 rooms.

UNAWAY Hotels offer services suited to the exclusive needs of travellers, with competitive prices compared to city hotels, thanks also to influential partners such as : **Autostrade per l'Italia, Touring Club Italiano, Telepass Premium, Automobile Club d'Italia, API e IP.**

The UNAWAY Hotels project was conceived in May 2004, when UNA Hotels & Resorts won a contract with Autostrade per l'Italia which ensured the company the right to provide hotel accommodation till 2028 in 12 service areas located along the Italian motorway network, on the A1, A4 and A14. Thanks to this contract **UNAWAY** will take part in the **most important existing national development programme**.

This project is part of an under-way process of radical change and development in motorway stops, providing new areas and services, with both the creation of a new structures and the affiliation of old ones.

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The entire plan for “restyling” the service areas along the motorway network will involve an overall investment by Autostrade per l’Italia and their partners, of more than 800 million Euros between 2002 and 2009. The specific aim of such an investment is the improvement of existing facilities in the service areas and the introduction of new enterprises along the network.

For this project UNA will be spending around 80,000 euros per room. In order to adapt to the available space in the various service areas, the new UNAWAY will have from 80 to 112 rooms, with a total surface between 3000 and 4000 sqm. In particular, the new hotels will be modular and will be marked by the presence of a simple but exclusive geometric design: an ideal portal which surrounds the main part of the building and provides a welcome for the guests.

This icon will be clearly visible to motorists and easy to recognize. The originality of the project is expressed also by the materials and the decorations in both the interior and exterior of these buildings are also original.

*UNA Hotels & Resorts is a hotel chain which operates in the “4 star business” sector. It features 24 UNA and UNAWAY Hotels for a total of 2441 rooms. The 14 Hotels are located in the main Italian cities, the 4 Resorts are set in the Tuscan countryside. At present there are 6 operating UNAWAY Hotels distributed along the motorway network either managed directly by the company or in franchising. 11 new hotels are going to be built upon Giugiaro Architettura design as part of the development plan for service areas on the Autostrade per l’Italia network.*

For any information

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