



## UNA Hotels & Resorts: history, assets and aims

In November 2000, the Florentine real estate group, headed by Riccardo Fusi, took over the entire shareholding of the Bonaparte Hotel Group, consisting of eight hotels in the 4 star business sector, all in Lombardy. Elena David, at the time General Manager of Starhotels, was invited to restructure and develop the chain, with the aim of creating a new Italian hotel enterprise based on solid managerial skill and the strength of important synergy with the controlling group.

A team of managers was appointed, which from then on was to have control of all the hotels, upgrading the running and management. In 2001 the industrial plan was put into action, with rebranding as a first step. UNA Hotels & Resorts was born and immediately acquired its own special identity (through careful and copious marketing and communication activity) and a clearly defined strategy on the part of management. Right from the start UNA Hotels & Resorts became the spearhead of the most innovative part of the hotel sector in Italy. The idea was to create places where guests are offered a whole set of services, not only for those who stay in the hotel but also anyone in the area.

In a matter of a few years, the hotel chain covered all the main cities of Italy: Bologna, Florence, Naples, Catania, Rome, Venice, as well as Milan, where a hotel was opened nearby Malpensa airport. The Resorts line was also extended in Tuscany, in the Mugello valley and in Versilia (on the northern Tuscan coast).

In 2004 these efforts are duly rewarded. UNA Hotels & Resorts tendered for a contract to build a series of hotels along the Italian motorways.

UNA won the contract by presenting the **UNAWAY** brand, a totally new concept in hotels, architecturally developed in cooperation with Giugiaro Design. With this brand a new way of providing hospitality at important junctions along the main motorway routes was created, offering services carefully chosen to meet the travellers' needs. **This is the start of an important franchising project which extends UNA's activity beyond the motorways to the UNA and Resort lines.** Today **UNAWAY** Hotels are six (in Avellino, Bologna, Ferrara, Florence, Montepulciano), and two more are soon to be opened in Livorno (freight village area) and Modena (Bomporto).



## Development of external lines

UNA identified the important potential of the Italian hotel business sector (marked by a fragmented offer) and it was fully aware of the ever increasing need for highly professional management. To develop the presence in the territory UNA Hotels & Resorts soon considers alternative formula to that of ownership like, such as franchising and management. Nowadays these are also useful tools for creating a more compact sector, able to rise to the challenge of foreign competitors.

The value of the UNA brand and the clear capacity for efficient management soon created interest in the private hotel owner market, many of whom have chosen to join UNA Hotels & Resorts, as well as important companies such as Unipol Financial Group who have signed a management contract for their hotel investment in Bologna.

UNA franchisees become part of a group able to offer concrete support and an all-round consultancy service, from marketing and communication to training and purchase.

This intensive development plan, carried out with commitment and coherence, has made a group of **34** hotels with a total of **3,133 rooms** and a widespread presence throughout the country.

2008 UNA Hotels & Resorts received recognition also from the world of institutions when the CEO, Elena David was elected president of Confindustria AICA (Italian Association of Hotel Chains).

## UNA's original philosophy

The philosophy of this hotel chain is offering an exclusive experience, whether it is a stay on a business or leisure trip, thanks to extensive use of cutting edge technology, attention to design, care with detail and an emphasis on the local element. UNA has always paid special attention to new trends in design and architecture in Italy, and makes a point of choosing among the most important architects in Italy, like Fabio Novembre (UNA Hotel Vittoria), Aldo Cibic (UNA Hotel Tocq), Renzo Costa (UNA Hotel Malpensa, UNA Hotel Roma) and Luca Scacchetti (UNA Hotel Napoli).

UNA's original philosophy is a widely varied offer which today is divided into three types of accommodation: **UNA Hotels**, elegant city hotels, **UNA Resorts**, fine buildings, ideal for time dedicated to well-being, relaxation and sport, **UNAWAY Hotels**, situated along the main Italian motorways.



## UNA Hotels

Hotels	Address	Number of rooms
UNA Hotel Cusani	Milano via Cusani 13 (Largo Cairoli area)	92
UNA Hotel Century	Milano via Fabio Filzi 25/B (Railway station area)	144
UNA Hotel Tocq	Milano via A. De Tocqueville 7/D (Corso Como area)	122
UNA Hotel Mediterraneo	Milano via L. Muratori 14 (Porta Romana area)	93
UNA Hotel Scandinavia	Milano via Fauché 15 (Exhibition area)	153
UNA Hotel Bergamo	Bergamo via Borgo Palazzo 154	86
UNA Hotel Brescia	Brescia viale Europa 45	145
UNA Hotel Lodi	Lodi via Emilia, Località San Grato	58
UNA Hotel Vittoria	Firenze via Pisana 59	84
UNA Hotel Bologna	Bologna Via Pietramellara 41/43	99
UNA Hotel Malpensa	Cerro Maggiore via Turati	160
UNA Hotel Palace	Catania via Etna 218	94
UNA Hotel Napoli	Napoli P.zza Garibaldi 9/10	89
UNA Hotel Venezia	Venezia Ruga Do' Pozzi – 4173 Cannaregio	37
UNA Hotel Roma	Roma Via Giovanni Amendola 57	197
UNA Maison Milano	Milano Via Mazzini 4	27
UNA Hotel One	Siracusa Via Diodoro Siculo, 4	44
UNA Hotel Benevento	Benevento/ <i>Opening Soon</i> Via dei Mulini	80
UNA Hotel Modena	Baggiovara (MO)/ <i>Opening Soon</i> Via Luigi Settembrini 10	95
		<b>Total 1.899</b>



## UNA Resorts

Resort	Address	Number of rooms
UNA Hotel Regina	Noicattaro (BA) Via Poggiallegro	100
UNA Poggio dei Medici	Scarperia (FI) Via San Gavino 27	70
UNA Hotel Versilia	Lido di Camaiore (LU) Viale Colombo 335-337	99
UNA Golf Hotel Cavaglià	Cavaglià (BI) Via Santhià 75	37
UNA Palazzo Mannaioni	Montaione (FI) Via G. Marconi 2	27 (soon 47)
Villa le Maschere	Barberino di Mugello (FI) Via Nazionale, 75	65
		<b>Total 398</b>

## UNAWAY Hotels

Hotels	Address	Number of rooms
UNAWAY Hotel Firenze Nord - A1	Sesto Fiorentino (FI) Raccordo autostradale Firenze Nord	151
UNAWAY Hotel Bologna-Fiera	Bologna Piazza della Costituzione, 1	162
UNAWAY Hotel Montepulciano Est – A1	Montepulciano (SI) Via Pavia 19	27
UNAWAY Hotel Montepulciano Ovest – A1	Montepulciano (SI) Via Milazzo 19/21	53
UNAWAY Hotel Mirabella Sud – A16	Mirabella Eclano (AV) Via Bosco	37
UNAWAY Hotel Occhiobello – A 13	Occhiobello (RO) Via Eridania 36	112
UNAWAY Hotel Vespucci	Collesalveti (LI)/ <i>Opening Soon</i> Interporto Toscano - Loc. Guasticce	113
UNAWAY Hotel Bomporto	Bomporto (MO)/ <i>Opening Soon</i> Via Ravarino Carpi	64
		<b>Total 836</b>
Opening Soon	11 new hotels located on the Italian motorway. Each hotel will feature from 80 to 112 rooms.	