



UNAWAY Hotels goes on

Milano, 18/02/2006 – UNAWAY Hotels, the new hotel chain which is changing the way to live a motorway stop, goes ahead with its plans for 2006. These hotels, conceived to meet a multi target demand, stem from the combination of the tested know-how of UNA Hotels & Resorts, a modern Italian hotel chain, together with the knowledge Autostrade per l'Italia (the Italian motorway company) has of their motorists and one of the most prestigious names in the panorama of Italian design, Giugiaro Architettura.

The project includes the construction of 11 new buildings with a capacity of 80 or 112 rooms, with a total surface between 3000 and 4000 sq. m.

More particularly, these buildings have a distinctive simple but characteristic geometric design: a symbolic portal which, wrapped around the main part of the building, welcomes clients. The well-known logo will be clearly visible to motorists. Original materials are used as decoration, for example, in the external façade where a luminous frame around the windows is also used to show which rooms are free.

The building of the first new UNAWAY Hotels will begin in 2006, in the service areas of Sillaro, Novate and Brianza. However, well ahead of the scheduled time for the start of building, the UNAWAY logo sprang up during 2005 in eleven hotels along the three motorways A1, A4 and A14, thanks to initial franchising agreements. In fact, the following hotels have joined the network: UNAWAY Hotel Mirabella Sud-A16, UNAWAY Hotel Montepulciano Ovest-A1, UNAWAY Hotel Montepulciano Est – A1. November 1st 2005 UNAWAY Hotel Firenze Nord _ A1 joined too, bringing up the total number of rooms to 268.

UNAWAY Hotels has seen a great deal of interest on the part of independent hotels along the motorway to join the network, and new agreements are open to negotiation. This is a clear sign of recognition on the part of operators who appreciate the added value that UNA can bring to their hotels. It is also proof of the great potential of the UNAWAY hotels project which is certain of seeing a rapidly widening network and a rise in importance for the logo.

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