

UNA Hotels & Resorts: history, asset and objectives

UNA Hotel & Resorts was founded in November 2000 to create a new Italian hotel group based on solid management skills.

UNA Hotels & Resorts since the beginning is known on the market as an innovative operator with a strong identity defined through a careful and thorough work of marketing and communication and a clear strategy of management. The hotel is the place where offer a wide range of services not only for its guests but also for people who are moving in that area. UNA Hotels & Resorts is pioneer in emotional marketing.

Perfectly aligned with the evolution of tools, UNA pays a special attention to Internet, having developed a structured and organic plan of online promotion and sales, aimed at achieving both domestic and international market with strategies developed specifically for those countries, such as China, which require special and local approaches.

In few years the group opened hotels in all the main Italian cities: in addition to Milan and Malpensa, also Bologna, Florence, Naples, Catania, Rome, Venice. The Mugello and Versilia Resorts are a further extension of the presence in Tuscany. After ten years of activity, thanks to an intensive development plan carried out with commitment and consistency, UNA now boasts an extensive presence throughout the country, with 30 hotels totalling 2,897 rooms.

Development for external lines

After detecting the significant business potentials of the Italian hotel market, characterized by a highly fragmented offer, and conscious of the ever increasing need for the hotel product to have a professional management, UNA Hotels & Resorts soon realizes the importance of alternative formulas as, for example, franchising and management, for its development.

Moreover, these are optimal tools in order to facilitate the process of aggregation that is crucial to the entire sector in order to address the foreign competition.

The UNA brand value and the evident management ability have got a substantial response from the market, both from the independent Italian hotel managers, which have already chosen to affiliate with UNA Hotels & Resorts, and from the major institutional players.

In 2010, four hotels have chosen to entrust their growth and join UNA Hotels & Resorts within the formula of the franchising: UNA Hotel il Molino in Benevento, UNA Hotel Modena, UNA Hotel One in Syracuse, the UNAWAY Hotel Cesena Nord.

In parallel with franchising, UNA has undertaken the management formula: Salini Construction has an agreement for a new hotel under construction in Fabro (Terni) marketed under the brand UNAWAY Hotel Fabro, and the Unipol SpA Financial Group has signed with UNA a contract to manage its hotel investment in Bologna.

The results of UNAWAY Hotel Bologna Fiera, showed a positive performance of the structure in the first year of management, and consequently the Group has confirmed its confidence in UNA ability of managing and the value of the brand and signed the contract for another important property under construction in Bologna.

The new hotel will be in Bologna in Via Larga, near the ring road, exit of San Vitale, where Unipol is building a mini quarter with the tallest building in the region, as well as shops and a large covered area that will be a sort of "square" for that area of the city.

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 a new concept of hospitality that offers to a multi-target customers and even outside of urban centres, quality services, efficient and easy usable.

UNA Hotels

Hotels	Adress	Number of rooms
UNA Hotel Cusani	Milano via Cusani 13 (Zona Largo Cairoli)	92
UNA Hotel Century	Milano via Fabio Filzi 25/B (Zona Stazione Centrale)	144
UNA Hotel Tocq	Milano via A. De Tocqueville 7/D (Zona C.so Como)	122
UNA Hotel Mediterraneo	Milano via L. Muratori 14 (Zona Porta Romana)	93
UNA Hotel Scandinavia	Milano via Fauché 15 (Zona Fiera)	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 (MI) via Turati 84	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	36
UNA Hotel Roma	Roma Via Giovanni Amendola 57	197
UNA Hotel il Molino	Benevento Via dei Mulini	46

UNA Hotel Modena	Baggiovara (MO) Via Luigi Settembrini, 10	95
UNA Hotel One	Siracusa Via Diodoro Siculo 4	44
UNA Maison Milano	Milano Via Mazzini, 4	27
		Total 1.864

UNA Resorts

Resorts	Address	Number of rooms
UNA Hotel Regina	Bari Noicattaro - Via Poggiallegro	100
UNA Poggio dei Medici	Firenze Scarperia - Via San Gavino 27	70
UNA Hotel Versilia	Lido di Camaiore (LU) Viale Bernardini 335-337	99
UNA Golf Hotel Cavaglià	Cavaglià (BI) Via Santhià 75	37
UNA Palazzo Mannaioni	Montaione (FI) Via G. Marconi, 2	47
Villa le Maschere	Barberino di Mugello (FI) Via Nazionale, 75 50031	65
		Total 418

UNAWAY Hotels

Hotels	Address	Number of rooms
UNAWAY Hotel Bologna - Via Larga	Bologna/ <i>Opening Soon</i> Via Larga, near the ring road	153
UNAWAY Hotel Bologna-Fiera	Bologna Piazza della Costituzione 1	162
UNAWAY Hotel Occhiobello – A 13	Occhiobello (RO) Via Eridania 36	84
UNAWAY Hotel Cesena Nord	Pievesestina di Cesena (FC) Piazza Modigliani, 104	117
UNAWAY Hotel Fabro	Fabro (TR)/ <i>Opening Soon</i> Via Monte Amiata	99
		Total 615