

## UNA Italian Hospitality doubles its presence in Basilicata with the new affiliate UNA Hotels La Martella Matera

*Italy's largest hotel chain is expanding in the region of Basilicata, welcoming a new addition to its portfolio just a short distance from Matera's famous Sassi.*

**Milan, 29 July 2025 – UNA Hotels La Martella Matera** joins the UNA Italian Hospitality collection: the affiliation of this new address **doubles the presence of the largest Italian hotel chain in the real heart of Basilicata**, just a few minutes from the UNESCO World Heritage Site of Matera's famous Sassi. The hotel's strategic location, approximately ten minutes from the centre, makes it easy to get around the city and its surroundings, avoiding the traffic and enjoying the peace and quiet of the area.



real culture.

With this new addition, **UNA Italian Hospitality now has a total of 24 affiliated hotels** and continues to invest in a hospitality network that capitalises on the Italianness, the quality and the identity of the places it inhabits. UNA Hotels La Martella Matera embodies these values by combining top-quality services, cultural authenticity, and cuisine based on local traditions. The hotel has **38 rooms and suites** featuring contemporary, elegant décor, designed to provide maximum comfort for both business travellers looking for efficiency and genuine hospitality, and for guests who want relaxation and

Meticulously appointed and with large, bright windows, the hotel restaurant takes guests on a veritable **journey through the flavours of the Basilicata region**: the chef's cuisine combines tradition and innovation, **serving typical local dishes**, accompanied by a selection of wines from the region. But that's not all: the hotel has a large, stylish bar too, ideal for a relaxing break or a quick lunch, giving you the chance to sample local recipes, and more besides.

There's also a large **outdoor car park** with spaces for both cars and motorbikes. This service is greatly appreciated by anyone travelling with their own transport, and features the added bonus of a **charging station** for electric cars. Guests arriving by air on the other hand can request the shuttle transfer service, available for a fee, to and from the nearest airport.



A modern and welcoming newly-opened hotel, **UNA Hotels La Martella Matera** is located **in the historic village of La Martella**, hence its name: it's a traditional district, brimming with history and age-old customs, renowned since the '50s for hosting the inhabitants of Matera's famous Sassi, who were forced to leave due to the precarious housing conditions they had to deal with. In this new neighbourhood, built to meet the needs of a community witnessing the economic boom of the post-war period, there is still a strong cultural identity and the warm welcome that is so typical of Southern Italy, something that the hotel's services also replicate.



This newest affiliated hotel **consolidates UNA Italian Hospitality's presence in the South of Italy**, a strategic area that the Group believes has great potential for development, from both a tourism and a business point of view. The hotel is the perfect place to **stay for anyone who wants an authentic experience and to enjoy all the history, comfort and unforgettable flavours on offer, at just a stone's throw from the centre of Matera**, one of Italy's most fascinating cities. It's the ideal base for a stay exploring the picture-postcard scenery all around, from the characteristic villages of the area to the unspoilt beauty of the Murgia Materana Park.

For more information about UNA Hotels La Martella Matera:

<https://www.unaitalianhospitality.com/en/hotels/una-hotels-la-martella-matera>

Click the link to see the **photo gallery**:

<https://gruppouna.imagerelay.com/ml/d00e40f593ac4c0f90e8ea2aaef8bdf7>

#### UNA Italian Hospitality

*UNA Italian Hospitality, a Gruppo UNA S.p.A. brand, is the largest Italian hotel chain, with a portfolio of over 6,000 rooms in 58 hotels, resorts and aparthotels in 30 destinations and in 14 Italian regions. The Group provides an authentically Italian experience together with compliance with international standards, operating via two distinct brands: UNA Esperienze and UNA Hotels, aimed at the upper-upscale and upscale segments respectively. Committed to providing its guests with memorable stays, the focus of UNA Italian Hospitality's vision is on quality, innovation and a genuinely Italian welcome. The Group is constantly expanding and aims to consolidate its leadership in the market by extending its portfolio, concentrating on leasing, franchising and management formulas, to strengthen its presence in the main tourist and prime urban destinations.*

*UNA Italian Hospitality is a brand belonging to Gruppo UNA S.p.A., a company that is part of Unipol S.p.A., a leading insurance group in the Italian market in Non-Life business and among the top ten in Europe. [www.unaitalianhospitality.com](https://www.unaitalianhospitality.com)*

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