

## Principi di Piemonte | UNA Esperienze triumphs at the World Luxury Awards 2025

*The prestigious 5-star UNA Italian Hospitality hotel in Turin confirms its leading position in the high-end hospitality sector, winning three important international awards.*



Milan, 14 November 2025 – The historic **Principi di Piemonte | UNA Esperienze** hotel, the epitome of Italian hospitality in the heart of Turin, has made its mark on the international scene by winning three of the most coveted accolades at the **World Luxury Awards 2025: Best Luxury Hotel in Italy, Best Luxury City Hotel in Europe**, and, lastly, **Best Luxury Historical Hotel in Italy**. This trio of triumphs ordains the hotel as one of the very best in the global hotel industry, highlighting its ability to provide a unique guest experience that blends history and elegance with luxury and innovation.

Being nominated at the World Luxury Awards is **one of the most prestigious international recognitions in the hospitality industry**. The winners are chosen via a painstaking procedure that assesses not only user ratings, but also the services the hotels offer, guest reviews, and the judges' firsthand experiences. The awards attest to the constant commitment,

professionalism and dedication of all the staff at Principi di Piemonte | UNA Esperienze in ensuring high standards of hospitality and attention to detail.

*"These awards are a milestone our entire team is very proud of, and tangible proof that the passion, dedication and precision we put into our job every day create an unforgettable experience for our guests, who, to our great pleasure, continue to express their heartfelt appreciation," says **Leonardo Serranti, Principi di Piemonte | UNA Esperienze Manager**. "The awards also recognise our ability to blend the historic charm of our elegant palazzo with travellers' contemporary needs for comfort and first-class design, creating a unique ambience that reflects Turin's wealth of culture and its real essence. The recognition also comes at a particularly significant time for us: we're witnessing the extraordinary ATP Finals, held in the capital of the Piedmont region for the fifth consecutive year, placing it in the international limelight. Our hotel has the honour of exclusively hosting all the finalists and their teams, and this is a unique opportunity to showcase the best of our hospitality, both as a hotel and a destination."*

Strategically located in the heart of Turin, just a few minutes from Via Roma and the famous Egyptian Museum, Principi di Piemonte | UNA Esperienze is an architectural masterpiece that reflects the city's timeless elegance. The

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### Gruppo UNA S.p.A.

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rooms and suites - all tastefully furnished with no detail left to chance - provide a modern and comfortable stay. The gourmet **Casa Savoia** restaurant takes diners on a food-and-wine journey celebrating traditional Piedmontese cuisine with a contemporary twist, while the iconic **Salotto dei Principi** lounge bar is the ideal place to relax over an exclusive cocktail. And finally, the superb spa rounds everything off, serving exclusive treatments in a haven of peace and quiet, and delivering a profoundly regenerating wellness experience.

For more information about Principi di Piemonte | UNA Esperienze

<https://www.unaitalianhospitality.com/it/soggiorni/principi-di-piemonte-una-esperienze>

Click the link to see a photo gallery of Principi di Piemonte | UNA Esperienze:

<https://gruppouna.imagerelay.com/ml/5d00ead2995349c2bd328869e0fa91af>

#### **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 59 hotels, resorts and aparthotels in 31 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](http://www.unaitalianhospitality.com)*

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