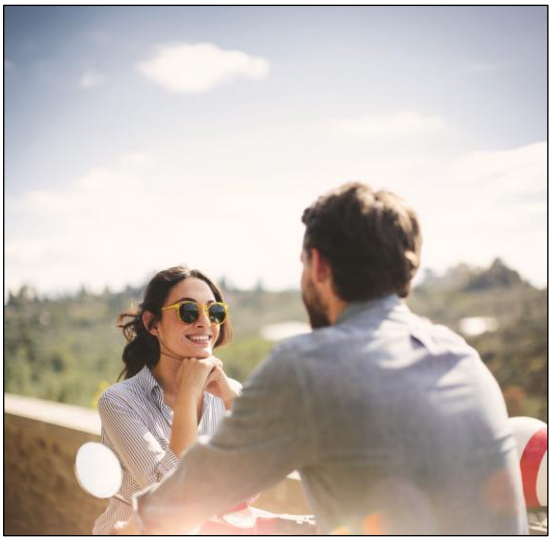
From the growth of tourism in Italy to the new loyalty programme: UNA Italian Hospitality presents *un*tourist

UNA Italian Hospitality's revenue increased by 8.7% in the first eight months of 2026, driven by strong growth in international demand. It is against a backdrop of an increasingly diversified kind of tourism in terms of destinations, seasons and experiences that untourist is being launched, the new loyalty programme designed to help travellers explore their local surroundings.



Milan, 15 September 2026 – Tourism continues to grow in Italy, and the ways travellers choose their destinations, travel periods and types of stay are changing at the same time. In the first six months of 2026, overnight stays in Italy increased by **4.9%** compared to the same period in 2025; in July the figure grew by **4.4%**, driven in particular by international tourism, which increased by 6.0%. Simultaneously, demand is becoming less seasonal and spread increasingly across a number of destinations: as well as beach resorts, more and more people are interested in historic cities, smaller towns and up-and-coming locations, while the travel season is extending beyond the traditional months of July and August.* This is the scenario for the launch of UNA **Italian Hospitality's *un*tourist programme,** inspired by a different approach to "loyalty": discovering the local area through hospitality, culture, food and wine, its people and experiences.

UNA Italian Hospitality: growth supported by international demand

The first eight months of 2026 have been positive for UNA Italian Hospitality, with **8.7%** growth compared to the same period in 2025. This positive result was driven primarily by the changing geographic demand: guests from **North America were up by 28.7%**, and from **Europe and the United Kingdom by 2.4%**.

The leisure segment also performed well, with revenue from UNA Italian Hospitality's beach destinations up by **6.2% in summer 2026**.

These figures confirm a shift in travel choices, with more and more guests combining a given destination with a chance to explore the surrounding area, helping spread demand across different destinations and seasons.

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"The results for the first eight months confirm the strength of our growth trajectory, but they also reflect a broader evolution in the market. Demand for Italy is increasingly international and diversified and is spread across cities, leisure destinations and previously unexplored areas, while travel periods are extending beyond the traditional seasonal peaks. The growth in customer traffic from North America, together with the performance of our beach destinations, demonstrates how important it is to identify different travel needs and support guests in a constantly evolving and increasingly sophisticated market, where travel is becoming less and less of a pure luxury and more and more a recurring aspect of wellbeing," explains Giorgio Marchegiani, CEO of UNA Italian Hospitality.

From loyalty to improved guest relations: introducing *un*tourist

In a market where travel is becoming increasingly diversified, the challenge for the hospitality industry is not just to meet demand, but also to build a lasting relationship with guests.

This is the inspiration behind ***un*tourist, the new loyalty programme from UNA Italian Hospitality**, designed to make loyalty more immediate, flexible and closer to the needs of today's travellers.

Registration is free and members receive exclusive benefits from their very first stay, starting with a **welcome bonus of 1,500 points**. The programme comprises four membership levels – Traveller, Explorer, Passionate and Lover – that guests work their way up through, enjoying increasingly exclusive benefits and opportunities as they progress.

Points earned can be redeemed against new stays, room upgrades, dedicated services and food & beverage experiences, wellness treatments, and opportunities to explore the local surroundings, as well as Gift Cards. The programme therefore becomes not only a tool that rewards guests' loyalty, but also a way to expand the range of experiences available to them.

*"With un*tourist *we wanted to offer a take on loyalty that reflects the needs of today's traveller: someone who's not simply looking for somewhere to stay, but for a memorable experience that will last and reinvent itself over time. That's why we decided to develop a programme based on tangible benefits, flexibility, and the chance to always discover something new. Our aim is to make every stay not just a stopping point, but one which leaves a lasting impression, sowing the seed for a new experience,"* sums up Giorgio Marchegiani, CEO of UNA Italian Hospitality.

For more information about the *untourist* programme and the benefits offered by the different membership levels: https://www.unaitalianhospitality.com/en/rewards-untourist/benefit-status

A photo gallery of UNA Italian Hospitality hotels is available at this link: https://gruppouna.imagerelay.com/ml/9a5aa371fafd487d938f86e39eeca200

*Sources:
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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

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