

Trastevere Roma | UNA Esperienze: new positioning and a unique concept for the senses

UNA Italian Hospitality's stylish Roman hotel joins the UNA Esperienze collection and is affiliated with Preferred Hotels & Resorts. An immersive project to experience the local area through the five senses is also underway.



Milan, 16 October 2025 – With the recent **rebranding** that marked the transition from **Gruppo UNA to UNA Italian Hospitality**, the largest Italian hotel chain has taken a decisive step in strengthening its national identity, consolidating its position in the hotel industry. Part of this evolutionary process is **the recent repositioning** of one of the group's flagship hotels, **Trastevere Roma | UNA Esperienze**, which was officially announced yesterday at a large, innovative, on-site event reserved for the press and top clients.

The stylish 4-star hotel located in the authentic, true-to-life district of Trastevere rises in status from the upscale UNA Hotels **collection to the upper-upscale UNA Esperienze collection**. This significant change of brand also coincides with the hotel's affiliation with the prestigious **Lifestyle collection of Preferred Hotels & Resorts**, the world's leading brand representing independent hotels.

The repositioning is the result of a strategic investment and broader vision aimed at enhancing the Group's overall image, focusing on **an increasingly personalised, immersive and contemporary kind of hospitality**. At the same time, Trastevere Roma | UNA Esperienze's soft rebranding tangibly reflects the chain's renewed philosophy, based on mindful quality, meticulous attention to detail, a deep bond with the local area, and an Italian style that is recognisable and international in equal measure.

Giorgio Marchegiani, CEO of UNA Italian Hospitality, highlighted the importance of this repositioning: *"The rebranding of Trastevere Roma | UNA Esperienze represents a fundamental milestone for us in the Group's growth strategy. We want to deliver hospitality that is not only high quality, but the kind that is also*

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meaningful and that can create extraordinary experiences that speak of the history, the culture and the living energy of the area in which each hotel is located. This project is a tangible expression of our vision of hospitality, which combines Italian authenticity, innovation and a strong bond with the destination."

The evolution of Trastevere Roma | UNA Esperienze also involves an **innovative new concept**: **"Rome by Romans -Trastevere"** is the name of the immersive project in which the hotel will play a leading role and that will allow guests staying there to enrich their trip with unique experiences for the senses. This is not mere entertainment: it's a celebration of **identity and the senses** that was alluded to at yesterday's inaugural event and that will run throughout the year with **a series of activities and initiatives available to guests, designed to enable them to really get to know the soul of the area they are staying in.**



The concept is based on the idea that Rome should not only be visited, but discovered and experienced through the five senses: **sight, hearing, taste, smell and touch become storytelling tools allowing visitors to connect with the real area, with the help of the artists, artisans and contemporary storytellers who experience it every day first-hand.** Each sense takes visitors on a journey through the city: lights that thrill, fragrances that have a story to tell, sounds that welcome, flavours that astound, and gestures that say more than words. At the heart of this storytelling, **the hotel becomes a lively and absorbent place**, open to the creative energies of the local area and capable of uniting Italian elegance with the local culture.

The **"Rome by Romans -Trastevere"** project is the lynchpin of this new phase: over the year a selection of local artisans and artists who live in and know the area will talk about their "hidden gems" to young content creators from Rome, who will promote them on their social media profiles. From this dialogue comes an unprecedented digital vision, a multisensory story of the district built with memories, places of the heart, hidden workshops, and small daily rituals. These veritable gate openers will play a leading role in **a series of launches taking place in the hotel, designed to bring the local community in touch**

with guests. From temporary exhibitions to experiential workshops, each event will become an opportunity to experience the hotel as an open, creative and constantly active place.

With its addition to the UNA Esperienze collection and affiliation with Preferred Hotels & Resorts, Trastevere Roma strengthens its bond with the city, confirming its desire **to offer increasingly sophisticated hotel experiences that combine comfort, lively culture and an authentic relationship with the local area.** The hotel's renewed identity fits perfectly with the vision of UNA Italian Hospitality, which promotes a unique model of hospitality that combines Italian tradition, innovation and an engaging storytelling of the destination, through memorable events and experiences of discovery.

For more information about Trastevere Roma | UNA Esperienze:

<https://www.unaitalianhospitality.com/en/hotels/trastevere-roma-una-esperienze>

Click the link to see the photo gallery:

<https://gruppouna.imagerelay.com/ml/a5be772721c24eb9a6e5cf4d25838b69>

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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 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

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