



PRINCIPI DI PIEMONTE | UNA ESPERIENZE ACCEPTED INTO GLOBAL LUXURY TRAVEL GROUP VIRTUOSO



MILAN, July 10 2026— Principi Di Piemonte | UNA Esperienze, a historic 5-star hotel towering over the heart of Turin, has been accepted into [Virtuoso](#)'s exclusive portfolio of luxury travel partners, comprising 2,800 preferred suppliers in 100 countries. According to Giorgio Marchegiani, CEO of UNA Italian Hospitality, inclusion in Virtuoso will present new sales and marketing opportunities to the network's luxury travel advisors and their highly desirable clientele. Virtuoso agencies worldwide sell an average of (U.S.) \$35 billion annually, making the network the most significant player in luxury travel.

"Virtuoso's acceptance process is incredibly selective, so becoming a preferred partner is a true honor," said Marchegiani. "The reputation Virtuoso member agencies have for outstanding dedication to their clients is a perfect fit with our own bespoke approach to service. Now that we're part of this renowned network, we look forward to offering Virtuoso advisors and their clients the special amenities, values and experiences that surpass their expectations. This entry represents recognition of the long-standing, consistent commitment to quality and service excellence we have been pursuing through our UNA Esperienze brand, of which Principi di Piemonte is part."

Principi Di Piemonte | UNA Esperienze joins Virtuoso's collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other travel entities worldwide. These partners, which specialize in world-class client service and experiences, provide superior offerings, rare opportunities and exceptional value for Virtuoso clients. These prestigious providers are able to market to Virtuoso clients via network vehicles and to Virtuoso agencies through multiple communications channels and events, including Virtuoso Travel Week, luxury travel's preeminent worldwide gathering. Principi Di Piemonte | UNA Esperienze's acceptance into Virtuoso gives it direct relationships with the world's leading leisure travel agencies in North and Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East.

The Principi di Piemonte Hotel is one of the properties in the UNA Esperienze collection, UNA Italian Hospitality's most prestigious collection, which offers tailored services and the Italian lifestyle at hotels and resorts located in major urban centers and charming regions. The hotel is housed in an imposing Rationalist-style building, one of the most refined architectural gems of Turin and a symbol of historic splendor. The jewel of the property is the famous Salone delle Feste, with its own dedicated entrance—a gilded treasure chest adorned with Venini mosaics and historic Murano chandeliers. But this icon of Turin hospitality also houses an elegant spa and wellness center, as well as two special venues where guests can savor refined cuisine: the renowned Casa Savoia Restaurant and the Salotto dei Principi bar.

The spacious and elegant rooms and suites, offering exceptional views of the city and the surrounding beauty, guarantee a luxurious stay in a prime location within the city. The jewel in the crown of the property is the 140-square-meter Presidential Suite, located on the hotel's top floor, featuring an entrance foyer, two double bedrooms, three sumptuous bathrooms, a living room, and a dining room, where the Art Deco style is enhanced by contemporary design elements and elegant finishes and materials.

For more information about UNA Italian Hospitality visit: www.unaitalianhospitality.com/en.

About UNA Italian Hospitality

UNA Italian Hospitality, a brand of Gruppo UNA S.p.A., is Italy's largest hotel chain, with a portfolio of over 6,000 rooms across 59 hotels, resorts, and residences located in 31 destinations and 14 regions. The Group combines Italian authenticity with international standards, operating through two distinct brands: UNA Esperienze and UNA Hotels, which cater to the upper-upscale and upscale segments, respectively. Committed to offering memorable guest experiences, UNA Italian Hospitality places quality, innovation, and a genuinely Italian welcome at the heart of its vision. The Group, which is continuously growing, aims to consolidate its market leadership by expanding its portfolio, prioritizing leasing, franchising, and management models to strengthen its presence in major tourist destinations and prestigious metropolitan areas. UNA Italian Hospitality is a brand of Gruppo UNA S.p.A., a subsidiary of Unipol S.p.A., Italy's leading property and casualty insurance group and one of the top ten in Europe. www.unaitalianhospitality.com

About Virtuoso

Virtuoso is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in 58 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 2,800 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Annual sales of (U.S.) \$35 billion make Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.

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