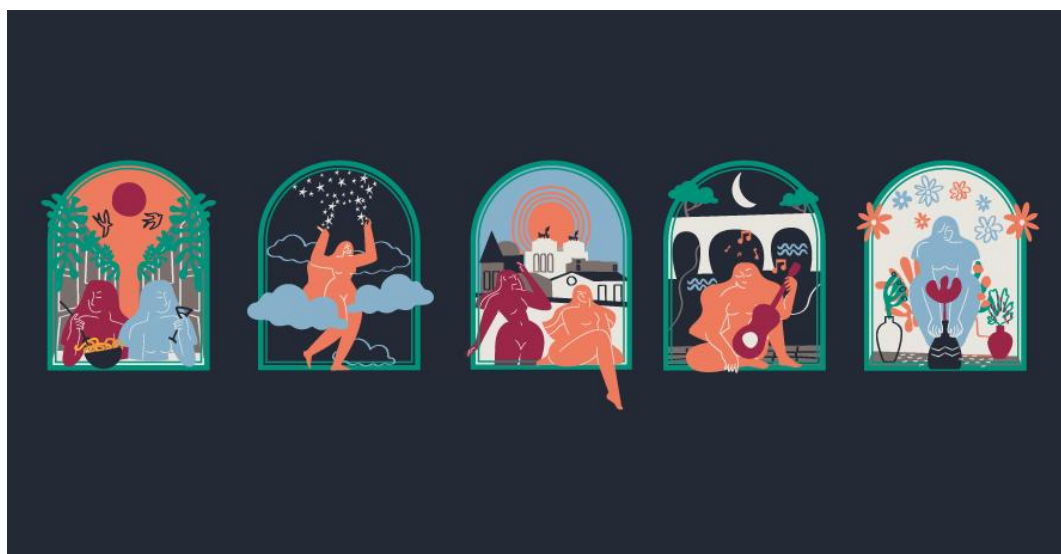


**Trastevere Roma | UNA Esperienze presents “Rome by Romans”:  
5 itineraries for the senses, revealing the neighbourhood from a new perspective**

*The project invites guests to explore the hotel’s environs on 5 themed journeys, uncovering hidden gems, local traditions and tips from Trastevere insiders.*



Milan, 11 May 2026 - UNA Italian Hospitality presents the latest take on the “**Rome by Romans**” project created by [Trastevere Roma | UNA Esperienze](#). Located in the heart of one of the Eternal City’s most evocative, authentic quarters, the 4\* hotel stands out for the deep local roots underpinning its hospitality. “Rome by Romans” enables the venue to really communicate with the neighbourhood, **turning every stay into a unique, immersive experience**.

The project is designed to shape the hotel into an “experience hub”, with endless ways for guests to explore the surrounding area using their five senses, through stories, anecdotes and insights from the people who live there: **artists, artisans and authentic Trastevere locals take on the guise of narrators**, accompanying visitors on real-life experiences and giving them a whole new perspective on the area, true to the promise of the **UNA Esperienze** brand.

Awaiting guests at the hotel are **5 themed road maps, one for each sense**, downloadable from the [hotel website](#) or via the QR code on display at reception and in communal spaces. The **multi-sensory itineraries** - one each for sight, hearing, taste, smell and touch - offer practical ways for guests to explore the local area independently, inviting them to enjoy fascinating experiences that reveal its out-of-the-ordinary atmosphere.

## One city, five senses

Each road map is designed as an experiential journey, interweaving the iconic sights and hidden gems of Trastevere while suggesting places, encounters and moments to savour along the way:

- **Sight:** this itinerary invites guests to see Trastevere through the eyes of gallery owner Carla Chiarchiaro. Amid alleyways and byways, unexpected discoveries and layers of history are revealed – a Roman capital set in a Medieval wall, a Baroque motif above a Renaissance doorway – as the light turns the stone into an expression of pure artistry, particularly towards evening.
- **Hearing:** a journey through sound curated by musician and entrepreneur Enzo Abbate, guiding visitors around the stillness, voices and echoes of the area, and uncovering its dual nature: intimate yet always vibrant.
- **Taste:** a voyage around authentic local flavours led by chef Mauro Mencacci, illustrating the neighbourhood through its most iconic dishes. From *maritozzi* pastries with freshly whipped cream to traditional Roman-style artichokes, and the heady aroma of *soffritto* with anchovies and vinegar, each stop reveals the flavours of the city.
- **Smell:** an evocative itinerary amid scents, essences and memories, led by Rosa Manzone, florist and Trastevere native. Artisan boutiques and hidden corners release the fragrances that have shaped the area's identity.
- **Touch:** an experience led by ceramicist Anne de Bellefroid; through contact with different surfaces and materials – from tumbledown walls and worn cobblestones to ancient wooden doors, glass and artisan ceramics – she unveils the craftsmanship and traditions that form the soul of Trastevere.



The project enables **Trastevere Roma | UNA Esperienze to redefine its identity as a hotel**: it emerges as a meeting place for guests and the local community, an open, vibrant space where hospitality becomes a story, a relationship and a discovery.

For more information about the project and itineraries:

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

### Hopscotch Tourism press office contacts:

Alberta Cangiano: [acangiano@hopscotch.one](mailto:acangiano@hopscotch.one)

Michela Melis: [mmelis@hopscotch.one](mailto:mmelis@hopscotch.one)

UNA ITALIAN HOSPITALITY PRESS OFFICE

T. +39 02 8366 0917 - Hopscotch Tourism

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UNA Esperienze  
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@una\_esperienze  
@una\_hotels



Gruppo UNA S.p.A.

UNIPOL PRESS OFFICE

T. +39 051 5077705 - [pressoffice@unipol.it](mailto:pressoffice@unipol.it)

### **UNA Italian Hospitality**

*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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T. +39 051 5077705 - [pressooffice@unipol.it](mailto:pressooffice@unipol.it)