UNA Italian Hospitality wins the title of "Largest Domestic Hotel Chain" at ITHIC 2026



Milan, 9 October 2026 **– UNA Italian Hospitality** takes top spot at the **Hotel Chains Awards 2026**, winning the title of **"Largest Domestic Hotel Chain"** in the Italian hotel chains category. Presented by Thrends, a company specialising in research and business intelligence in the tourism and hospitality sector, the prestigious award was bestowed at the latest edition of ITHIC, held in Milan on 30 September and 1 October.

The award is an important endorsement of the development and consolidation strategy adopted by UNA Italian Hospitality in the Italian market. This process has led to the collection's significant growth in recent years: from 43 hotels and resorts and almost 5,400 rooms in 2018 to over 60 properties and more than 6,000 rooms today.

This growth is not only measured in numbers, but also in the ability to showcase Italy by means of a clear vision of the concept of hospitality. The establishments are all different, but the one thing they have in common is the kind of hospitality that reflects the Italian spirit that sets the brand apart: attentive, authentic and skilled at making each and every guest feel truly welcome. Today, under the UNA Italian Hospitality umbrella you'll find hotels in cities famous for their art and history and major urban centres, seaside destinations, hillside locations and business-oriented properties, reflecting the richness and variety of Italian hospitality through its **two collections, UNA Esperienze and UNA Hotels.**

"Being the largest domestic hotel chain today is a source of great satisfaction for us, but it is also a responsibility. UNA Italian Hospitality's growth trajectory is part of a development strategy that intends to

further bolster our presence in Italy's leading destinations, with the aim of offering personalised, unforgettable guest experiences that meet the needs of an increasingly international and diverse clientele. At the same time we want to develop our business by pursuing profitable growth. Profitability is an essential prerequisite for us: it is what enables us to generate the resources required to reinvest so that we can continue to achieve sustainable and continuous growth over time," says **Giorgio Marchegiani, CEO of UNA Italian Hospitality** (pictured centre, as he accepts the award on the ITHIC 2026 stage).

For more information about UNA Italian Hospitality: https://www.unaitalianhospitality.com/it

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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