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***V RETREATS ADDS FIVE NEW HOTELS TO ITS COLLECTION OF
LUXURY ITALIAN HOTELS***

***An ambitious growth plan focused on finding charming hotels and historic residences
with a strong personality.***

***VRetreats aims at ending the year with a turnover of more than 57 million Eur, an
EBITDA of more than 20 million Eur and an investment of 24 million Eur in new
facilities.***



*Top Row: Cala Cuncheddi on Sardinia; Il Tornabuoni in Florence; Hotel Roma on Ortigia.
Second Row: Cervino in the Italian Alps; Palazzo Sant'Anna in Lecce.*

ROME, ITALY (June 20, 2023) – VRetreats is enriched with five new hotels in iconic and strategic locations in Italy: a result that underlines the development of the collection, which has always been devoted to lovers of art, history and culture, aiming at redesigning the concept of luxury, no longer an end in itself, but as a key to accessing the beauty of our country.

Founded in 2021 with just three facilities, today VRetreats boasts nine charming hotels and historic residences with a strong personality: the collection is aimed at luxury travelers who love Italian art and culture. The **path of development has been constant and gradual**, always focused on the search for unique addresses of great artistic value: VRetreats exalt these aspects, enhancing the nature of the original buildings, characterized by an important past and embellished by cloisters, internal gardens and terraces seamlessly linked to the external environment and in which guests can reconnect with themselves and the place.

VRetreats' strong vision has allowed the collection to position itself among the most promising Italian hôtellerie facilities: the chain closed **2022** with a turnover of **over 33 million euros**, while forecasts for

2023 aim to exceed 57 million euros and an **EBITDA of over 20 million euros**, thanks also to new entries.

*"We are very satisfied with the work that has been achieved," says **Gabriele Burgio, President and CEO of Alpitour World**, of which VRetreats is part. "It is a fine example of clear vision and development of strategic assets for our country's business and tourism. The new acquisitions are all operational, except for the Cervino, which will open in the autumn. In 2024 we expect the brand to make a further leap forward both in terms of revenue and EBITDA, and in terms of facilities."*

The new VRetreats hotels play an essential role in the positioning of the brand, because they are positioned in key tourist circuit locations: **Siracusa, Lecce, Olbia, Cervinia and Florence**.

V RETREATS' NEW HOTELS

Hotel Roma is a historic hotel on **Ortigia**, an island off the coast of Sicily. Housed in an ancient late 19th century palace and built with the same limestone as the Greek temples, has internal courtyards and a hanging garden, is adjacent to the cathedral and is right in the center of Siracusa, a masterpiece of Sicilian Baroque. A project is being studied to renovate the common areas and rooms, to restore the building's solemnity and charm.

Palazzo Sant'Anna is located in the heart of **Lecce**, a city renowned for its Baroque influence, extraordinarily beautiful architecture and the sea of Salento, enters the collection. Conceived as a small diffused hotel with courtyards, gardens and panoramic terraces, it has been profoundly renovated in its three original blocks, two from the 18th century and one from the 14th century. The structure and the Lecce stone of the old convent have been maintained, but elements of contemporary aesthetics, antique furniture and design objects have been added, as well as bioenergy techniques to improve performance and make the environment healthy and comfortable.

Cala Cuncheddi in Olbia, **Sardinia** is close to Capo Ceraso and immersed in the beauty of north-eastern Sardinia. The contemporary-style resort is just a few steps from the sea and private beach, overlooked by a splendid infinity pool. Set in a park of centuries-old olive and myrtle trees, it is an oasis of relaxation connected to nature in a strategic location for excursions and offers gourmet experiences, wine tasting and SPA services to regenerate.

Cervino in the **Italian Alps** is a departure for the brand which previously focused on city and seaside hotels. This five-star hotel is on the Italian-Swiss border in the heart of the Alps, and was officially opened in October 2021, after a profound renovation that transformed the structure into an elegant retreat with a refined design perfectly integrated into the land: the project made use of natural elements such as wood and glass to favor integration into its setting and make the structure highly eco-friendly, thanks also to innovative systems for high performance, as well as a distinct touch of design.

Il Tornabuoni in **Florence** is VRetreats' newest acquisition. Among the most historic buildings and a symbol of prestige and charm since the 13th century, when the Bombeni family had it built. Today the

style is reminiscent of the Renaissance, with rooms in strong colors and important fabrics, where one can still breathe in the art of those who chose it over the years: Henry James, the Agnelli family, John Steinbeck, the actor Fredric March, Lord Spencer, Barbara Bush, to name but a few. It has a terrace from which to admire the city, is located on the fashion street and is a short walk from the Ponte Vecchio, Piazza della Signoria, Piazza della Repubblica and the Santa Maria del Fiore Cathedral.

*"The total investment for new facilities exceeds 24 million in 2023," continues **Paolo Terrinoni, CEO, VOIhotels**, of which VRetreats is a part. "The growth plan aims to reach 12 facilities by the end of the year, but only if we find opportunities that match our vision. Each of the new hotels has been selected for the soul it holds, the historical details and the choices that guided the renovations: VRetreats is a philosophy, an approach to business that looks at the details, even before the numbers."*

VRetreats has an average **ADR of around EUR 500, 80% of its business is generated by foreign customers** and currently has **570 keys** available. **It is part, together with VOIhotels, of Alpitour World's hôtellerie division:** this business unit had a turnover of 134 million Eur in 2022 and one million presences. Thanks to the new additions, both in VRetreats and VOIhotels, it now has more than 4,600 rooms and is aiming at a target turnover of 180 million Eur by 2023.

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About V Retreats

VRetreats (<https://vretreats.com/>) is the new hotel brand by VOIhotels, targeted to the luxury segment of the Italian and international market. The collection is dedicated to lovers of Italian art, history and culture and aims to redesign the concept of luxury, no longer an end in itself, but as a key to accessing the beauty of Italy. Each of the eight retreats have been selected for their personality and peculiarities, aspects that VRetreats heightens, enhancing the nature of the original facilities: they are oases of beauty with an important past and embellished by cloisters, internal gardens and terraces where guests can reconnect with themselves and the surrounding place. The project aims to have 12 boutique hotels in three years, in iconic Italian locations, even off the beaten tracks: there are currently six, in Taormina, Rome, Venice, Lecce, Sardinia and the Italian Alps.

About J.MAK HOSPITALITY

J.MAK Hospitality (www.jmak.com) works alongside leading luxury hotels and travel services around the world to connect them with key travel agency partners and broader audiences who will impact their businesses and drive awareness. J.MAK focuses on hospitality brands with personality, helping each client articulate their individual flair, so they can authentically stand out. We harness our network to build relationships through in-person and virtual connection, as well as hefty marketing and social media engagement. We are passionate, experienced luxury travel experts disrupting the industry norm.