



## **Antoitalia Hospitality – July 27, 2011 Press Release**

### **ANTOITALIA HOSPITALITY ANNOUNCES STRATEGIC PARTNERSHIP WITH WORLDHOTELS.**

*The agreement will enable Italian company Antoitalia to grow in the hotel management sector, and Frankfurt-based Worldhotels to develop its new "full licence" branding solution.*

Milan, July 27, 2011 - Antoitalia Hospitality, Italian real estate advisory and hotel management firm specialising in the hospitality industry, announces a strategic partnership with Worldhotels, one of the leading groups of independent hotels worldwide.

Antoitalia Hospitality is part of the Antoitalia group, and can combine the experience of a wide network dedicated to managing real-estate portfolio sales, with extensive expertise in hospitality industry advisory. The company has substantial experience in operating and managing hotels, and is well connected to hotel operators in Italy, which makes it a perfect partner in Worldhotels' drive to develop its newly launched branding solution.

Worldhotels is expanding its current affiliation business model by adding a full licence model for hotels seeking a fully branded solution with global recognition, at a fraction of the usual franchise fees. With 43 Italian hotels under its affiliation model, Worldhotels will focus on acquiring full licence hotels in strategically important cities such as Rome and Milan, and in other selected locations. Antoitalia will support this growth by providing consultancy and valuable contacts in the Italian hotel sector, combined with hotel management services for potential full licence properties.

Piergiorgio Mangialardi, head of Antoitalia Hospitality, explains: "Antoitalia is seeking significant growth in the hotel management sector in Italy by setting up specific operating companies and establishing high-level partnerships. For Antoitalia, being able to count on the commercial and international capacity of Worldhotels also implies having a top-level player on the domestic market. As well as four- and five-star hotels, we are keenly interested in golf resorts and in "fun" locations for hotels and resorts."

"Italy is a very important market for us" - states Ingo Gürges, Vice President Global Hotel Development of Worldhotels - "and the region will play a crucial role in the development of the full licence model worldwide. With our branding solution, we are offering a brand new service to the Italian market. Our partnership with Antoitalia will be a very significant part of our expansion strategy in Europe."

Several projects are in the works for Worldhotels in Italy, amongst those a prestigious five-star luxury hotel in Turin, which will be re-branded as a Worldhotel by the end of 2011 as part of a management change. Worldhotels will support the repositioning of the hotel in the market and provide a 360-degree service to the hotel through the group's new branding solution.



## ANTOITALIA's profile

ANTOITALIA ([www.antoitalia.it](http://www.antoitalia.it)) is the leading Italian operator providing real-estate services for corporate clients. **Agency and advisory services for the sale of whole buildings** and property portfolios - with a specific focus on trophy assets - **represent the core business** of the company.

ANTOITALIA brings together the outstanding know-how of a skilled management team that boasts over thirty years' experience in the sector. Thanks to its team and to strategic alliances with specialised operators, ANTOITALIA provides an integrated mix of services in the real-estate sector, able to respond to its clients' every requirement. A network of over 1,200 real estate agents and professionals in Italy and abroad ensures the widest market coverage.

Based around a series of specialised business units and companies, ANTOITALIA acts as a single point of reference for the client. **Activities carried out include agency, advisory, valuation, property management, engineering and general contracting**, for entire buildings, sub-divisions and building-site operations, whether for residential, commercial or office use.

**ANTOITALIA HOSPITALITY** - headed by Piergiorgio Mangialardi - is the group's company specializing in developments and transactions relating to tourism and hospitality facilities (hotels, resorts, golf complexes, spas, marinas).

**Antoitalia Property Management** is the business unit providing property management and valuation services aimed at enhancing value and return of the assets managed.

**Antoitalia Engineering & Construction** - headed by Gianni Buccheri - specializes in planning and design, civil engineering, construction, renovation and green building.

**Antoitalia High-Street Retail** - a joint-venture with Andrea Lorenzato's company Sviluppo Negozi - is the business unit specializing in the high-street retail property segment, focusing on fashion and luxury.

ANTOITALIA's chairman is Fabio Tonello. ANTOITALIA is a member of FIMAA (*Federazione Italiana Mediatori Agenti d'Affari* - the Italian federation of agents and brokers), FIABCI (the international real-estate federation), Assoimmobiliare (the Italian real-estate industry's association) and Assolombarda (the Lombardy business association).

For further information:

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## About Worldhotels

- Worldhotels is an exclusive collection of the world's most unique independent hotels. Under the banner "Unique Hotels for Unique People", it now has 450 affiliate properties in 250 destinations and 65 countries worldwide.
- For over 40 years, the company's mission is to offer business and leisure travellers easy access to a wide range of 4 and 5 star hotels with character and distinction. Each hotel in the Worldhotels portfolio has passed a rigorous selection process and meets the group's stringent quality standards. Over 1,000 quality criteria are anonymously tested on an annual basis.
- Worldhotels' guests benefit from an extensive selection of partnerships, including frequent flyer programmes from 19 of the world's leading international airlines, including Air France/KLM, United Airlines, Cathay Pacific and Lufthansa.
- Through an unparalleled range of services covering global marketing, sales, training, and e-commerce as well as state-of-the-art distribution and technology, Worldhotels gives independent hotels the collective strength of a global hotel brand whilst still allowing them to retain their individual character and unique identity. In addition to its classic "affiliation model", the group offers a "full licence" branding solution for independent hotels which is the perfect alternative to standard franchise contracts.

*For more information, visit [worldhotels.com](http://worldhotels.com).*

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