



*the*  
**LUXURY HOTELS  
DATABASE®**

The **complete population** of all luxury hotels in Italy.  
The most updated and complete source of **performance data**.



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(30 anonymous hotels + pipeline)





# Italy

**THRENDS** Revenues & Revenues / KEY sheet Euro  
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Dated 06 May 2021, Ver. 1

ID	HOTEL	Keys	BRAND	Destination	Region	Type of Building	Top Luxury	Business Hotel	Allocated	Operational	2019	2018	2017	2016	2015	2014	2013	2019 / Key	2018 / Key
LLX-0107	XXXXXXHOTEL	55		VALDAGRA	TRENTINO-ALT	MOUNTAIN RESOR	0	0			3,766,230	3,786,822	3,911,972	3,809,935	3,522,150	3,357,046	3,115,141	68,477	68,851
LLX-0108	XXXXXXRESORT	60		VALLE DI CASIES	TRENTINO-ALT	MIN RESOR	1				7,187,018	7,086,684	7,301,304	6,400,227	5,561,960	4,929,116	5,108,495	119,784	118,111
LLX-0111	XXXXXXXXXX	48		CASTIADAS	SARDEGNA	JTEL	0	0			4,617,022	4,466,773	3,957,509	3,584,561	3,242,947	1,441,971		96,188	93,058
LLX-0112	XXXXXXHOTEL	10		DOMUS DE MARIA	SARDEGNA	BEACH HOTEL	1	0			1,166,831	1,224,332	920,398	926,154				116,683	122,433
LLX-0114	XXXXXXXXXX	723		PULA	SARDEGNA	BEACH RESORT	1	0			72,417,277	80,950,139	71,083,908	66,212,162	60,184,946	52,291,018		100,162	111,964
LLX-0115	XXXXXXXXXX	122	XXXXXX	DE VILLASIMUS	SARDEGNA	BEACH RESORT	0	Lease	0		8,869,501	8,447,153	7,138,938					72,701	69,239
LLX-0120	XXXXXXXXXX	36		SANTO STEFANO BELBO	PIEMONTE	COUNTRY RELAIS	1	0						5,713,520	4,494,652	3,983,940			
LLX-0121	XXXXXXHOTEL SPA	38		SERRALLINGA D'ALBA	PIEMONTE	COUNTRY RESOR	1	0			3,998,213	4,450,812	4,455,464	3,799,287	3,542,205	3,008,165	2,814,542	105,216	117,127
LLX-0122	XXXXXXHOTEL BELLONI	95		LAGGIO	LOMBARDIA	LAKE RESORT & E	1	0			12,414,724	11,739,536	11,143,971	10,121,258	10,423,924	9,106,111	8,282,653	127,001	123,574
LLX-0123	XXXXXXHOTEL COMO	75	XXXXXX	ELEVIO	LOMBARDIA	LAKE RESORT	1	MCA	0		15,205,523	12,962,041	10,929,262	9,361,509	7,473	8,064,946	7,004,648	202,740	172,827
LLX-0124	XXXXXXHOTEL STE	152		CERNOBBIO	LOMBARDIA	LAKE RESORT & E	1	0			38,510,519	37,279,466	34,517,414	32,155,563	29,940,681	28,255,384		253,359	245,260

Read me | Legenda | CENSUS Raw Data | Revenues | Total RevPAR | EBITDA Euro | EBITDA KEY & %

7 to 8 years of data\*

50 Pipeline hotels

+390 EBITDA records

+430 revenues records

636 property listed (full census)

Data you can trust for building your own models, competitive set and assess opportunities in the luxury scale

\* the database gives access to 2020 data for free. 2020 data are uploaded as a second release on Sept. 2021



# Italy

## POTENTIAL ANALYSIS

- ✓ **Find any luxury or *top luxury*<sup>1</sup> property**  
in Italy and place on a map through coordinates
- ✓ **Search for pipeline project (2021-2023)**  
based on location, brand, size, etc.
- ✓ **Total RevPAR and EBITDA performance**  
you can surf buy size, location, brand, business model, type of hotel, etc..
- ✓ **Build your own comp-set**  
based on features or on available data
- ✓ **Find “who is who”:**  
find out about the GM, owner of the hotel, ultimate owner
- ✓ **7-8 years of € performance**  
to understand growth and potential by type of hotel (city, S&B resort, lake, etc.)
- ✓ **Get access to 2020 data<sup>2</sup>** if you purchase now

## FULL DIRECTORY (636 hotels) WITH PROFILE DATA

- FULL DIRECTORY OF ALL THE 5 STAR HOTELS IN ITALY, KEYS
- BRAND (IF NOT INDEPENDENT)
- NETWORK OF AFFILIATION (PREFERRED, R&C, SLH, LHW, ETC.)
- DESTINATION, PROVINCE, REGION, TYPE OF DESTINATION
- BUSINESS MODEL
- TYPE OF BUILDING/HOTEL (S&B RESORT, CITY HOTEL, HOTEL & SPA, ETC.)
- TOP LUXURY<sup>1</sup>

## PERFORMANCE (YEARS 2013-2019 + 2020<sup>2</sup>)

- € TOTAL REVENUES / year
- € TOTAL REVENUES / key
- € TOTAL REVPAR (TRevPAR)
- € EBITDA / year (including revised EBITDA for property leased to related parties)
- € EBITDA / key
- € EBITDA % (on GOR)

## COMPANY DATA

- GENERAL MANAGER name, surname, general e-mail (info@...)
- OWNING COMPANY, VAT NUMBER
- ULTIMATE OWNER name, surname
- LATITUDE AND LONGITUDE COORDINATES, ADDRESS

1. Top luxury properties are those which performed over 100k/key in 2019 (whose data area available)  
2. 2020 data available for free with a new release issued on Sept. 2021 and following



## THE FULL CENSUS OF 5 STAR HOTELS IN ITALY (update 2021)

**THRENDS** Census raw data - full information & data  
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ID	Hotel Label	Open Year	Entry Year (Chain)	HOTEL	Keys	BRAND	GROUP	Chain / Independent	Domestic / International / Brand	Network	Destination	Destin. Type	Province	Region	Type of Building	Days	Top Luxury	Business Model
LUX-0462		2016		XXXXXXXXXXA	88	STARHOTELS COLLEZIONE	STARHOTELS	Chain	D	SLH	ROMA	A	RM	LAZIO	VERTICAL CITY HOTEL	360		Owned
LUX-0463		2019		XXXXXXXXXXCE	23	THE PAVILIONS HOTELS	THE PAVILIONS HOTELS S	Chain	I	PFD	ROMA	A	RM	LAZIO	VERTICAL CITY HOTEL	360		Owned
LUX-0464		2021	2021	XXXXXXXXXXEL	30			Independent			ROMA	A	RM	LAZIO	CITY HOTEL & RESTA	360		
LUX-0465		2023	2023	XXXXXXXXXXEX	197	ROSEWOOD	ROSEWOOD	Chain	I		ROMA	A	RM	LAZIO	VERTICAL CITY HOTEL	360		
LUX-0466				XXXXXXXXXXINS	70			Independent			FICCIONE	S	RM	EMILIA-ROMAGN	BEACH HOTEL	360	0	
LUX-0467				XXXXXXXXXX	54			Independent			FR-IN	S	RM	EMILIA-ROMAGN	BEACH HOTEL	360	0	
LUX-0468		2010		XXXXXXXXXX	169	BATAN SELECT HOTELS	BATAN SELECT HOTELS	Chain	D	FR-IN	S	RM	EMILIA-ROMAGN	BEACH HOTEL	360		Owned	
LUX-0469				XXXXXXXXXX	58			Independent			ALTAVILLA SILENTINA	L	SA	CAMPANIA	COUNTRY RESORT & E	360	0	
LUX-0470				XXXXXXXXXX	67			Independent			LHM/ AMALFI	L	SA	CAMPANIA	BEACH RESORT & SPA	240	1	
LUX-0471		2010		XXXXXXXXXXXXXXXXXXXXXX	53	NH COLLECTION	NH HOTELS	Chain	I	PFD	AMALFI	L	SA	CAMPANIA	VERTICAL CITY HOTEL	270		Lease
LUX-0472		2021	2021	XXXXXXXXXXXXXX	45			Independent			AMALFI	S	SA	CAMPANIA	BEACH HOTEL	240		

Read me | Legenda | CENSUS Raw Data | Revenues | Total RevPAR | EBITDA Euro | EBITDA KEY & %

## Total RevPAR (TRevPAR) DATA FOR OVER 430 luxury hotels

**THRENDS** Total RevPAR (TRevPAR) Euro  
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ID	HOTEL	Keys	BRAND	Destination	Region	Type of Building	Top Luxury	Business Model	Allocated	Discontinued Operations	2020	2019	2018	2017	2016	2015	2014
LUX-0027	XXXXXXXXXX	15		POLIGNANO A MARE	PUGLIA	RESTAURANT HOTI	1	0			1,247	1,430	1,161	788	664		44
LUX-0028	XXXXXXXXXXE1 & SPA	48	XXXXXXXXXXL	POLIGNANO A MARE	PUGLIA	COUNTRY RESORT & SPA	Franchis	0							433		
LUX-0031	XXXXXXXXXXSORT	29		CORTINA D'AMPEZZO	VENETO	MOUNTAIN RESOR	1	0				534	534	504	462	428	356
LUX-0032	XXXXXXXXXXSPA	74	XXXXXXXXXX	CORTINA D'AMPEZZO	VENETO	MOUNTAIN RESOR	0	Franchis			456	432	421	363	333	259	30
LUX-0035	XXXXXXXXXXCORTINA D'AMPEZZO	126	XXXXXXXXXXN	CORTINA D'AMPEZZO	VENETO	MOUNTAIN RESOR	0	MCA			189						
LUX-0037	XXXXXXXXXX	278	XXXXXXXXXX	FASANO	PUGLIA	COUNTRY RESORT	1	Owned			563	534	512	486	341	311	
LUX-0038	XXXXXXXXXX	15	XXXXXXXXXX	FASANO	PUGLIA	COUNTRY RESORT	1	Owned			449	448	411	350	400	28	
LUX-0039	XXXXXXXXXXNICO	47	XXXXXXXXXX	FASANO	PUGLIA	COUNTRY RESORT	0	Owned			389	379	405	427	337	36	
LUX-0040	XXXXXXXXXXLIZZA	40	XXXXXXXXXX	FASANO	PUGLIA	COUNTRY RESORT	0	Lease			557	415	442	429	416	394	37

Read me | Legenda | CENSUS Raw Data | Revenues | Total RevPAR | EBITDA Euro | EBITDA KEY & %

## REVENUES DATA FOR 7-8 YEARS, TOTAL & PER KEY

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ID	HOTEL	Keys	BRAND	Destination	2019	2018	2017	2016	2015	2014	2013	2019 / Key	2018 / Key	2017 / Key	2016 / Key	2015 / Key	2014 / Key
LUX-0070	XXXXXXXXXXXXXX	114		CADIPNETRA	10,682,739	6,784,043	7,799,777	7,224,138	6,875,804	2,840,804	2,280,088	93,708	59,509	68,419	63,378	60,314	2
LUX-0071	XXXXXXXXXXXXXX	70		CALDAJO SULLA STRADA DEL	5,321,179	5,325,449	5,183,934	5,254,520				76,017	76,078	74,056	75,965		
LUX-0072	XXXXXXXXXXXXXX	30	XXXXXXXXXXS	CASTELPOTITO	6,651,559	6,282,617	5,982,668	5,685,081	4,791,297	1,529,253		221,719	209,421	196,756	186,836	159,710	6
LUX-0073	XXXXXXXXXXXXXX	52		COLFISCO	3,486,326	3,534,165	3,763,708	3,540,207	3,228,982	3,065,303	3,257,512	67,045	67,965	72,379	68,081	62,896	5
LUX-0074	XXXXXXXXXXXXXX	42		CORNANO APPIANO	10,465,751	9,362,782	6,119,861	6,311,837	5,416,232	4,974,013	4,455,734	249,185	222,923	145,711	150,282	128,958	11
LUX-0075	XXXXXXXXXXXXXX	54		CORVARA IN BADIA	8,846,911	8,499,475	7,527,246	7,552,828	6,421,341	6,383,197	5,917,221	163,832	157,398	139,393	139,867	118,914	11
LUX-0076	XXXXXXXXXXXXXX	40		FILE ALLO SCILLARI	3,207,815	2,817,261	3,438,529	4,186,796	3,756,983	3,257,306	2,909,295	80,175	70,432	85,963	104,470	93,925	6
LUX-0080	XXXXXXXXXXXXXX	41		LANA	3,708,490	3,645,186	3,867,697	3,917,872	3,850,025	3,632,189	3,708,896	90,256	88,907	94,334	95,558	93,903	6
LUX-0081	XXXXXXXXXXXXXX	48		HAPLENZO	3,442,551	3,345,019	3,393,844	3,161,703	1,934,718	1,879,525	2,005,156	71,720	69,688	70,795	65,869	40,307	3
LUX-0082	XXXXXXXXXXXXXX	100		NERANO	38,827,426	39,729,583	39,263,814	38,809,691	40,562,418	41,940,144	41,317,960	388,274	397,296	392,638	388,097	405,624	41
LUX-0083	XXXXXXXXXXXXXX	44		NERANO	6,419,425	4,168,318	755,806	673,226	537,842			145,896	94,735	17,177	15,301	12,224	

Read me | Legenda | CENSUS Raw Data | Revenues Euro | Total RevPAR | EBITDA Euro | EBITDA KEY & %

## Revised EBITDA, EBITDA/KEY & % for over 390 luxury hotels

**THRENDS** EBITDA / KEY Euro, EBITDA % (on GO)  
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ID	HOTEL	Keys	BRAND	Destination	2019 / KEY	2018 / KEY	2017 / KEY	2016 / KEY	2015 / KEY	2014 / KEY	2013 / KEY	2020 %	2019 %	2018 %	2017 %	2016 %	2015 %	2014 %	
LUX-0084	XXXXXXXXXXXXXX	44		TROLD				58,063	58,938	51,780	43,744	41,267				34%	35%	32%	30%
LUX-0085	XXXXXXXXXXXXXX	55		VALDADRA	11,464	11,137	15,678	12,174	13,989	12,685	8,538			17%	16%	22%	18%	22%	21%
LUX-0086	XXXXXXXXXXXXXX	60		VALLE DI CASIES	32,678	27,812	27,306	24,248	23,537	21,531	27,484			27%	23%	22%	23%	25%	26%
LUX-0087	XXXXXXXXXXXXXX	48		CASTIADAS	17,187	16,523	9,676	7,582	17,547	28,862				18%	18%	12%	18%	26%	16%
LUX-0088	XXXXXXXXXXXXXX	10		DOHUS DE HAFRA	19,512	23,362	17,404	14,703						17%	19%	19%	16%		
LUX-0089	XXXXXXXXXXXXXX	723		PULA	27,521	36,060	29,293	28,489	24,479	3,874				27%	32%	30%	31%	29%	5%
LUX-0090	XXXXXXXXXXXXXX	122	XXXXXXXXXXXXXX	VILLASIMUS	- 503	- 1,031	- 4,063							-1%	-1%	-7%			
LUX-0091	XXXXXXXXXXXXXX	36		SANTO STEFANO BELBO					49,328	19,886	340						31%	10%	
LUX-0092	XXXXXXXXXXXXXX	38		SEPPALLINGA D'ALBA	- 7,431	- 5,721	- 4,294	- 17,688	- 15,577	- 12,271	- 11,931			-7%	-5%	-4%	-18%	-17%	-22%
LUX-0093	XXXXXXXXXXXXXX	95		BELLAGIO	24,621	23,338	28,014	21,788	28,482	21,363	19,251			19%	19%	25%	20%	26%	22%
LUX-0094	XXXXXXXXXXXXXX	75	XXXXXXXXXXXXXX	ELEVIDO	- 19,439	- 5,793	- 8,672	- 2,461	- 4,543	- 19,988	- 28,193			-10%	3%	6%	2%	3%	-15%

Read me | Legenda | CENSUS Raw Data | Revenues | Total RevPAR | EBITDA Euro | EBITDA/key & %



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Get **comfortable** with luxury investments.



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