

EMMA VILLAS OPENS TO THE INTERNATIONAL MARKET AND LAUNCHES CHIARA TRAVELS IN LONDON FOR THE SHORT-TERM RENTAL OF VILLAS AND CHALET IN INTERNATIONAL LOCATIONS

As of today, the brand new website, www.chiaratravels.com, dedicated to luxury villas and chalets in international locations, is online. To date, Chiara Travels boasts a growing portfolio of 160 properties in exclusive locations in the Alps and the Mediterranean, including Croatia, Spain, Greece, France, Austria and Portugal. An expansion of the portfolio to 600 properties is expected.

Global tourism is healthy once again. Industry revenues are estimated to reach 2.5 trillion euro in 2023, with Europe listed among travellers' favourite destinations.

1 in 2 Italians, in summer 2023, dreamed of holidays outside their national borders, according to research by **Emma Villas Data Observatory**. The company's data indicates that even within a single calendar year, Emma Villas' clients alternate between Italian and foreign destinations for their holidays. The most desired destinations? Europe, with Greece (50%), France (44%), Portugal (33.6%), Croatia (25%) and Spain (23.4%) in the top spots.

London, 6 November 2023 – Emma Villas S.p.A., a leading company in Italy in the vacation rental sector (short-term rentals of prestigious villas and estates), listed on the Euronext Growth Milan segment of the Italian Stock Exchange, launches *Chiara Travels* on the market today. The new portal, managed by the Company, is dedicated exclusively to prestigious villas and chalets in foreign destinations, which can already be booked on the website www.chiaratravels.com. Chiara Travels is a major new entry in a sector which, this year, for the first time, has begun to flourish again. It is estimated that in 2023, tourism revenues will reach 2.5 trillion euro and that Europe will be the preferred destination.

To date this year, the most visited European destinations are France, with 71.6 million arrivals, Spain with 71.6 million, and Italy with more than 46 million. The sector is healthy. In Italy the results of 2019 have finally been exceeded - indicating the current year as the ideal time for the great return of quality travel. It is in this context that Chiara Travels fits in. Building on the expertise of Emma Villas, an experience of almost twenty years and a client portfolio of over 50 thousand guests every year, this new project leverages a qualified team of villa specialists and a network of local partners, capable of selecting top properties in Europe and meeting the expectations of guests, in line with the company's quality standards. The objective is to propose new foreign destinations to clients already present in the Emma Villas database as well as to new clients through targeted marketing activities, relationships with travel agencies and operators specialised in the "villa segment" at an international level.

The project took shape in 2022 thanks to the enthusiasm of a team of travel professionals with a strong knowledge of the international market. The first phase of development materialised through the selection of properties in the most iconic and enchanting places in the Mediterranean and beyond: Croatia, Spain, Greece, France, Austria, Portugal. From Provence to the Cyclades, from Madeira to Megève, Chiara Travels is a journey to the most iconic destinations. It is a proposal to clients who have been travelling with Emma Villas for almost 20 years and to new travellers from all over the world in search of relaxation, privacy and security in dream homes, immersed in nature, by the sea but also in the mountains.

It is no coincidence that *Chiara Travels* was recently presented at the World Travel Market in London, the most important annual international travel and tourism event. It is a confirmation of the desire for Emma Villas to expand their business abroad.

Chiara Travels is inextricably linked not only to Emma Villas, but also to the story of an entire family. In fact, the new portal arose from the vision of the founder and CEO Giammarco Bisogno and from his daughter Chiara's passion for travel, hence the name of the brand. "In the development process of Emma Villas – says Giammarco Bisogno - we felt the need to look beyond our national borders, knowing the habit of our clients to alternate Italian and foreign destinations for their holidays, even within a single calendar year. Chiara Travels is a project of which we are proud, the crowning achievement of a dream that will take our expertise in Hospitality outside Italy. The new brand, which we shall develop in parallel with Emma Villas (which maintains its focus on villas in Italy), aims to fulfill all the holiday desires of our foreign (86% of the total) and Italian (14% of the total) clients. In fact, we address all our guests, more than 50,000 every year (in 2022 approximately 25% of clients have travelled with us at least twice) and a database of 150,000 clients, built up over almost 20 years of activity. This important cross-selling opportunity and the commercial strength of our team makes us very optimistic about the success of this new venture, with the ambitious goal of reaching approximately 600 villas managed by Chiara Travels within the next three years and achieving a significant sales volume supported by a progressive inclusion of services and experiences".

EMMA VILLAS

info@emmavillas.com

info@chiaratravels.com

+ 39 338 7892293