

## **“EMMA VILLAS ACADEMY” KICKS OFF FOR THE SECOND YEAR OBJECTIVE TO TRAIN UP TO 170 PEOPLE IN THE VACATION RENTAL HOSPITALITY SECTOR NOT ONLY ACADEMY, BUT ALSO RECRUITING OF NEW RESOURCES**

*-After the success of the first edition of the project that led to the training of about 100 agents in the sector, the leading company in Italy in the vacation rental market of prestigious villas, country houses and residences, again commits to the training and updating of the resources, extending the courses to the newly selected figures as well.*

*-Emma Villas aims to sustain their growth through recruiting and training to maintain the high quality of their service, appreciated every year by more than 50,000 guests and about 590 owners (a number up by +12.45% compared to last year). The most sought-after professional profiles regard booking and concierge accounts, property managers and quality inspectors, portfolio managers, administrative staff, sales managers and marketing accounts.*

*-An approach born from the need to support the tourism sector which requires more and more professionalism and which needs new agents to cope with the increase of the flows in recent years.*

Chiusi (SI), November 30, 2023 – To train about **170 people in the hospitality sector in a year**. This is the ambitious goal that Emma Villas, Italian leader in the vacation rental market (short-term rentals) of prestigious villas, country houses and residences, has set for the year 2024 with the Emma Villas Academy, the project dedicated to the growth and enhancement of new figures in the tourism sector. Created between 2022 and 2023, the Emma Villas Academy closed their first year with an important milestone: 36 resources trained for the Commercial department, 25 for the Quality department and 28 for the Property Manager department, 50 Master Dealers and others for a total that exceeds 100 agents in the sector who have been able to acquire the necessary skills to face the challenges of the market and to improve the performance of acquisitions, to contribute to ensuring a high standard of service as well as effective and specialised assistance for properties managed exclusively by Emma Villas.

This is a major investment with which the Italian company, listed as of this year on the Euronext Growth Milan market, and which, already in October, recorded a **+4.18% with respect to the total bookings recorded in 2022 and which to date registers an increase of the portfolio of villas of +12.45% with respect to last year**, makes their contribution to a sector which, after the crisis due to the pandemic, is again flourishing and which in 2023 has reached pre-covid levels. Today, in fact, the data indicate that, in light of the increases in tourist flows, over the past year the accommodation and restaurant services sector has recorded the greatest employment growth (+10.3%). Compared with the previous year, the number of employees in the sector has increased from 1 million 259,000 to 1 million 338,000 (130,000 more, or 25.3% of new jobs created during the 12-month period). However, out of 100 employed, only 17.1% are highly qualified professionals. And this is where Emma Villas steps in, with their objective to train new specialists and to strengthen their team of collaborators: the selections are open for the entry of **key figures in the vacation rental sector, which requires booking and concierge accounts, property managers and quality inspectors, portfolio managers, administrative staff, sales managers and marketing accounts.**

*“After the success of the first year of activity – declares Giammarco Bisogno, Founder and CEO of Emma Villas – for 2023-24 we have also confirmed an important investment in the training of our team and in the entry of new resources. The Emma Villas Academy was born from the specific need to maintain the high quality of the service offered to meet the needs of a growing market and to maintain the standards that the more than 50,000 guests welcomed yearly from all over the world demand from a company like ours. And to do so, we need to monitor the quality of the villas and the standard of their management through new professional and specialised figures such as Portfolio Manager, Property Manager, Quality Inspector, Sales Manager, Concierge Manager and the Marketing and Communication Account. We do this by focusing on training and through the support of a team of qualified trainers.”*

## THE TRAINING COURSE

The courses will be provided starting from November 29<sup>th</sup> at the Chiusi (SI) headquarters, in Rome and on the dedicated platform active all year round for the use of the topics. There are two main modules: the first dedicated to technical training and the second dedicated to "Change Management". The module dedicated to technical training aims to analyse transversal topics both for new collaborators and juniors of the sector and for those requiring further specialisation. Among the topics covered in the study plan, is also a deep dive into the Emma Villas world through a programme dedicated to the foreign team that follows Chiara Travels, the group's new brand that offers short-term rentals of prestigious villas and country houses abroad, and to the integration of the offer that the new brand entails with the inclusion of booking, concierge, sales and marketing figures. In addition to these, there are also six-monthly **presentation sessions of the new Emma Villas facilities which, during 2023, have increased by +12.45% compared to the previous year.** The technical training conducted by the Academy is accompanied by a project of Change Management. The programme is aimed at the senior management and the teams and includes the involvement of external trainers who will accompany the path of constant updating of leadership, project management and teamwork skills.

## BUT WHO ARE THE NEW PROFESSIONAL FIGURES SOUGHT BY THE COMPANY AND TRAINED BY THE EMMA VILLAS ACADEMY?

Emma Villas is an "all in one" interlocutor for the owner, a partner who, thanks to their approach and to an operational structure, both central and local, can intervene with a single agreement, on all the aspects of interest of the owner: immediate rental revenues; annual or seasonal property management; renovation and improvements to the property (interiors, gardens, swimming pool); insurance coverages; bureaucratic obligations and tax compliance. In line with these characteristics, the Emma Villas Academy aims to train:

- **Property Managers:** required to handle the **overall management and control of the property** as well as all activities supporting the rental: continuous supervision of the property, reception, coordination of the on-site resources who take care of the garden, swimming pool and relative cleaning.
- **Quality Inspectors:** responsible for **controlling the quality standards of the facilities** to ensure quality and comfort so as to offer the client a product in perfect "feedback-proof" condition.
- **Concierge Managers:** carry out pre, during and post-stay customer service, administration and reception, problem solving, international client management and arrival details during the season.
- **Booking Operators:** deal with sales support and booking management
- **Commercial Agents or Portfolio Managers:** handle the acquisition and the management of relationships with the villa Owners.

All profiles to be completed by **proficiency in English** while, for many, the knowledge of the real estate market is essential, as is the ability to move independently.

**To apply, you should send a presentation email attaching CV and photo to [mailing@emnavillas.com](mailto:mailing@emnavillas.com).**

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*Emma Villas: Emma Villas is an Italian Incoming Tour Operator. It operates in the sector of weekly tourist rentals of luxury villas and country houses with private pools. It currently manages, on an exclusive basis, more than 550 properties throughout Italy, welcoming more than 50,000 international guests every year. Property Management, Smart Hospitality, dedicated Concierge 7/7, Guest & Property Protection are among the elements that characterise the*

*Emma Villas mod*

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