

**WINTER HOLIDAYS IN PRESTIGIOUS VILLAS OR CHAETS: THE EMMA VILLAS GROUP PROPOSE THEIR DESTINATIONS FOR THE HOLIDAY SEASON IN ITALY AND THE TOP DESTINATIONS OF CHIARA TRAVELS FOR SKI HOLIDAYS ABROAD.  
IN ITALY CHRISTMAS AND NEW YEAR BOOKINGS UP BY 37% COMPARED TO 2022**

- *With Christmas and New Year just around the corner, the passion for travel continues to grow. Whether in the countryside or in the mountains, the **Emma Villas Group**, a leading company in the villa vacation rental sector, registers a 37% increase in bookings for Italy for the holidays compared to last year and, from Cannes, are also launching their first Winter Collection in the snow*
- ***Emma Villas**: thanks to their locations immersed in the countryside and relaxation, Tuscany (+16%) and Umbria (+57%) are the most desired and booked regions by families and groups of friends for the Christmas holidays*
- ***Chiara Travels**: the Group's brand dedicated to international destinations, propose breathtaking chalets in the Austrian and French Alps, ideal for enthusiasts of skiing and winter holidays in the mountains*

Cannes, 6 December. The Emma Villas Group is in Cannes at the **International Luxury Travel Market, one of the most exclusive events** dedicated to the world of travel, to present their Winter Collection. The desire to travel continues to represent a steadily growing boom. After a summer that broke every record since 2019, the winter period is also experiencing its own moment of unexpected success. Thanks to the desire to spend a period of tranquillity, away from daily stress, and the upcoming Christmas and New Year holidays, forecasts indicate that the months of December and January will see millions of people on the move in search of the perfect place to "switch off". A confirmation that comes from the latest estimates according to which **8.52 million Italians** will be leaving for the long weekend of December 8 alone. Giving an overview of how the winter period will go, is the Emma Villas Group - a leading company in the vacation rental (short-term rentals) of luxury villas and residences and listed on the Euronext Growth Milan market - which today, December 6, is present **at one of the most exclusive events** dedicated to the world of travel in Cannes and, on this occasion, presents their **Winter Collection**: the top unmissable destinations both in Italy, where to spend the Christmas and New Year holidays, and abroad, for winter holidays in prestigious chalets in the French and Austrian Alps.

*"In our country, **the villa is increasingly becoming the ideal destination and place to build unique memories, such as those related to the Christmas or New Year holidays**", explains **Giammarco Bisogno, Founder and CEO of the Emma Villas S.p.a. Group**. "Ours are facilities with **very high quality standards** and this year, thanks to the launch of Chiara Travels, we are also able to respond to the holiday wishes of those wanting to travel abroad and book winter stays in the snow: hence the launch of our "Winter Collection". It is no coincidence that the chalets selected in the French and Austrian Alps, ideal for alpine sports enthusiasts, are true fairy-tale retreats, and that our facilities are immersed in nature for relaxing holidays. The trend for holidays in unique locations is becoming increasingly popular as an ideal and affordable alternative, and is confirmed by the positive numbers of this season. Suffice it to say that **Emma Villas**, for the Christmas period, is*

*registering a +37% in the number of bookings, with Tuscany (+16%) and Umbria (+57%) leading both in terms of bookings and growth trends compared to the previous year, with an average stay in our facilities of over 5 days, or +4% compared to the same period in 2022, despite concerns due to price increases and the difficult international context" concludes Bisogno.*

The Winter Collection proposed by the Emma Villas Group follows two parallel and complementary lines: a selection of iconic destinations abroad with Chiara Travels, ideal for mountain lovers, and a true winter getaway in Italy with Emma Villas in destinations immersed in nature.

### **CHIARA TRAVELS AND THE "MAGIC OF SNOW": 4 DESTINATIONS IN THE MOUNTAINS OF THE AUSTRIAN AND FRENCH ALPS**

For **Chiara Travels**, the new Emma Villas brand that looks abroad, the "must have" of the winter season is a holiday in the Austrian and French Alps, enchanted places among ski slopes, breathtaking landscapes and unique, carefully-selected, locations. To indicate on the wishlist of stops immersed in fairy-tale panoramas: **Hochkrimmele and Koenigsleiten in Austria and Megève and Combloux in France.**

The Austrian Alps offer an unparalleled experience for mountain lovers and winter sports enthusiasts. Enveloped in unparalleled natural beauty, these towering peaks offer the perfect winter retreat. Amid snowy landscapes, Chiara Travels proposes the resorts of Hochkrimmel and Koenigsleiten, steeped in a rich cultural tradition for an unforgettable Alpine adventure, an ideal destination for both sports enthusiasts and those seeking serenity and relaxation. Here are the enchanting residences in the snow:

<https://www.dropbox.com/scl/fo/he8j04t0h5vppzbtq2dfv/h?rlkey=6808mczo3sbce7r92x36bm8zc&dl=0>

The French Alps are also a winter paradise for snow sports enthusiasts. All the resorts featured in the Chiara Travels portfolio boast some of the largest ski areas in Europe, but it is picturesque villages, like Megève, and mountain retreats nestled in the Alps, like Combloux, that are the true pride of this Alpine region. These are the picture-postcard locations that can be booked for this holiday season:

<https://www.dropbox.com/scl/fo/slu2leotv6st31pa64gvk/h?rlkey=t4akb9gqugvefxdsning3bjoj&dl=0>

### **EMMA VILLAS: DESTINATIONS IN ITALY FOR CHRISTMAS HOLIDAYS DEDICATED TO NATURE AND RELAXATION**

The **4 regions** proposed by Emma Villas for your holidays, each with its own secrets and wonders dedicated to relaxation and peace, are: **Tuscany, Umbria, Lombardy and Sicily.**

**Tuscany**, with its picturesque art cities and medieval *borghi* such as Florence, Arezzo, Siena, Pisa, Montepulciano and Cortona, is the quintessential top destination for an unforgettable Christmas stay with Emma Villas. Here are the villas to choose from:

<https://www.dropbox.com/scl/fo/g0suysls6uqa2yezrjgza/h?rlkey=7emmypmw05sl07gwqvf5ptyeb&dl=0>

**Umbria**, with its enchanting evocative locations, including Perugia and Orvieto, Umbria offers a



EXCLUSIVE VILLAS FOR RENT

selection of prestigious villas that can immerse guests in relaxation and tranquillity, allowing them to enjoy a unique Christmas and New Year. Here are the recommended locations:

<https://www.dropbox.com/scl/fo/gq5d8rmuo62l0b137h70w/h?rlkey=j32xkegtqv1391x9jbvp3p0ij&dl=0>

**Lombardy, with its famous Lake Como**, is a destination that knows how to captivate thanks to its discreet elegance and the breathtaking panorama that contrasts the lake and the mountains. Como offers a refined and romantic setting for celebrating Christmas and New Year and is the ideal choice for those seeking an elegant and romantic Christmas retreat on the shores of one of the most fascinating lakes in Italy. Here is a selection of the homes:

<https://www.dropbox.com/scl/fo/4t2hk6pztzp4uhrioyhry/h?rlkey=n2c37v53zm1g40o3bdaqj0zre&dl=0>

**Sicily** with its coastal gems and charming towns presents itself as an extraordinary Christmas destination, an alternative to other proposals focused more on villas located in the countryside. From Palermo, with evocative Cefalù, to Trapani and picturesque Castellammare del Golfo, Messina with enchanting Taormina, to Catania and Ragusa, the selection of Emma Villas embraces the unique beauty of the northwest and east coast of the island.

Discover the villas of Emma Villas immersed in nature, history and Sicilian gastronomy here:

<https://www.dropbox.com/scl/fo/6v0ttzyu4plpi4ark700c/h?rlkey=eoduvdhgykqan2epvb670sgqb&dl=0>

*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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