



VILLE IN AFFITTO IN ITALIA

TOURISM, SHORT RENTALS OF PRESTIGIOUS VILLAS: EVERYONE IS CRAZY ABOUT TUSCANY, BOOKINGS IN THE PROVINCE OF GROSSETO (+15%) ARE FLYING FOR THE SUMMER SEASON

EMMA VILLAS CONFIRM THEIR COMMITMENT TO THE TERRITORY IN SUPPORT OF A TOURIST OFFER THAT INCLUDES ART, NATURE AND EXCLUSIVE EXPERIENCES

WITH SUPPORT FOR THE CONTEMPORARY ART PROJECT "HYPERMAREMMA" , THE APPOINTMENT IS UNDER THE STARS OF CAPALBIO, IN A FAIRYTALE SETTING

AT AN EXCLUSIVE ART AUCTION

- *Tuscany continues to be the most desired destination for tourists: it is the first region for the number of bookings of villas and prestigious residences, with 49% of total bookings in 2024, and has recorded a boom in bookings for summer stays, with over 2,200 weeks booked.*
- *The company's journey, to discover the bond between art and nature in Argentario and the Maremma, continues. In search of unique experiences to offer their owners and guests, this year Emma Villas is supporting "HYPERMAREMMA" and its contemporary art project in the territory. The next event is the exclusive art auction which will be held on July 13 in Capalbio.*
- *Who visits the Maremma? Mainly Germans, followed by Italians and Americans, all in love with the local beauties.*
- *The must-haves for an unforgettable summer: slow holidays, full of outdoor activities and the rediscovery of the artistic treasures and history of the area. And to respond to holiday desires, the Emma Villas Hub-Store reopens in Orbetello*

Orbetello, July 12 – For the 2024 summer season, Tuscany has once again confirmed its position as the queen of Italian tourism, ranking as the first region for the number of bookings of villas and prestigious residences with 49% of the total recorded in 2024. In particular, the Region has found, as always, great interest and notable results in terms of bookings for summer stays, with over 2,200 weeks booked in the May-September period and a 15% increase in the province of Grosseto.

This was revealed by **Emma Villas**, the leading company in the vacation rental sector of villas and prestigious residences with over 650 properties in Italy and listed on the Euronext Growth Milan segment organised and managed by Borsa Italiana S.p.A., which **has seen a significant increase in bookings for this type of solution**, particularly in the province of Grosseto, for an overall total of over **260 weeks booked** (+15% compared to the same date last year for the 2023 season). And, precisely to celebrate the territory, the uncontaminated nature of the Maremma in the name of love for art, Emma Villas will be alongside "HYPERMAREMMA" and the famous contemporary art festival in the area, supporting the Art Auction to be held on July 13 in Capalbio in an exclusive natural setting.

According to the **Emma Villas Observatory**, a privileged lens on the tourism of villas and prestigious residences, Tuscany with its Maremma is, in fact, very popular with all tourists, specifically **Germans (19%), Italians (16%) and Americans (8%)**, who choose the province for a stay of more than a week, with an



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average price per structure of €5,400 per week. Confirmation for the passion for Tuscany and its beauties also comes from the official data according to which, with **over 5.8 million expected arrivals**, the 2024 summer season in the Region will be positive with good growth prospects for the coast.

But what are the musts for an unforgettable summer? This is revealed by the Emma Villas Observatory, according to which the holidays will be **slow, rich in outdoor activities** and the rediscovery of the **artistic treasures** and history of the area through **gastronomic tours and among local artisans**. The desire for an **authentic holiday rich in experiences linked to nature and art** are, however, desires that can be realized not only thanks to the residences of Emma Villas immersed in nature, but also through the cultural offer of realities such as "**HyperMaremma**" which has the objective of enhancing through art the beauty of the Maremma and which, on July 13 in Capalbio, will give life to an exclusive auction

*"We are happy to support "HyperMaremma": with this reality we **share a love for the territory and the beauty**, aspects that distinguish us as a company that works to make hospitality a unique and authentic experience. The auction organised this year is an event that we support with enthusiasm because it was conceived in the name of a perfect union between art and territory. It was precisely in Orbetello, within the evocative setting of Monte Argentario, that we opened one of our Hub-Stores just over a year ago, with the aim of being a point of reference both for owners who want to include their villa in our network, and for guests looking for valuable holiday properties, quality experiences and services in the region" declares **Giammarco Bisogno**, CEO of Emma Villas.*

THE EMMA VILLAS STORES, A NATIONAL PROJECT THAT FOCUSES ON LOCAL REALITIES. Inaugurated last year, the Hub Store in Orbetello was created as a point of reference for a community of international owners and guests. The project, in fact, has the ambitious goal of contributing to the construction of a virtuous chain of economic development oriented towards the enhancement of the territory. The company is able to offer the owners a rental and property management solution to cover all the tasks connected to the rental and, to the guests, the support of a dedicated concierge to fully enjoy the unique experience of a villa holiday. The Emma Villas stores aim to become a point of reference for the Vacation Rental sector, both for tourists and for owners. In fact, they represent on the one hand the **fulcrum of the acquisition of new properties**, intercepting all the needs of the owners connected to the lease, such as immediate and guaranteed income, property management, smart hospitality and support in the redevelopment of properties and, on the other hand, a **point of reference for guests** who can choose where to take their next holiday, integrating in their stay unique experiences of an artistic, food and wine nature or enjoyment of the area from a naturalistic and sporting point of view.

Emma Villas: Emma Villas are an Italian Incoming Tour Operator operating in the sector of weekly tourist rentals of luxury villas and country houses with private swimming pools. They currently manage, exclusively, over 600 properties throughout Italy, welcoming more than 55,000 international guests every year. Property management, Smart Hospitality, dedicated Concierge 7/7, Guest & Property Protection are among the elements characterising the Emma Villas model.

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