

ALDO MELPIGNANO PRESENTS EGNAZIA OSPITALITÀ ITALIANA:
A HOTEL MANAGEMENT GROUP WHOSE MISSION IS THE ENHANCEMENT OF
ITALIAN HOSPITALITY

Savelletri di Fasano (Brindisi), Wednesday 8 March 2023 - In a rapidly evolving hospitality scenario, Aldo Melpignano presents **Egnazia Ospitalità Italiana**, the new hotel management group whose main objective is to become a **reference point** for **entrepreneurs** and **hotels** that intend **tourism development as an opportunity to enhance territories and traditions**, a unique heritage to be promoted and protected, through a constant search for innovation, offering unique experiences inside and outside the structures.

The Group intends to provide an **operational management model** that enhances an **all-Italian hospitality culture**, through tools, technologies and skills that are always contemporary and innovative, necessary to develop efficient, competitive business models capable of focusing on the real protagonist: **the customer**.

"The international hotel companies, which I admire for the way they have operated in recent years, show a growing attention to Italy and are buying or taking over real jewels throughout the territory, not only in the primary cities that were the only interest until recently. This has certainly brought new skills and raised the level of hospitality. In this scenario, independent structures are facing new challenges that require higher quality of services, better preparation, and more efficient management tools, in a context of constant learning. Egnazia Ospitalità Italiana aims to support these realities. We want to make our know-how available to iconic structures or structures with great potential, to preserve the nature of Italian hospitality which is made up of a warm and spontaneous welcome and a strong bond with the territory." Said Aldo Melpignano, Founder and CEO of Egnazia.

It is therefore a new challenge for Aldo Melpignano, whose story begins in 1996 - when he supported his mother in the opening of *Masseria San Domenico* -, and takes shape through more than ten years of experience in the world of finance and alongside the greatest figures of the international *Hotellerie*. A milestone in his path, which includes its contribution to the development and evolution of family hotels, is the birth of **Borgo Egnazia**, which has established itself as a **success story of tourism entrepreneurship** thanks to the contribution that the hotel management model set by Aldo Melpignano has been able to provide to the development and promotion Puglian territory.

"We want to work with those who propose an experience that cannot be lived elsewhere, or with those who intend to achieve this goal, promoting or discovering places in our Italy, even those less known, but for this reason rich in potential to be developed according to our model, which is made of respect and enhancement of the places, territories and people who live there" Aldo Melpignano continues.

Egnazia already includes several structures distributed throughout the Italian territory, in addition to some properties of the Melpignano family, including **Masseria Le Carrube** in Ostuni, there is the **Santavenere in Maratea**, the **HOTEL de LEN** in Cortina d'Ampezzo, and two other openings planned for 2024: **Castel Badia** in Brunico and a **structure on the outskirts of Rome**. The goal is to **reach 2027 with a portfolio of twenty managed structures**.

This path of promotion and enhancement of Italianness includes the collaboration between **Aldo Melpignano and Red Circle**, Renzo Rosso's real estate investment and hospitality company, regarding the operational management of the Hotel Ancora in Cortina. Furthermore, the collaboration with the **Arsenale group** started with the management of Santavenere.

Each hotel of the Egnazia Group has **its own identity** and is positioned on the market according to the individual potential of the structure: this is part of the Group's desire to protect the characteristics of a heterogeneous hotel heritage, **giving value to the peculiarities of each hotel**.

The structures of the Egnazia group achieved a total turnover of 75 million euros in 2022, offering work to 840 collaborators and favoring - thanks to the corporate approach that aims to enhance the territories - an important economic spin-off in all the places manned by the hotels.

Egnazia today counts on a **managerial team** with great professionalism and competence, whose experience in various high-end sectors (from hospitality to automotive, to fashion) has been able to bring new stimuli and visions within the company. At the helm of the Group, there are established professionals: Maurizio Baietta – Marketing & Communication, Massimo Comes – Administration, Finance, and Control, Giuseppe De Benedetto – Sales, Eliseo Giannoccaro – Human Resources, Emanuele Manfroi – Operational Management, Teo Moccia – Design and Technical Supervision, Andrea Ribaldone – Catering and Food and Wine. Moreover, in this new adventure, Aldo Melpignano is also professionally accompanied by the precious support of his wife **Camilla Vender Melpignano**.

To guide this new path there will be the same **values** that the Egnazia group inherits from the success story of Borgo Egnazia, above all the centrality of the **human factor**: enriching the lives of guests and collaborators, enhancing the territories and local cultures, through a synergistic relationship between innovation and tradition.