



Garibaldi Hotels. A successful summer season

MILAN - The summer season ended with a plus sign for Garibaldi Hotels, the Italian hotel group with 12 properties in the Apulia, Sicily, Sardinia, Latium and Trentino regions, even if it only lasted just over two months. Domestic tourism was a big player and the Trentino and Apulia regions, with highs of 90%, were the two most popular destinations for the Group.

Apulia attracted many visitors thanks to its ease of access

«Despite the complexity of these difficult times the summer season was a positive one, albeit it with the difficulties of the very short seasonality and lack of consistent tourist flows from abroad - said Fabrizio Prete, General Manager of Garibaldi Hotels -. The best results came from Apulia and Trentino. Apulia has been leading the field for years as a reference tourist destination for the South long before Covid. A trend that continued this year thanks also to the fact that it is easily accessible compared, for example, to the Italian islands. The Trentino and the mountains in general have benefited from the desire to spend healthy holidays in the open air, and it always attracts strong flows from other northern Italian regions».



The Santina Resort in Sardinia is the Garibaldi Hotels new entry

Garibaldi Hotels opened the Santina Resort this summer. This modern property in Valledoria in the province of Sassari is on the northern coast in the center of the Gulf of Asinara. «Work on the Santina took longer than expected - said Prete - and we only managed to open in August. It's difficult to judge after such a short period but we received a lot of positive feedback and hit the highest ADR (average daily rate) of all the Group's properties».

European operators are already planning for summer 2022

The Santina also aroused the interest of several foreign operators with German, Polish and Dutch operators visiting the new property with an eye to making substantial investments in 2022. «As far as the Italian market goes, it accounted for about 85% of the Santina's turnover this summer and we are in talks with some of Italy's main TOs. Opening the property turned out to be a useful test and we are confident and optimistic for next summer».