

## Tourism: The Uniqueness of Unique Hotels of Italy

Natasha Lardera (February 25, 2013)



Unique Hotels of Italy (UHI) is a network of one of a kind hotels that offer the traveler exclusive access to luxurious dwellings and noble palaces of historical and architectural interest. The project has just been launched on the American market.

Against the splendid backdrop of Rome, there is a place where luxury and feeling at home come together in a new hospitality experience: [The First Luxury Art Hotel Roma](#) [2]. Located in the very heart of the eternal city, this 5-star luxury hotel is just a short walk from [Piazza del Popolo](#) [3], [Via del Corso](#), [4] and the famous [Spanish Steps](#) [5]. It is the ideal base for exploring the beautiful Capital while enjoying top-notch accommodations: truly, a unique experience.

A thorough restoration has turned this 19th century nobleman's palace into an elegant and edgy hotel with impressive pieces of artwork and designer furnishings throughout the common areas and suites... with its permanent and temporary exhibits, each of the 29 elegant and stylish rooms becomes a small private gallery, "yours" for a few days. The First, ranked #10 of 1,259 hotels in



Rome, offers a rooftop garden where guests can admire the charms of the city while enjoying a tasty meal, Michelin Star [Restaurant All'Oro](#) [6], the kingdom of Chef [Riccardo di Giacinto](#) [7] who is known for his unique talent to revive the authentic flavors of roman culinary traditions and reintroducing them with dazzling mastery into modern palate, 24 hrs. personalized service by a native speaker completely dedicated to customer needs, a spa, a running track and even art gallery consultation services.

Not too far, overlooking Bernini's Triton Fountain, in the historical center, there is another hidden gem, an ancient noble dwelling right in the heart of Rome, a rare luxury indeed. [Hotel Barocco](#) [8] is a four star luxurious palazzo offering guests superior standards of comfort and style. Stucco ceilings and elegant drapes suggest an atmosphere from times past, while 21st-century technology gives all the comforts of modernity. Hotel Barocco, rated # 5 of 1262 hotels in Rome on TripAdvisor, is known for its attention to detail, absolute cleanliness, unique and highly sought-after rooms that make any guest's stay a warm Italian experience full of magic.

Carefully refurbished in 2010 and 2012, Hotel Barocco features 41 rooms and a staff of 22 people at your client service, thus offering guaranteed luxury five-star attention. In the evening, for example, after a long, leisurely stroll, guests can treat themselves to a glass of Italian wine or a cocktail paired with a little taste of the best local cuisine as they listen to the tales the sommelier has to tell at the hotel's bar "Barolo." The breakfast buffet offers the highest quality Italian food, mostly featuring the prestigious Protected Denomination of Origin quality label.

The rare and unique beauty of Italy can be enjoyed in another favorite destination of world travelers, Tuscany. [Cortona](#) [9] is the Tuscan hill town in [Under the Tuscan Sun](#) [10], and it is home to [Villa di Piazzano](#) [11], a family run manor house dating back to 1464. Right in the midst of the idyllic countryside on the border between Tuscany and Umbria, this exclusive historical residence is surrounded by 1 hectare of gardens, protected by the Environmental Authorities, and has traveled through time. It was initially the hunting manor of [Cardinal Silvio Passerini](#) [12], a protégé of the [Medici Family](#) [13], and later became a convent for nuns. In the last two centuries it was operating as a tobacco and vine growing estate. Today it is owned by the Wimpole family who bought the villa in 1998, as it had been abandoned for a number of years.

Villa di Piazzano, winner of [Travelers' Choice 2013](#) [14] on TripAdvisor as one of the Top 25 small hotels in Italy, is not just a hotel but a home away from home of warm hospitality, reminiscent of an old world country estate where the Italian ritual of welcoming guests is maintained to the highest level. The hotel features original antique furniture, each of the 17 rooms is different from the other, outdoor facilities, including a terrace in the garden for open-air dining and a unique view of the fields of tobacco, vines, sunflowers and olive groves, a spectacular swimming pool, [L'Antica Casina di Caccia restaurant](#) [15], a foodie heaven specialized in Tuscan cuisine and homemade pasta, a cooking school and an ancient wine cellar.

A stay at the villa means being part of enchanting panoramas and precious traces of history.

Those who want to travel back in time can do so at the [Renaissance Tuscany Il Ciocco Resort & Spa](#) [16], an historic venue located in a green park in the [Tuscan Serchio Valley](#) [17] overlooking the Apuan Alps. Because of its abundant amenities and its perfect location it gives guests the opportunity to either enjoy a private stay savoring the beauty of Tuscany or a group gathering, either for business (think of a corporate networking retreat) or pleasure (soccer training or dream wedding come immediately to mind). Indeed Renaissance Tuscany Il Ciocco Resort & Spa features 180 rooms, 11 meeting rooms, 2 restaurants, a lounge bar and 1 ballroom... ideal for small or larger groups.

A stay at the hotel also means pampering, the [Beauty Spa and Wellness Area](#) [18] provide dozens of luxury treatments and health conscious choices. The spa's philosophy is based on attention to details and maximum regard for each and every guest's wishes. All treatments are rendered to enhance natural beauty with products by Austrian specialist Daniela Steiner aligned to individual skin needs. The Wellness Area is the perfect place to work out or relax. It features a totally functional gym, indoor swimming pool, soft sauna, shower with color therapy, ice fall and Turkish bath. Lovers of the outdoors can also enjoy hiking trails, horseback riding or other sporting facilities, including tennis,



basketball and soccer fields.

Renaissance Tuscany Il Ciocco Resort & Spa is at a close distance to [Barga](#) [19], one of Italy's most loved walled medieval towns known for its historic monuments, artistic richness and breathtaking views. The ideal spot to discover Tuscany with connections to Lucca, Pisa and Florence.

These four unique locations are the hotels of [Unique Hotels of Italy](#) [20] (UHI), a network of one of a kind hotels that offer the traveler exclusive access to luxurious dwellings and noble palaces of historical and architectural interest. The program has just been launched on the American market.

"People are increasingly in pursuit of something completely unique," Luigi Nappo of the Rome Office has said, "the ability to tell a story is what encourages consumers to travel and determines the final choice of a specific location or hotel."

Not all hotels can be part of UHI; the ones that are grouped under the UHI brand offer a unique experience that cannot be matched by any other competitor. It is not the quantity of amenities of a hotel that makes the difference but the benefits and advantages it offers. The goal of UHI is to represent Italy as an exceptional country through the proposal of accommodations that fulfill superior, non negotiable criteria.

People are familiar with the terms "boutique hotels," but here we are talking about "unique hotels." "Boutique hotel" is a term used to describe hotels which often contain luxury facilities of varying size in intimate settings with full service accommodations. Typically boutique hotels are furnished in a themed, stylish and/or aspirational manner. "Unique hotels" are the only ones of their kind. There is only one Villa di Piazzano with its underground wine cellar dating back to the 1400s... the ancient building techniques used to construct the underground wine cellar ensure a constant temperature of 16 degrees C, thus providing a perfect micro climate for some of the finest Italian wines... one Barga, one Spanish Steps...

Italy is a country rich in unique realities that visitors are always on the lookout for. The Independent European Daily Express reported on January 31st, 2013 "Italy was ranked fifth by the [United Nations World Tourism Organization](#) [21] (UNWTO) in terms of inbound tourist arrivals and international tourist receipts. Italy remains a year-round tourist destination. International travelers visit Italy in winter for skiing in the Alps and to visit Rome during Christmas. Around Spring and Easter time, tourists visit the country for religious reasons and to visit cities. In the summer, inbound tourists head for the country's Mediterranean beaches, lakes and historical cities. Owing to its popularity among international travelers, Italy is able to charge its tourists premium rates, which has made it an expensive destination for its unique offerings."

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[1] <http://www.iitaly.org/files/marriotttoscanycover1361808982.jpg>

[2] <http://www.thefirsthotel.com/>

[3] [http://it.wikipedia.org/wiki/Piazza\\_del\\_Popolo\\_\(Roma\)](http://it.wikipedia.org/wiki/Piazza_del_Popolo_(Roma))

[4] [http://en.wikipedia.org/wiki/Via\\_del\\_Corso](http://en.wikipedia.org/wiki/Via_del_Corso)

[5] [http://en.wikipedia.org/wiki/Spanish\\_Steps](http://en.wikipedia.org/wiki/Spanish_Steps)

[6] [http://www.ristorantealloro.it/fisso/eng/home\\_eng.html](http://www.ristorantealloro.it/fisso/eng/home_eng.html)

[7] [http://www.ristorantealloro.it/fisso/eng/riccardo\\_eng.html](http://www.ristorantealloro.it/fisso/eng/riccardo_eng.html)

[8] <http://www.hotelbarocco.com/>

[9] <http://www.cortona.com/>

[10] [http://en.wikipedia.org/wiki/Under\\_the\\_Tuscan\\_Sun\\_\(film\)](http://en.wikipedia.org/wiki/Under_the_Tuscan_Sun_(film))

[11] <http://www.villadipiazzano.com/>

[12] [http://en.wikipedia.org/wiki/Silvio\\_Passerini](http://en.wikipedia.org/wiki/Silvio_Passerini)

[13] [http://en.wikipedia.org/wiki/House\\_of\\_Medici](http://en.wikipedia.org/wiki/House_of_Medici)



- [14] <http://www.tripadvisor.com/TravelersChoice-Hotels>
- [15] <http://www.villadipiazzano.com/en/hotel-restaurant-tuscany/>
- [16] <http://www.renaissancetuscany.com/>
- [17] <http://www.tuscany365.com/tuscany-mountains/serchio-valley.php>
- [18] <http://www.renaissancetuscany.com/benessere/>
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