

Press release

PKF hospitality group: JP Hospitality acquires Hotel Milano in Madonna di Campiglio, Italy



Hotel Milano in Madonna di Campiglio, Italy. Source: JP Hospitality

Vienna/Madonna di Campiglio, 1st July 2022 – JP Hospitality Investors Club has acquired the Hotel Milano in Italy. PKF hospitality group acted as commercial advisor to JP Hospitality in the transaction.

Hotel Milano is a mid-scale hotel located at Piazza Righi in Madonna di Campiglio, a ski and summer resort in northern Italy. The hotel is located in the centre of the resort, which provides guests easy access to both the ski slopes via ski lifts and the picturesque mountains nearby restaurants, retails, and tourist attractions.

Daniel Jelitzka, founder of JP Immobilien Group and chairman of the advisory board of JP Hospitality: "Madonna di Campiglio is a unique ski resort with a special charisma in the northern Italian Alpine region and, due to its location and infrastructure, offers ideal conditions for a variety of winter and summer tourism activities. With a revitalized hip hotel and an attractive F&B offering, we will cover

the resilient and highly sought-after lifestyle segment here, as we have done at other locations before."

Hotel Milano was constructed in the 1960s and currently comprises 44 rooms out of which 38 with balconies, a restaurant, a bar and a lounge area, with a total GFA of about 2,900 square meters. Additionally, it features multiple wellness facilities, including a bio-sauna, solarium, and gym.

"With a clear concept, we will redesign an existing structure in a contemporary way and develop it into an alpine lifestyle hotel at one of the most attractive alpine winter and summer tourism locations in Europe at 1,600 meters above sea level," says **Lukas Euler-Rolle**, Managing Partner and CEO of JP Hospitality.

Gebhard Schachermayer, CAM and hotel expert at JP Hospitality, emphasizes "that the vintage hotel is ideally located in the centre and has high catch-up potential with a contemporary F&B and wellness offer."

Giorgio Bianchi, Head of Italy at PKF hospitality group: „We are very happy to have worked with JP Hospitality on this operation, because it demonstrates once again, after Trieste, that the hotel real estate market is not only in the big 4. There are very interesting opportunities also in alternative destinations with significant growth and development potential. Madonna di Campiglio is a destination with an important international market during the winter season, but with the possibility of growth also in the summer and early autumn months.“

Madonna di Campiglio is surrounded by the Adamello-Brenta Nature Park, which includes the Brenta Dolomites, a glacier, lakes and trails. The ski areas can be accessed by ski lifts running from the town. Numerous F&B outlets and shops can be found that reflect the local identity. This resort destination welcomed more than 275 thousand arrivals and hosted 1.25 million overnights in 2019 with peak demand in the winter for international arrivals and in the summer for domestic visitors.

About PKF hospitality group:

PKF hospitality group is an internationally recognised leader in hospitality and tourism consulting. With a team of 100 consultants in 20 offices (including Kyiv) on all continents and an experience of almost 100 years, PKF hospitality group offers focused consulting services in the environment of the hotel, serviced living, tourism, and leisure investments - including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset management, research & benchmarking as well as strategic consulting.
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