

Press release

## **PKF hospitality group: Treasurests Hospitality Group with franchise brand Casa Cook is new operator of JP Hospitality Hotel in Madonna di Campiglio, Italy**

**Wien, 4. Mai 2023** – Treasurests Hospitality Group with the franchise brand Casa Cook is the new operator of JP Hospitality Hotel in Madonna di Campiglio, a ski and summer resort in northern Italy. JP Hospitality Investors Club has acquired the former Hotel Milano last year. PKF hospitality group acted as commercial advisor to JP Hospitality.

The hotel is located at Piazza Righi 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.

Hotel Milano was constructed in the 1960s and comprised 44 rooms with a total GFA of about 2,900 square meters. Plans call for an expansion to 55 rooms with a rooftop bar overlooking the world cup slopes.

**Daniel Jelitzka**, founder of JP Immobilien Group and chairman of the advisory board of JP Hospitality: "Madonna di Campiglio, like Zermatt or Kitzbühel, is one of the most prestigious ski destinations in Europe. Due to its special location in the northern Italian Alps and the perfect ski infrastructure with around 150 kilometers of slopes, it offers the best conditions for a variety of winter and summer activities. With a revitalized hip hotel and an attractive F&B offer, we will cover the highly demanded lifestyle segment here, as we already do at other locations."

**Ines Auerbacher**, Managing Director of Urbanauts Hospitality GmbH: „We are very excited to bring a new lifestyle product to the market with our Treasurests Hospitality Group and have found a perfect partner in Casa Cook.“

**Stefan Catic**, Head of Operator Search, PKF hospitality group: „We are excited to having found a new operator for JP Hospitality, signing the first Casa Cook in the

Alps. A leading brand in the design-centric upper upscale lifestyle niche. We have no doubt that they will spearhead a robust expansion across Europe and beyond.”

**Michael Widmann**, Global CEO, PKF hospitality group, added: “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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