

**EMMA VILLAS OPENS TO THE INTERNATIONAL MARKET
AND LAUNCHES THE “CHIARA TRAVELS” PORTAL IN LONDON FOR
SHORT-TERM RENTALS OF VILLAS AND RESIDENCES IN FOREIGN LOCATIONS**

- As of today the website of the new brand www.chiaratravels.com dedicated to luxury villas and residences in international locations is online. Already available are 160 properties in exclusive locations in the Alps and in the Mediterranean including Croatia, Spain, Greece, France, Austria, Portugal. We expect an expansion of the villa portfolio to 600 properties.
- Global tourism is healthy once again: industry revenues are estimated to reach 2.5 trillion euros in 2023, with Europe listed among travellers' favourite destinations.
- 1 in 2 Italians, in the summer that has just ended, dreamed of holidays outside the national borders, according to the Emma Villas Observatory. The company's data indicates that even within a single calendar year, Emma Villas clients alternate between Italian and foreign destinations for their holidays. The most desired destinations? Europe, with Greece (50%), France (44%), Portugal (33.6%), Croatia (25%) and Spain (23.4%) in the top spots.

Chiusi, 6 November 2023 – **Emma Villas S.p.A.**, leading company in Italy in the vacation rental sector (short-term rentals of prestigious villas and estates) listed on the Euronext Growth Milan segment of the Italian Stock Exchange, today launches on the market “**Chiara Travels**”, the new portal managed by the Company dedicated exclusively to prestigious villas and residences in foreign destinations, which can already be booked on the website www.chiaratravels.com.

This is a major new entry in a sector which, this year, for the first time, has begun to flourish again. It is estimated that in 2023 tourism revenues will reach **2.5 trillion euros** and that **Europe will be the preferred destination**. To date, the most visited destinations are France, with 71.6 million arrivals, Spain with 71.6 million, and Italy with more than 46 million. The sector is healthy; in our country the results of 2019 have finally been exceeded - indicating the current year as the ideal time for the great return of quality travel.

And it is in this context that Chiara Travels fits in. Building on the expertise of Emma Villas - an experience of almost twenty years and a client portfolio of over 50 thousand guests every year, this new reality leverages a qualified team of *villa specialists* and a network of local referenced partners accredited in the various locations, capable of selecting top properties in Europe and meeting the expectations of the guests, in line with the company's quality standards. The objective is to propose the new foreign destinations to clients already present in the Emma Villas database as well as to new clients through targeted marketing activities, relationships with travel agencies and operators specialised in the "villa segment" at an international level. What is more, the data from the Emma Villas Observatory is clear: Italians alternate holidays in our country with holidays abroad and 1 in 2 Italians, in the summer that has just ended, have dreamed of holidays outside the national borders, the most desired destinations being in Europe, with Greece (50%), France (44%), Portugal (33.6%), Croatia (25%) and Spain (23.4%) in the top spots.

The project, which took shape in 2022 thanks to the enthusiasm of a team of professionals of the sector with a strong knowledge of the international market, saw its first phase of development materialise through the selection of properties in the most iconic and enchanting places in the

Mediterranean and beyond: **Croatia, Spain, Greece, France, Austria, Portugal**. From Provence to the Cyclades, from Madeira to Megève, that of Chiara Travels is a journey to the most iconic destinations, a proposal to clients who have been travelling with the Tuscan operator for almost 20 years and to new slow travellers from all over the world in search of relaxation, privacy and security in dream homes, immersed in nature, by the sea but also in the mountains.

Chiara Travels, with more than 160 online properties - a number that is constantly growing - in exclusive locations in 6 different countries, aims to include on the platform in the next three years at least 600 villas and chalets, proposing them to an international clientele that will enrich the already large community of Guest Emma Villas sensitised, with targeted campaigns, to the launch of this new project. It is no coincidence that the platform was presented at the World Travel Market in London, the most important international travel and tourism event, a confirmation of the desire to expand their business abroad, with the aim of "exporting" the Emma Villas model abroad and expanding the company's portfolio with new destinations, preserving and replicating the values that have contributed to consolidating the leadership of Emma Villas to date in Italy, with more than 550 exclusive properties and more than 50,000 clients from all over the world every year.

"Chiara Travels" is inextricably linked not only to Emma Villas, but also to the story of an entire family. In fact, the new portal arose from the vision of the **founder and CEO Giammarco Bisogno** and from his daughter Chiara's passion for travel, hence the name of the brand. *"In the development process of Emma Villas - says Giammarco Bisogno - we felt the need to look beyond our national borders, well knowing the habit of our clients to alternate Italian and foreign destinations for their holidays, even within a single calendar year. Chiara Travels - continues Bisogno - is a project of which we are proud, the crowning achievement of a dream that will take our expertise in Hospitality outside Italy. The new brand, which we shall develop in parallel with Emma Villas (which maintains its focus on villas in Italy), aims to fulfill all the holiday desires of our foreign (86% of the total) and Italian (14% of the total) clients. In fact, we address all our guests, more than 50,000 every year (in 2022 approximately 25% of clients have travelled with us at least twice) and a database of 150,000 clients, built up over almost 20 years of activity. This important cross-selling opportunity and the commercial strength of our team makes us very optimistic about the success of this new venture, with the ambitious goal of reaching approximately 600 villas managed by Chiara Travels within the next three years and achieving a significant sales volume supported by a progressive inclusion of services and experiences".*

*Emma Villas: Emma Villas is an Italian Incoming Tour Operator which operates in the sector of weekly tourist rentals of luxury villas and country houses with private swimming pool. It currently manages, exclusively, over 550 properties throughout Italy, welcoming more than 50,000 international guests every year. Property management, Smart Hospitality, dedicated Concierge
7 days a week, Guest & Property Protection are among the elements that characterise the Emma Villas model.*

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