



HOSPITALITY



**COLDWELL BANKER
COMMERCIAL**
REALTY ADVISORY

OUR SERVICES AND SOLUTIONS

DEDICATED SERVICES AND SOLUTIONS FOR PROPERTY OWNERS, INVESTORS AND HOSPITALITY OPERATORS

The ability to anticipate and seize opportunities before others, along with the experience, creativity, and agility to move quickly, are crucial elements in the real estate industry. This is what we do at Coldwell Banker Commercial and who we are. We help our clients to turn their vision into reality, develop ideas and mitigate risks with intelligent solutions.

With its multidisciplinary approach, our team of professionals at CBC helps institutional and private clients to identify the best opportunities for each asset class across Rome, Milan and all major Italian cities.

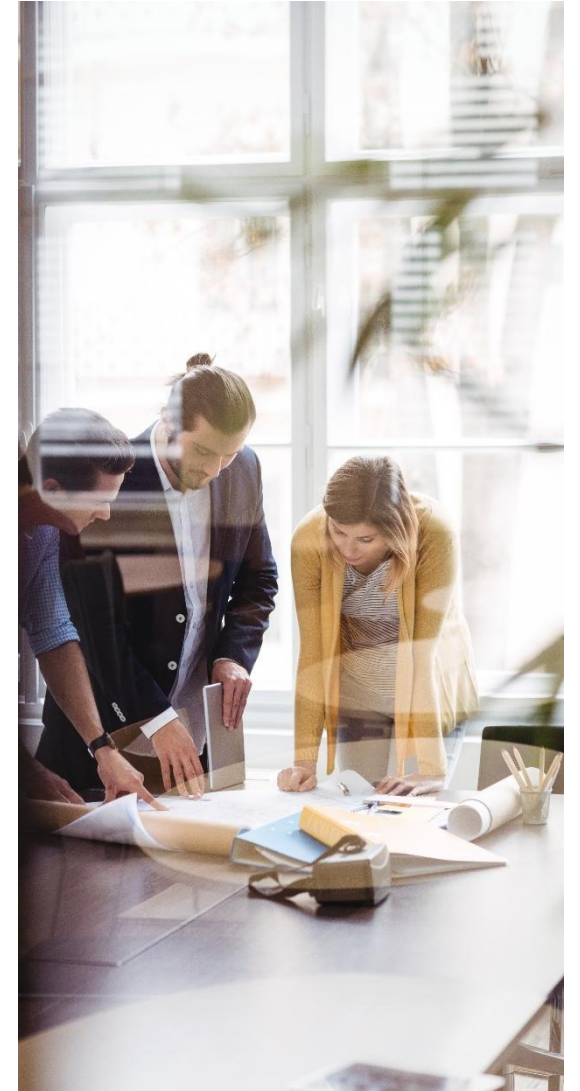
The dynamics of the Hotel asset class require specialized expertise, deep knowledge of the territory and strong real estate experience. No improvisation is allowed. **At CBC, we assist property owners, investors and hospitality operators by providing dedicated services and solutions.**

Our decade-long understanding of the Italian hotel market in all its variations allows us to guide our clients in the search for the best opportunity to turn a vision into reality.



OUR SERVICES

- Market and competitor analysis
- Asset analysis
- Scouting and selection of investment opportunities
- Economic and financial assessments
- Consultancy services and feasibility studies for property enhancement
- Design and implementation of the marketing plan
- Sales and marketing activities
- Lease contract renegotiation
- Technical due diligence support
- Investors search and selection
- Support in all stages of the negotiation until closing



CBC HOSPITALITY TEAM



CEO

GIUSEPPE ROJO

Years of **experience**: 30

Languages: Italian, English

Giuseppe is the founder and Chief Executive Officer of Coldwell Banker Commercial Italy. He has deep-rooted experience in the real estate sector, with a particular focus on Hospitality, where he has closed numerous successful transactions over the years, making it the company's main growth engine. An expert in negotiation, budgeting and sales, he combines in-depth knowledge of the hotel market with solid financial and managerial skills: having started his career as Co-Founder of Villa Dolce Gelato in the United States, he has served as Board Member for several companies and has held senior roles at CNS Consorzio Nazionale Sicurezza, Safe Bag, Equitalia Giustizia S.p.A. and Sistemias S.p.A.



SENIOR
ADVISOR

**GUIDO
CASTELLINI**

Years of **experience**: 30

Languages: Italian, English, French

Guido in CB Commercial makes a significant contribution in valuation and market studies activities. In his 30 years of experience, he held senior roles as asset manager and development manager for REITs, real estate companies, developers and hotel chains, focusing on “Mixed Use” hospitality projects, Operators Selection (lease and management contracts) and Destination management plans. He is a certified real estate valuer TEGoVA, ISIVI, REV and registered with the Chamber of Commerce of Milan. He graduated in Law from Milan State University and completed an MBA in Hospitality Management at Johnson & Wales University in Providence, USA.



SENIOR
MANAGER

**TIZIANA
OGGIONNI**

Years of **experience**: 15

Languages: Italian, English, Spanish, French

Tiziana joined the CB Commercial Hospitality team in 2024 following almost 6 years at CBRE Hotels Italy, where she gained extensive experience in advisory, Operator Selection and hotel investment activities across Italy, covering single and portfolio assets, internationally branded hotels, resorts and independent properties, from economy to ultra-luxury. A graduate in Business Management from Università Cattolica di Milano, she holds a Master of Science from the Collins College of Hospitality Management (Los Angeles) and the CHIA (Certified Hotel Industry Analyst) certification from the American Hotel & Lodging Educational Institute. She also gained operational hotel experience at the Mondrian in West Hollywood, California.



SENIOR
ASSOCIATE

**YLENIA
FAVORITO**

Years of **experience**: 15

Languages: Italian, Japanese, English, German

Ylenia has been part of the CB Commercial Hospitality team since 2017 as Senior Associate, focusing on business development, operator searches and capital markets, as well as coordinating marketing activities and preparing the go-to-market process for each opportunity. Through daily contact and follow-up with institutional and private operators and investors, she has contributed to closing 20 sale processes and 8 operator searches. She previously worked for Condé Nast in Germany and has lived and worked in Japan, Denmark and Slovakia.

She graduated in linguistic and economic studies from Ca' Foscari University of Venice in 2007.

CBC HOSPITALITY TEAM



ARCHITECT AND
TECHNICAL
CONSULTANT
**BARBARA
ROSSI**

Years of **experience**: 15

Languages: Italian, English

Barbara has been working in the sector for fifteen years as a hospitality consultant for international groups and turnkey development projects, with cross-disciplinary experience in design and coordination and over twenty hospitality projects completed in Italy and abroad. Her skills range from interior and lighting design to the preparation of technical specifications, from site operations management to project scheduling and coordination of construction activities, through to FF&E, furniture systems, finishes, colours and materials, the analysis of home automation components and PMS compatibility, and furniture execution and selection of accessories.



ARCHITECT
GAIA ROSSI

Years of **experience**: 5

Languages: Italian, English

Gaia is an architect specializing in architectural design and open spaces, working across the residential and hospitality sectors. Her practice combines design sensibility, attention to detail and a solid knowledge of construction techniques, ensuring an approach that guides each project with consistency and expertise, from concept to completion.



TEAM
ASSISTANT
**EKATERINA
RADKEVICH**

Years of **experience**: 2

Languages: Italian, English, Russian

Ekaterina joined the CB Commercial team in 2024, following previous professional experience at Gabetti. She supports the team by providing assistance in the preparation, implementation and finalization of sale processes and operator searches.

She holds a degree in Linguistic Mediation obtained in Russia.



CREATIVE
MANAGER
**KHRYSTYNA
VISCONTI**

Years of **experience**: 10

Languages: Italian, English, Spanish, Russian, Ukrainian

Creative Content Manager with consolidated experience in visual communication and digital marketing, with a particular focus on real estate. Specialized in creating graphic and multimedia content supporting the marketing of hotel and real estate assets (teasers, information memoranda, social and digital campaigns), she combines creativity and method at every stage of the creative process, from design to final delivery. Her strong attention to detail, teamwork skills and problem-solving attitude make her a key figure in high-impact visual and strategic projects.

SALES & LEASE TRANSACTIONS

Our success stories all over Italy



46+
HOTELS
SOLD



17+
OPERATORS
SIGNED



30+
CITIES



7,200+
KEYS



570,000+
SQM



€1Bn+
TRANSACTIONED VALUE



OUR KEY CLIENTS

Long-term relationships with leading hospitality players



OUR KEY CLIENTS

Long-term relationships with leading hospitality players

TIKEHAU
CAPITAL

PRELIOS 

ORION  **ORION**
CAPITAL
MANAGERS

 **INVIMIT**
Investimenti Immobiliari Italiani

KRYALOS

KERVIS
SGR

IP **ITAY PROPERTIES**
YOUR STRATEGIC PARTNER

 **BV**
BAYVIEW
ITALIA

intrum

 **INDUSTRIE EDILI**
HOLDING S.p.A.



STATUTO

 **Marseglia Group**

 **GreenStone**
FUNDS

 **GENERALI**
REAL ESTATE

FORUMINVEST

EURAZEO

ENPAM
PREVIDENZA · ASSISTENZA · SICUREZZA

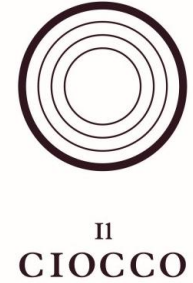
COVIVIO

cdp 

CASTELLO
SGR 

OUR KEY CLIENTS

Long-term relationships with leading hospitality players



SIX SENSES ROME

★★★★★ L

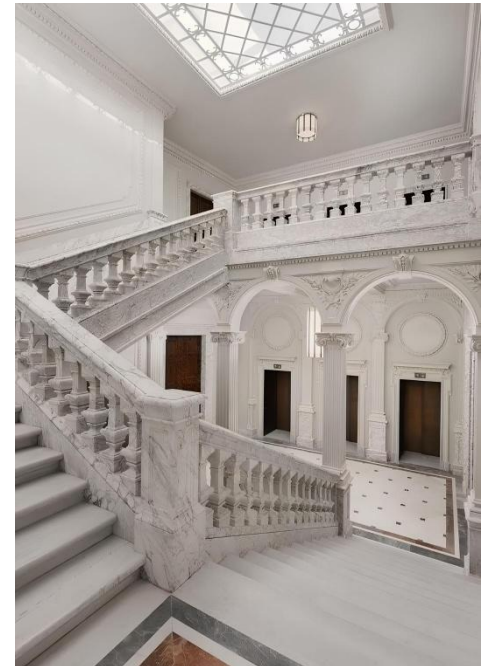
📍 Piazza San Marcello 4, Rome

🛏 95 rooms

🏠 CBC Sale Advisor



ONE OF THE
HIGHEST PRICES
ON A PER-KEY
BASIS IN EUROPE



VIA SICILIA 57 ROMA

★★★★★

📍 Via Sicilia 57, Rome

🛏 110 rooms

🏢 CBC Sale Advisor



W ROME

★★★★★

📍 Via Liguria 26-36, Rome

🛏 156 rooms

🏢 CBC Advisor Redevelopment, Sale & Management Agreement



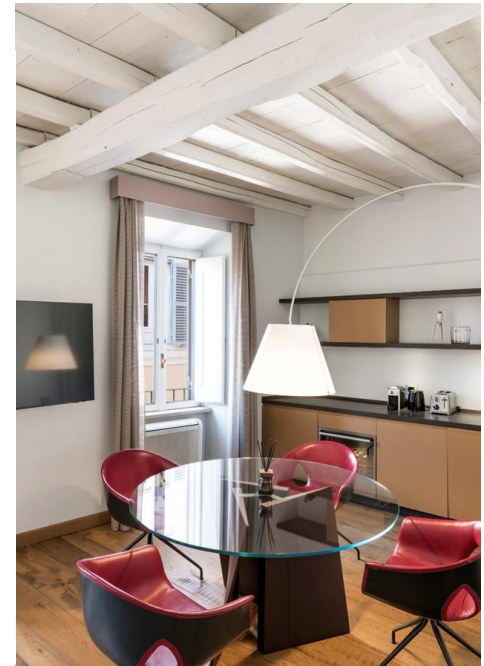
PALAZZO SCANDERBEG

★★★★★

📍 Piazza Scanderbeg 117, Rome

🛏 11 luxury apartments

🏠 CBC Sale Advisor





PALAZZO RHINOCEROS

★★★★★

📍 Via del Velabro 9, Rome

🛏️ 24 luxury apartments

🏠 CBC Lease Advisor



HILTON ROME EUR LA LAMA

★★★★★

📍 Viale Europa 242, Rome

🛏️ 439 rooms

🏠 CBC Sale Advisor



SANZIO ROMA

★★★★★

📍 Lungotevere Raffaello Sanzio 15, Rome

🛏 80 rooms

🏠 CBC Sale Advisor



ROME GLAM HOTEL

★★★★★

📍 Via Nazionale 82, Rome

🛏 65 rooms

🏠 CBC Advisor Redevelopment & Lease



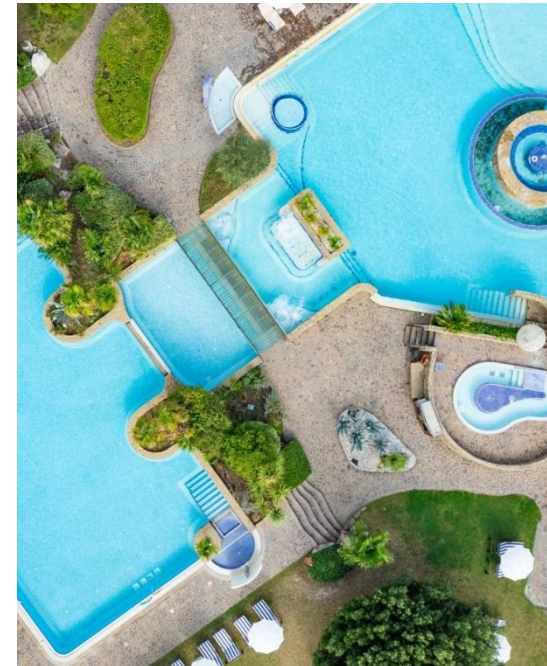
GALZIGNANO RESORT TERME & GOLF

★★★★★

📍 Viale delle Terme 84, Galzignano Terme (PD)

🛏 392 rooms

📞 CBC Sale Advisor



THE HUB HOTEL

★★★★★

📍 Via Privata Polonia 10, Milan

🛏 162 rooms

🏢 CBC Sale Advisor



NYX HOTEL MILAN

★★★★★

📍 Piazza Quattro Novembre 3, Milan

🛏 300 rooms

🏢 CBC Advisor Redev. & Lease





Under
exclusivity

RELAIS MONT BLANC & SPA

★★★★★

📍 Località La Croisette 36, La Salle (AO)

🛏 49 rooms

📌 CBC Sale Advisor



Under
Exclusivity



HOTEL UNION

★★★

📍 Piazzale Belvedere, Dimaro Folgarida (TN)

🛏 120 rooms

📄 CBC Sale Advisor



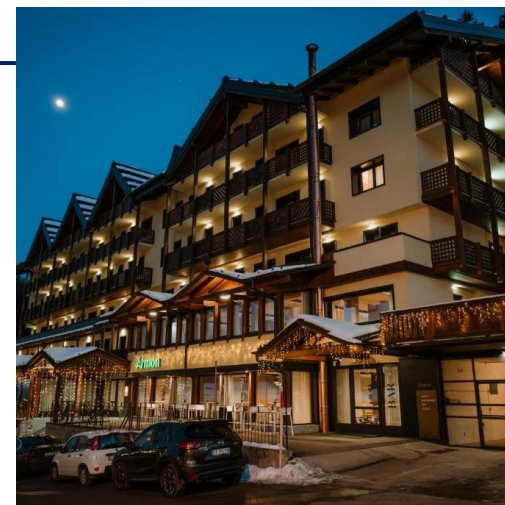
ARMON GREENBLU HOTEL & WELLNESS

★★★★★

📍 Strada dei Brenzi 4, Dimaro Folgarida (TN)

🛏 103 rooms

📄 CBC Sale Advisor



HOTEL CASCATA ET CRISTALLO

★★★★

📍 Via Giusuè Carducci, Madesimo (SO)

🛏 138 rooms

🏠 CBC Sale Advisor



LUXURY BRANDED RESIDENCES BLEVIO (CO)

Branded residences

📍 Frazione Cazzanore - Blevio (CO)

🛏 37 luxury apartments

🏠 CBC Sale Advisor



Under
exclusivity

SAN DOMENICO PALACE FOUR SEASONS

★★★★★

📍 Piazza S. Domenico de Guzman 5, Taormina (ME)

🛏 108 rooms

📌 CBC Sale Advisor



GRAND HOTEL ET DES PALMES

★★★★★

📍 Via Roma 398, Palermo

🛏 178 rooms

📌 CBC Sale Advisor



GRAND HOTEL DES ÉTRANGERS

★★★★★

📍 Passeggio Adorno 10-12, Ortigia (SR)

🛏 76 rooms

📌 CBC Sale Advisor



VILLA IGIEA ROCCO FORTE HOTEL

★★★★★

📍 Salita Belmonte 43, Palermo

🛏 124 rooms

📌 CBC Sale Advisor



POGGIO ALLA SALA RESORT

★★★★★

📍 Poggio alla Sala 10, Montepulciano (SI)

🛏 51 rooms

🏠 CBC Sale Advisor



VILLA MENELAO

★★★★★

📍 SP Turi - Rutigliano, Km 2, Turi (BA)

🛏 80 rooms

🏠 CBC Lease & Sale Advisor





HOTEL MELIA GENOVA

★★★★★

📍 Via Corsica 4, Genoa (GE)

🛏 99 rooms

📞 CBC Sale Advisor



VILLA BLU CAPRI HOTEL

★★★★★

📍 Via Giuseppe Orlandi 103, Anacapri (NA)

🛏 27 rooms

📞 CBC Sale Advisor



HOTEL LA FAVORITA MANTOVA

★★★★★

📍 Via S. Cognetti De Martiis 1, Mantua

🛏 93 rooms

📄 CBC Sale Advisor



HOTEL DIAMANTE ALESSANDRIA

★★★★★

📍 Viale Della Valletta 180, Alessandria

🛏 120 rooms

📄 CBC Sale Advisor



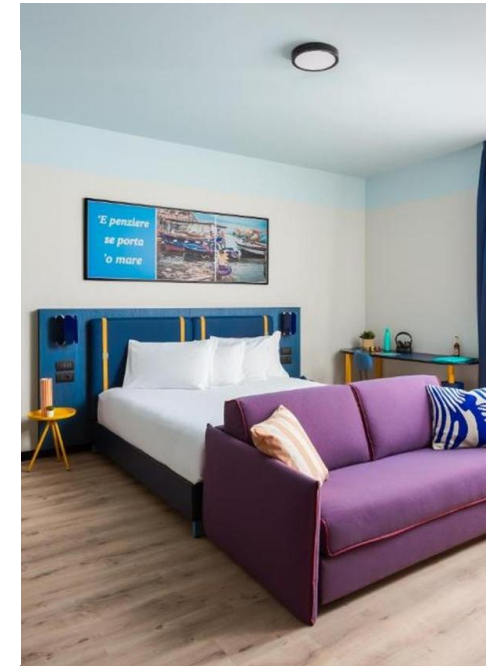
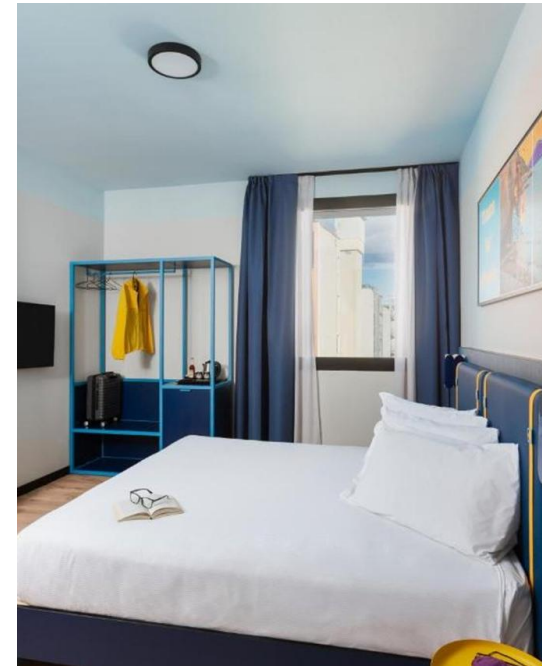
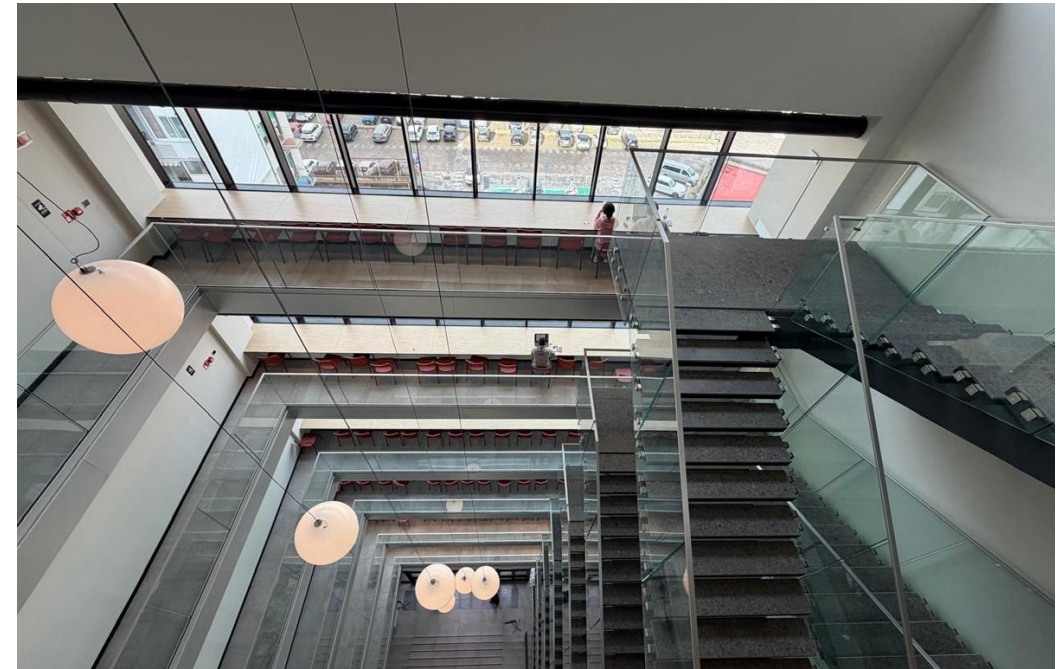
CX NAPLES CENTRALE

Student Housing

📍 Via Galileo Ferraris 4, Naples

🛏 249 rooms

🏠 CBC Lease Advisor



CDH HOTEL MODENA

★★★★

📍 Via Emilia Ovest 666, Modena

🛏 83 rooms

📄 CBC Sale Advisor



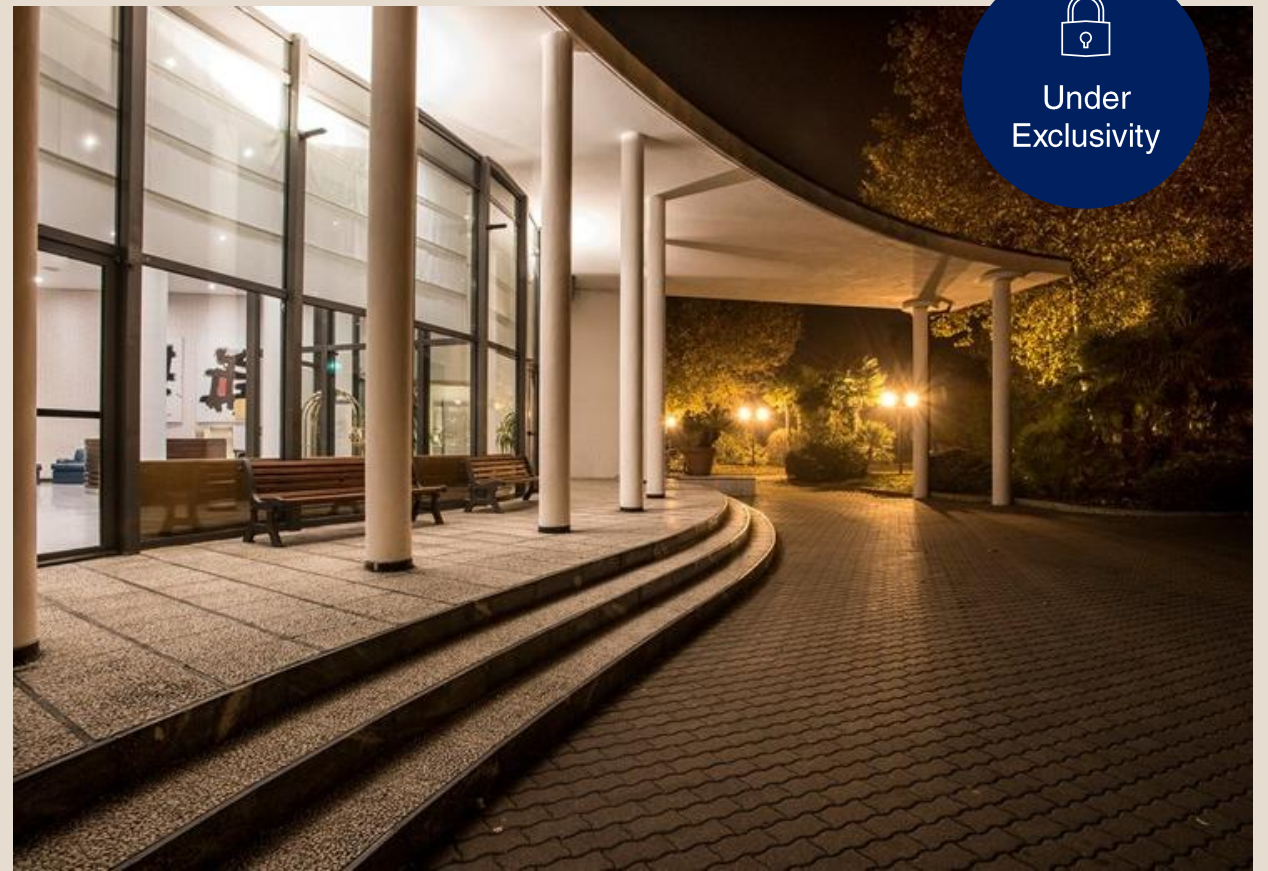
FLYON HOTEL & CONFERENCE CENTER

★★★★

📍 Via dell'Aeroporto 34/36, Bologna

🛏 243 rooms

📄 CBC Sale Advisor



Under
Exclusivity

JOIVY TREVISO VITTORIA

Aparthotel

📍 Viale Cadorna 13, Treviso

🛏 23 apartments

🏠 CBC Sale Advisor



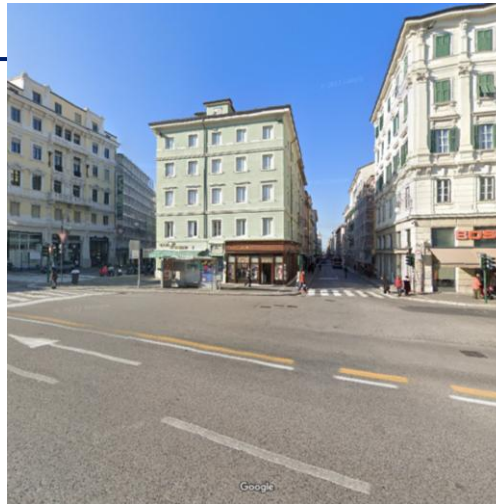
JOIVY TRIESTE GOLDONI

Aparthotel

📍 Piazza Goldoni 11, Trieste

🛏 18 apartments

🏠 CBC Sale Advisor



JOIVY TRIESTE MAZZINI

Aparthotel

📍 Via Mazzini 32, Trieste

🛏 42 apartments

🏠 CBC Sale Advisor





JOIVY CAVOUR 238

Aparthotel

📍 Via Cavour 238, Rome

🛏 25 apartments

🏠 CBC Lease Advisor



JOIVY PADOVA PORTA SAN GIOVANNI

★★★★★

📍 Via Monte Solarolo 2, Padua

🛏 12 apartments

🏠 CBC Sale Advisor



MEININGER ROMA TERMINI

★★★

📍 Via S. Martino della Battaglia 16, Rome

🛏 117 rooms

🏢 CBC Advisor Redev., Lease & Sale



MEININGER MILANO LAMBRATE

📍 Piazza Monte Titano 10, Milan

🛏 131 rooms

🏢 CBC Advisor Redevelopment & Lease



MEININGER MILANO GARIBALDI

★★★

📍 Via Privata Giovanni Calvino 11, Milan

🛏 80 rooms

🏢 CBC Advisor Redevelopment & Lease



PALAZZO DEI FIORI BY ROOM MATE

Aparthotel

📍 Calle del Dose da Ponte 2746, Venice

🛏 16 apartments

🏠 CBC Lease Advisor



ROOM MATE COLLECTION MIA ROME COLOSSEUM

★★★★

📍 Via Capo d'Africa 54, Rome

🛏 65 rooms

🏠 CBC Lease & Sale Advisor



ROOM MATE ANDREA PALAZZO PLATAMONE

★★★★

📍 Viale Regina Margherita 31, Trapani

🛏 47 rooms

🏠 CBC Lease Advisor



BE MATE TRASTEVERE

Aparthotel

📍 Viale di Trastevere 115, Rome

🛏 3 apartments

🏠 CBC Lease Advisor



BE MATE COLOSSEO

Aparthotel

📍 Via Labicana 110, Rome

🛏 4 apartments

🏠 CBC Lease Advisor



BE MATE CASTEL SANT'ANGELO

Aparthotel

📍 Corso Vittorio Emanuele II 287, Rome

🛏 4 apartments

🏠 CBC Lease Advisor



DEPRETIS ROME

📍 Via Depretis 45a, Rome

🛏 167 rooms

🏠 CBC Sale Advisor



BE MATE PONTE DI RIALTO

Aparthotel

📍 Calle dei Stagneri 5238, Venice

🛏 12 apartments

🏠 CBC Lease & Sale Advisor



GIUSTINIANO IMPERATORE

📍 Viale Giustiniano Imperatore, Rome

🛏 181 rooms

🏠 CBC Sale Advisor



HOLIDAY INN ROME AURELIA

★★★★★

📍 Via Aurelia km 8.400, Rome

🛏 246 rooms

📄 CBC Sale Advisor



HOLIDAY INN MILANO LINATE AIRPORT

★★★★★

📍 Via Bruno Buozzi 2, Milan

🛏 142 rooms

📄 CBC Sale Advisor



HOLIDAY INN VENICE - MESTRE MARGHERA

★★★★★

📍 Rotonda Romea 1-2, Venice

🛏 188 rooms

📄 CBC Sale Advisor



HOLIDAY INN MILANO ASSAGO

★★★★★

📍 Tangenziale Ovest km 19, Milan

🛏 203 rooms

📄 CBC Sale Advisor



EUR SUITE HOTEL

★★★★★

📍 Via Giuseppe Prezzolini 5, Rome

🛏 92 rooms

📄 CBC Sale Advisor



TORINO

★★★★★

📍 Via Milano 12, Turin

🛏 107 rooms

📄 CBC Sale Advisor



HOTEL EXCELSIOR

★★★★★

📍 Piazza Giovanni Verga 39, Catania

🛏 176 rooms

🏠 CBC Sale Advisor



GREEN PARK HOTEL & RESIDENCE

★★★★★

📍 Loc. Aldia Manna, Porto Rotondo (SS)

🛏 66 rooms

🏠 CBC Sale Advisor



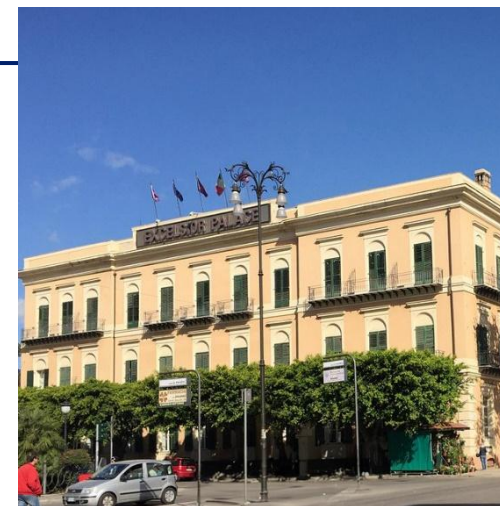
EXCELSIOR PALACE

★★★★★

📍 Via Marchese Ugo 3, Palermo

🛏 119 rooms

🏠 CBC Sale Advisor



HOTEL EXE MAJESTIC

★★★★★

📍 Largo Vasto a Chiaia 68, Naples

🛏 114 rooms

🏠 CBC Sale Advisor



HOTEL SELENE

★★★★★

📍 Via Pontina km 30, Pomezia (RM)

🛏 254 rooms

🏠 CBC Sale Advisor



LA TONNARA DI BONAGIA

★★★★★

📍 Piazza Tonnara, Valderice (TP)

🛏 58 rooms - 47 apartments

🏠 CBC Lease Advisor



VALUATION & ADVISORY

Our most significant and recent projects



15 ENGAGEMENTS DELIVERED IN 2025

10 ENGAGEMENTS DELIVERED IN 2024

PROJECT **ANALYSIS**
MARKET
ANALYSIS LOCATION
DEMAND **SUPPLY**
PRELIMINARY PROJECT
ECONOMIC-FINANCIAL
PROJECTIONS
ECONOMICS PERFORMANCE
REVENUE **MIX**
SENSITIVITY ANALYSIS
BUSINESS ASSUMPTIONS
GOP

IL CIOCCO HOTELS RENAISSANCE TUSCANY IL CIOCCO RESORT&SPA GRAND UNIVERSE LUCCA HOTEL MIRAMARE VIAREGGIO

📍 Barga (LU) – Lucca - Viareggio

 **CBC Valuation & Advisory Services**



LUXURY BRANDED RESIDENCES BLEVIO (CO)

📍 Frazione Cazzanore - Blevio (CO)

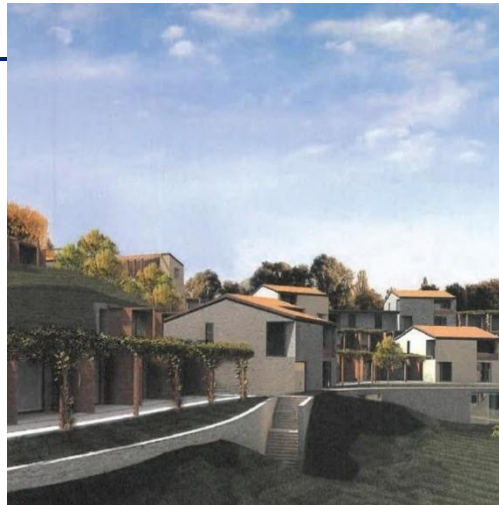
 **CBC Valuation & Advisory Services**



GARDA WELLNESS & WINE RESORT

📍 Polpenazze del Garda (BS)

 **CBC Valuation & Advisory Services**



VILLA FOSCARINI ROSSI

📍 Stra (VE)

 **CBC Valuation & Advisory Services**



HOTEL KVARNER PALACE

 Crikvenica, Croatia

 **CBC Valuation & Advisory Services**



HOTEL SANCAMILLO

 Dimaro (TN)

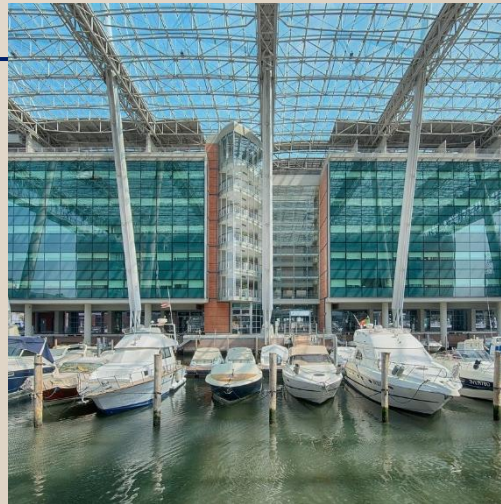
 **CBC Valuation & Advisory Services**



NH VENEZIA LAGUNA PALACE

 Mestre - Venice

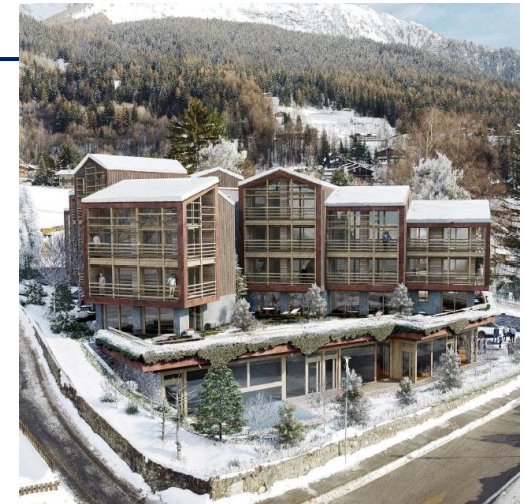
 **CBC Valuation & Advisory Services**



COURMAYEUR (AO)

 Courmayeur (AO)

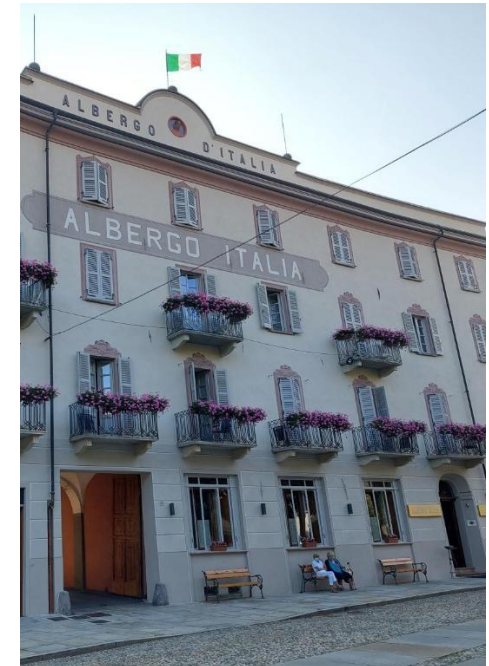
 **CBC Valuation & Advisory Services**



ALBERGO ITALIA

📍 Varallo (VC)

🏢 CBC Valuation & Advisory Services



PARK HOTEL SAN MICHELE

📍 Martina Franca (TA)

 **CBC Valuation & Advisory Services**



CAPO PELORO RESORT

📍 Torre Faro - Messina

 **CBC Valuation & Advisory Services**



LARGO DELLA FONTANELLA DI BORGHESE

📍 Largo della Fontanella di Borghese, Rome

 **CBC Valuation & Advisory Services**



EX STABILIMENTO LAPIDEO ALCAMO MARINA AGRITURISMO LOCALITA' SCURATI BAGLIO ASSULI

📍 Alcamo Marina (TP) - Custonaci (TP) - Mazara Del Vallo (TP)

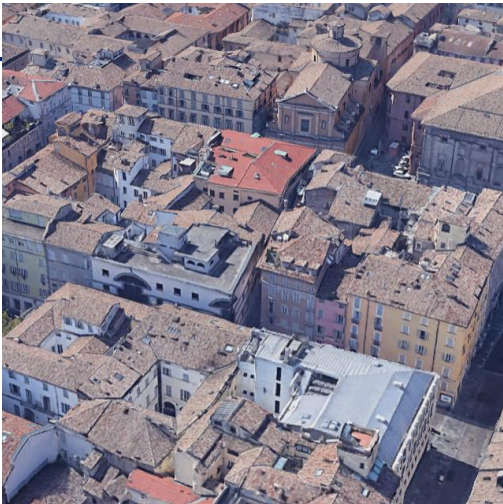
 **CBC Valuation & Advisory Services**



PARMA

📍 Via Mistrali, Parma

 **CBC Valuation & Advisory Services**



BORGO DEI PESCATORI

📍 Lido di Ostia, Rome

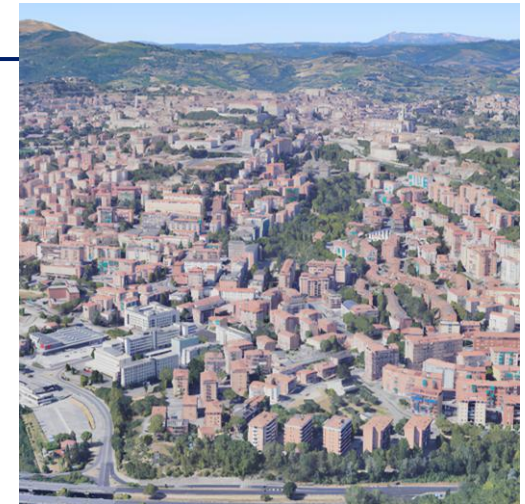
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PERUGIA

📍 Via Palermo, Perugia

 **CBC Valuation & Advisory Services**



MASSERIA IL FRANTOIO

📍 Ostuni (BR)

🏠 CBC Valuation & Advisory Services





**COLDWELL BANKER
COMMERCIAL**
REALTY ADVISORY



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