

Hilton Garden Inn continues European expansion with hotel to open in Lecce, Italy



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Press Release Summary = **Hilton Garden Inn announce the development of its fifth property in Italy is to be built in Lecce**

Press Release Body = **Hilton Garden Inn**, the award-winning mid-priced brand that is part of the **Hilton Family of Hotels**, is pleased to announce the development of its fifth property in Italy is to be built in **Lecce** through a franchise agreement with **Immobilnova Srl**.

Expected to be completed by summer 2009, the new property will join the **Hilton Garden Inn** (<http://www.hiltongardeninn.com/>) **Florence Novoli and the Hilton Garden Inn Rome Airport** which opened last year, as well as **Hilton Garden Inn Matera and Hilton Garden Inn Bari**, both of which are due to open later this year - reflecting the brand's ongoing expansion across Europe.

*"The addition of the **Hilton Garden Inn Lecce** to our collection of hotels in Europe (<http://www.hiltongardeninn.com/>) shows the demand by corporate and leisure travelers for quality accommodations," said **Adrian Kurre, senior vice president – brand management for Hilton Garden Inn**. "We look forward to establishing the focused service lodging option where guests can enjoy consistent product and service like the **Garden Sleep System bed, Mirra chair by Herman Miller** and **complimentary Wi-Fi** and **complimentary 24-hour business center**."*

Welcoming the announcement, **Wolfgang Neumann, president of Hilton Hotels - Europe**, said: *"This news reinforces our commitment to expand and grow key brands like **Hilton Garden Inn** in key markets across Europe. In Italy, we very much recognise that there is significant potential for development in secondary cities particularly within the mid-scale sector."*

He added: *"Across Italy we will now feature properties from Hilton, **Hilton Garden Inn** and very soon **Doubletree by Hilton**. It is an exciting time for us and we are convinced that there is significant corporate and leisure demand for our portfolio of exceptional brands within the Italian market."*

Located in the **'heel of Italy'**, **Lecce** boasts a wealth of Baroque architecture and is also the gateway to the coastal resort area of Salento. The newly built 143-room **Hilton Garden Inn Lecce** will offer business and leisure travelers a fitness area with sauna and an indoor pool, as well as a restaurant, bar, meeting facilities and a complimentary 24-hour business center. Centrally situated just over one km (.62 miles) from the city center, the hotel is easily accessible from main roads.

The Hilton Garden Inn Lecce (<http://www.hiltongardeninn.com/>) will be owned and managed by **Immobilnova Srl.**, headed by **Marti Vincenzo**. **Immobilnova Srl.** is an established Italian hotel (<http://www.hiltongardeninn.com/>) operator, which currently manages another resort property in the Puglia region

Vincenzo Marti, CEO Immobilnova Srl, commented: *"Lecce - a stone's throw from the sea - is a stunning and vibrant city appealing to both business and leisure travelers. The introduction of a new **Hilton Garden Inn** will add real value to our city, not only offering outstanding accommodation, but also providing guests with the high standards that you would associate with one of the world's leading hospitality companies. Thanks to our partnership with **Hilton Garden Inn**, we are confident that the hotel with its strategic position within the city will be warmly received by tour operators and future guests."*

Hilton will have 17 properties (including those scheduled to open in coming months) within the **Hilton Family of Brands** across Italy, located in key destinations such as Rome, Venice, Florence, Milan, Palermo, Portofino Sicily, and Sorrento, as well as Bari and Matera which are scheduled to open later this year, followed by Lecce scheduled for summer 2009. The company also recently opened the

historically important Hilton Molino Stucky Venice. The waterfront landmark and former 19th century flourmill turned premier hotel boasts 380 rooms, Venice's first rooftop pool, the city's largest Spa, and two new restaurants from former Hotel Cipriani alumnus, Chef Franco Luise.

About Hilton Garden Inn

Hilton Garden Inn is the award-winning, mid-priced brand that continually strives to ensure today's busy travelers have everything they need to be most productive on the road — from complimentary wired and Wi-Fi Internet access in all guestrooms and remote printing to the hotel's complimentary 24-hour business center to one of the most comfortable beds with the **Garden Sleep System**. So whether on the road for personal or business reasons, **Hilton Garden Inn** offers the amenities and services for travelers to sleep deep, stay fit, eat well and work smart while on the road.

Web Site = <http://www.hiltongardeninn.com/>

Contact Details = PR contact:

Hilton Garden Inn PR contact:

Agnes Sibál

Brand Communications

Hilton Hotels Corporation World Headquarters

9336 Civic Center Drive

Beverly Hills, CA 90210

USA

(310) 205-4545