

Soges Group signs hotel management agreement for new Meliá-branded property in Lerici

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Soges Group expands to Lerici with a new Meliá-branded hotel, bringing its managed properties portfolio to 13.

Soges Group S.p.A., listed on Euronext Growth Milan and active in the hotel and conference hospitality sector under the Place of Charme brand, has concluded a strategically significant transaction relating to the future management of a new luxury hotel in the municipality of Lerici (SP), to be operated under the Meliá Hotels International S.A. brand. The hotel will be developed by Gilda S.r.l., a company held by CLH Invest (52%) and Gruppo Alfano Costruzioni (48%), on land owned by the latter, and will comprise between 80 and 90 rooms.

The transaction marks Soges Group's entry into Liguria, in the Golfo dei Poeti – one of Italy's most attractive tourist destinations – giving concrete effect to the development plan presented at the time of listing. The project brings the number of properties managed by the company to 13, consolidating its presence in Italy's leading leisure destinations and strengthening its positioning in the upper-end hospitality segment.

Soges Group S.p.A. was assisted by LCA Studio Legale, with a team led by partner ~~Andrea~~ ^{Andrea} Messuti and senior associate Claudia Bonetti. Matters relating to the licence agreement with

Meliá Hotels International S.A. were handled by partner Christian Caserini and managing associate Luca Montolivo.

Gilda S.r.l. was assisted by Giovannelli e Associati, with a team comprising partners Alessandro Giovannelli and Michele Mocarrelli and associate Eugenia Arrigoni.

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After the excellent results achieved in the first half of the year, Soges Group S.p.A. continues to advance its expansion plan at pace. We are thrilled to announce a new white label project together with Meliá, confident that we can make a significant mark in one of Italy's foremost destinations. (Andrea Galardi, CEO, Soges Group S.p.A.)

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Image: ©Forbes

Companies mentioned in this article



LCA Studio Legale



Giovannelli E Associati.

