CONFIDENTIAL HOTEL OPPORTUNITY

Lower hills of Montecatini Terme - Tuscany



3-STAR HOTEL ? RESTAURANT ? POOL ? NIGHTCLUB ? EVENTS

Sale of the entire property complex and the business of an established, recently renovated hospitality venue, with several complementary business lines. The property?s identity and exact address are deliberately omitted at this stage to protect business continuity, staff and clients.

~20	5	~300	1
total rooms	existing suites	event guests	outdoor pool

Price on application. Further information will be provided to qualified prospects. All enquiries and expressions of interest will be reported to the owner.

Illustrative images. The photographs in this dossier are digital reconstructions, not photographs of the actual property. They are intended solely to illustrate its type and standard.

ONE ASSET, MULTIPLE ACTIVITIES

The distinctive feature of this opportunity is the combination of hospitality, dining, entertainment and events within a single complex. This allows the business to serve different audiences rather than relying solely on demand for overnight stays.






HOTEL	A 3-star property with approximately 20 rooms in total, including 5 existing suites. The hotel operates during part of the year and can attract leisure visitors, event-related stays and passing travellers.
RESTAURANT	Dining open to external customers, operating independently of the hotel while complementing receptions and ceremonies.
POOL	An outdoor pool broadens the seasonal offering and provides an additional attraction for hotel guests and external customers.
NIGHTCLUB	A dedicated entertainment venue operating year-round. The nightclub broadens the property?s positioning beyond the traditional hotel model.
EVENTS	Receptions, weddings, 18th birthday parties, confirmations, first communions and other private occasions, with current capacity for approximately 300 people.

The nightclub and events operate year-round; the hotel operates during part of the year.

WHY THIS MAY BE ATTRACTIVE

The buyer acquires an operational, recently renovated property, not a hotel requiring restoration and reopening. This is a key aspect of the opportunity: the investment starts with an existing business, several services already running and an approved development project.

Several established business lines

? The hotel, restaurant, pool, nightclub and events serve different customer segments and can generate business for one another.

? The nightclub and events operate year-round, helping reduce dependence on hotel seasonality alone.

? The pool and nightclub differentiate the venue from many traditional hotels, particularly hotel properties currently for sale but not operating.

Five existing suites

The property already has 5 suites. According to the operational information received, these units are more readily occupied throughout the year than standard rooms and generate higher returns. The occupancy information is qualitative and may be examined further during confidential due diligence; commercially, it nevertheless indicates interest in a higher-category product.

A coherent development direction

A project to create a spa and additional suites has already been approved. The expansion therefore follows the direction currently showing greater appeal: higher-quality hospitality, wellness stays and a larger suite offering.

Accessibility

The property is on the lower hills of Montecatini and is easily reached, just a few minutes from the motorway exit. Accessibility matters not only to hotel guests but also to the restaurant, nightclub, receptions and events.

5	SPA	NEW SUITES
operational suites	approved project	planned in the project

The potential therefore lies not in reopening an inactive business, but in growing and repositioning a complex that is already operating.

MONTECATINI TERME: A DESTINATION IN TRANSITION

Montecatini is undergoing a restructuring of its hotel offering alongside renewed institutional attention to the spa sector and the destination?s development. For an investor, this can be viewed not only as a legacy challenge, but also as an opportunity for operational properties able to offer multiple experiences.

The proposed property?s competitive advantage

Part of the local hotel stock has ceased trading in recent years. In November 2023, the local press counted 34 closed hotels in the town, approximately 20 of which had closed in the preceding five years. Against this background, the proposed property stands apart: it is already operating, has recently been renovated and does not require reopening.

? The investor can focus on business development rather than restoring an inactive hotel.

? The restaurant, pool, nightclub and events create a more diversified model than overnight accommodation alone.

? The 5 existing suites and approved spa and new-suite project provide a concrete route towards higher-value services.

A spa destination attracting renewed public attention

The Tuscany Region has strengthened support policies for spa towns, prioritising the rehabilitation of hydrothermal heritage and urban regeneration. Specific initiatives are also planned to enhance and promote Montecatini?s spa heritage. This indicates tangible public interest in revitalising the spa sector and the destination?s image.

Since 2021, Montecatini has also been part of the transnational UNESCO World Heritage site The Great Spa Towns of Europe. This places it within a European network of historic spa towns and strengthens the destination?s cultural and tourism positioning.

In this context, an operational, multi-purpose property with a spa- and suite-focused development project may be well positioned to capture any growth in demand for wellness, events and experience-led stays.

INVESTMENT AND DESTINATION OUTLOOK

The value of the surrounding context comes not from a single intervention, but from the combination of regional policies, spa-heritage enhancement and public initiatives for the town.

Regional policies for the spa sector

The Tuscany Region supports and promotes the spa sector. In 2025 it launched a funding call for spa municipalities, prioritising hydrothermal heritage rehabilitation and urban regeneration through capital grants.

Enhancing Montecatini?s spa heritage

For 2026, regional legislation also provides funding for cultural events to enhance and promote Montecatini?s spa heritage to the wider public. This is a further indication of the intention to strengthen the destination?s identity and visibility.

Public participation in the spa system

The Tuscany Region and the Municipality of Montecatini are shareholders in Terme di Montecatini S.p.A., confirming the institutional role in the town?s spa system and public interest in this heritage.

PNRR and the modernisation of the town

The municipality also implements several projects funded by Italy?s National Recovery and Resilience Plan (PNRR), including digitalisation and public-service innovation. Although not investments directly in the hotel, they contribute to modernising the urban environment.

The investor?s perspective

None of these measures automatically guarantees an increase in the value of an individual property. Taken together, however, they show a spa destination where regional and local institutions continue to invest and plan enhancement initiatives. For an operating business with an approved spa project, this is a strategic factor to consider over the medium to long term.

INSTITUTIONAL AND CONTEXTUAL SOURCES

? Tuscany Region - Grants to spa municipalities: support policies, hydrothermal heritage rehabilitation and urban regeneration.

? Tuscany Region / Legislative collection - Events enhancing and promoting Montecatini?s cultural spa heritage, 2026.

? Tuscany Region - Terme di Montecatini S.p.A.: shareholdings of the Region and Municipality of Montecatini.

? Municipality of Montecatini Terme - Implementation of PNRR measures.

? UNESCO World Heritage Centre - The Great Spa Towns of Europe.

? Il Tirreno, 27 November 2023 - Survey of closed hotels in Montecatini, used solely as context for the local hotel market.

OPPORTUNITY PROFILE

Key points for a prospective buyer

PROPERTY TYPE	3-star hotel with integrated restaurant, pool, nightclub and events activities.
SALE SCOPE	Property complex and business.
ROOMS	Approximately 20 rooms in this anonymised dossier, including 5 existing suites.
EVENTS	Receptions and ceremonies for approximately 300 people.
OPERATION	Year-round nightclub and events; hotel operating during part of the year.
CONDITION	Operational and recently renovated property.
LOCATION	Lower hills of Montecatini; easily accessible; a few minutes from the motorway exit.
DEVELOPMENT	Approved expansion project for a spa and additional suites.
PARKING	Ample parking; the land is not presented as part of the property, as it is used through an arrangement with the municipality.
CONFIDENTIALITY	The name, exact address, actual photographs, financial information and technical documents are excluded from this teaser.

AVAILABLE DURING THE CONFIDENTIAL STAGE

? Property identity and address.

? Actual photographs and a property viewing.

? Technical and planning documents, once completed and made available by the owner.

? Drawings and details of the spa and additional-suite project.

? Financial and corporate information, if authorised and documented.

? Definitive scope of furnishings, equipment and other assets included in the sale.

PRICE ON APPLICATION

An opportunity for qualified prospects to explore further

This presentation provides an initial overview of the opportunity without identifying the property. Its purpose is to select genuinely interested prospects and guide them, gradually and confidentially, towards a more comprehensive information stage.

HOST IN FLORENCE
Real Estate • Hospitality & Investment Properties

Via Celso 12 Rosso - Firenze
BeatriceSimone@HostInFlorence.it
Tel./WhatsApp +39 347 6943241 | WhatsApp +39 320 9554763

Anonymised, non-binding information document. Information received from the owner and collaborators is subject to verification. This document is neither an offer to the public nor a guarantee of future financial performance.