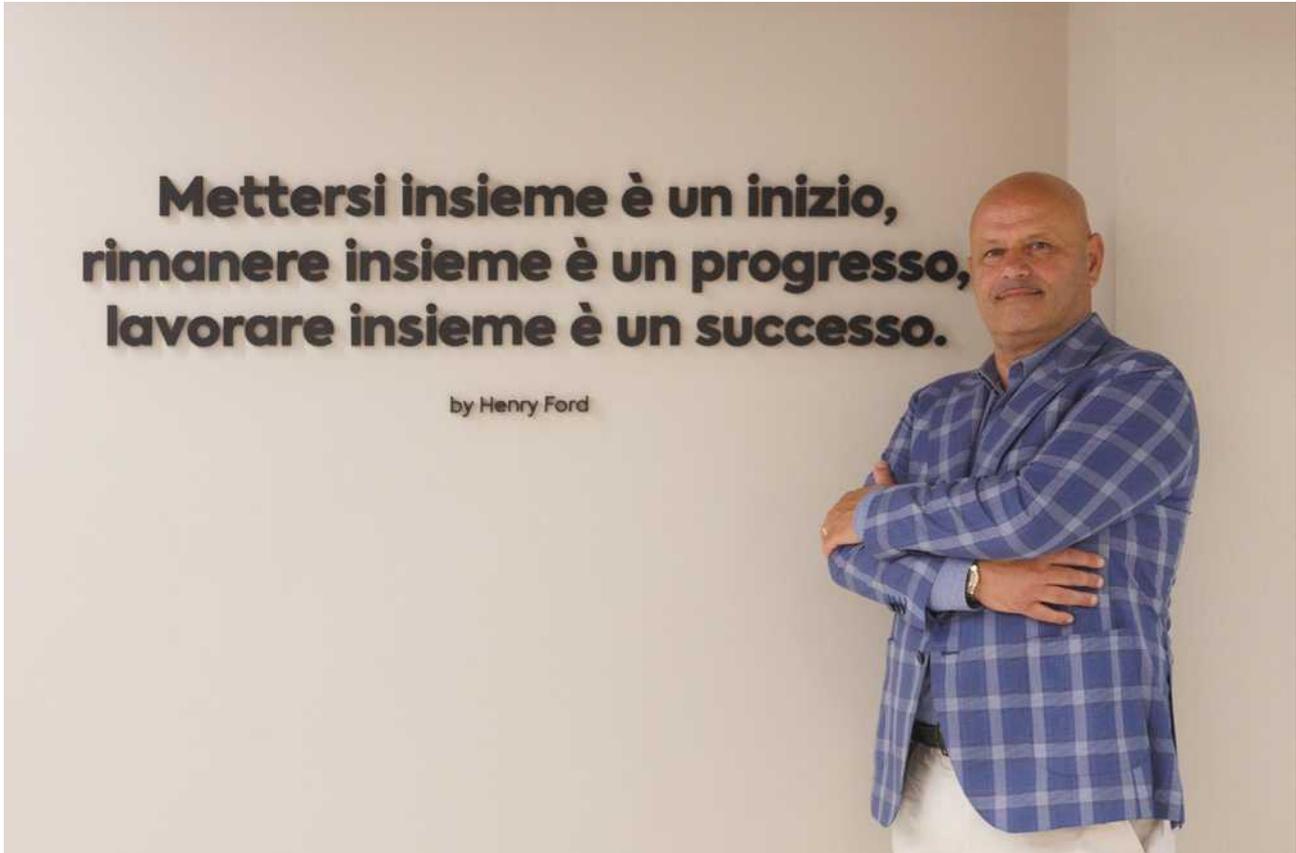


PRESS RELEASE

**ICON COLLECTION: SOLID GROWTH, LUXURY STRATEGY
AND NEW INVESTMENTS FOR 2026**

Revenue reaches €20 million, strengthened presence in the 5-star segment, and a multi-year development plan focused on experience, technology, and sustainability



Icon Collection Group closes 2025 with consolidated revenue of €20 million, marking a 5% year-on-year increase and confirming the strength of its business model in the upper-upscale and luxury hospitality sector. This result comes at the end of a year described by management as one of strategic consolidation, during which the Group focused its investments on enhancing quality standards, organizational processes, and evolving its offering toward increasingly experiential and high-value-added hospitality.

Icon Collection's growth is built on structural foundations that go beyond product development and positioning. "2025 revenue consolidated at €20 million, with a 5% group-wide growth concentrated on our luxury-targeted properties, confirming that we are on the right path toward excellence, the development of new high-level products, and the refinement of our standards," commented **Federico Ficanterri**, CEO of Icon Collection, who leads the Group alongside his cousin Riccardo, with a governance model strongly oriented toward medium- and long-term growth. "2025 was a year of consolidating standards, operational procedures, and organizational systems. We focused on quality, from our internal teams to our guests, and from the company to the people who live it every day."

2026 begins with a structured development plan aimed at further strengthening the Group's luxury positioning, particularly through **The Sense Experience Resort**, recently repositioned in the 5-star luxury segment, and the **Park Hotel Marinetta**, both characterized by a strong international orientation, with over 45% of clients coming from the DACH region. "2026 will be a year of consolidating the commercial development of *The Sense Experience Resort* in the 5-star luxury segment, both in terms of relationships with key market players and product offerings," explains Federico Ficanterri. Key projects include the creation of the **Aura Room**, a new experiential orangerie dedicated to private and corporate events, designed as a strategic lever

for revenue growth, especially during shoulder seasons, alongside a Group-wide rebranding initiative to strengthen Icon Collection's overall identity.

At the same time, the Group continues the enhancement of **Antico Podere San Francesco**, set to evolve from a residence to a high-end resort. *"The heart of this renewal will be the creation of 13 new living units (Suite Apartments and rooms) designed to offer comfort, privacy, and a strong connection with the outdoors,"* the CEO emphasizes. This investment is part of a four-year plan that foresees further developments between 2027 and 2029, including additional units, a spa, gym, conference hall, and restaurant, reinforcing the property's positioning in the experiential luxury segment.

On the profitability front, the repositioning of The Sense Experience Resort has already delivered significant results: the 5-star luxury upgrade completed in 2025 has so far generated a 10% increase in ADR, with an expected growth exceeding 40% by the end of the project. The Group considers these results structural and sustainable over time. *"The adoption of advanced revenue management and dynamic pricing systems has allowed us to significantly improve performance, making growth solid and replicable,"* Federico Ficcanterri states. Since 2024, Icon Collection has collaborated with **IDEAS**, a leading platform for hotel revenue management, and in 2025 introduced an AI-based **Vocal Bot** for 24/7 front desk management, improving operational efficiency and service quality.

In 2026, digitalization enters a new phase with the implementation of a **CRM for marketing automation** and **AI-powered WhatsApp messaging with automatic quotation**, tools designed to support the booking office in terms of productivity and conversion optimization. *"This approach aims to create an increasingly personalized, tailor-made relationship with our guests, starting from the prospect and pre-stay phases,"* adds the CEO.

Alongside technology, Icon Collection continues to invest structurally in **human capital**, considered one of the Group's key competitive assets. In 2026, a new **corporate intranet**, accessible via app, will be launched as a hub for training, e-learning, and internal community for all Internal Guests, accompanied by commercial and managerial training programs. The Group also continues its collaboration with philosopher and organizational expert **Alessandro Guidi**, supporting **"Human Resources"** to align organizational models and work language with the needs of new generations.

Sustainability remains a strategic pillar, fully integrated into the Group's economic objectives. In 2026, environmental initiatives such as **WePlant**, social responsibility projects, and the **GSTC certification path** (initiated in 2025) will continue. *"These activities arise from a genuine commitment to the community, people, and the environment, while also facilitating access to new market segments increasingly sensitive to these issues,"* highlights Federico Ficcanterri.

In a context of strong interest in hospitality investments in Italy, Icon Collection is also looking to the future, evaluating new development and acquisition opportunities in high-potential cities such as Turin and Bologna, confirming a selective growth strategy consistent with its luxury and experiential DNA.

Icon Collection

Icon Collection is a consulting company of the Ficcanterri entrepreneurial group, founded in 2019, which synergistically manages various services (marketing, revenue, booking, procurement, administration, management control, etc.) for the following properties: **The Sense Experience Resort**, **Park Hotel Marinetta**, **Antico Podere San Francesco**, **Borgo Verde**, and **Hotel Botticelli**. Icon Collection's mission is to lead all its properties toward innovation in service offerings, marketing, revenue & sales, management control, economic efficiency, and optimization of human and financial resources.



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