



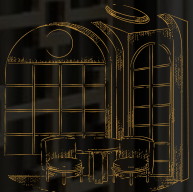
Hotel Development Company

[www.liliumstudio.it](http://www.liliumstudio.it)

# ABOUT LILIUM STUDIO

We are a Hotel Development company based in Florence, operating across Italy and internationally.

We offer investors and property owners high-potential opportunities, managing every phase - from concept and construction to hotel operations.



HOTEL  
MANAGEMENT



GENERAL  
CONTRACTOR

HOTEL  
VALUATION



# From Experience to Vision

With over 20 years of experience in hotel development and operations alongside leading international brands.

Lilium was founded to channel this know-how into an independent and ambitious venture, focused on developing properties with strong identity and lasting value.

# How We Create Value

We create long-term value through fully integrated hotel development.

- Identification of high-potential assets
- Full development and repositioning
- Architecture, interior design, and execution
- Branding, followed by strategic positioning
- Hotel and F&B management
- Cost control and KPI-driven profitability.



# Award-Winning Approach

Our innovative hotel development approach received an award for entrepreneurship excellence.

The event was hosted at the renowned Milan Stock Exchange site.



# Our Brand Strategy

A structured architecture of three distinct concepts, tailored for different segments and development opportunities.

## URBIS



### *Downtown*

Smart hotels in top urban locations, with automation, personalization, and operational efficiency.

## SUB ASTRA



### *Nature*

Eco-conscious glamping retreats in the middle of nature. They offer a combination of sustainability, comfort, and wellness experiences.

## EPOCH



### *Historic Palace*

Heritage conversions into timeless hotels, blending historic charm with modern functionality.

# Hotel Management – Our Approach

*Crafting Meaningful Guest Experiences*

From vision to guest experience, we manage hotels with precision, passion, and long-term value in mind.

## Tailored Strategy

- Custom positioning, branding, and business modeling for each property.

## Operational Excellence

- Staff recruitment, training, and structured SOPs for consistent quality.

## Revenue Optimization

- Real-time KPI monitoring, pricing strategies, and guest experience improvements.

## Owner Alignment

- Transparent reporting and strategic alignment with long-term property goals.

# Hotel Management – Flexible Solutions

## *Management Models Built Around You*

Each hotel has its own story — and its own potential

### White-Label Management

- Operates under your brand, with our systems and expertise behind the scenes.

### Lease Agreements

- The entire property is managed by Lilium, with a fixed rent paid to the owner.

### Management Contracts

- No fixed costs — compensation is percentage-based, ensuring shared success.

### Targeted Operations

- Specific areas such as F&B, wellness, or events can be independently managed with the same level of care and performance.

*We adapt to your vision — with the reliability, creativity, and care of a true partner.*

# General Contractor – Full-Scope Execution

## *From Concept to Completion*

### From Concept to Completion

We handle every step of your hotel **renovation** or **construction**.

From design and **permits** to **budgets**, **interiors**, and site work — we deliver on time, on budget, and with no surprises.

We adapt to your vision, with the reliability, **creativity**, and care of a **true partner**.

*Clear process. Full control. Top quality.*

# General Contractor – What We Provide

## Design coordination

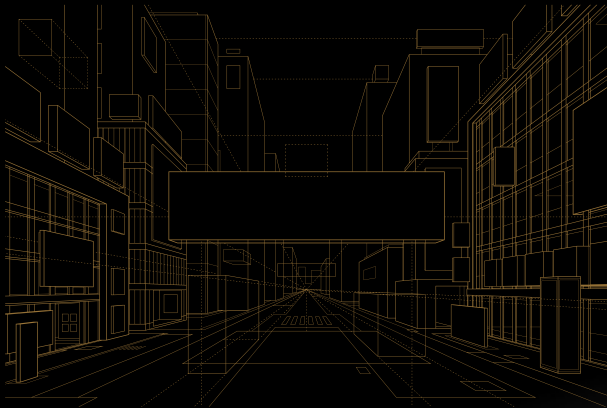
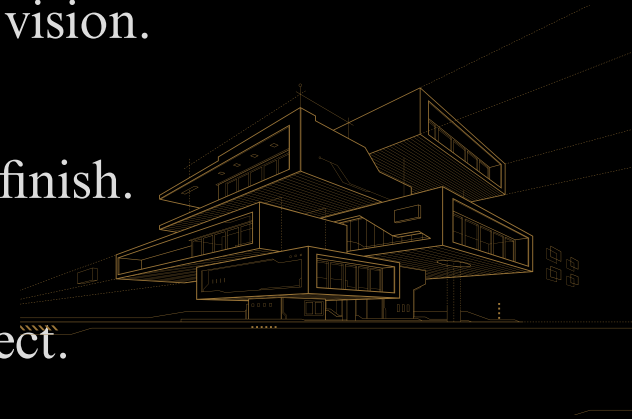
Architects, designers, and consultants aligned under one clear vision.

## Permitting & technical documentation

All approvals, reports, and compliance handled from start to finish.

## Cost control & procurement

Transparent budgeting and sourcing, tailored to each project.



## Interior fit-out

FF&E, custom finishes, and complete room setup.

## Site management

We supervise works on-site to ensure timelines and quality.

## Turnkey delivery

From empty walls to operational hotel — ready for guests.

# Hotel Valuation & Strategic Positioning

Evaluation of hotel assets and repositioning strategies built on operational expertise and real market data.

Direct access to off-market opportunities through a broad industry network.

Certified international background and insight-driven decisions, developed in collaboration with STR and institutional sources.



The quality of a project is defined long before the first brick is laid — in how it's evaluated and designed

# Let's Work Together

Whether you're looking for full-scope support, a single service, or simply exploring potential synergies — we'd be glad to connect and explore opportunities together.

*“Every hotel, a story worth staying in.”*