

Business Traveller

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ROMAN HOLIDAY

New hotels to watch out for in Rome

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NEW HOTELS IN ROME

Rome is ready for the return of business travellers with new hotels opening and more planned

WORDS PAUL J DEVRIES

Spend a day strolling through Rome's ancient streets and visiting its plethora of monuments and museums, followed by an evening of *aperitivo* and food on one of its historic piazzas, and it's easy to see why the city is a magnet for tourists.

Despite Milan's reputation as the country's centre of commercial

activity, Rome also attracts its fair share of business travellers, ranking higher than its rival as a city for meetings and events. It offers both individual hotels with significant conference facilities (Rome Cavalieri – one of Hilton's Waldorf Astoria hotels – can host up to 5,500 delegates) and vast spaces suitable for trade fairs or congresses at Fiera Roma or La Nuvola Roma convention centres.

Overall, the City of Seven Hills drew in excess of 10 million international visitors in 2019, making it one of Europe's most popular destinations. Anticipating the new decade, it was getting ready for an influx of new hotels, with major brands including The Hoxton, Bulgari, Six Senses, and Rosewood set to inject some much-needed new life into the city's inventory.



SOHO HOUSE ROME

Soho House continued its foray into European capitals with the planned autumn opening of a new ten-storey property in San Lorenzo, offering 49 rooms and 20 long-stay apartments.

In addition to its usual members' club spaces, there is a deli bar and lounge on the ground floor, a rooftop with bar and pool, a screening room, and health club with gym. The group is working on a property in Milan as part of its European expansion plan.

sohohouse.com

ABOVE: Premium room with terrace at Anantara Palazzo Naiadi
BELOW: Studio Suite at W Rome

ANANTARA PALAZZO NAIADI

Anantara, part of Minor Hotels (which includes brands NH and Avani Hotels), is quickly establishing a European footprint through a series of conversions, including Grand Hotel Krasnapolsky in Amsterdam, and New York Palace in Budapest.

In Rome, it is converting Palazzo Naiadi, a 19th-century neoclassical building next to the city's Termini Station and near the ruins of the Diocletian Baths. There are 238 rooms and suites, some of which are in the Clementino wing, previously the Vatican's granary. F&B include seasonal dishes on the rooftop terrace, which has an outdoor pool.

anantara.com

COMING SOON

BULGARI ROME

With just six hotels today, Bulgari will nearly double its portfolio over the next few years with openings in several cities, including Paris, Moscow and Tokyo. In Italy, the original Bulgari Milan will get a sister hotel in Bulgari Rome in 2022, inside a 1930s modernist building opposite the Ara Pacis and Mausoleum of Augustus.

The majority of its 100 accommodations – like all other Bulgari hotels designed by Antonio Citterio and Patricia Viel – will be suites, and the top floor will feature its Il Ristorante restaurant and The Bulgari Bar.

The brand's flagship store on Via dei Condotti is a few minutes' walk away – to celebrate the hotel's upcoming opening, the jeweller has designed the 'Bulgari Ospitalita Italiana Necklace', a choker with ten precious stones representing its first ten hotel destinations.

bulgarihotels.com

THE ROME EDITION

Next year will see Marriott's Edition hotels open in two very different European cities: Rome and Reykjavik – joining recent arrivals in Tokyo, Shanghai and Los Angeles.

The Rome Edition will have 95 rooms and suites in an early 20th century building on Piazza Barberini, designed by Cesare Pascoletti in collaboration with Marcello Piacentini, one of Italy's most famed architects of Rationalism. F&B will be a focus for the hotel, including a signature restaurant with outdoor space, a Punch Room Bar, and a

