



Hotiday raises €5.5M in a funding round led by P101 SGR to create the first decentralised global hotel

The funds will enable the Italian traveltech startup to open new locations in major European resorts and cities, increase services offered to partner hoteliers, and expand the team.

Currently, there are more than 65 hotel professionals working with Hotiday, including leading groups like TH Resorts, and more than 90 destinations in Europe, such as Italy, France, Greece, Portugal, and Spain.

Italy, May 2025 - Traveltech startup [Hotiday](#) announces a €5.5 million capital raise.

The funding round was **led by P101 SGR**, a leading Italian venture capital player with an international focus and saw the participation of **40Jemz** as well as both Italian and international business angels.

The finalisation of this round will enable the startup **to further expand its portfolio of European destinations**, enter **new markets** and strengthen its presence in existing ones, **enhance the range of services offered to hoteliers**, establish **new partnerships** with premium tourist accommodations, and **grow the team**.

Founded in 2022 from an idea of Vittorio Gargiulo, Federico Brunelli and Federico Di Carlo and developed thanks to the B4i - Bocconi for Innovation acceleration program, Hotiday has experienced exponential growth since beginning. In 2024, with a lean team of just 15 people, the startup skyrocketed with a **500% revenue growth** compared to 2023 and **debuted its first international Room Collection in Paris**.

Today, Hotiday partners with more than 65 hospitality businesses, including leading hotel groups such as **TH Resorts**, and operates across over 90 destinations in **Europe, including Italy, Spain, France, Greece, and Portugal**.

Digital and innovative revolution in the traditional hotel market

Hotiday's strength lies in the innovative approach it brings to redefining the boundaries of the modern hospitality experience, helping hotels manage and leverage their potential while enhancing the traveller experience.

The model is unique: Hotiday not only solves the problem of **natural unsold inventory**, increasing revenue and occupancy rates, and generating passive income for the properties it



works with, but it also becomes a strategic partner, **providing concrete tools**. From the proprietary Revenue Management System to advanced data analytics, Hotiday enables hotels to **optimise pricing strategies and increase revenues and accompany them into the future**.

“Hotiday Room Collections” are rooms that Hotiday locates within selected hotels partly through a proprietary algorithm. In this way, Hotiday enriches the guest's experience with **additional services** while enabling facilities to optimise room usage **strategically**. This model gives rise to the world's first decentralised hotel: a **diffuse hotel housed in dedicated areas within partner facilities**. A forward-thinking and scalable approach designed for rapid and global expansion.

“We are building something that is unprecedented in the hospitality industry. In a market that is still strongly tied to traditional logics, we have introduced a clear, yet innovative vision that gives value to the hoteliers we work with and offers a better experience for travellers: digital, fluid, and thoughtless. Our achievements and this new funding give us confirmation that we are on the right track and push us to think even bigger. Hotiday is not just a startup, it is a story of innovation and passion, and we are just at the beginning,” says **Vittorio Gargiulo, CEO and Co-founder of Hotiday**.

With this new deal, **P101 SGR finalises the twelfth investment made through Programma 103**, a fund also supported by the European Union through the InvestEU Fund and CDP Venture Capital SGR via Digital Transition Fund – PNRR, which makes use of EU resources through NextGeneration EU initiative to foster SMEs' digital transition.

Stefano Guidotti, Partner at P101, who led the investment transaction in Hotiday, said, *“We are excited to support Hotiday in this new phase of growth. The company has successfully brought innovation to a traditional industry like hospitality, identifying a clear market need and responding with an effective tech-driven solution. With over a decade of experience in traveltech and a strong network, P101 will actively contribute to Hotiday's further development. Thanks to a highly skilled team and a sophisticated proprietary technology, and with our ongoing support, we are confident that the company will quickly unlock its full potential not only in Italy, but also on an international scale.”*

Hotiday

Hotiday is the first decentralized global hotel based in dedicated areas within the best local hotels. Rooms, selected by Hotiday in a specific area of partner hotels, are adapted to the desires and needs of modern travelers and enhanced with additional services. The traveltech startup, founded in 2022 by young people under 30 included in the special Forbes Italia 2024 ranking, Federico Brunelli, Vittorio Gargiulo, and Federico Di Carlo, has hosted more than 33,000 people in more than 90 tourist destinations in Europe in the last year alone.

www.hotiday.com

P101 SGR

P101 SGR is one of the leading venture capital fund managers in Italy, specialising in investments in innovative and technology-driven companies in Europe. Founded in 2013 by Andrea Di Camillo, it counts among the investors of its funds Azimut, CDP, European Investment Fund, Cassa Nazionale di Previdenza e Assistenza Forense, Enpam, Inarcassa, ISP Group Pension Fund, Compagnia di San Paolo, Banco BPM, Banca Sella, Unicredit Banca



and other institutional investors, as well as some of Italy's leading entrepreneurial families. P101 SGR currently manages five funds, including the first retail investment vehicle for venture capital developed in collaboration with the Azimut Group. With assets under management totalling around EUR 500 million, P101 has made more than 290 investments in 60 companies that in 2024 generated around EUR 2 billion in turnover and employed more than 5,500 people. Over the last 10 years, P101 has contributed to the development of the Italian innovation ecosystem by supporting the growth and international expansion of companies such as Fatmap (Strava), Habyt, Milkman, MusixMatch, Tannico, Deporvillage and Musement.
www.p101.it

Hotiday

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