

**The M Legacy Group invests in Cervinia: a new real estate and tourism strategy in Valle d’Aosta.**

The M Legacy Group, a *collection* of luxury hotels and chalets, is investing in the renowned destination of Breuil-Cervinia. Founded in 2023, The M Legacy Group was created to strengthen the premium hospitality segment in a high-potential tourist area through a growth plan that enhances strategic real estate assets and exclusive hotel offerings.

The M Legacy positions itself as a key player in the hospitality sector, with seven iconic properties: the **Hotel Principe delle Nevi** and **Hotel Europa**, both owned and directly managed, along with a curated selection of chalets: **Chalet Breithorn, Chalet Cime Bianche, Chalet Il Gufo, Chalet Snøstorm, and Chalet La Fenice**, all under management.

The development plan includes expanding the Group’s presence in one of the Alpine destinations with the greatest potential, through an operational model that combines management, design, and Italian excellence with an international vision. The goal is to create unforgettable experiences, offering a new way to experience the mountains, an enduring legacy to be shared and passed on.

***Cervinia: an international destination with high seasonality and premium appeal***

The strategy to invest in Cervinia follows a logic of **geographical and sectoral diversification**, with a focus on destinations that demonstrate high tourism resilience.

As one of the highest ski resorts in Europe, Cervinia offers a ski area spanning **360 km of slopes** and **53 ski lifts**, directly connected to the Swiss resort of Zermatt and close to the Monterosa ski area.

Cervinia stands out as a rapidly growing international destination, attracting **a high-spending foreign clientele representing 95% of total visitors**, and is appreciated both in winter and summer. The location is a magnet for sports and wellness activities throughout the year, making Cervinia the European resort with the longest ski season (October–May). It welcomes not only winter sports enthusiasts but also lovers of hiking, mountain biking, and breathtaking alpine and lakeside landscapes.

According to an analysis by the “Savills Ski Resilience Index Report”, which provides a detailed overview of the **quality and reliability** of ski conditions across various destinations, Breuil-Cervinia ranks first based on **five key parameters**: snow coverage, reliability, season length, altitude, and temperature.

The recent inclusion of the ski area in the **Ikon Pass** travel program, one of the most prestigious passes for international skiers and snowboarders, further strengthens the resort’s appeal in the global market, with a positive outlook for increased tourism from the United States.

“*In our Group’s vision, alongside the value of the territory comes* ***real estate enhancement****, through redevelopment and positioning within the luxury segment, and* ***sustainable growth across environmental, social****, and governance dimensions, thanks to* ***ESG*** *criteria applied throughout all project phases*” – says Davide Odisio, Founder.

***Medium- and Long-Term Objectives***

The outlook is clear: with asset values, understood as the Group’s real estate portfolio, amounting to €50 million and an ADR (Average Daily Rate) of €770, The M Legacy is poised for growth.

Today, it stands as the **second-largest hospitality group in Cervinia** in terms of room capacity, with a **potential turnover of €15 million** and the concrete possibility of achieving first place by 2026.

Between 2027 and 2032, the Group aims to become the **leading** **Hospitality Group in the Alps**, through organic growth and targeted acquisitions

**The M Legacy**

Frazione Breuil Cervinia, snc

Aosta | Italia

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