

CAROLI *H o t e l s*

1966  2016

COMPANY PROFILE



HISTORY

COMPANY

**CORPORATE SOCIAL
RESPONSIBILITY**

CAROLI HOTELS BRANDS

MISSION

COMMERCIALIZATION

TERRITORIAL MARKETING

& COMMUNICATIONS

HOSPITALITY SCHOOL

SUSTAINABLE DEVELOPMENT

Attilio was from Taurisano, an agricultural town in Salento, and Gilda, being a teacher, moved from Bari, her home town, to Taurisano in order to teach to her primary school pupils. They both were new to the world of the hotel hospitality. Together with his father Cosimo and his brothers, Attilio had been managing a farm that, besides being known for dealing in wines and oil of Salento, was renowned for the harvest of dried figs, that were used in the production of distillates and coffee surrogates exported to Austrian market.

Thanks to the support of their daughter Maria Domenica and their son-in-law Mario, a surgeon that had lent himself to hotel trade, their activity expanded from the Hotel Terminal in Santa Maria di Leuca to the acquisition and then, in 1976, the finishing of the Hotel Complex Le Sirenuse in Gallipoli.

It was 1965 when Attilio Caroli and Gilda Nuzzolese decided to undertake a new challenging activity in Santa Maria di Leuca. It was the beginning of the tourist trade in Salento and the excellent relations with Italian travel agents and Foreign tour operators did confirm that they had won their bet. Attilio and Gilda had managed their hotels with care and steady presence, with the support of those valuable members of their team that still today are in service. With the coming of the third generation of the Caroli – Caputo family and the acquisition of new facilities for tourists in Gallipoli, like Joli Park Hotel and Bellavista Club, and in Santa Maria di Leuca, like Villa La Meridiana, it was the birth of the Caroli Hotels, that today, together with the management of more than one thousand beds, are active in territorial marketing, with the merchandise brand *Caroli House and*; and, with *La Dispensa di Caroli* brand, they promote wine and gastronomic deliciousness of Salento, keeping up the family tradition, with the happy *figs-hotellerie* union.

Now the fourth generation, represented from Attilio's grandnephews Mario and Gabriele, continues the innovation and the introduction of new hospitality concepts in line with tradition.





Caroli Hotels un sogno antico quanto il mare

1966  2016



CAROLI  **H o t e l s**

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Now that the number of beds, hospitality facilities and flight connections in Apulia has considerably increased, the new challenge that has to be taken on from the tourist industry is to make this territory attractive for travellers and tourists all year round.

Mario Caputo



Caroli Hotels is always predisposed to build positive relationships with local and national stakeholders and other subjects, with the aim to give concrete added value for the company, through the exploration of new competitive paths turned toward a “sustainable development” for the entire community.

PROGETTO AGAPOLIS



AGAPOLIS

“Agapolis – Welcoming City” project is being promoted in co-operation with Sant’Antonio Parish of Gallipoli and Caritas Italy: the purpose is to promote welcoming policies and integration through the creation of beds and lodgings in the religious environments, reserved for those in need.

Salento Mundial

Salento Mundial is the Refugees World Cup: born in 2016 with the same format of the FIFA World Cup, it hosts teams from migrants and foreign communities in Italy, with the aim to build “human bridges” and to facilitate integration between people from different cultural backgrounds.



Homerus

Homerus Project was born in 1995 from an idea of Alessandro Gaoso. Homerus is a non-profit company teaching blind people how to sail autonomously. During the Homerus Regatta, the autonomous-sail match race planned every spring, sonorous buoys are placed in the sea in order to delimit the circuit.

Caroli Hotels customized Ecoresort Le Sirene Sailing Club's sailing boats with the necessary equipment in order to compete in Homerus match races. Caroli Hotels organises Begginers Sailing Courses with Unione Italiana Ciechi – Italian Blind People Association.



ASIRID PROJECT – LEVANTE UNIVERSITY CAMPUS

Asirid Project was born in the Levante University Campus, in its Digital Innovation branch: it is a high-end formative project that allows freshmen (up to 21 years old) to work on highly-innovative processes in our partner companies, while following the planned university courses.

Caroli Hotels is partner and within the main supporters of the initiative



ALBA MEDITERRANEA

The association was born from the idea of several young Apulia citizens and it works in order to promote sea and sailing as education, working and integration tools.

Caroli Hotels is partner of the project.



MONUMENTAL TREES CENSUS OF THE PROVINCE OF LECCE

Monumental trees represent a priceless environmental heritage for Salento and it has to be preserved and communicated. This census gets to both goals and creates an opportunity to study and discover the history and the biology of these “natural monuments”.

Caroli Hotels support the initiative and the organisation of meetings aimed to illustrate monumental trees' history and to preserve it.



Carta di Leuca

Carta di Leuca, or Leuca's Paper, is an accessible document that will evolve through years together with our territory, remembers to citizens and visitors principles and values that are at the hearth of this land.

Caroli Hotels support the yearly event.



Borghi Autentici d'Italia Tour

BAI Tour is a network of small villages and typical hamlets that are linked to the hospitality market, always in search for sustainability, nature and local heritages.

Caroli Hotels is a shareholder of BAI Tour.



Banca Etica

The idea behind *Banca Etica* consists in creating a place where savers, driven by the common desire of a more transparent and responsible management of financial resources, may meet socio-economic initiatives, inspired by the values of a sustainable social and human development.

The bank manages savings raised from private citizens, as singles or families, organisations, companies and institutions in general, and invests them in initiatives pursuing both social and economic objectives, operating in full respect of human dignity and the environment.

In such context *Banca Etica* sets out to educate both savers and borrowers by enhancing the awareness of the formers about their saving's destination, and encouraging the latter to develop their management and entrepreneurial abilities.

Caroli Hotels is a member of Banca Etica since its foundation.



CASA DELLA CARITA' LECCE

Casa della Carità provides free food and shelter for those in need. Annual solidarity dinner during Christmas time at the prison of Lecce, with the hope of giving little moments of joy to those who are in a difficult situation.

Caroli Hotels supports Casa della Carità's projects.



Hotel Terminal





Lungomare Colombo, 59
73030 SANTA MARIA DI LEUCA

55 rooms • Max occupancy: 147 people

Services: restaurant, bar, pool bar, 24h reception, lift, luggage storage, babysitting, small-sized pets accepted, discounted public parking.

Other services: airport shuttle service, room service, meeting and banqueting, private events area, TV hall, laundry service, reserved beach, local products shop, sailing trips, tourist information centre.

In the room: balcony, bathroom with Hansgrohe hydro-massage shower, hair dryer, safe, air conditioning, satellite TV, minibar, phone, wi-fi.

In the hotel: bike rental, swimming pool, Kids Play Kit, table tennis, activity and trips arrangement, solarium, garden.





Ecoresort Le Sirenè



Litoranea Gallipoli-Santa Maria di Leuca
73014 GALLIPOLI

123 rooms • Max occupancy: 284 people

Services: restaurant, beach restaurant, bar, pool bar, 24h reception, lift, luggage storage, babysitting, small-sized pets accepted, discounted public parking.

Other services: airport shuttle service, room service, meeting and banqueting, private events area, TV hall, laundry service, reserved beach, local products shop, sailing trips, tourist information centre.

In the room: balcony, bathroom with Hansgrohe hydro-massage shower, hair dryer, safe, air conditioning, satellite TV, minibar, phone, wi-fi.

In the hotel: bike rental, swimming pool, Kids Play Kit and Mini Club, table tennis, activity and trips arrangement, solarium, pinewood, pianobar, archery, massage area in the pinewood, tennis and 5-a-side football ground, entertainment activities, sailing club.



Villa La Meridiana





Lungomare Colombo, 61
73030 SANTA MARIA DI LEUCA

6 rooms • Max occupancy: 14 people

Services: 24h reception, luggage storage, babysitting, private parking. Reserved beach and swimming pool at the neighbouring Hotel Terminal.

In the room: balcony, bathroom with Hansgrohe hydro-massage shower, hair dryer, safe, air conditioning, satellite TV, minibar, phone, wi-fi.





Joli Park Hotel



Via Lecce, 2
73014 GALLIPOLI

86 rooms • Max occupancy: 210 people

Services: restaurant, bar, 24h reception, lift, luggage storage, babysitting, small-sized pets accepted, discounted public parking.

Other services: airport shuttle service, room service, meeting and banqueting, private events area, TV hall, laundry service, local products shop.

In the room: balcony, bathroom with Hansgrohe hydro-massage shower, hair dryer, safe, air conditioning, satellite TV, minibar, phone, wi-fi.

In the hotel: bike rental, swimming pool, Kids Play Kit, activity and trips arrangement.



Bellavista Club





Corso Roma, 219
73014 GALLIPOLI

90 rooms • Max occupancy: 330 people

Services: restaurant, bar, 24h reception, lift, luggage storage, babysitting, small-sized pets accepted, discounted public parking.

Other services: airport shuttle service, room service, meeting and banqueting, private events area, TV hall, laundry service, local products shop.

In the room: bathroom with Hansgrohe hydro-massage shower, hair dryer, safe, air conditioning, satellite TV, minibar, coffee machine, phone, wi-fi.

In the hotel: bike rental, activity and trips arrangement, Panoramic Wellness Area at the 13th floor with Jacuzzi mini-pool and Technogym Fitness Centre.



BRANDS



CAROLI HOUSE & BOAT

Historical charming houses, agritourisms, castles and sea towers, trullos, convents and sailing hotels: discover the charm of Salento with Caroli House & Boat.



CAROLI TURISMO

Caroli Turismo travel agency supports Caroli Hotels' guests with ticketing service for flights, trains and cruises. Caroli Turismo offers an Activity Menu with several activities, experiences and trips of all kinds to be arranged during the traveller's stay in Salento.



CAROLI SPORT

The foundation of Caroli Hotels Salento Multi-Sports Team wants to make sport the preferred way to promote Salento and its beauties with sporting events organised during the year.

From American football to Harry Potter's quidditch, from fencing to baseball, chess, sailing, football, swimming, basketball, volleyball: Caroli Sport organises national and international meetings and youth sport tournaments, involving new communities in the discover of Salento.



DISPENSA DI CAROLI

In line with the old family tradition, we select the best delicacies from Salento peninsula as for quality, freshness, genuineness, typicity and taste. Wines, preserves, pasta, oil and a lot more: the perfect ingredients for a Salentinian lunch or dinner at the return from the holiday.

The background image shows a rugged, rocky coastline under a clear blue sky. The water is a vibrant turquoise color, with some darker patches visible beneath the surface. A central graphic overlay consists of a large white rectangle containing the text 'CAROLI' at the top and 'Hotels' at the bottom. In the middle of this rectangle is a 2x2 grid of four smaller white squares. The top-left square shows a dark cave entrance in the rock. The top-right square shows a close-up of the rock face with some orange-brown staining. The bottom-left square shows a view of the seabed with various rocks and coral. The bottom-right square shows a view of the seabed with a large, flat rock. The text 'CAROLI' is in a white, outlined, serif font, and 'Hotels' is in a white, outlined, serif font.

CAROLI

Hotels

MISSION

Caroli Hotels go along with its guests at the discovery of Salento. For over fifty years, your stay in Salento becomes a unique experience to satisfy body and mind desires: plunged in your idea of perfect holiday.

Caroli Hotels' Team welcomes guests from all over the world with love and dedication in hotels, villas and historical dwellings, with a combination of sea, relax, nature, culinary arts, history and traditions.

Caroli Hotels is seriously committed to professional training and constant upgrade of its Team, always searching for new services and activities in order to become the main actor of the promotion of Salento.

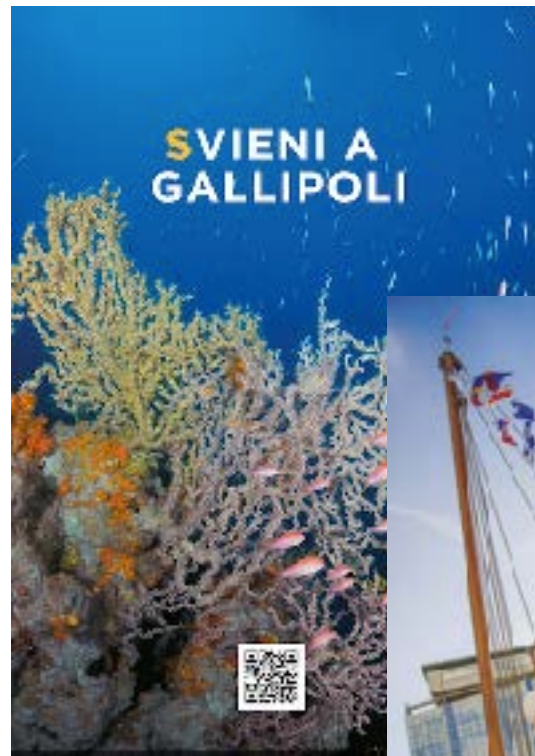


The most important Tour Operators and the Online Travel Agencies play an essential part in Caroli Hotels' web marketing branch. These partnerships, strengthened from time and positive results, are sealed with periodical on-site meetings in our facilities, guaranteeing the quality standards of the Caroli Hotels.

Employees' Recreational Associations and Senior Citizens Centres have long-established relationships with Caroli Hotels, benefitting from special fares reserved to their members.

During the year, meetings and educational tours for teachers and other decision-makers are arranged in Salento in our facilities in order to renew the emotional and entrepreneurial connection with the destination and our Company. Themed tours, cooking shows and typical Salentinian dinners take place during these meetings, well-finished by Caroli Hotels' Chefs.





SVIENI A GALLIPOLI

Caroli Hotels fulfils and prints “Svieni a Gallipoli”, an all-year-round events schedule: most of the events are supported and organised by Caroli Hotels, as well as many religious and cultural shows and live representations.

Sport, art, culinary arts, culture, wellness, religion: events include technical meetings, international tournaments, historical cars and motorbikes meetings, sailing regattas, chess, boxing, Miss World Italian Final, Salexpo, Liber Libri, music festivals, quidditch and so on.

CAROLI



H o t e l s



PARTNERSHIP



GALLIPOLI CALCIO



CAPO DI LEUCA



SOCIETÀ CALCIO CORTINA



CLUB VELICO ECORESORT LE SIRENÈ

CAROLI



H o t e l s

ITS Istituto Tecnico Superiore



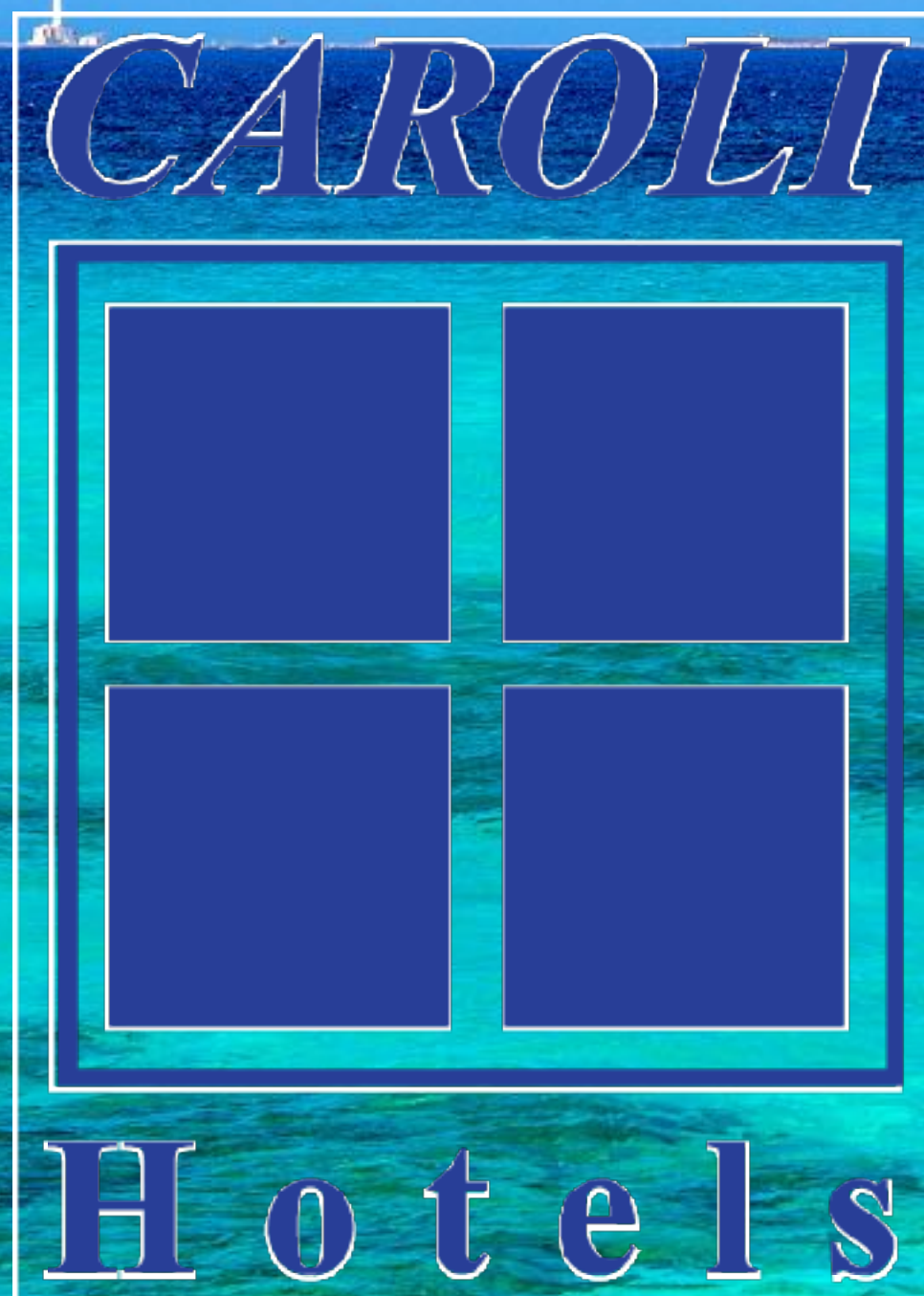
Caroli Hotels Hospitality School is a concept where students from high school and universities start their careers in our Company during their school years, under the supervision of our Hospitality Tutors for every hotel department. These flexible and gradual introduction in the world of work allows more students to understand at an early stage their attitudes and the kind of job that will fit them once finished the school / university.

SVILUPPO SOSTENIBILE

Established in 1992, the EU Ecolabel is a third party certified Type I ISO 14024 aimed to promote products and services which have a reduced environmental impact thus helping European consumers distinguish more environmentally friendly products. Recognised across Europe, the EU Ecolabel is a label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle: from raw material extraction, to production, distribution and disposal. Ecoresort Le Sirenè satisfied all of the quality and sustainability standards and has been awarded with ECOLABEL official license.



CONTACTS



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