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Press Release

APRIL 2ND, 2025

Accor, Invel Real Estate and Prodea Investments announce the signing of Hotel Bellevue Cortina d'Ampezzo, Emblems Collection
Honoring a legacy, forging a new icon in the Dolomites



ACCOR, Invel Real Estate and PRODEA Investments proudly announce the signing of Hotel Bellevue Cortina d'Ampezzo, Emblems Collection, marking the brand's first property in Italy. Set to open end of 2026, this iconic property will offer a captivating Alpine club experience in the renowned destination of Cortina d'Ampezzo, standing as a testament to craftsmanship, thoughtful design and witty Italian flair.

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The signing of **Hotel Bellevue Cortina d'Ampezzo, Emblems Collection** represents a defining moment in the brand's global expansion—honoring a legacy while forging a new icon in the heart of the Dolomites. This project marks the beginning of a promising partnership with visionary owners from South-East Europe, who share Accor's ambition of redefining luxury through heritage, craftsmanship, and innovation.

Hotel Bellevue Cortina d'Ampezzo, Emblems Collection is located on **Corso Italia**, Cortina's most iconic address, with roots dating back to the late 19th century. Crafted by the Italian architects **pcomp**, the property's architecture **seamlessly blends traditional alpine charm with a contemporary aesthetic**, creating an elegant and authentic mountain retreat. Renowned **Tihany Design studio** imagined the interiors, capturing the essence of 'Embrace Cortina'—an invitation to reconnect with nature, heritage, and a sense of belonging. The interiors highlight rich materials and **local craftsmanship**, including **timeworn marble mosaics** crafted from **Bianco Antico** stone from the Veneto region, finished to evoke the polished charm of Italy's historic buildings.

"Hotel Bellevue Cortina d'Ampezzo perfectly embodies the essence of the Emblems brand: refined and exclusive hospitality, in which luxury and intimacy come together. Nestled in the heart of the Dolomites, this new destination is a true source of pride for us as it seamlessly blends luxury and nature, emotion and experience. I extend my sincere gratitude to Invel Real Estate and PRODEA Investments for their trust in this magnificent project."

— **Maud Bailly, CEO of Sofitel Legend, Sofitel, MGallery and Emblems**

"We are committed to shaping the future of luxury hospitality by preserving heritage while embracing innovation. We are thrilled to partner with Accor in leading the iconic Bellevue into a new era of excellence by restoring its prominence in one of Europe's most prestigious alpine destinations. The masterful design direction by Tihany, coupled with our selection of the Emblems brand, reflects our dedication to creating a lasting legacy—ensuring the resort remains a benchmark for sustainable, world-class hospitality for generations to come."

— **Marianna Papachristophorou, Partner, Head of Hospitality, Invel Real Estate**

"As the leading real estate investment company in Greece, PRODEA Investments remains committed to strategic growth in high-value sectors, including luxury hospitality. Introducing Hotel Bellevue Cortina d'Ampezzo as the first Emblems Collection hotel in Italy is a key milestone in our expansion into premium destinations, aligning with our vision of investing in landmark properties that seamlessly blend heritage, luxury, and sustainability. Partnering with esteemed industry leaders such as Accor and Invel Real Estate, we are proud to contribute to the transformation of this emblematic property into a world-class alpine retreat, setting new benchmarks for excellence in hospitality and design."

- **Dr. Aristotelis Karytinis, CEO, PRODEA Investments**

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Honoring the Dolomites' natural beauty and Cortina's heritage, the hotel's design seamlessly blends alpine elegance with contemporary sophistication. Featuring custom Dolomite-inspired furnishings and locally sourced materials, the interiors create a refined, immersive experience.

The hotel will offer 80 luxury rooms, including 27 suites with mountain views. A 500-square-meter spa will provide a premium wellness experience, featuring three treatment rooms, an indoor and outdoor pool, and curated relaxation rituals tailored for discerning guests.

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Aligned with the brand's commitment to responsible hospitality, the Hotel Bellevue Cortina d'Ampezzo project will incorporate energy-efficient design practices, meeting the Group's stringent **Luxury & Lifestyle Sustainability Standards**.

Visual available [here](#).

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ABOUT INVEL REAL ESTATE

Invel Real Estate ("Invel") is an independent private equity real estate firm founded in 2013. The firm is focused on value-add and opportunistic strategies and has built a market-leading position in Southern Europe with north of €3.5bn of assets under management. Invel's largest investment to-date has been the acquisition of PRODEA investments. Under Invel's steering and strategic guidance, PRODEA has become one of the largest REICs in Southern Europe, expanding in the areas of luxury hospitality, green offices and logistics. Invel's hands-on approach and dominant position in its target markets has enabled it to achieve an outstanding track record over the last 12 years. With a dedicated team of 35 experienced professionals and the support of its broader ecosystem, Invel has deployed over €1.7 billion of capital since its inception, on behalf of global institutional clients through both fund and fund/co-investment vehicles.

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ABOUT PRODEA INVESTMENTS

PRODEA Investments is the largest real estate investment company in Greece, listed on the Athens Stock Exchange (ATHEX). It engages in the acquisition and management of real estate assets in the best-performing sectors of the region, such as high-end hospitality, logistics, and green office spaces, with selective placements in the residential market. PRODEA maintains a well-balanced and diversified asset exposure in key locations across Greece and Cyprus, along with selective positioning in other significant markets in Southeastern Europe, including Italy. Its portfolio is expertly managed by seasoned professionals to ensure strategic growth and value creation. Committed to leading innovation across all sectors in which it operates, PRODEA Investments delivers high-quality assets and services to its clientele within a sustainable framework.

ABOUT EMBLEMS COLLECTION

Emblems Collection is a curated portfolio of exceptional luxury hotels and resorts worldwide. From iconic Heritage mansions to serene nature Retreats and striking architectural Signatures, each property embodies culture, creativity, and craftsmanship. With a refined sense of place and understated elegance, Emblems offers exclusive experiences for discerning travelers. Found in prime city locations or breathtaking natural settings, these hotels blend intimate, residential charm with world-class hospitality. The first Emblems properties will debut in Europe in 2025, with a goal of 60 establishments globally by 2032. Emblems Collection is part of Accor, a world-leading hospitality group with 5,600 hotels in over 110 countries and the ALL, a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

emblemscollection.com | all.com | group.accor.com

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