

Minor Hotels Strengthens Colbert Collection Portfolio with a New Hotel in Tuscany, Italy

ExCelle Hotel San Gimignano, Colbert Collection to launch in 2027 in a former convent and prison in a UNESCO World Heritage-listed site, marking the brand's continued expansion in culturally rich destinations.



September 29, 2026: [Minor Hotels](#), a leading global hotel owner and operator, announces the signing of ExCelle Hotel San Gimignano, Colbert Collection, its second Colbert Collection property in Italy and a strategic addition to one of the company's most important growth brands. Scheduled to open in 2027 in the heart of San Gimignano, Tuscany, the hotel will strengthen the global expansion of Colbert Collection, Minor Hotels' premium soft brand for independent properties shaped by cultural discovery, culinary expression and meaningful social connection.

ExCelle Hotel San Gimignano, Colbert Collection will be located within the historic San Domenico Complex in the UNESCO World Heritage-listed center of San Gimignano. Housed within a former convent and prison, the property will form part of a wider regeneration project that is transforming the landmark site into a cultural and hospitality destination. The hotel will

offer 33 guestrooms created from the building's original convent cells, together with a restaurant and bar. Its design will preserve the structure's historic character while introducing a contemporary guest experience rooted in the identity and heritage of the place.

Beyond the hotel, the wider redevelopment of the San Domenico Complex will include a theater and opera arena with capacity for more than 1,000 guests, alongside a curated collection of restaurants, retail boutiques, meeting and event venues, and a museum. Thoughtfully integrated within the site's rich architectural heritage, the project is designed to offer visitors an immersive connection to one of Tuscany's most historic towns.

The project represents a unique opportunity for Minor Hotels to accelerate the development of Colbert Collection with a property that clearly reflects the brand's pillars: the art of place, the art of gathering and the art of taste. At ExCelle Hotel San Gimignano, Colbert Collection, guests will have access not only to accommodation and dining venues, but also to a dynamic program of cultural and artistic experiences across the wider complex.

The regeneration of the San Domenico Complex is led by Opera Laboratori, one of Italy's leading cultural heritage management companies, with more than three decades of experience in the stewardship, enhancement and promotion of some of the country's most important museums, historic sites and cultural institutions.

Gonzalo Aguilar, CEO of Minor Hotels Europe & Americas, commented: "Colbert Collection plays an important role in our strategy to grow with distinctive, character-led hotels in culturally relevant destinations. ExCelle Hotel San Gimignano, Colbert Collection is an exceptional project that brings together heritage, culture, gastronomy and hospitality within one of Italy's most iconic towns. We are proud to partner with Opera Laboratori on a development that will preserve an important historic landmark while reimagining it as a vibrant destination for future generations."

Beppe Costa, CEO of Opera Laboratori, stated: "The transformation of the San Domenico Complex represents a significant cultural regeneration project for San Gimignano and the wider region. Our vision has been to create an open and dynamic destination where culture,

creativity and hospitality come together in dialogue with the site's extraordinary history. We are pleased to partner with Minor Hotels to bring this vision to life and to create a destination that will contribute to the cultural and economic vitality of the city."

The announcement follows the opening of [Porta Rossa Hotel Firenze](#) in Florence in May 2026, the first property to open under the Colbert Collection brand, and comes ahead of the expected launch of [The WestDill Mayfair Hotel London](#) in Q1 2027. ExCelle Hotel San Gimignano will therefore become another important milestone in the expansion of a brand designed to support the growth of distinctive independent hotels within Minor Hotels' global portfolio. Inspired by the spirit of Parisian boulevard cafés, [Colbert Collection](#) brings together properties united by a passion for authentic culinary experiences, cultural discovery and a real sense of community. Each hotel celebrates its individuality through curated experiences that connect guests with the people, stories and traditions of its destination.

With the addition of ExCelle Hotel San Gimignano, Colbert Collection, Minor Hotels will further expand its presence in Italy, where it currently operates 60 properties across seven brands: Anantara, Tivoli, NH Collection, nhow, Avani, Colbert Collection and NH Hotels.



About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 67 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#) and recognizes its guests through one unified loyalty program, [Minor DISCOVERY](#), part of GHA DISCOVERY.

Discover our world at minorhotels.com and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

About Opera Laboratori

Opera Laboratori, a leading company in the Cultural Heritage sector, has thirty years of experience in managing some of Italy's foremost museums and cultural institutions. Active since 1991, it now manages more than 86 museums, archaeological sites and places of worship throughout Italy — including the Royal Palace of Caserta, the Cathedral of Siena, the Archaeological Park of Pompeii, the Pinacoteca di Brera, the Galleria dell'Accademia, the Bargello and the Medici Chapels in Florence — with a workforce of approximately 1,000 people and eight Visitor Centers across the country.

Through its companies — Opera Musei, Opera Mostre, Opera Digitale, Opera Officine, Opera Navarra, Sillabe and Canale 3 Toscana — and its special projects, ExCelle and Dear Guests, the Group covers the entire spectrum of cultural enhancement, from exhibition and installation design to restoration, publishing and communication, hospitality and integrated cultural tourism.

Our vision is to imagine and build innovative scenarios in which art, beauty and culture help prepare us for the future and foster the sustainable development of society, bringing prosperity to territories and people. At the heart of all our projects is a “culture of hospitality”, aimed at establishing a renewed relationship and dialogue with visitors, no longer regarded simply as foreign tourists, but as guests to be welcomed and offered tailored services designed to provide a complete, high-quality experience. We put our expertise to work for Art, restoring, enhancing and safeguarding our cultural, spiritual, territorial and museum heritage.

About 2BPR

2BPR is a full-service boutique communications firm specializing in luxury and lifestyle clients. We combine the experience of large agency talent with the energy, personal involvement, and careful attention of a small agency.

We pride ourselves on developing superior communications at an affordable cost while providing reliable hands-on service. Most importantly, we focus our time & resources on the creation and distribution of valuable, relevant, and consistent messaging to attract and retain a clearly defined audience for every client - which ultimately drives brand loyalty and profitable customer action.

Contact details

Jessica Bradford
jessica@2bprinc.com
[\(626\) 379-2381](tel:(626)379-2381)

Copy link

<https://newsroom.2bprinc.com/272500-minor-hotels-strengthens-colbert-collection-portfolio-with-a-new-hotel-in-tuscany-italy/>