

# TOURISM INSTEAD OF FOOTBALL: JUVENTUS LAUNCHED THE "J HOTEL"



Tourism instead of football: Juventus Turin enters a new industry and inaugurates the "J Hotel". It offers Juve fans a very special fan experience.

Posters of the stars on the walls, carpets such as football turf, Cristiano Ronaldo and Co. as guests: the Italian master Juventus Turin ventured into a new industry and inaugurated their first hotel last week.

**The "J Hotel" located in the Continassa district of Turin, very close to the Juve training center, offers 138 rooms - 35 of which are said to be reserved for the Juve stars around Ronaldo.**

The hotel has been built on 11,200 square meters in the heart of the "Juve Village" not far from the stadium.

Juve wants to offer accommodation to fans as well as business travelers and other tourists. **The prices for a night in the four-star hotel are between 80 and 250 euros, they rise at Juve games.**

Those who reserve a hotel room have preferential access to a contingent of tickets for the Champions League matches. The price also includes a visit to the Juve Museum, which could attract even more foreign tourists, the club fans.

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