



Med Lux Standard

*A Transnational Certification Framework for
Luxury Vacation Rental Across the Mediterranean.*

MAURIZIO BATTELLI - Italy

President, Associazione EXTRA

one of Italy's leading communities for Short Term hospitality operators

Founder, LUXRE



WITHOUT QUALITY STANDARDS,
PREMIUM INVESTMENT DOES NOT TAKE ROOT



Luxury

Mediterranean premium
tourism investment
in strong growth

*Demand for high-end
hospitality outpaces
qualified supply*

Zero

Shared Mediterranean
standards for the luxury
vacation rental segment

*No shared benchmark,
no certified competency
across both shores*

OTA

Fills the gap:
margin erosion,
loss of identity, greenwashing

*Investment disperses
without shared
quality governance*

ITALIAN TOURISM: THE SCALE AND WEIGHT OF THE SHORT TERM RENTAL



10,8%

of national GDP generated by Italian tourism
(Source: Architecture Insights / ISTAT 2024 — 4th worldwide for tourism revenues)

623.989

STR sector CIN codes registered
(out of 717,028 total CIN codes in Italy)

Ministry of Tourism 2026

38,1%

of total tourist overnight stays
generated by the Short Term Rental (STR) sector

Confcommercio / ISTAT 2024

THE SARDINIA CASE: WHEN PROFESSIONALISATION CREATES DESTINATION VALUE

Sardinia — the numbers

46.507 Short Term Rental structures in Sardinia

**€750
mln** Revenue generated by the Short Term
Rental (STR) sector in Sardinia alone

726 Direct members of Associazione EXTRA
(reference operators of the sector)

26.546 STR operators in the EXTRA network
(national reference pool)

Why my experience is a model:

Operational standards built in the field

30 luxury villas managed directly by Sardinia Co-Hosting: a real, not theoretical, proof-of-concept.

Specialised luxury training

Extra Luxre Academy: ~1,500 operators trained in the luxury vacation rental segment.

Independent audit and verification

Lynx Mystery Shop Eyes: mystery guest methodology for hospitality — national benchmark.

Measurable and verifiable data

Observatory with AirDNA (STR data) and Eurispes — not estimates, but shared market intelligence.

MedLux

Standard

Mediterranean Luxury Sustainable Vacation Rental Standard

The first
Mediterranean
standard dedicated
exclusively to
sustainable luxury
vacation rental.

THE EMERGING ANSWER: MEDLUX STANDARD

A REPLICABLE FRAMEWORK AT MEDITERRANEAN SCALE



*EXTRA does not manage properties abroad.
EXTRA sets standards, trains, certifies, benchmarks.*

1 The Standard

Mediterranean benchmark co-designed with chambers of commerce, ministries and academic partners on both shores.
Independent audit via mystery guest methodology (Lynx Mystery Shop Eyes).

2 Extra Luxre Academy

Mediterranean Track: blended training programme (online + residential) for local property managers.
Localised curricula per partner country.

3 Transfer of Knowledge

Italian luxury rental operators act as certified trainers.
Local property managers retain 100% operational control of their assets.

4 Data Observatory

Shared market intelligence on performance and standard adoption.
Data layer: AirDNA (STR) · Eurispes (socio-economic research).

MEDITOUR STANDARD

5 CERTIFIABLE PILLARS

01



Vernacular Architecture

Restoration with local techniques: Moroccan tadelakt, Sardinian dry stone, lime plasters.

02



Artisan Supply Chain

Textiles, ceramics and furnishings from local craftspeople. Priority to women's cooperatives.

03



Rooted Experience

Local cuisine and recipes, km-zero agri-food, certified authentic cultural experiences.

04



Environmental Stewardship

Non-negotiable water efficiency, bioclimatic design, zero single-use plastics.

05



Social Impact

Stable contracts, female and youth employment, local economy valorisation.

THREE RECOMMENDATIONS FOR THE MEDITERRANEAN

01 Certify quality before attracting capital

Premium investors select destinations with verifiable standards. Quality governance does not follow investment — it precedes it. The Italian model shows that certifying the Short Term Rental (STR) sector generates superior destination value and reduces dependence on OTAs.

02 Build transnational standards across both shores

Regulatory fragmentation is the main barrier to cross-border investment. A shared benchmark — co-designed with institutions on both shores — allows investors to evaluate comparable assets and destinations to position themselves clearly on the international market.

03 Fund the transition with available European instruments

The European Union has transnational territorial cooperation instruments specifically dedicated to the Mediterranean area. The resources exist. The moment to build consortia between operators, institutions and research is here, in Agadir, this week.

*To learn more about
Med Lux Standard:*

Maurizio Battelli

President Associazione EXTRA
Founder LUXRE

maurizio@associazione-extra.it
+39 348 264 2741

www.extrarevolution.it
www.theluxuryrentalsevent.com
www.mysteryshopeyes.it

**Networking dinner
tonight — June 18th**

Merci pour votre attention!

Conctactez moi sur :

maurizio@associazione-extra.it
+39 348 264 2741

www.extrarevolution.it
www.theluxuryrentalsevent.com
www.mysteryshopeyes.it

linkedin.com/in/mauriziobattelli

