



LEFAY RESORTS ANNOUNCES LEFAY RESORT & SPA DOLOMITI

San Felice del Benaco (Lake Garda, Italy), 1 February 2018 - Lefay Resorts officially announces the beginning of the construction work for a second property: Lefay Resort & SPA Dolomiti.

The Resort, set in the splendid setting of the Dolomites (declared by UNESCO a "World Heritage Site"), will be built in Pinzolo, in the ski area of Madonna di Campiglio, the largest in the Trentino region. Opening is estimated for August 2019.

«With Lefay Resort & SPA Dolomiti, the brand strengthens its identity, characterised by the reinterpretation of the concept of luxury and a holistic wellbeing philosophy», said Liliana Leali, Lefay Resorts' CEO, «Sustainability, Italian spirit and a unique wellness method are the core values of the Lefay collection and, in 2019, they will also be found in one of the most fascinating mountain destinations in Italy. We are very excited about this opening and ready to face a new challenge, with the certainty that it will also be an opportunity for new projects and resources within the local community.»

Lefay Resort & SPA Dolomiti

The new Resort will feature 88 Suites starting from 57 sqm, two restaurants, and a list of dedicated services, including bars, ski and bike rooms and a lounge. Lefay SPA will be distinguished by a wellbeing area of over 5,000 sqm, including swimming pools, relaxation areas, saunas, fitness zone and treatment rooms, making this one of the largest SPAS in the entire Alpine region. Consistent with the philosophy of a sustainable brand, the Resort will blend perfectly into the surrounding landscape and will reinterpret local traditional architecture, using elements commonly found in mountain buildings such as stone and wood, and



rigorously simple finishing touches. Even in terms of energy consumption, the Resort will be extremely sensitive to the environment: being certified by ClimaHotel, it will be supplied by renewable energy sources, controlled by advanced electrical, thermic and hydric systems. Similar to the development of Lefay Resort & SPA Lago di Garda, which for the last five years has offset 100% of the property's CO₂ emissions, the property in the Dolomites will be also committed to the neutralisation of its own emissions.

Lefay Wellness Residences

With Lefay Resort & SPA Dolomiti, a brand new project will be launched: Lefay Wellness Residences. The residences will be the first homes set in a luxury five star wellness Resort in Italy. This is significant news in the Italian real estate market and represents a reinterpretation of the traditional property ownership model, introducing a state-of-the-art way of experiencing a holiday with great flexibility and access to an excellent level of services.

The Resort will feature 23 residences, starting from of 100 sqm, with direct access to the wellness area and the two restaurants. During their stay, owners will have access to all services and when away from home, they will have the advantage of benefitting from hassle-free management of their unit, which will be entirely run by the Resort Staff. Furthermore, to maximise the economic return on their investment, they will have the opportunity to participate in the Rental Programme by letting their residence through the Resort when it is not being used.

Lefay Wellness Residences are available for sale from 1 July 2018.

The Group

Lefay Resorts was born in 2006 from the vision of Domenico Alcide and Liliana Leali, founders of Air Dolomiti regional airline, which was sold to Lufthansa in March 2003. The new group was founded with the aim of becoming the Italian



reference brand in the international market of luxury wellness holidays through the creation of a collection of eco-resorts according to the Italian style and living and the new Lefay concept of luxury.

With Lefay Resort & SPA Dolomiti, the brand confirms its expansion strategy, which envisages, on the one hand, the completion of the hospitality properties portfolio in Italy (the third has already planned to be set in Tuscany) and, on the other, the expansion in Central Europe in cooperation with selected partners who share the same values, through management or lease contracts.

Press Contacts:

Emma Hill or Tiggy Dean
Hill & Dean PR
+44 20 8875 9923
emma@hillanddeanpr.com
tiggy@hillanddeanpr.com

Lefay Resorts
Mirella Prandelli
PR & Communication Manager
Tel: + 39 0365 441748
m.prandelli@lefayresorts.com