

**LEFAY GROUP UNVEILS  
THE BRAND NEW  
LEFAY RESORT & SPA DOLOMITI**

**31<sup>st</sup> July 2019** - Tomorrow Lefay Resorts unveils the second jewel in its collection, Lefay Resort & SPA Dolomiti. The new Spa Resort is set amongst a mountain landscape, declared by UNESCO a "World Heritage site" for its beauty.

**The Resort**

The Resort is located in Pinzolo within the ski area of Madonna di Campiglio: with its 150 km of slopes, 4 snowboard parks and a single ski pass valid for the entire ski area, it is the biggest ski area in Trentino. The region is also known for hosting sports competitions such as the Alpine Ski World Cup.

The property offers 88 Suites, starting from 57 sqm, including the prestigious Royal Pool & SPA Suite (up to 430 sqm of floor area) and 22 Residences (sales started in July 2018), which are directly connected to the Resort's five star services. These are the first Serviced Branded Residences within a SPA Destination in Italy.

**Lefay SPA Dolomiti**

Thanks to its 5,000 sqm, the spa is among the largest wellness area in the Alps. It consists of four levels: a whole floor dedicated to treatments and rituals with more than 20 cabins where the latest wellness treatments inspired by alpine nature are carried out, together with the multi-award winning signature treatments; the pool area featuring the indoor/outdoor pool heated all year round; a floor dedicated to fitness including a 24h gym with Technogym equipment and, lastly, the adults zone which hosts the indoor pool, entirely made by tonalite (local stone) and the innovative Energy Therapeutic World, inspired by the Lefay SPA Method philosophy and composed of 5 areas with different types of saunas, materials, phytotherapy and aromatherapy. They are all connected to the large central whirlpool with water enriched by magnesium salts.

## The Restaurants

The Lefay Vital Gourmet menu is directed by the Group's Executive Chef Matteo Maenza and by the Chef de Cuisine Martino Longo. The Dolomia Restaurant, with large windows overlooking the surrounding mountains and offering great views, is an ideal setting for a gastronomic experience that brings together traditional recipes and contemporary flavours. "Grual", the organic Restaurant will be available from December 2019. It takes its name from the mountain behind the Resort and will be offering a cuisine following ethical principles including the selection of produce and, above all, suppliers adopting organic production systems.

## Architecture and Design

The Resort has been built according to the principles of bio-architecture by Hugo Demetz, while the interior design has been created by Studio Alberto Apostoli in a team working with the Lefay Resorts Project Team. The new property features natural local materials such as fir and larch for external coverings, oak for the floors, chestnut for furniture and Adamello tonalite, a typical local stone that looks like a light granite, which was used historically to build pasture fountains.

## Sustainability

ClimaHotel certified, the Resort has been conceived following two fundamental guidelines: the containment of energy need, through a high level of insulation of all surfaces, and the use of renewable energy sources with high production systems such as a biomass furnace and a co-generation plant. Consistent with Lefay Resort & SPA Lago di Garda, which has been offsetting its CO<sub>2</sub> emissions for the past 5 years, Lefay Resort & SPA Dolomiti will neutralise its CO<sub>2</sub> emissions.

## Key Figures

Lefay Resort & SPA Dolomiti's opening marks an important step for the growth and the local development of Pinzolo and, more generally, for the entire Madonna di Campiglio tourist area. For the new project, which will be open all-year-round, 130 new staff members have been hired and 50% of them are local and come from the Rendena and Giudicarie valleys. Over a

fully operative period of time, the Resort foresees 54.000 guest nights per year and a turnover of 20 million euros, figures that will have positive effects on the whole economic texture of the valley.

Domenico Alcide and Liliana Leali, founders of Lefay Resorts, say "Today we are very proud to see the Lefay Brand in one of the most enchanting new destinations among the Alps; completing in record time a property that will definitely create positive incentives for the region and the local community."

## The Group

Lefay Resorts was born in 2006 out of the vision of Domenico Alcide and Liliana Leali, previously founders of Air Dolomiti airline transportation company, sold to Lufthansa in March 2003. The Company was created 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 opening, the Brand confirms its development strategy, which involves the completion of the Italian portfolio, with three owned properties in Italy and the search for further ones in Central Europe to be operated under management or lease contracts.

*A special opening rate from 260 Euros per room per night with breakfast is available for stays until November. Rates for 2020 start from 320 Euros per room per night including breakfast. The rates include tax. For the wellness package collection, please visit the "offer" section on [lefoyresorts.com](http://lefoyresorts.com).*

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