



## LEFAY RESORTS

### OUR VISION

To create places of our dreams.

### OUR MISSION

To become 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.

### OUR STORY

Lefay Resorts was born from the vision of Domenico Alcide and Liliana Leali in 2006. After graduating in Economics and Commerce, Domenico Alcide Leali began his working life in the family group “Acciaierie e Ferriere Leali Luigi” where he was responsible for overseeing the management and financial branch. The ever-growing corporate experience and responsibility he acquired led him to the appointment of CEO of the Leali Group in 1987 and to the appointment of Chairman in 1995. Together with his wife Liliana, a graduate in Architecture, they founded the airline Air Dolomiti in 1989 which aimed to provide a high-quality service to businesspeople offering connection services from the main Italian airports to the major European destinations. As a direct result of its reputation as a high-quality company and the strategic nature of the target market, Air Dolomiti drew the attention of the industry’s major operators: in 1992 it signed a partnership agreement with Crossair, a pioneer of regional transport in Europe, and in 1994 with the German airline, Lufthansa. As a result of the agreement with the German carrier, Air Dolomiti became part of the world’s largest alliance, the Star Alliance. The partnership with Lufthansa was strengthened in 1999 with Air Dolomiti’s entry into the share capital. In 2001, Air Dolomiti entered a new phase of growth with its listing on the stock exchange and the extension of its fleet with new regional jets. The Air Dolomiti experience ended successfully in March 2003, when Domenico Alcide Leali decided to sell the company to Lufthansa.



Following the worldwide recognition obtained with Air Dolomiti, the entrepreneurial couple decided to launch an innovative brand in luxury wellness hospitality through the creation of high-end accommodation featuring unique locations, low environmental impact, cutting-edge wellness offers and the integrated management of services.

In 2006 Lefay Resorts was founded. In 2008 the first property of the Collection, Lefay Resort & SPA Lago di Garda was opened in Gargnano on the Western banks of Lake Garda. In the short time since its opening, Lefay Resort & SPA Lago di Garda has been recognised with major international awards culminating in 2016 with the “Worldwide Health and Wellness Destination” awarded during the prestigious “World SPA & Wellness Awards” ceremony. The company continues to pursue its commitments to sustainability by achieving the major international certifications including ISO 14001, the Green Globe Gold Status and the “Being Organic and Ecological SPA” by Ecocert. In 2014, Lefay Resorts presented its first certified “Sustainability Report”.

The second resort of the Collection, Lefay Resort & SPA Dolomiti, opened on 1 August 2019 and is located in Trentino-Alto Adige, in the Madonna di Campiglio ski area (municipality of Pinzolo), surrounded by the splendid Dolomites, declared by UNESCO a “World Heritage Site”. The property features 88 rooms and 21 residences and reinterprets the traditional architecture of the place taking style inspiration from the local mountain buildings (wood, stone and rigorous simplicity of the finishes) to celebrate the natural perfection of the Dolomites. With this project, the Group enters a new segment with an absolute novelty in the Italian real estate market. Lefay Wellness Residences is the first case of “Serviced Branded Residences” within a Spa Destination in Italy.

## OUR VALUES

New Luxury: focused on aspects such as space, nature, silence, time for oneself, discrete service but still with great attention to detail.

Global Wellbeing: embraces the entire holiday experience: the wide spaces, the harmony of the architectural integration, the naturality of the material used, the “Vital” Mediterranean diet and the Lefay SPA Method philosophy.



Sustainability: means developing a profitable business model by creating something worthwhile and this means we take our social and environmental responsibilities very seriously.

People: the real key to our success is the excellence of the Staff, whose satisfaction is as strategic as the satisfaction of our Guests.

Italianity: everything from the interior design, the Mediterranean cuisine, the friendly service, the wellness offering to the attention to detail is delivered in an authentic and traditional Italian way.

## OUR EXPANSION STRATEGY

The first expansion of Lefay Resorts will focus on the completion of the Italian portfolio and on the management of properties in Central Europe. With the objective to leverage on the success obtained with its properties and unique management model, the Group will consider and pursue new opportunities with investment partners sharing the same values and objectives, acting on a very limited number of selected opportunities as operator under a Management Agreement.

### Press Contacts:

Hill & Dean PR  
Emma Hill / Tiggy Dean  
Tel: + 44 208875 9923  
emma@hillanddeanpr.com  
tiggy@hillanddeanpr.com

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