

VISTA

PALAZZO | LAGO DI COMO

★★★★★



LARIO **EH**OTELS

UNEXPECTED ITALY.

VISTA PALAZZO

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Luigi Passera - CEO

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VISTA PALAZZO: *Bringing luxury to locations where it is lacking*

The VISTA brand was born from a new vision of luxury and a fresh interpretation of experiential tourism.

The project began with Bianca and Luigi Passera, respectively the third and fourth generation of a family that has played a leading role in the history of Italian hospitality, and their shared desire to offer unforgettable stays in locations renowned for their natural beauty and landscape and incomparable cultural, artistic and historical value.

Bringing luxury to locations where it is lacking:

this is the goal that guides the choice of every VISTA location.

The hotels, at the moment one in Como and one opening in Verona, are part of the LarioHotels Group, owned and operated by the Passera family. Open all year round, they are located in period buildings, in areas of great cultural and historical value, and are characterized by a **superb level of services, tailored to each customer** and designed to offer a **wide range of exclusive activities**.

The pleasure of experience is the true luxury of the new millennium.

VISTA is designed to provide its guests the feeling of being in a dream home, immersed in the beauty of the most refined Italian design while at the same time breathing a cutting-edge international atmosphere.

The hotels also offer a wide range of custom services that embody the respect for our guests and their privacy that is the focal point of VISTA's hospitality.

The **style** is eclectic, characterized by furnishings and contemporary craftsmanship that pay tribute to Italian tradition and beauty.

Every design choice is consistent with a vision of elegance and harmony, both in the suites and in the common areas, such as the panoramic terraces featured in each hotel, from which to enjoy breathtaking views.

The common thread linking each of the VISTA hotels is an approach to hospitality based on values handed down from generation to generation and which have become an integral part of the Passera family's DNA: **respect for a comprehensive sustainability, which translates into a profound attention to every stakeholder: customers, suppliers, employees, territory, community, and environment.**

Respect for the environment is reflected above all in the selection, in all the restaurants of the Group, of products rooted in the traditions of the place and the season, as well as in the collaboration with local producers and the use of local and sustainable raw materials. A further example is the decision to replace all plastic bottles with glass, and to use only organic cotton or 100% certified linen for the bathroom and bed linens.

No less important is our attention to energy and water conservation, as well as the selection of building and furnishing materials (wood and marble of Italian origin).

Always with a view to **environmental protection**, VISTA Como has implemented practices aimed at **reducing water consumption**, using water drawn from the lake for the air conditioning system, which is then filtered and cleaned and returned to the water supply. Other efforts involve the promotion of "**green mobility**", whereby guests can rent electric cars and bicycles or take personalized cycling tours. And the hotel has electric charging stations for both Tesla vehicles and those with dedicated plugs.

Respect for the territory and the community, through support and contributions to important local cultural events, as well as the organization of fundraising events for non-profit organizations and foundations in the city.

Respect for work, which means the creation of value for the company but also for the employees, who are truly considered part of the family. VISTA provides a healthy and happy work environment where motivation, training, and growth are the key principles through which the company interacts with the staff.

THE PASSERA FAMILY: *A venerable history of hospitality and love for the lake*

The history of the Passera family is essentially a long love story.

Love for the art of hospitality, for an elegant, generous, and authentic reception.

It all began in the early 1900s on Lake Como, with a restaurant on one of the steamships that once sailed its waters.

In a short time the family became a key player in the local hospitality industry, taking over management of the Hotel San Gottardo in 1920, which quickly became one of the best hotels in the city.

In the years that followed, the Passera family also assumed management of the Terminus, built in 1900 on the Lungo Lario Trieste by the architect Italo Zanolini.

In 1958, the brothers Corrado and Gianni Passera acquired **Villa Flori**, a charming lakeside mansion once belonging to the Marquis Raimondi, where still today one can breathe the romantic atmosphere of the 19th century.

In 1985, the third generation took the helm of what would soon become LarioHotels, in the person of **Antonello**, grandson of the founders Antonio and Clelia.

Antonello immediately set about upgrading the properties: first of Villa Flori, where he opened the renowned Ristorante Raimondi, and then of the Terminus, which officially opened in 1994 after a complete renovation.

In 2013, Antonello's sister **Bianca**, a marketing and communication professional, entered the scene and opened the Posta Design Hotel, a charming boutique hotel featuring the best of contemporary Italian design.

In the same year, after the sudden death of Antonello, the fourth generation joined the management ranks: **Luigi**, a young entrepreneur with a degree in Economics, a Master's in International Management, and international experience in the field.

With Bianca and Luigi, a new chapter in the history of LarioHotels began, taking the form of a new model of hospitality, that of VISTA Hotels.

With the **mission** to bring the luxury experience to places where it is still missing, in June 2018 Bianca and Luigi opened the VISTA in Como, the first 5-star luxury hotel in the city and the only one with such extraordinary architectural, decorative, and aesthetic features.

In October 2021, the second VISTA is scheduled to open in Verona, 16 luxury suites in the heart of the magnificent Veneto city, just a stone's throw from the world's most famous balcony.



VISTA | PALAZZO | LAGO DI COMO *Hotel*

VISTA | Palazzo | Lago di Como is the first **5 Star Luxury** property of the LarioHotels Group, and the first and only one in the heart of the city.

The hotel is the result of a careful renovation of a 19th-century *palazzo* located in majestic Piazza Cavour - the central square of the city - and directly overlooking Lake Como, one of the most beautiful scenic spectacles in Italy, indeed the world.

The **18 spacious suites** share the atmosphere of authentic VISTA luxury: meticulous attention to detail, elegantly Italian, and unusual in the skillful combination of iconic design pieces with custom furnishings made by the best Italian manufacturers and craftsmen, from Dedar fabrics to Minotti Collezioni for the mahogany boiserie, to the custom-built Infinity Bar counter.

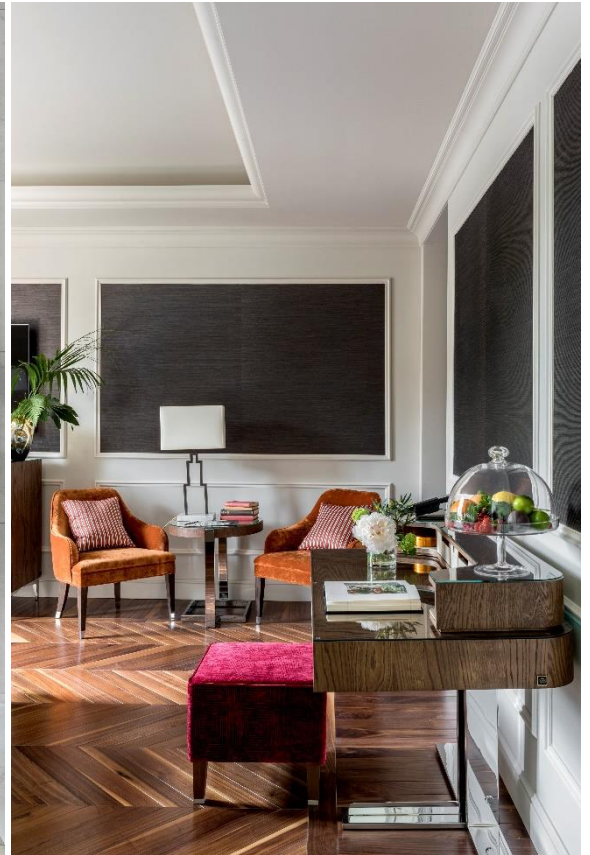
The ample bathrooms are made with five different types of marble and feature showers and bathtubs overlooking the lake.

VISTA, a name that's also a philosophy.

This holds especially true for the indescribable view that can be enjoyed from the Rooftop, a floor entirely dedicated to the most social spaces of the hotel: the spectacular **Infinity Bar**, whose 360-degree terrace offers a wonderful view of the city and the lake, the Sottovoce Restaurant, and the small, secluded library available by reservation for intimate dinners and small private meetings.

VISTA | Palazzo | Lake Como is affiliated with Small Luxury Hotels of the World and part of the Fine Hotels + Resorts programs of American Express Platinum.





VISTA | PALAZZO | LAGO DI COMO

Dining

The flair for hospitality is also reflected in the **Ristorante Sottovoce**, one of the first rooftop venues in the city where, in an intimate atmosphere with an unparalleled view, you can enjoy an unforgettable culinary and multisensory experience.

Included in all the main dining guides, from Michelin and Gambero Rosso to L'Espresso and Identità Golose, it is helmed by **Chef Stefano Mattara**.

A talented Italian chef who has worked alongside Michelin-starred chefs of international fame, Stefano presents his distinctive gastronomic philosophy through dishes that artfully combine **tradition and experimentation**.

From "*Fresh alborella in saor with ember-roasted onion, raisins and pine nuts*" to "*Carnaroli risotto with burrata cheese, red shrimp, crumbled pistachios, and orange blossom essence*", guests will be taken on a true gastronomic journey through innovative and original dishes whose flavors are deeply rooted in the local territory and in the culinary tradition of Italy.

To relax after a day full of activities, perhaps while admiring an intense sunset, there is the **Infinity Bar**, whose terrace offers not only a breathtaking view but a lively atmosphere, together with a wide selection of fine Italian and international wines, classic cocktails revisited in a simple yet imaginative way, and innovative, exotic creations from our master barmen.



VISTA | PALAZZO | LAGO DI COMO

Experiences

VISTA Palazzo offers a wide range of **custom services** at the highest level, tailored to every need of every type of guest.

Among them is the **Outdoor Butler** who, on appointment, accompanies guests on exclusive itineraries to discover the local food, wine, and craft traditions, from the wine cellars of Valtellina to local artisanal cheesemakers to hidden places of rare beauty off the beaten path.

The *Lake Como Experience* guide published by VISTA offers, among many intriguing options, the charm of a day on the water aboard a legendary **Riva motorboat**, private visits with botanists specialized in the famous gardens of the area, and much more.

To admire the lake from unexpected perspectives, the hotel also offers an exciting **seaplane excursion**, as well as the chance to **drive a Ferrari**, providing guests the thrill of getting behind the wheel of the most famous car in the world in total safety and cruising the gentle roads of the lakeside and surrounding hills.

For a gourmet dinner *en suite*, while enjoying the privilege of your own private view of the lake, a **Personal Chef** service is available.

There's also the option of personalized massages and beauty treatments in your room, or you can avail yourself of a **Personal Trainer** to stay in shape during your stay.

Guests can rent bicycles to tour the city, or racing bikes for a more vigorous workout, with the possibility of being accompanied by a professional cyclist for those who want to train on the many famous routes in the area, or who simply wish to enjoy a fun, healthy, and "green" activity.

The hotel also offers a **Personal Shopper** to accompany guests among the many boutiques in Como or Milan.



VISTA | PALAZZO | VERONA *Hotel*

In the heart of Verona there is a unique new place, a secret hideaway to get lost and find yourself: **VISTA Verona, scheduled to open in the fall of 2021.**

Elegantly astride the line between tradition and modernity, past and future, it is located in the historic center of one of Italy's most romantic cities, Corticella Leoni, whose name derives from the ancient Roman Porta Leona, just a five-minute walk from Italy's most famous balcony.

The past is that of the history of Verona, declared World Heritage Site by UNESCO for its unique urban features and the artistic and cultural heritage that two thousand years of history have given to this remarkable city. The target of Romanesque invasions, an essential stop on the Grand Tour of wealthy travelers in the 19th and 20th centuries, the backdrop for literature's most famous love story, and the theater of international opera, Verona is a city of a thousand faces and as many souls that has always fascinated those who choose to explore it.

The future of hospitality is what VISTA offers today: an elegant palazzo, a perfect combination of traditional and contemporary style, secluded yet at the same time in the heart of the city, a refined haven of wellness and relaxation, where every amenity and a full range of customized services are available year round.

The **16 spacious suites** are characterized by an eclectic style that combines iconic pieces of Italian design with contemporary furnishings by the finest Italian manufacturers and craftsmen: from the custom-made Italian marble sinks to the Dedar fabrics with jacquard workmanship in the best Veneto style, to the pure linen bedclothes and fine cotton bath towels by the historic Rivolta Carmignani brand, which guests can find in all VISTA hotels.

To admire Verona from a privileged perspective, the **panoramic terrace** offers a truly unforgettable view. Breezy and green in the warm months, it can also be enjoyed in winter, the perfect spot for gazing over the rooftops of Verona and beyond, to the gentle hills lined with rows of grapevines.





VISTA | PALAZZO | VERONA

Dining

Creativity and tradition, experimentation and local excellence, including an expert selection of the best Italian and international wines, with a special focus on the prestigious La Collina dei Ciliegi estate.

The restaurant, located on the top floor of the building with a panoramic terrace, offers an enchanting 360-degree view.

Medieval rooftops, Scaliger towers, and the rolling morainic hills of Lake Garda in the distance. A unique atmosphere, in a setting of Italian design and international charm.

For guests who would like a more intimate experience, the hotel offers a catering service not only to take with you on outdoor excursions, but also in the privacy of your own room.



VISTA | PALAZZO | VERONA

Spa

The jewel in the hotel's crown is the **Spa**.

The poetic heart of the spa is an ancient well, discovered during the excavations. A local legend tells that it was there, at this well, that Romeo sought death, unable to bear the pain of his ill-fated love for Juliet.

The space of the spa conveys a sense of serenity and protection, an ideal environment for regenerating body and mind.

Guests can choose between a swim in the enchanting pool or a gentle relaxation in the whirlpool. You can explore the invigorating pleasure of an aromatic **Turkish bath**, or rediscover the body's natural rhythms with an **emotional shower**, or shake off stress with the **ice fountain** and a cleansing **sauna**, while enjoying an herbal tea or a healthy drink.

To provide an even more private refuge, VISTA Verona has created the **SPA SUITE**: 50 square meters at the complete disposal of guests, alone or in pairs, for an hour or for the whole day, featuring a purifying biosauna, a massage bed, and a whirlpool with built-in seating.

In addition to the wellness circuit, there's also a small **Gym**, an exclusive and well-equipped space that guests can also rent privately to dedicated themselves to the most beneficial personal activities, from personalized stretching sessions and Pilates to yoga and crossfit, with or without a trainer.

The **beauty area** with two dedicated cabins offers a remarkable menu of treatments, all fully customizable, for individuals and couples.



VISTA | PALAZZO | VERONA

Experiences

From a private tour of Venice or the fascinating Lake Garda, to guided visits among the wineries of Veronese hills, such as La Collina dei Ciliegi, to taste the iconic Amarone, to a helicopter tour over one of Italy's most enchanting landscapes, the range of services is rich and exclusive.

In the collective imagination, Verona is the city of music *par excellence*. For those who wish to spend a musical evening at the Arena of Verona, the VISTA staff will offer complete support, from booking to transport.

A **Personal Shopper** will be available to accompany and advise guests on a shopping tour of the city's boutiques, while the **Outdoor Butler** will plan and book excursions and experiences of any kind, anywhere you wish to go.

VISTA Verona has also thought of those looking for a moment of privacy, dedicating a quiet corner of the hotel to the **Library**: a private room where you can relax alone with a good book, order a pot of tea, or enjoy an intimate dinner with a few friends, just like at home.

For those who wish to explore the world-class wines of the region, the hotel provides a dedicated space on the top floor where you can immerse yourself in the rich Venetian wine tradition, in a quiet and relaxed atmosphere.



THE LARIOHOTELS GROUPS

The Hotels

LarioHotels has been operating in the hospitality sector for over 100 years and its hotels have become preferred destinations for cosmopolitan travelers looking for a unique and unforgettable vacation and an authentic Italian **welcome**.

The group's boutique hotels, which differ in style and offerings, are located in Como and Verona - cities of great historical and cultural value - and are housed in historic buildings, with a total of 151 rooms and suites and more than 100 employees.

- **VISTA | Palazzo | Lake Como** is the first 5 Star Luxury property of the group, in one of the most beautiful buildings of the city center, overlooking the lake with a rooftop offering spectacular views. 18 beautiful suites and the Ristorante Sottovoce, featuring innovative gourmet cuisine from the skilled hands and creative talent of Chef Stefano Mattara;
- Autumn 2021 will see the opening of **VISTA | Palazzo | Verona**, 16 luxury suites in the heart of one of Italy's most beautiful cities;
- The **Terminus**, opened in 1920, is located in an Art Nouveau building facing the lake, just a stone's throw from Como Cathedral. The interior retains much of its original furnishings, and with it the charm of the homes of the old Lombard aristocracy. It has 50 rooms and the Bar delle Terme, which offers a menu of typical, even iconic dishes that every traveler will appreciate as quintessentially Italian;
- **Villa Flori**, a 4-Star Superior hotel, combines the charm of an ancient villa with an extraordinary location, perched over the water's edge and surrounded by greenery, not far from the center of Como. It has 53 rooms and the Raimondi Restaurant, which offers the best traditional Italian dishes, made with care and attention and served against the unique backdrop of Lake Como;
- **Posta Design Hotel**, the smartest hotel in town, is housed in a building designed by Giuseppe Terragni, one of the founders of Italian Rationalism. In the heart of the historic center, characterized by minimalist elegance and design, it offers guests an informal experience immersed in city life, with 14 rooms and the Posta Bistrot, which offers an informal menu of simple dishes, made especially to be prepared and enjoyed quickly, leaving you feeling light and energized to continue your exploration of the city.



Hotel Terminus



Hotel Villa Flori



Hotel Posta Design

THE LARIOHOTELS GROUP

Sustainability

Sustainability is a common thread that unites all the structures of the Group: a principle deeply rooted in the education of the Passera family and thereafter transferred to the employees and operations.

For years, LarioHotels has pursued the **reduction of energy consumption** through the use of LED lighting, domotics, and heat pumps in order to ensure maximum energy savings and minimal emissions.

Where possible, further reductions in energy consumption have been achieved through the insulation of the exteriors of our buildings.

The commitment to **environmental protection** is not limited to saving energy, but includes water consumption. In order to ensure a better quality of water, LarioHotels uses filtration and hardness reduction systems, as well as automatic devices for the sinks in the common bathrooms that limit the use of running water.

LarioHotels also prioritizes natural materials such as wood, stone, and marble. Indeed, the latest addition to the Group, VISTA Verona, features floors, walls, and finishes (wood, tiles, paints, and varnishes) made exclusively from materials that naturally reduce CO2 and harmful gases.

Moreover, our bike-friendly hotels offer recharging columns for electric cars and bikes, as well as electric rental cars available to guests, a further commitment to safeguarding the environment.

From the standpoint of **social sustainability**, LarioHotels has always been active in several areas.

For example, LH is a member of the Confindustria Hotel Association and the Confcommercio Hotel Association.

It is also one of the founders of the Lake Como Business Network, born in 2013 under the aegis of the Villa Erba Exhibition Center (now the Lake Como Convention Bureau) to bring together business leaders of Como and its province in the tourism sector.

LarioHotels is also among the supporters of Cometa Formazione, a non-profit organization that deals with the housing, support, education, and job training for young people in difficult situations. Based in Como, every year it provides students with internships aimed at inserting them into the workforce after graduation.

Crowning our commitment and attention to the environment and to communities, **LarioHotels has undertaken the process of B Corp certification**, which identifies companies that are committed to high standards of performance, transparency, and accountability, and that operate in such a way as to optimize the positive impact on all aspects of sustainability: the environment, the community, the territory, workers, and customers.

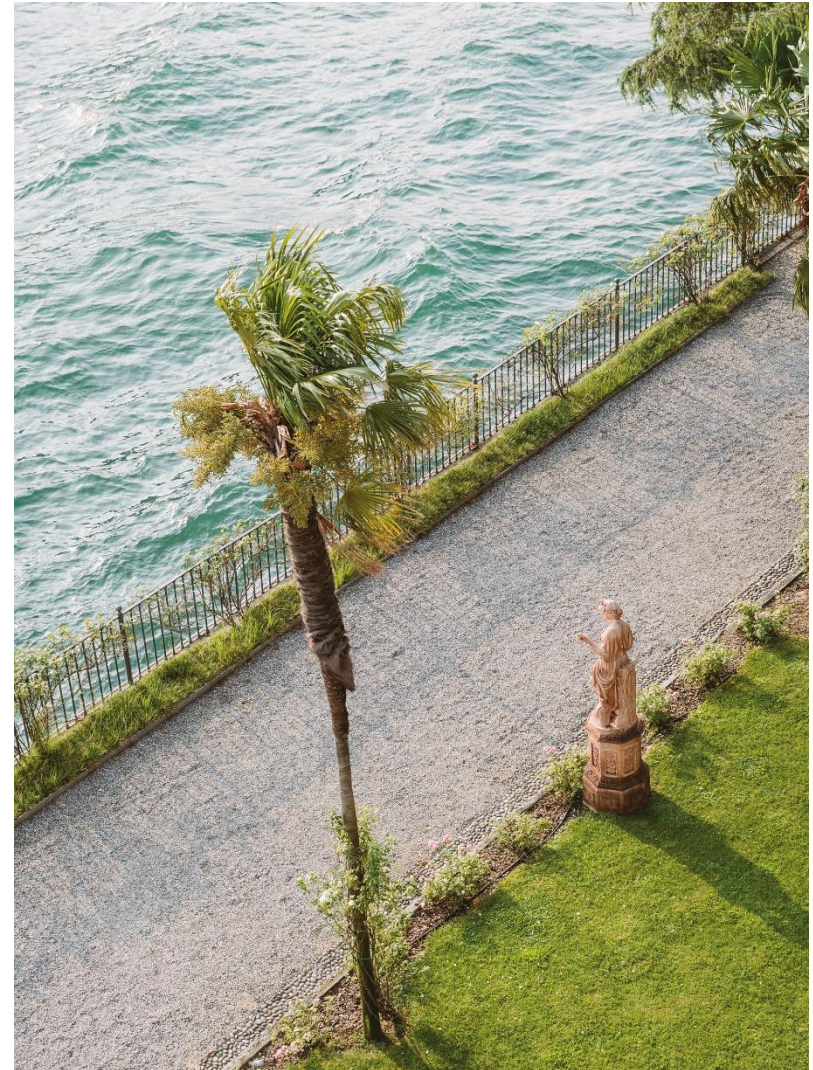
THE LARIOHOTELS GROUP

Società Benefit

LarioHotels has obtained **Società Benefit** certification, an innovative legal status that places social responsibility and transparency at the forefront, the crowning achievement of a long process that has seen the Group committed to operating responsibly, sustainably, and transparently towards people, communities, the environment, and all stakeholders.

From the outset, LarioHotels has chosen four concrete priorities:

- **Valuing people**, through investment in training for employees and the development of coaching programs to place young talents, including those from disadvantaged categories, in a healthy, attractive, and stimulating work environment where people are motivated to get involved and where gender equality and the entry of young people become an opportunity for growth;
- **Supporting the local community** by actively participating in cultural, economic, and social projects and working in synergy with other stakeholders for the dissemination of sustainable policies and practices that generate virtuous circles of supply chain evolution;
- **Preserving the beauty of the places in which we operate**, promoting the development of tourism that does not consume the territory, but on the contrary helps it grow by giving visitors the opportunity to experience and appreciate it through culture and traditions, thereby enhancing its beauty;
- **Protecting the environment**, using natural resources efficiently and conscientiously by applying sustainable policies and practices that respect the landscape, energy consumption, and the careful use of materials.



THE TEAM

Bianca Passera – President

After attending the L. Casnati language high school in Como with a focus on English, French, and German and living abroad during the summer months, Bianca graduated in business administration from Bocconi University in Milan with full marks in 1984.

Since 2011 she has held the position of **Advisor of the Teatro Sociale of Como**, and from 2014 to 2019 she was **President of the Silk Museum of Como**.

After pursuing a career in communication with international agencies such as McCann Erickson in Milan and EMC in New York, Bianca then ran her own packaging agency in Milan until 2003.

From 2003 to 2008 she was co-founder of the Siticibo project, sponsored by the Fondazione Banco Alimentare. Working as a volunteer, she developed and implemented the first structured project for recovering fresh and already cooked food and delivering it to charities that offer meals to citizens in need.

During that same period, she also volunteered for a Caritas shelter in Milan.

She is currently **President of LarioHotels**, based in Como, where she started working in 2006, heading an initiative to consolidate the brand image, a role later expanded to director of development strategy and brand communication.



THE TEAM

Luigi Passera – CEO

Born in 1987 in Gravedona, a small town on Lake Como, he grew up in Milan where he graduated from Bocconi University. He then moved to Shanghai where he earned a master's in international management at Fudan University.

For work and study purposes, he has also lived in New Zealand, Hong Kong, and Vietnam.

Luigi always dreamed of being an entrepreneur: first as a game (he always won at Monopoly with the railroads and the green properties), then with his first business ventures (Sartoria Barbarossa, dreamtogether.com), and now as the CEO of LarioHotels.

He started his career as a salesman, first for Vespa in Vietnam, and then for one of the largest companies in the world, Procter & Gamble. Indeed, Luigi considers his experience at P&G as the springboard for his personal and professional growth.

In 2014, he joined LarioHotels, his family's hotel group, working alongside his aunt Bianca. Luigi's ambition, as CEO of the company, is to help make the tourism industry one of the real drivers for the Italian economy of the future. Specifically, Luigi wants LarioHotels to have an impact at the national level by breaking the taboos of the market. First, by bringing international luxury hospitality to destinations where luxury does not yet exist. And second, by prioritizing a **social responsibility mindset**: LarioHotels wants to become the benchmark in Italy in terms of the sustainability of business and of the territories in which it operates.

Today Luigi is also president of Confindustria Giovani di Como and a member of the Board of Governors of Confindustria for the two-year period 2021-23 of the Bonomi presidency.



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