

## **ITALY'S CITY OF LOVE TO WELCOME FIRST FIVE-STAR HOTEL IN DECADES** **ANCIENT VERONA TO BE SITE OF SECOND VISTA PALAZZO PROPERTY**

VERONA, ITALY, April 30<sup>th</sup> World renown as the setting of *Romeo and Juliet*'s immortal love story, Verona's considerable historic, culturally consequential attractions will be expanded by the March 2022 2022 debut of the first five-star hotel to open in the ancient World Heritage Site designated northern Italy city in decades.

The new [Vista Palazzo Verona](#), occupying a 19<sup>th</sup> century mansion in the heart of the city's medieval Centro Storico, just steps from Juliet's fabled balcony and a short stroll from globally renown Roman amphitheater, Arena di Verona, it will offer 16 guest accommodations, 13 sumptuous suites and three deluxe rooms. The opulently appointed Vista Palazzo Verona will boast a plethora of amenities that belie its intimate size, including: indoor swimming pool (the only such hotel facility in Verona); spa; library; wine tasting room; gym; penthouse level restaurant and bar; rooftop terrace; and Verona's first spa suite, a 538 sq. ft. retreat for private wellness and rejuvenation pursuits.

It will be the second Vista Palazzo branded five-star property by Como, Italy-based [Lario Hotels](#), the family owned and operated company that has been delivering a very personalized Italian hospitality experience for more than a century.

Like its Vista Palazzo Lago di Como predecessor, which opened to global acclaim in June 2018, Vista Palazzo Verona will embrace guests with a singularly high degree of privacy in an elegantly comfortable residential setting. An intriguing blend of traditional and contemporary style orchestrated by Milan's Maurizio Maggi -Studio Arte will showcase the best of Italian design and craftsmanship throughout the hotel--from the exquisite hand-hewn marquetry of the wood floors, the creative use of Dedar's textile artistry and the incorporation of five different locally quarried marbles in the bathrooms, to the lush bath towels and pure linen sheeting by Rivolta Carmignani. Other decor highlights will abound, such as expansive walk-in wood-lined closets in most of the rooms and suites and inviting soaking tubs in all the bathrooms.

The new Vista Palazzo Verona will also lay claim to a worldwide hotel first, a dramatically lit ancient Roman well embedded in a wall of the swimming pool. It was unearthed during the gut renovation of the building, which, decades prior to Lario Hotel's acquisition, had morphed from a residential palace into a 32-room hotel. The Passera Family, who own Lario Hotels, decided to preserve the well and incorporate it into the pool to give guests the unique opportunity to swim in the presence of such an age-age relic.

Vista Palazzo Verona's level of service will match the extravagance of its amenities given the efficient expertise of the personal concierge. That expertise will assure every guest impulse is instantly acted upon; be it on-site pampering in the private Spa Suite with its purifying sauna and multisensory shower or a bespoke memorable experience.

The latter include the likes of exploring the prolific wine country (home to Amarone and Valpolicella) surrounding the city, boating on the rustically scenic Lake Garda or discovering some of nearby Venice's most closely guarded secrets.

Regardless of how Vista Palazzo Verona guests choose to spend their time, the stunning views of Verona's enchanting skyline will lure them to the top floor, where the jewel box like Sottovoce restaurant will beckon. Serving contemporary Italian fare nuanced by the local terroir's wine and food products, its gustatory charms will be complemented by the indoor Infinity Bar and cozy Wine Cave. Perched on the rooftop above, the Terrace will present even more panoramic vistas for guests' alfresco dining, imbibing or relaxing.

As with privacy being paramount, breathtaking views are a hallmark of Lario Hotels' burgeoning Vista Palazzo brand, the first the company has created and launched. Prior to establishing the luxury brand with the Vista Palazzo Lago di Como, the company's portfolio consisted of three highly-rated, distinctly different boutique properties in and near Como: the 50-room Albergo Terminus, overlooking the lake; the 14-room Posta Deign Hotel in Como's quaint pedestrian-only medieval-walled old town; and the 53-room Villa Flori on its own waterside promontory between Como and nearby Cernobbio.

"Like Como, where my grandfather began the Lario Hotels journey, Verona is a fascinating city that has attracted visitors since the Roman era, but has been lacking in luxury accommodations," commented Bianca Passera, president of Lario Hotels. "Just as we filled that gap in Como by opening the city's first five-star hotel, in Verona we are now filling the need for a new five-star property with the high caliber amenities and services we feel should be offered by such a property in 2022."

Luigi Passera, her CEO (and nephew) added, "Expanding the Vista Palazzo brand to Verona elevates Lario Hotels' profile in Italy's luxury hospitality sector and signals our intent to deliver our signature "Unexpected Italy" experience beyond our traditional Como base. We envision the Vista Palazzo brand defining Lario Hotels future"

Vista Palazzo Verona, at Corticella Leoni 3, 37121 Verona, on a quiet courtyard only a winding block from the city's defining river, the Adige, is scheduled to open by May 8<sup>th</sup>, 2022. Deluxe room rates will state in low season at €670 and junior suites at €850; rates for the 13 suites and grand suites, up to 1022 sq. ft. €1000. For more information, visit, <https://verona.vistapalazzo.com/en/>.