TICINO HOTELS, THE HOTEL GROUP OF ITALIAN SWITZERLAND WHICH LEADS THE 4- AND 5-STAR CATEGORIES, PRESENTS ITS 2016 BUSINESS PLAN IN LUGANO

Business & Wine, a special event, was held last week in Lugano at Villa Sassa Hotel. On this occasion, Ticino Hotels Group outlined its hospitality philosophy and new projects to its corporate partners.

The objective is to build further on Ticino Hotels' position as a hospitality benchmark on the group's main target markets: Italy, Germany, France, Great Britain, the United States, Russia and the Middle East. By virtue of its perfect service combining Italian taste with Swiss professionalism, the group's five hotels in Ticino have welcomed more than 165,000 guests from all over the world, representing a 22% share of the four- and five-star hotel market in Ticino.

While each has its own particular character, the Group's hotels share the same quality of service and client care: guests are always at the heart of the Ticino Hotels Group world. From business meetings to medium or long stays, romantic getaways to wellbeing experiences in the hotels' DOT.Spas and from food-and-wine specialities to wedding parties, Ticino Hotels Group is always able to satisfy its clients' diverse needs.

The new Medical Spa project was also presented during the evening. This combines an opportunity to try the most advanced spa treatments with the possibility of including personalised treatments for minor disorders and to improve one’s general health. The hotels' highly professional team of dermatologists, nutritionists, masseurs, osteopaths, sports doctors and cosmetic surgeons work closely together to prepare individual guest treatment plans.

“It was important to us to reach out to our business clientele, which accounts for as much as 30% of the group’s revenues, occupies 40,000 rooms per year and organises at least one event a day in any one of our hotels,” stated Roberto Porini, sales and marketing manager, Ticino Hotels Group. “The centrality of the group’s team of professionals aroused great interest as well as, above all, our decision to make the sales manager the unique contact person for all the hotels, capable of handling the diverse requests and all the various organisational aspects of any kind of event. Furthermore, our intention of introducing new pricing systems, which establish shared objectives and reward growing volumes (taking seasonal effects into account) was a pleasant surprise for our guests, from whom we expect an immediate response,” Porini concluded.
Information about the Ticino Hotels Group
Ticino Hotels Group is the exclusive collection of five hotels on the lakes of Lugano and Maggioro in the Swiss Canton Ticino. Created by a group of Italian and Ticinese businessmen, it is one of the most prestigious hotel groups in the whole Ticino, and combines Swiss precision and efficiency with the renowned values of Italian hospitality and cuisine. A philosophy and a life-style aimed both at those seeking sophisticated yet relaxing moods, and at those travelling for business and looking for a business-oriented solution…

A highly-qualified staff of 350 employees look after our demanding and exclusive international guests.

The five hotels currently in the group are: Villa Principe Leopoldo, a 5-star hotel on the lake of Lugano; Park Hotel Principe, a 4-star superior hotel on the lake of Lugano; Villa Sassa Hotel & Residence Wellness & Spa, a 4-star superior hotel on the lake of Lugano; Kurhaus Cademario Hotel & Spa, a 4-star superior hotel on the lake of Lugano, Esplanade Hotel Resort 6 Spa, a 4-star superior hotel on lake Maggiore.

Villa Principe Leopoldo (5 stars) Relais & Chateaux member, with a wonderful view of Lake Lugano and the mountains it’s the only hotel in Ticino to be selected by the American Luxury Travel Network Virtuoso. Located in an elegant residential neighbourhood of Collina d’Oro in a period villa that conjures up images of aristocratic splendour of the time when it belonged to the Hohenzollerns. The hotel's grand, elegant salons, the panoramic terraces and flower-filled grounds host wedding banquets, private parties, celebratory events and exclusive business meetings. In addition to its fascinating history, the true catalyst is Dario Ranza, a multi-award-winning chef (17 Gault Millau points) “… whose ingredient-centric cuisine with a Mediterranean character conveys the ingredients' authenticity and highlights the individual flavours…” (Clara Mennella, deputy editor, Italia a Tavola).

Park Hotel Principe (4 stars superior) nestles in the greenery of the grounds separating it from Villa Principe Leopoldo, and boasts a splendid outdoor swimming pool. Ideal for families and couples who prefer tranquil, informal breaks without forgoing the elegance of fine furnishings and carefully-studied details.

Villa Sassa Hotel, Residence & Spa (4 stars superior) WorldHotels affiliate, is close to the centre of Lugano. A meeting place for international business people, a venue for high-level meetings and a renowned location in Lugano for business lunches in its panoramic Sassa Lounge. Its spa and wellness centre are also popular with the locals. In the evening an aperitif and dinner in the Ai Giardini di Sassa restaurant overlooking the lake is a popular choice.

Kurhaus Cademario Hotel & Spa (4 stars superior) Private Selection affiliate, firmly rooted in its century of tradition (it was built in 1914), it reopened in 2013 after a comprehensive renovation. The hotel is the ideal solution for a stay focused on leisure and wellbeing, not forgetting its fresh, flavourful and typically Italian cuisine. The spacious, 23,700 sq ft DOT.Spa, seven and a half acres of grounds and a stunning view over Lake Lugano welcome guests to “place them at the centre of a universe of wellbeing”.

Esplanade Hotel Resort & Spa (4 stars superior) Private Selection affiliate, an early-20th-century building set in lush grounds dotted with palm trees, located on the sunny, Swiss shore of Lake Maggiore, where politicians and famous artists of the period came to stay. The perfect place for active holidays in green surroundings or for a stay centred on wellbeing and excellent Ticino and Mediterranean cuisine. Close to Locarno, Ascona and Lugano, the hotel is an ideal base for relaxing and enjoying shopping and town life.
MEDIA RELEASE

For further press information:

MARTINENGO Partners
Via Vincenzo Monti, 9
20123 Milan, Italy
Tel +39 02 4953 6650
E-mail: martinengo@martinengocommunication.com
Web: www.martinengocommunication.com

TICINOHOTELSGROUP
Via Tesserete 10
CH – 6900 Lugano
Tel: +41 (0)91 911 4111
E-mail: marketing@ticinohotelsgroup.com