



ROBERTO NALDI  
C O L L E C T I O N

COMPANY PROFILE





## COMPANY PROFILE

Hospitality has always been a vocation for Roberto Naldi Collection, with its five luxury hotels with their distinctive Italian and international spirit. The Parco dei Principi Grand Hotel & Spa, the Splendide Royal and the Mancino 12 boutique hotel in Rome, together with the Grand Hotel Eden and the Splendide Royal in Lugano, bear testament to an understated luxury and a charm that is waiting to be experienced. Their **central location, exclusive views** and the **excellent gastronomic delights** of their restaurants are a distinctive feature of the Group's hotels. They offer an expert blend of the traditional and the innovative, and this provides guests with an unforgettable experience of a personalised and innovative welcome to graceful residences and historic buildings.

Roberto Naldi Collection is currently in a position to offer more than **170,000 rooms** a year, as well as **30** elegant and versatile **conference rooms**, with the most sophisticated equipment, and capable of accommodating a total of **3,800** delegates in an area covering in excess of **4,700 m<sup>2</sup>**. The Group currently has 500 employees.

In 2013, its hotels welcomed **200,000 guests**, achieving an average occupancy rate of **70%** and generating a total turnover of **€45 million**.

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### COLLECTION'S ORIGINS

Roberto Naldi Collection is a tradition of hospitality that dates from the nineteen forties and fifties, and one that lives on to this day in the form of Roberto Naldi, the Group's President.

Of Neapolitan origins and with a degree in business and economics, Roberto Naldi grew up in the world of hotels. His grandfather, Roberto Fernandes, started the business by building hotels in Naples and Rome during the 1950s, and he was succeeded by Roberto's father, Engineer Giovanni Naldi. Having completed his University studies, Roberto moved to Lugano in 1977 to attend Hotel Management College. This was also the year in which his father bought the Splendide Royal, followed by the Grand Hotel Eden, which he acquired in 1984.

During his years in Switzerland he spent a lot of time at the Splendide and came into daily contact with a world that was eventually to become his professional working environment. In 1985 he founded Roberto Naldi Hotels, with the Parco dei Principi and the two hotels in Lugano. In 2001 he bought the Splendide Royal in Rome, a former monastery that had been converted into a luxury hotel. In 2008 Roberto Naldi Hotel felt a strong calling to strengthen the synergies between the individual hotels and strengthen still further the positioning of the brand, which was increasingly being considered as understated luxury. A true strategy of brand identity that was to mark a new chapter for the Group, which then became Roberto Naldi Collection. A further stage in the Group's ongoing expansion came in 2012, with the opening of the Hotel Mancino 12 in Rome. Over the years, Roberto Naldi has required each and every hotel to have its own identity, managing to successfully merge the establishment's inherent characteristics with Collection's values. A long tradition of hospitality that is destined to continue and grow still further with his sons, Giovanni and Adele, to whom Roberto Naldi has passed on his great passion for the world hotels.

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# THE GROUP'S PHILOSOPHY

The constant search for a perfect combination of tradition and innovation is fundamental to the Group's philosophy. Its aim is to offer its guests an exclusive stay experience, and this is down to its hotels, that are characterised by their style that is both unique and elegant, where a great deal of attention is paid to detail and where there is a strong element of technology and close links to the local territory.

The Group's hotels, which offer charming family settings, is where a customised hospitality and welcome combine with high levels of professionalism, standards of quality and cutting-edge technology—all characteristics that are shared with the most prestigious hotel chains to which they are affiliated.

This demonstrates Collection's powerful dynamism and undisputed versatility, which adapts the excellence of its own services to satisfy the needs of an increasingly demanding international clientele.

What is more, for Roberto Naldi Collection relationships are at the heart of everything: The relationship with their guests—with whom the management seeks to maintain direct contact—is as important as its relationship with its employees, for whom the company provides events that are designed to assist them in their personal and professional development.

## THE GROUP'S VALUES

Roberto Naldi Collection is inspired by these values:

- **Trasparenza:** To be oneself in all situations, in the knowledge that without the contribution of managers and employees it will not be possible to attain predetermined outcomes.

Everyone has the opportunity to freely express their thoughts directly, fully respecting the opinions of others and with an attitude that is honest, polite and constructive.

At Roberto Naldi Collection work is undertaken through initiative, commitment and motivation. Everyone strives to be an example to others.

- **Corporate Culture:** The Group's corporate culture is based on innovative ideas that entail everyone being involved and contributing to the corporate mission, as well as adding to the conviction that service excellence is measured not just by standards and procedures, but by initiative and commitment.

Everyone is fully aware that each individual role is crucial, irrespective of whether one comes into direct contact with guests or one is working behind the scenes. The conduct of every single employee influences the image and reputation of the company as a whole.

- **HR Development:** Roberto Naldi Collection is aware of how vital it is to gain the confidence of its own employees and so it is committed to contributing to their continued development and training.

Everyone's accountability and assiduousness makes it possible to achieve performances of excellence that will impact positively on the guests' experience.

- **Customising the service:** Roberto Naldi Collection is convinced that the process of customising a service begins even before guests arrive at the hotel. This is done by identifying the reasons for their visit, right from the very moment of the booking. In this way it is possible to adapt the offer to meet individual needs, offering a range of options and services that will guarantee a tailored experience.

The service is based on understanding guests' requirements and it is achieved by training employees to be able to anticipate needs before they are even expressed. This is done in order to instil a perception of care and attention that will render the experience of the stay unique as well as provide unforgettable memories.

The hotels also reflect the architectural style and the characteristics of their surroundings, emphasising the local experience of the guests and strengthening the link with the setting in which they are located.

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# THE GROUP'S STRATEGY

Roberto Naldi Collection is an important player in the international hotels sector, and one which continues to grow, thanks to the consolidated team of professionals who, under the leadership of its President Roberto Naldi, enthusiastically pursue the Group's development goals. Its know-how and long-standing experience in the hotel sector and its sound management skills means that the Collection has set itself the goal of expanding, with the acquisition and management of prestigious hotels in some of Europe's major destinations. As a confirmation of this, a new luxury hotel located in a delightful building in the heart of a European capital is scheduled to open in 2015.

In this phase of its expansion, three basic elements are at the heart of its development strategy: its location in cities of great tourist attraction, always **centrally located**, never on the outskirts, with **spectacular views** and **fine dining** —that is to say, the refinement of its gastronomy through the preparation of international menus in which the dishes on offer are prepared with a local touch.



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# QUALITY ASSURANCE

Respect, responsibility and commitment are three key elements within Roberto Naldi Collection. All of the Group's hotels will meet specific standards that ensure a consistently high level of quality in accommodation and services, whilst maintaining, at the same time, the character and uniqueness of where they are located. The Group aims to enhance the service still further, given that it is a key element of its corporate mission. Roberto Naldi Collection is also aware of the role that correct motivation plays and the attention that has to be paid to the professionalism and betterment of all its employees if it is to achieve high levels of success and profitability. The primary goal of its quality controls, which are ongoing when it comes to facilities and services, is to ensure that what is on offer meets with the needs of customers, ensuring that it is in keeping with the highest standards.

From an environmental perspective, Roberto Naldi Collection pays a great deal of attention to green issues, which form part of its wider repositioning strategy that began in 2008. The Group, in actual fact, is working hard to put in place processes to constantly improve its performance in terms of sustainability and to map out the environmental impact of each of its hotels.

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### MONITORING LEVELS OF SATISFACTION

Internal procedures are constantly changing and evolving, the different areas of the business are continually in need of improvement and quality assessment must be in line with these changes.

It is for this reason that Roberto Naldi Collection has developed an internal system of quality management that includes the implementation of processes designed to ensure that all the different areas of the business conform to the standards required by the affiliation of its hotels to all the marks of excellence: Preferred Hotels & Resorts; Prestige Hotels of the World; Small Luxury Hotels; Leading Hotels of the World; Swiss Deluxe Hotels and Summit Hotels.

In order to gauge the effectiveness of the work undertaken and to monitor guests' levels of satisfaction, the Group's hotels have put in place a method of evaluation that uses an electronic form, from the influential Customer Metrix, that is sent to guests following their stay.

Guests are invited to express their opinion, using a points system, about the different aspects, both qualitative and emotional, of their stay. In 2013 the Group's rating, resulting from this survey, was 84 points; this is perfectly in line with other, major luxury hotel chains.

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# LOOKING TO THE FUTURE

Roberto Naldi Collection is therefore a sound business that, by exploiting its own dynamism and through its relentless adoption of business activities aimed at growth, aims to occupy an increasingly prominent position on the international scene of great luxury hotel brands.

The values expressed in this document are what drive the Group's growth, and each and every employee is fully aware of this.

The growing attention paid to environmental issues is one of the cornerstones on which all the new initiatives will be based, repaying the size of the Group's commitment not only in making a profit, but doing so in an ethical way.

This philosophy, combined with the use of increasingly more advanced technology, the attention paid to the changing needs of its guests, the continuous training of its employees, is the main tool which Collection intends to employ in order to achieve its predetermined objectives and to continue, in the coming decades, to set out new, more ambitious and challenging ones.

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## OVERVIEW OF THE COLLECTION

The following pages contain the most important pieces of information and some pictures of the prestigious establishments that form part of Roberto Naldi Collection.



# PARCO DEI PRINCIPI

## GRAND HOTEL & SPA • ROMA

### General Description

Parco dei Principi Grand Hotel & Spa is located in the elegant Parioli district, few steps away from Via Veneto. It is the one and only Urban Resort in Rome, a special place where you can detach your mind from your daily commitments in an atmosphere of pure well-being. The elegant furniture and the richness of details create a luxurious atmosphere. The Hotel's jewel is the brand new Prince Spa: the exclusive wellness centre of 2000 square meters. Unique for the range of services offered, the property is also a perfect setting for any kind of events.



### Rooms

179 rooms in total, 15 Single Superior, 70 Double Superior, 70 Double Deluxe, 10 Junior Suites and 14 Suites, among which the Presidential Suite and the Royal Suite.

### Location

The Hotel has a privileged location in one of the most refined areas of Rome, overlooking the Villa Borghese gardens. In 15 minutes walking the Spanish Steps, the Trevi Fountain, the world famous Via Condotti and Via Veneto.



### Restaurant

The Pauline Borghese is a fascinating restaurant overlooking an Italian style garden. The 5-star service, attentive and caring meets a refined cuisine discovering traditional and authentic Italian flavors in a contemporary flair. A selected and rich wine list completes the picture of an ideal location.

### Bar

In a true Gio Ponti style, "La Pomme" bar is located in the cherished lobby of the Hotel. Enjoy every evenings' live music with elegant drinks and gourmet experiences. The Bar also provides an outdoor terrace which, during the summer, enriches the experience of tasting unique cocktails made with creativity by our professional Barman.



### Meetings and conferences

The 5-star Congress Centre is the ideal setting for business lunches, meetings, special events and conferences. The hotel has 18 meeting rooms, among which the Fernandes conference centre, with natural light, independent access from the hotel and can host up to 900 delegates theater style. It also provides many solutions to enjoy the spaces in front of the meeting rooms for coffee breaks and dining functions ensuring the full services and the flexibility of the organization.

### Banqueting

Our meeting rooms allow our F & B staff to create all kind of events: weddings, receptions, Gala dinners, cocktails by the pool, theme parties, after dinner and many other solutions for receptions, private events and special occasions. To complete the offer a fully dedicated Staff is able to make with passion and professionalism your event a unique one.



### Wellness

Prince Spa with its 2000 square meters consists in a large Beauty Area with 12 treatment rooms and 2 multisensory couple Spa suites; a Wet Area with bio sauna, steam room, emotional showers, Swedish shower, iced fountains, and a stunning 25 meter ozone-sanitized pool. A relaxation area and a 450 square meters Fitness Area. The team of Hairlosophy hairstylists and the menu proposals of I-Food bio bar, complete the range of services and treatments offered by Prince Spa.







## HOTEL SPLENDIDE ROYAL ROMA

### General Description

The Hotel Splendide Royal in Rome is a luxury five star hotel that boasts a strategic position in the heart of the Eternal City, just few steps away from Via Veneto, overlooking the beautiful garden of Villa Borghese.

After a complete refurbishment, the Palais belonging to the late nineteenth century, is a perfect mix of luxurious and baroque architectural traits, embellished with a comfortable design, elegant details of marble and Murano glass.

### Rooms

69 rooms in total, 30 Double Superior, 22 Double Deluxe, 7 Junior Suites and 10 Suites, among which the Villa Borghese Suite and the Presidential Suite.

### Location

The Hotel Splendide Royal is located in the Via Veneto area, on a hill directly above the historic centre of Rome and the Villa Borghese gardens. The Hotel's huge terraces provides an astonishing panorama which sweeps across the city from Trinità dei Monti all the way to Saint Peter.

### Restaurant

The Mirabelle, historical and famous restaurant of the capital, has reached the undisputed success as meeting place for the Italian and international élite thanks to the style and professionalism of Bruno Borghesi, the Restaurant Manager. Located on the seventh floor of the Hotel, the Mirabelle has one of the most beautiful and elegant "Gourmet Terraces" in Rome with stunning views through the large windows that open onto the Villa Borghese gardens and the Dome of Saint Peter's Basilica.

### Bar

The "Mirabelle American Bar " is an elegant and refined location. Enjoy a break in the heart of Rome: an afternoon drink or a cocktail in the weekend are even more special with a breathtaking view of the city.

### Meetings and conferences

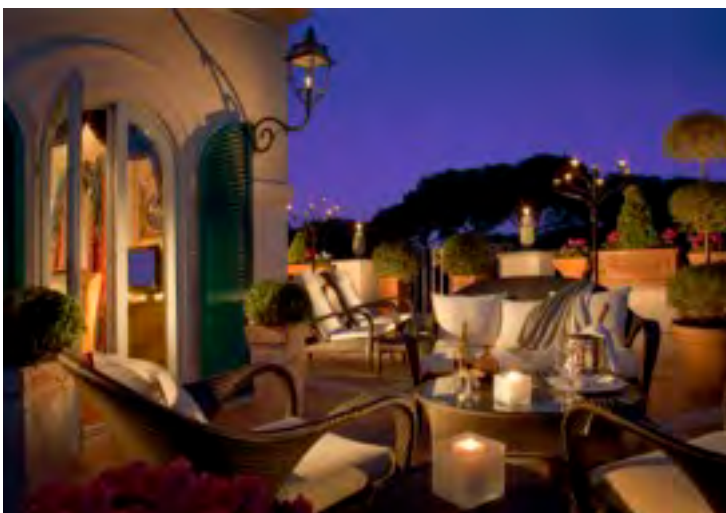
The comfort and modern technology, which boasts into three meeting rooms in addition to the hall of the Presidential Suite. Spaces can host up to fifty people for business lunches, cocktails and gala dinners. "The Limonaia", located on the Hotel's sixth floor with its wonderful view of Borghese Gardens, is a unique location in Rome, ideal for business meetings.

### Banqueting

The Hotel is the perfect location for unique weddings, private parties, receptions and gala dinners. F&B facilities are able to create several kind of events for any wishes and needs thanks to the stunning terraces and panoramic views of the Mirabelle Restaurant and Limonaia.

### Opening

2001





## HOTEL MANCINO 12 ROMA

### General Description

The Hotel Mancino 12 is the most recent jewel in the crown of the Roberto Naldi Collection. Walking in through the typical Roman semi-circular arch of the entrance, the hotel welcomes its guests into a modern and elegant ambience. The hotel's lobby highlights the beauty of the hotel's modern design: sharp edges, straight lines and combinations of soft and strong colours. An atmosphere composed of various shades of grey characterizes the rooms, giving a sense of stability, calmness and elegance.



### Rooms

14 rooms of which 5 Single Superior, 8 Double Superior and 1 Suite.

### Location

Safely embedded in the Rione Trevi, in the heart of Rome, this brand new 4 star boutique hotel enjoys a privileged position just off Piazza Venezia, the Imperiali Forum and the Colosseum. World-famous shopping street Via del Corso is only a few steps from the hotel, as well as the Trevi Fountain.



### Meetings & conferences

"Mancino Office" is a comfortable small meeting room with Wi-Fi internet access, that could be the ideal place where to meet with travel companions and plan Rome's visit.



### Opening

2012







# HOTEL SPLENDIDE ROYAL

LUGANO

## General Description

Housed inside an iconic Belle Epoque palace, the Splendide Royal is a refined hotel with a familiar atmosphere where 19th Century's grace blends with international contemporary flair. A state-of-the-art personalised service is provided by the well-trained, skilled staff, who quietly ensures the guests a pampering local experience through courtesy, dedication and attention to detail. Its tradition of hospitality, attentions and fine dining has been valued by royal families, celebrities and famous artists across three centuries.



## Opening

1887

## Rooms

93 guest rooms, including 4 Junior Suites, 2 Suites and the Presidential Suite.

## Location

Set in a privileged location on Lugano's promenade, the Splendide Royal ensures spectacular views over the lake and the Alps, while being just a few minutes' walk from the city centre and the famous Via Nassa shopping street.



## Restaurants

La Veranda Restaurant, with its spectacular views of the lake, serves a contemporary Italian cuisine that combines tradition and innovation and is prepared with typical local and seasonal products.

During the summer months, guests can dine on the outdoor Terrazza restaurant that also offers a panoramic view. For a snack, an aperitif or a light meal the Emerald bar is open every day.



## Bar

With the comfortable and refined atmosphere of a classic Swiss hotel, our Emerald bar is an informal meeting point for aperitifs and cocktails, and a selection of international hors d'oeuvres and snacks.

## Meetings and conferences

Its spectacular location and the support of a detailed service make the Splendide Royal the ideal place to organise events in an elegant and historic setting. Three conference rooms, each of which filled with natural light, can accommodate up to 250 delegates.



## Banqueting

The Splendide Royal is the place to meet and celebrate: events assume a special distinction -a grand banquet or less formal luncheon, private party, dinner or wedding. Whether for 4 or 250 people, the organisation combines detail and creativity to ensure that every function is well remarked and happily remembered.







# GRAND HOTEL EDEN

LUGANO

## General Description

Modern and charming, it is the ideal venue for meetings and business trips: the conference centre can accommodate up to 300 people and meet any kind of technical requests. The hotel has banquet halls and a beautiful panoramic terrace that can accommodate up to 300 guests. The Eden Spa completes the Hotel compound which is the perfect location for demanding people who love tradition.

## Rooms

115 bedrooms all with lake view including 8 Suites and 7 Junior Suites.

## Location

Along the lake of Lugano is just a 5 min walk from the centre. Situated on the main motorway and railway axis between north & south Europe is the starting point for excursions to the northern Italy lakes regions. The motorway crossing is just 2 km away and can also be reached by plane via the airports of Lugano, Zurich and Milan.

## Oasis Restaurant

A modern and innovative cuisine which bases its origins on a regional tradition of the lakes, between Lombardy and Ticino. An ideal place where to organise lunch and dinner up to 80 people.

## Terrazza

Open during summer season. Ideal for breakfasts, lunches and dinners, it is one of the most beautiful places of the lake. Protected from the noise of the street, it offers a very exclusive location with a breathtaking view of the lake and the mountains.

## La Zattera

This structure which seems to be floating on the water offers a wide space as sun-deck. Guest may spend a day of absolute relax sunbathing and diving into the lake. In the evening after 6.00 pm, "la Zattera" converts itself into a lounge bar. Music and cocktails convey every guest's imagination directly to a beach.

## Lotus Bar

The ideal place to relax at any time. Available a wide selection of snacks, hot and cold dishes and an excellent wine selection served by the glass. Aperitifs, cocktails and long drink available.

## Eden Spa

Swimming pool, Jacuzzi, saunas, turkish bath, circular showers, a fitness overlooking the lake and a wide selection of treatments and cures for face and body.

## Meetings and conferences

With over 1000 sq. m of meeting space, it is the largest and most complete conference centre across Ticino. The 8 rooms of different shape are flexible to meet any kind of request and can accommodate from 2 to 400 people. All the rooms of our centre have day light they can be completely darkened and are air-conditioned.

## Banquets

With its ballrooms Ceresio, Panorama and the terrace directly on the lake is one of the main points of reference for the organisation of weddings, banquets and ceremonies up to 420 people.





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English Version 2014

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