



VILLA D'ESTE®

LAGO DI COMO

VILLA D'ESTE EXTENDS ITS GRATITUDE FOR AN EXCEPTIONAL YEAR

The 2024 season closes with delight at the considerable results achieved and with deep appreciation for the commitment of the staff as well as the support from customers and the community

Cernobbio, 7 January 2025. On the magical shores of Lake Como, **Villa d'Este**, after holding Natale al Lago for the third consecutive year, is about to close for the winter break after a **2024 full of positive results for the group**. The group experienced an increase compared to the previous year, confirming the positive trend that has also been seen for the destination in recent years.

The results have been possible based on the loyalty of an international and domestic clientele that chooses Lake Como and Villa d'Este year after year for the local beauty and meticulous attention to service. A personalized and authentic service that could not exist without the everyday commitment of the staff, suppliers and the local community who support the complex operations and to whom the management and shareholders are deeply grateful.

During 2024, the group carried out important transactions: in February, it purchased the famous Harry's Bar in Cernobbio; in April, Hotel Miralago; and in November, the majority shareholding of the Villa d'Este Golf Club.

The **unique events and experiences** also contributed to the success of the season, which surpassed the wishes of our customers as well as moving them greatly.

From institutional events, such as the **Concorso d'Eleganza Villa d'Este** and the grand summer galas to the adrenaline and glamour provided by the **UIM E1 Series World Championship** regatta, which brought an electric powerboat competition to the shores of the lake for the first time in a symbol of sustainability and innovation.

Music punctuated the seasons. Just think of **Mario Biondi's** summer concert with his soul and jazz vocals, as well as the autumn magic of the **Friday Jazz** festival, in partnership with **Blue Note Milano**, which brought international artists to the evocative Villa d'Este Jazz Club.

In the winter, the villa and its gardens were turned into an enchanted place. On November 28, the light switch-on inaugurated the holiday season with fairytale settings and dining spaces overlooking the lake that attracted local and international visitors.

Highlights included the **Chocolate Shop**, a sweet corner with pralines and artisanal pastries accompanied by hot drinks for relaxed festive sharing, and the **Greenhouse** overlooking the lake in the winter scenery was a welcoming space for savouring a variety of all-day dining.



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Villa Malakoff hosted the **Biologique Recherche Beauty Maison Pop-Up**, where exclusive treatments elevated the idea of wellness to a luxurious experience.

In 2024, Villa d'Este consolidated its position as an ambassador of Italian excellence in luxury hospitality, reaffirming its role in the **deseasonalization of Lake Como**, an initiative successfully launched three years ago.

Davide Bertilaccio, CEO of Villa d'Este S.p.A, strongly believes in the importance of making Lake Como into a year-round destination, even in the winter. "Villa d'Este has been working for some years to make Lake Como a sought-after place for international travellers throughout the year. Our customers and partners are starting to see the value of travelling during less popular times of the year and are rewarding us with their presence. It is deeply rewarding to know that, behind the results we are achieving, there are countless people who believe in what they do every day, are highly motivated and proud to belong to a cohesive group and a place that is loved worldwide. The shareholders of Villa d'Este and I are deeply grateful to them."

The 2025 season will restart on March 17 with the **traditional flag-hoisting ceremony**. The spring will bring plenty of news and projects in the works for another long season of excellence.

PRESS INFORMATION - Villa d'Este

Villa d'Este, the iconic five-star luxury hotel in Cernobbio, on Lake Como, sets the standard in international luxury hospitality. A member of The Leading Hotels of the World, it is part of the Villa d'Este Hotels group, which also includes the five-star Villa La Massa, by the River Arno just outside Florence, Tuscany, the renowned Harry's Bar and Hotel Miralago in Cernobbio, as well as being the majority shareholder of Circolo Golf Villa d'Este. The group also manages the four-star hotels Palace Hotel and Barchetta Excelsior as well as Ceccato Garden Bar, all in Como city centre. Regarded as one of the finest expressions of mid-sixteenth-century architecture, converted into a luxury hotel in 1873 and set in ten hectares of parkland lined with age-old trees, statues and flowers, Villa d'Este has been a symbol of timeless elegance for more than 150 years. The property consists of 152 rooms and suites across the Cardinal Building and Queen's Pavilion, in addition to four private villas on the grounds. Villa Belinzaghi was acquired recently, which will undergo full restoration. Led by Executive Chef Michele Zambanini, Villa d'Este has three restaurants: the elegant Veranda with lake views, serving classic Italian-inspired cuisine with contemporary and international touches; the Grill for casual dining, where quintessential meat and fish dishes take centre stage; and the Platano, which reawakens memories of authentic Mediterranean and Japanese flavours blended with influences from around the world. Bar Canova is a preferred place on Lake Como for sipping world-class cocktails matched with delicious snacks in a refined ambience. In the summer, the Sundeck, situated next to the floating pool, is the perfect spot for a light lunch while savouring a cocktail from the recently revised list. The hotel's amenities include the Beauty Center and Sporting Club with a heated indoor pool, a gym, sauna, steam room, squash court, a putting green, outdoor fitness equipment and 8 tennis courts. The famous floating pool on the lake is heated and there is a children's pool nearby.



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