



HOTEL SPLENDE ROYAL
LUGANO

A Splendid Story

The first steps

The beginnings of the historic Hotel Splendide Royal date back to the opening of the Gotthard train line, which since 1882 connects the north to the south of Europe, passing through the Alps. Riccardo Fedele (1847-1924), a visionary of his times, had the foresight to realize that this new line would increase tourism to the Italian region of Switzerland.

From the Villa Merlina to the Hotel Splendide

Riccardo Fedele was a descendant of a noble family from Bellinzona. He was already the director of the Hotel Bellevue in Cadenabbia (Lake Como) when he understood the importance that the new railroad would have had, particularly for the city of Lugano. For this reason he decided to move there to open a new hotel.

It is after this move that Riccardo Fedele purchased the beautiful Villa Merlina, located in an exclusive botanical garden on the shores of Lake Lugano. After enlarging the villa in 1886-7, he transformed it into a luxury hotel that he called "Hotel Splendide".

The façade of the historic building, still visible today, was built in Lombard Neoclassical style by architect Augusto Guidini, who revived the spirits and forms of classical art. In the early 1900s architect Paolito Somazzi was commissioned a further expansion and decoration of the hotel, which was completed in a gracious floral style, typical of the "Art Nouveau" in vogue in those Belle Époque days.



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Riva Antonio Caccia 7 • 6900 Lugano, Switzerland
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A regal, splendid name: Hotel Splendide Royal

Thanks to Riccardo Fedele renowned hospitality, along with his brother's Vincenzo and son's Riccardo Fedele Junior (1884-1959), the Hotel Splendide acquired a high international reputation and was chosen as a place to relax by royal families and illustrious personages of the political, cultural and artistic sphere.

As a tribute to the many royal guests, when Riccardo Fedele Junior and his sisters took over the management of the hotel, after their father Riccardo Fedele Senior passed away in 1924, they decided to change the name into "Hotel Splendide Royal".

Following the premature death of Riccardo Fedele Junior in 1959, the management of the hotel stayed within the family with Fedele Genazzini, nephew to the late Fedele Junior. Riccardo Moranzoni, a family cousin, was appointed vice-director.

In 1962 the Splendide Royal became a member of the prestigious hotel brand "The Leading Hotels of the World". In the same period the hotel also became part of the "Swiss Deluxe Hotels", a collection of the most exclusive 5 star hotels in Switzerland. Ever since joining these signature luxury brands, the Splendide Royal has been one among their most representative members.

Between 1963 and 1964 the Splendide Royal hotel was updated once more to reflect the contemporary international standards.

In 1973 architect Giuseppe Brazzola was commissioned to direct further refurbishments of the hotel, which included the expansion of the restaurant with the opening of its panoramic terrace.



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A new Family dynasty

In 1977 the ownership of the Hotel Splendide Royal went from the Fedele heirs to the family of Engineer Giovanni Naldi.

The new owners commissioned the expansion of the hotel during the period from 1981 to 1983. The addition of a wing, also accessible through the main lobby, was completed without affecting the grand visual impact of the magnificent façade of the neoclassical palace. The design of the new rooms was inspired by the historic interiors of the palace and thus realized using a timeless décor.

By the mid-1990s, Dr. Roberto Naldi, son of the Engineer Giovanni Naldi, took the role of president of the Splendide Royal and begun a project of refurbishment of the rooms and common areas, while maintaining the original unmistakable style.

A mentor and a great director: Aniello Lauro

The fame and fortune of the Hotel Splendide Royal continued to grow in the tradition of the Fedele Family, with Aniello Lauro, who from 1977 until 2008 managed the hotel

Aniello Lauro, a descendant of a family of hoteliers from Sorrento, understood that the secret to a successful hotel was to gain the trust of its guests with transparency and offering them an impeccable service. His view was that all guests should be treated as kings.

Under the 30-year management of Aniello Lauro, who suddenly disappeared in 2008, the Hotel Splendide Royal strengthened its international reputation, attracting prominent personages to Lugano. Due to his passion and willingness to always listen to both guests and co-workers, the spirit of Aniello Lauro lives on with all those who have had the opportunity to know him and listen to him as a mentor.



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The Present

In the spring of 2008, the management of the Hotel Splendide Royal was taken over by Giuseppe Rossi, who with his long experience in the international hospitality, continues the mission and tradition of his predecessors.

It was the previous director, Aniello Lauro, to choose him as his natural successor to continue guiding this historic hotel. The luxury hospitality career of Giuseppe Rossi, in fact, started off at the Splendide Royal in 1982. In those years the two worked side by side, creating a bond based on collaboration and mutual respect, until Giuseppe Rossi decided to temporarily leave Lugano to continue his dynamic career throughout Europe, covering through passion the most prestigious roles in international hotel chains and leading, with dedication, refined independent luxury hotels.

Upon returning to the Splendide Royal, his competencies and foresight developed the fame and strengthened the global reputation of the hotel. Amongst the important innovations that Giuseppe Rossi introduced at the Splendide Royal, in perfect harmony with the tradition and culture that made the hotel renown, was the implementation of evolved service standards. These include an attentive and continuous formation of the staff which provides them the ability to anticipate a guests' demand, even before they are expressed, aiming to instill the perception of care and attention that makes and unforgettable experience of their stay.

In order to constantly and objectively monitor the level of guest satisfaction, in the same year a range of satisfaction management tools were introduced. Through opinions expressed by guests on forms, today digital, it was possible to increase satisfaction, increasing even further the reputation of the hotel.

To ensure the highest quality standards, in 2008 the Splendide Royal introduced an internal Quality Management System certified ISO 9001. Consequently the Swiss Tourism Authority awarded the Splendide Royal the "QQQ" seal, the highest certification of quality in the Swiss tourism industry.

In 2009 food festivals were introduced at the Splendide Royal and these quickly became main meeting points of the international and local public. Not only it developed the restaurant, it increased the visibility and perception of the hotel. In the same period the Splendide Music Events, classical music



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recitals presented by Maestro Marcello Abbado. were launched. For the occasion of these events young and talented musicians from all the world perform in appreciated performances, which are then followed by a refined gala dinner.

In 2015 the Hotel Splendide Royal has been ranked "Superior Luxury" (five-star superior), the highest hotel ranking in Switzerland.

In 2016 the hotel has been awarded with the Happy Guest Award by the Leading Hotels of the World, its highest recognition of quality.

Sustainable luxury

In 2015 the Hotel Splendide Royal gave life to a program that aims to minimize the ecological footprint and conserve natural resources.

While the respect of nature is a pillar of the program, the commitment towards sustainability also involves an additional priority: social responsibility.

With funds resulting from eco-friendly practices adopted by the guests, the Hotel Splendide Royal has started to build a farm in Longobaya, a small village of Kenya. This is improving the well-being of local communities and extend the positive impact of the Splendide Royal on the lives of many other people.



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Timeline

1882	Opening of the St.Gotthard train line
1886-87	Expansion of the Villa Merlina
1887	Riccardo Fedele Senior opens the Hotel Splendide
1924	Riccardo Fedele Senior passes away; Riccardo Fedele Junior takes over the direction of the hotel
1956	Riccardo Fedele Junior changes the name of the hotel to Splendide Royal
1959	Riccardo Fedele Junior passes away, the direction goes to his nephew Fedele Genazzini
1962	The Splendide Royal becomes a member of the Leading Hotels of the World. In the same years the hotel joins Swiss Deluxe Hotels
1963-64	The hotel is completely refurbished and modernised
1973	The renowned architect Brazzola realizes the panoramic terrace of the restaurant
1977	The family of Engineer Giovanni Naldi takes over the ownership of the Splendide Royal
1977	Aniello Lauro takes over the role as general manager of the Splendide Royal
1990s	Dr. Roberto Naldi becomes the President of the Hotel Splendide Royal
2008	Giuseppe Rossi becomes the general manager of the Hotel Splendide Royal
2008	The Splendide Royal adopts an internal Quality Management System certified ISO 9001 and obtains the "QQQ" seal from the Swiss Tourism Authority
2008	Introduction of guest satisfaction management tools were introduced
2009	Creation of Splendide Royal's Food Festivals
2009	Inauguration of the first Splendide Music Events
2015	Creation of the environmental sustainability and social responsibility program called the "Splendide Shamba"
2015	The hotel is ranked "Superior Luxury", the highest ranking in Switzerland
2016	The Splendide is awarded with the Happy Guest Award by the Leading Hotels of the World



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Prominent Guests

Since its opening in 1887, the Splendide has hosted many famous guests, who have chosen the iconic hotel for their stay and as a meeting place. The list of the renown personages who have stayed at the Splendide Royal includes the following:

Cinema/Theatre

Alberto Sordi
Anna Magnani
Carlo Verdone
Christian De Sica
Donald Sutherland
Gabriel Garco
Isabella Ferrari
Joan Collins
Lauren Bacall
Manuela Arcuri
Marcello Mastroianni
Michelle Hunziker
Pasquale Squitieri
Roberto Benigni
Senta Berger
Sophia Loren
Vittorio Gassman
Walter Chiari
Woody Allen

Singers

Alexandra Stan
Alexia
Amii Stewart
Beniamino Gigli
Bob Sinclair
Demi Roussos
DJ Antoine
Ella Fitzgerald
Fats Domino
Fiorello
Francesco De Gregori
Gino Paoli
Katia Ricciarelli
Lucio Dalla
Modà
Myriam Makeba
Nervo
Ray Charles
Renzo Arbore
Stevie Wonder
Tina Turner
Udo Lindenberg



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Musicians/Composers

Arthur Rubinstein
Claudio Abbado
Gloria Campaner
Igor Strawinsky
José Carreras
Lorin Maazel
Luciano Pavarotti
Marcello Abbado
Mstislav Rostropovich
Pietro Mascagni
Riccardo Muti
Richard Claydermann

Authors

Emilio Fedé
Indro Montanelli
Jorge Luis Borges

Sculptors

Botero
Tony Cragg

Royalty

Albert and Elisabeth of Belgium
Harald, Prince of Denmark
HRH Prince Philip, Duke of Edinburgh
Karim Aga Khan IV
King Farouk of Egypt
Vittorio Emanuele di Savoia

Politicians

Didier Burkhalter
Francesco Cossiga
François Mitterand
George Bush Senior
Willy Brandt

Sports

Alain Prost
Björn Borg
Bruno Conti
Enzo Bearzot
Fabio Quagliarella
Francesco Totti
Gilles Villeneuve
Helenio Herrera
Nicola Berté
Robert Kubica
Vitas Gerulaitis

Nobel Prizes

Muhammad Yunus (Nobel Peace Prize)
Salvatore Quasimodo (Nobel Literature Prize)
Soyinka Wole (Nobel Literature Prize)

Military

General Clark
General Guisan
General Montgomery



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