

WEBINAR “SLOW BIZ”

*Virtual journey in the best of
the Lake Maggiore Region
for genuine Bleisure Experiences*

Business Tourism & Stresa:

How Congress Demand felt in love with
the Pearl of Lake Maggiore

Best Practice:

Grand Hotel Des Iles Borromées 5*L

GIANLUIGI MARIANI

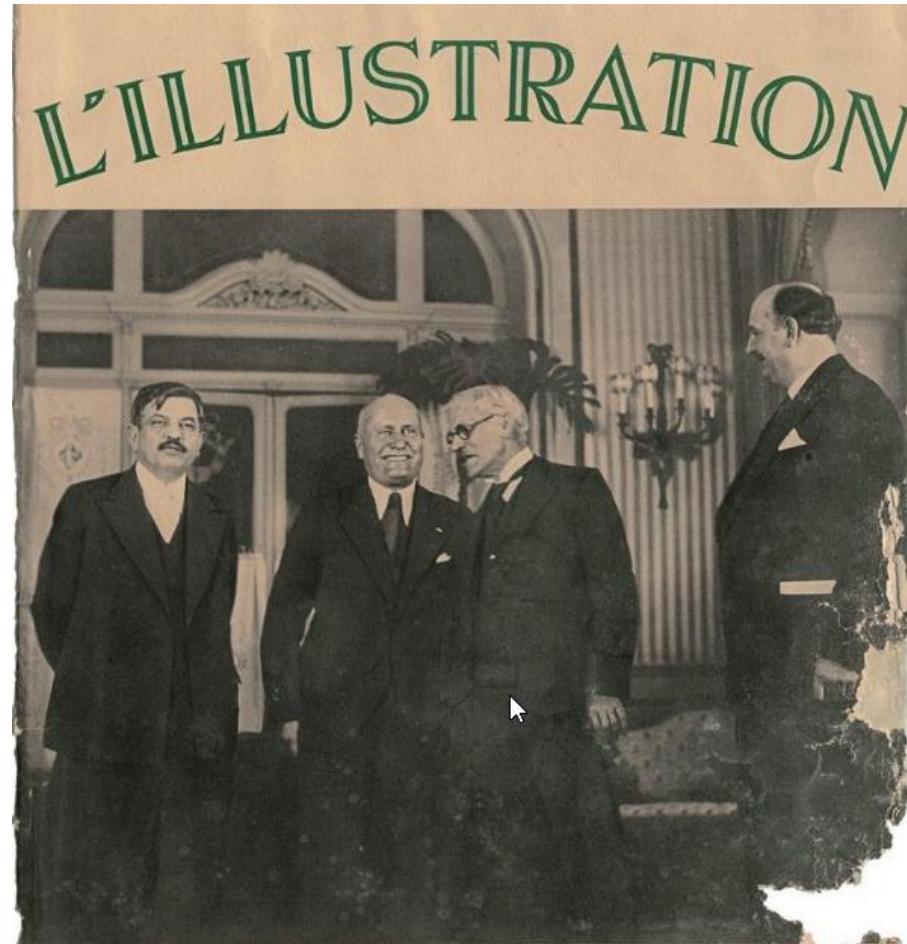
Director of Grand Hotel Des Iles Borromées



Live your Lago Maggiore Experience

Stresa has a long history and tradition in meetings *(not always successful)*

Why Stresa ?



Stresa meeting in 1935 , Benito Mussolini at the Grand Hotel des Iles Borromées

Live your Lago Maggiore Experience

Stresa is easy to reach

Why Stresa ?



Since Napoleon built the road of the
Simplon pass Milano in 1804
Stresa was included in the
«Grand Tour»



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Stresa is easy to reach

Why Stresa?





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Stresa is easy to reach

Why Stresa?



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Stresa is easy to reach

In 1906, the opening of the rail line: Traforo Ferroviario del Sempione, Stresa was on the London-Paris-Milan-Venice-Istanbul line

Why Stresa?



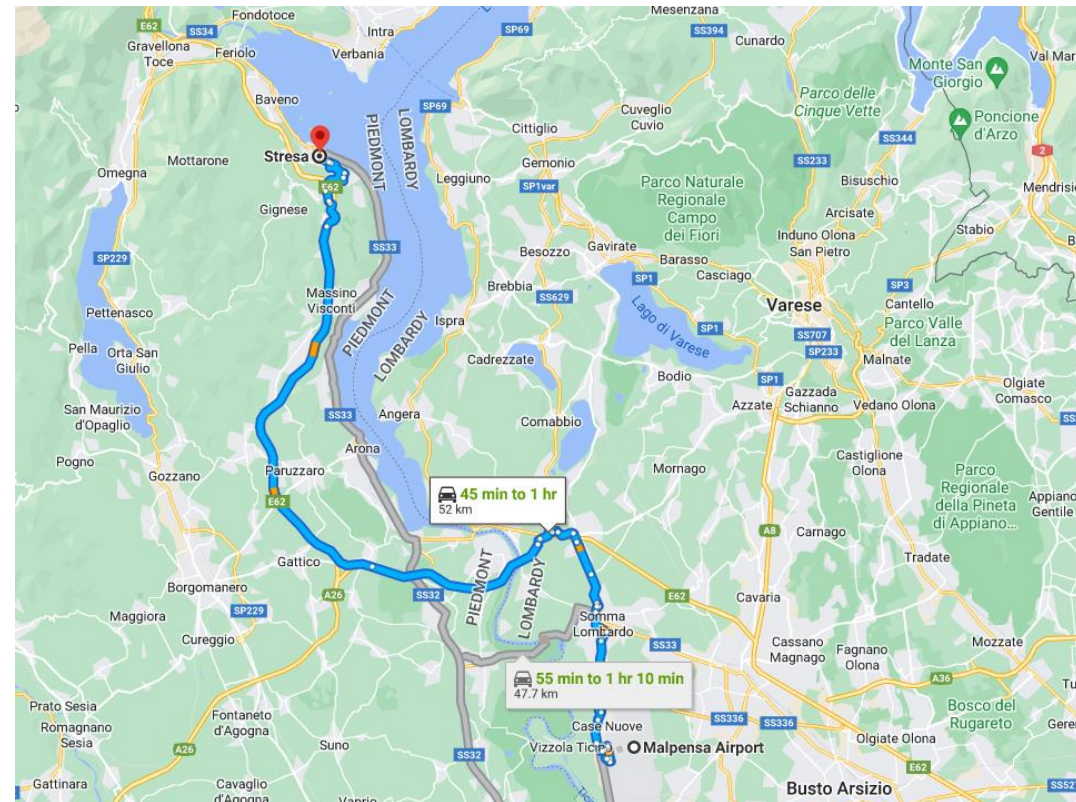


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Stresa is easy to reach

NOW Stresa is just 45 minutes from Milano Malpensa
Airport and on the A26 Highway

Why Stresa?





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Stresa IS A BEAUTIFUL PLACE

Why Stresa?



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Two Hotels same company



**The Grand Hotel ET des
Iles Borromées**

And REGINA PALACE



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Brief History

Opened in 1863 By the Omarini Brothers



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Brief History

Shortly afterwards!



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BORROMÉES & SPA

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Brief History

Shortly afterwards!



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Brief History

Hemingway and "A Farewell to arms"



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Hemingway gazed from his hotel window over Lake Maggiore and thought he saw heaven. When Frank Barrett looked, he agreed



Hemingway was only 19, and convalescing from his war wounds, when he first visited the Grand Hotel in Stresa. He wove his exploits into *A Farewell to Arms*
Photograph: John F Kennedy Library

1915/1918 durante la Prima Guerra Mondiale viene requisito il Borromées
Il soggiorno dello scrittore Ernest Hemingway



Ernest Hemingway a Stresa parecchi anni fa con Enrico Emanuele. Stresa e il lago Maggiore, di cui si parla in "Addio alle armi", erano per lui tra i paesaggi italiani prediletti.

Brief History

The Hemingway suite



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Brief History

The Hemingway suite



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Nowadays

Last renovation 2019 - 2022



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Last renovation 2019 – 2022 The SPA



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Last renovation 2019 – 2022 The Pools



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Nowadays

Last renovation 2019 – 2022 The new conference room



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The new «Minola» conference room
hosts 380 people

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Facts

158 rooms

13 conference rooms from 10 to 380

3000 m2 Spa

3 indoor pools

3 outdoor pools

Pool's restaurant