

CONCIERGE

# Grand Hotel Victoria

## R Collection Hotels consolidates its positioning in the luxury sector

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R Collection Hotels was established in 2009 by Pompeo Rocchi, who had built a successful business in the textile and fashion industries. Rocchi was always fascinated by the hospitality business venturing in the acquisition of properties in destinations like the Lake Como, initially enlisting third-party management. Pompeo Rocchi and his son Franco moved their complete focus to the hospitality side, bringing the properties, including others in Portofino, Varedo and Milan, under Rocchi family management.

To further put the portfolio on the global map, in 2012 the family launched R Collection Hotels, a sub-brand for the properties around Italy, including six in the Como area. Today, the family portfolio stands at 13 hotels – two only managed and the others owned (five of which are still under third-party management). Currently, both in Como, the hotel Regina Olga will reopen its door in 2025 and Lido di Menaggio will reopen as Victoria Lido Beach for the 2024 season in June.

As part of the portfolio in Lake Como and Portofino, the family owns and operates the Grand Hotel Bristol (purchased in 2009), Grand Hotel Victoria (purchased at the end of 1980) and Hotel Royal Victoria (purchased around 1990). Villa Cipressi is managed only and owned by the municipality of Varenna and Lecco. In Milan, Hotel Mentana and Hotel King are owned as well.

Grand Hotel Bristol has reopened after undergoing renovations, while Royal Hotel Victoria opened a fine dining concept, Visteria. Nevertheless, the Grand Hotel Victoria at Menaggio (Como) is probably the flagship of the company, commanding not only the highest luxury positioning but also the most impressive product. An entire new wing has been built, besides fully renovating the historical villa, along with a 1.000 sqm state-of-the-art luxury Spa, the largest in the entire Como region destination.

CPP-LUXURY.COM has recently interviewed Pompeo Rocchi, the interview being scheduled for publishing early May, with insights on the current and future projects of the group.

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