

GRAND OPENING FOR GRAND UNIVERSE LUCCA

Lucca and Garfagnana Territory welcomed a delegation Marriott International who attended the official grand opening party of the historic hotel

Milan, Sept. 23, 2022

A three-day event, a unique setting to admire Lucca and the Garfagnana territory . The weekend that has just ended was full of appointments for the U.S. delegation in the world quality tourism scene. Last Friday, on the occasion of the official opening of the Grand Hotel Universe in Piazza del Giglio, some 200 delegates and managers from Shaner Corp and Marriott International Inc, a leading U.S. multinational luxury hotel company, came to Lucca to admire many of the city's pasts

The city administration, with Tourism Councilor Remo Santini doing the honors, welcomed the Marriott International delegation, led by Chairman David S. Marriott and Satya Anand, President EMEA Marriott International, with an official greeting at the Teatro del Giglio and welcome by hosts Marialina Marcucci, President of Il Ciocco Spa, and Lance T. Shaner, Chairman and CEO Shaner Corp , owners of the hotel. Also present was Mr. Plato Ghinos, President of Shaner Hotels and Managing Director of Shaner Italia, which manages both hotels , as well as numerous owners and investors and representatives of international tour operators and the trade press, who were able to appreciate the beauty of the city with specific guided tours and itineraries-including the Guinigi Tower and the Cathedral of San Martino, Puccini's house and the historic shops-organized by the administration in collaboration with other local entities .

Also activities of the Garfagnana territory , such as trekking the 5 villages or other activities to discover the beautiful Apuan Alps that the Shaner Renaissance Tuscany Il Ciocco Resort and Spa usually organizes. The day ended with a visit to the Botanical Garden and a typical Lucchese dinner in the Cannoniera of the bastion.

Pictured, from left: David S. Marriott, Chairman of the Board of Marriott International, Inc, Marialina Marcucci, and Satya Anand President for Europe, Middle East & Africa Marriott International The party then continued at the Renaissance Tuscany, Ciocco Resort & SPA, where guests moved on the next evening for a grand opening party at "the big brother" of Grand Universe Lucca. The gala dinner that welcomed the guests had the theme "the enchanted forest" as a tribute to the forests of Garfagnana: curated by arch. Alessandra Guidi, the spectacular setting left guests open-mouthed with a very special arrangement of plants and lights, enlivened with even a background of natural sounds just like a real forest!

The evening opened with a speech by Georges Midleje, Regional Managing Director of the two hotels and General Manager of Shaner Ciocco, joined by Lance Shaner and Marialina Marcucci, followed by speeches by Mr. David Marriott and Mr. Satya Anand.

The menu proposed by the Renaissance Tuscany team reflected seasonality and was enlivened by local wines provided by Grand Cru of the Tuscan Coast.

Remarkable the impact of the event, a real world launch for the tourism promotion of the city and Garfagnana territory making a strong point allowing both Lucca and Barga to show I the full beauty to important investors in the sector.

For information and reservations:

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Known for its historic monuments and intact 16th-century walls, Lucca is a beautiful city located in the heart of Tuscany, at the foot of the Apuan Alps, less than half an hour from the stunning Versilia coastline. Nestled in the heart of this vibrant city, Grand Universe Lucca offers breathtaking views of the Cathedral of San Martino, all the churches, monuments and towers. Lucca has been a destination for Italian and foreign poets, philosophers, and artists since 1857, and Grand Universe Lucca allows guests to be immersed in an evocative atmosphere that is steeped in the rich history of this unique city.

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