

BELMOND

BELMOND APPOINTS NEW AREA MANAGING DIRECTOR FOR PORTOFINO, ITALY

Alfonso Pacifico, the current Managing Director of Caruso, A Belmond Hotel, Ravello to become Area Managing Director of Portofino and General Manager of Splendido, A Belmond Hotel, Portofino



31 OCTOBER 2023 - Belmond announces today that Alfonso Pacifico is appointed Area Managing Director Portofino and General Manager of Splendido, A Belmond Hotel, Portofino, effective 1st November 2023.

In this new role, Alfonso will be responsible for the multi-phase renovation of the iconic Splendido, as well as providing strategic guidance and direction to the operations of Splendido Mare and the private Beach Club at Bagni Fiore, operated by Belmond since 2021.

BELMOND

Alfonso's career with Belmond is testament to the company's commitment to nurture the next generation of hospitality talent. He first joined Belmond in 2014 as Front of House Manager at Caruso, A Belmond Hotel, Amalfi Coast. He has then risen through the ranks, becoming General Manager of Caruso in 2019. In 2022, he was promoted to Managing Director of Caruso and Director of Special Projects, supporting the Global Operations team.

Alfonso has led the team at Caruso to numerous achievements including being listed in the Travel + Leisure 500 World's Best Hotels; the Forbes Travel Guide with a 5-star rating; ranking 4th in the world in the La Liste guide; and listing in the prestigious Condé Nast Traveller Gold List, with Caruso the only hotel on the Amalfi Coast to be included.

Alfonso's passion and commitment has distinguished him over fifteen years of experience in the hospitality industry. Alfonso holds a Master's Degree and a Business and Management degree in General Management from Cornell University.

Christian Boyens, Vice President and Divisional Leader of Southern Europe, said: 'Alfonso's passion for hospitality, his adaptability and willingness to embrace new challenges and relentless quest for excellence in everything he undertakes is an inspiration to our colleagues. Under Alfonso's leadership, he and his team continue to raise the profile of Caruso and that of Amalfi Coast, earning them leading positions in numerous globally recognised awards. His expertise and experience in leading teams through complex projects will be instrumental in strengthening our leadership position in a key market of Portofino for us.'

Alfonso Pacifico said: 'I am truly honoured to be taking on this role to oversee Belmond in Portofino but, above all, I am pleased to be able to continue to share my passion for hospitality. I look forward to joining our passionate teams in the area who have consistently delivered exceptional service, contributing towards the reputation of Splendido and Portofino as an exceptional combination, a sought-after destination and a leading example in the world of hospitality.'

Alfonso Pacifico will be reporting directly to Christian Boyens, Vice President and Divisional Leader of Southern Europe.

BELMOND'S OPERATIONS IN PORTOFINO

Since Belmond acquired the iconic Splendido in 1983, the brand has become part of this tight-knit community of Portofino where it currently operates Splendido, Portofino's iconic centuries old monastery turned summer residence; Splendido Mare at the heart of Portofino Harbour and Private Beach Club at Bagni Fiore. For 40 years, the brand continues to champion Ligurian traditions through its unique experiences developed in partnership with communities and partners. With a firm commitment to be part of Portofino for years to come, Belmond continues to invest in its operations in Portofino. In 2021, Belmond completed the renovation of the intimate 14-guestroom Splendido Mare which is now also home to the village's ever popular Dav Mare restaurant. In the same year, Belmond expanded its operations, offering access to Private Beach Club at Bagni Fiore, located just a few minutes away on Paraggi Bay. In 2022, Belmond embarked on a multi-phase renovation project of its iconic Splendido. Led by Martin Brudnizki Design Studio, Splendido re-opened in June following the completion of its phase 1 renovation, which saw the re-design of the swimming pool, famously overlooking the sparkling Ligurian Bay; as well as introducing the new Splendido Grill restaurant and the renovated Baronessa Suite.

ENDS

BELMOND

NOTES TO EDITORS

For more information, please contact:
Laura Di Bert, Director, Communications, Southern Europe
laura.dibert@belmond.com

ABOUT BELMOND

Belmond has been a pioneer of luxury travel for over 45 years, building a passion for authentic escapes into a portfolio of one-of-a-kind experiences in some of the world's most inspiring destinations.

Since the acquisition of the iconic Hotel Cipriani in Venice in 1976, Belmond has continued to perpetuate the legendary art of travel, taking discerning global travellers on breathtaking journeys. Its portfolio extends across 24 countries with 46 remarkable properties that include the illustrious Venice Simplon-Orient-Express train, remote beach retreats like Cap Juluca in Anguilla, Italian hideaways such as Splendido in Portofino, or unrivalled gateways to world natural wonders such as Hotel das Cataratas inside Brazil's Iguazu National Park. From trains to river barges, safari lodges to hotels, each unique property offers an incomparable experience with its own story to tell. The essence of the Belmond brand is built upon its heritage, craftsmanship and genuine, authentic service. Belmond sees its role as custodians of timeless heritage, dedicated to preserving its assets through sensitive ongoing restoration plans. Belmond is part of the world's leading luxury group LVMH Moët Hennessy Louis Vuitton.

[Belmond.com](https://www.belmond.com)

Follow Belmond: **[Instagram](#)** • **[Twitter](#)** • **[Facebook](#)** • Please visit the **[Belmond Media Hub](#)**