

Hotels Can and Must Embrace Nature, and it Has to Be Today

By [Gerardo Solaro del Borgo](#), Chief Executive Officer, Toscana Resort Castelfalfi | September 22, 2019

Situated in the heart of Tuscany, Toscana Resort Castelfalfi, a member of the Preferred Hotels & Resorts L.V.X. Collection, sits amidst 2,700 acres of protected terrain replete with vineyards, olive groves, lakes, and a wildlife reserve. An ancient medieval village with over 1,000 years of history, the settlement of Castelfalfi, or Il Borgo, has been carefully restored on an ongoing basis since 2007 to become what it is today – Toscana Resort Castelfalfi.

As part of the restoration project, each original building, starting from the 48 apartments in Il Borgo to the several farmhouses scattered throughout the Estate, have been thoughtfully refurbished using green building principles and traditional materials, a concept that was also maintained for the design and construction of the resort's flagship five-star hotel, Il Castelfalfi.

With a castle, a restored chapel, and a welcoming local community, Castelfalfi is a destination within itself, comprised of an upscale collection of apartments and villas to rent and buy, farmhouses available to purchase and restore as desired, Il Castelfalfi and the boutique hotel La Tabaccaia situated in a former stone tobacco factory, a 27-hole golf course, an expansive and deluxe spa, and three restaurants serving authentic Tuscan dishes and pizza.



Toscana Resort Castelfalfi

Over the past 12 years, the medieval village of Castelfalfi has experienced an enduring transformation, with the goal of protecting the landscape and contributing to the community. This year specifically, Toscana Resort Castelfalfi is focused on elevating its eco-conscious guest offering with the addition of new golf facilities and enhanced sustainable features and experiences. The resort's most current project includes the restoration of one of the village's original farmhouses, where the space is being converted into a luxury golf clubhouse for the renowned Golf Club Castelfalfi – Tuscany's largest championship course.

Set to launch in summer 2020, the restoration project will complete the resort's award-winning golf offering with a fine dining restaurant serving locally-sourced Tuscan cuisine and contemporary meeting and event spaces.

Toscana Resort Castelfalfi is committed to leading Italy's green movement within the hospitality industry through a variety of sustainable practices at every level. Further highlights of the Estate's efforts include:

Sustainable and Authentic Architecture

Hotels and resorts can reduce their environmental impact by purchasing and utilizing environmentally-friendly products. At Toscana

Resort Castelfalfi, all of the new buildings and restored ruins on property, including the 48 apartments and farmhouses available to rent or buy, are constructed in keeping with green building principles. This concept was also followed during the design and construction of Il Castelfalfi, which was built in compliance with the latest regulations on sustainable architecture and aims to promote a philosophy of holistic wellbeing. A "Clima Hotel", the construction of the property allows for a healthy microclimate without dust.

The five-star hotel architectural project paid detailed attention to energy efficiency and waste management through the installation of a water filtration system to recycle waste water, a bio-filter that allows for the complete recovery of food waste, and the selection of low emission LED lighting with low CO2 emissions. In addition, a low heat exchange between interior and exterior is achieved using materials providing a high degree of thermal insulation. Thanks to an innovative online software called the Environmental Management System, the team at Castelfalfi is constantly monitoring the hotel's environmental footprint and identifying any critical points that may be encountered.

Biomass Plant and Water Usage

At the heart of the resort's sustainable endeavors is a special central biomass plant installed to provide the entire Estate with heating and cooling energy using agricultural waste and wood chips collected from nearby forests. One of the Estate's greatest water sources is natural rain water, which is collected via artificial lakes throughout the year for the irrigation of the golf courses, vineyards, and olive groves. Separately, drinking water is provided by traditional wells connected to purification machines via a network of underground pipes. This drinking water is used in most of the Estate buildings, including the two hotels, the Castle and 48 apartments of the Medieval Borgo.



Organic Agriculture

The agricultural roots of Castelfalfi have an ancient history of more than 2,000 years. The Etruscan civilization occupied the area in 700 BC as the fertile grounds were ideal for the production of grain and wheat, two major sources of sustenance. In the last century, as more people have relocated to the area, the local vineyards and olive groves have grown in importance and size, now encompassing approximately 10,000 olive trees and 61 acres of vineyards, which are mindfully cultivated per the direction of MIPAAFT, the Italian Ministry of Agricultural and Environmental Politics. Castelfalfi maintains an organic production process that ensures a high quality product and unique taste for the estate's five red wine labels, one white label, the Vinsanto and the rose wine, along with the two local beers and nearly 3,500 liters of extra-virgin olive oil produced each year.

As an immersive experience, guests can enjoy vineyard tours followed by wine tastings in the cellars to learn more about how the wine and olive oil are produced. In July, Castelfalfi made it possible for guests to adopt a vineyard or ten olive trees to contribute to the production process. The project, called BE A FARMER, aims to promote the agricultural history of the area. The project has many benefits such as discounts on all agricultural products, along with personalized bottles of wine and olive oil comprising the name of the farmer, wine tour and tasting. The project is sponsored by Tuscan artist Andrea Roggi who creates special sculptures of olive trees to give as a present to all individuals who participate in the program.

Eco-Conscious Food & Beverage Offerings

Toscana Resort Castelfalfi is committed to maintaining a sustainable philosophy in all areas of the Estate, including organic fruit and

vegetable production. In an effort to help educate guests on the importance of eco-conscious farming, a new activity has debuted, called "The Savors of Castelfalfi's Garden". Alongside the estate's Executive Chef Francesco Ferretti and the horticulturist team, guests now have the ability to discover the garden and learn first-hand about the cultivation process on property. After the learning session is complete, guests are given the opportunity to sit down with Mr. Francesco Ferretti for a three-course dinner comprising fresh vegetables and aromatic herbs from the garden.

Toscana Resort Castelfalfi is also proud to be working toward a plastic-free environment in all bars and restaurants located in the estate, beginning with the removal of all plastic straws and through the use of wood cutlery and glass bottles. Within each dining establishment at Castelfalfi, including La Rocca di Castelfalfi, La Via del Sale, and Il Rosmarino, the food and beverage team seeks out and sources ethical local suppliers in order to offer guests the most environmentally-friendly products.



Holistic Well-Being

Housed in Il Castelfalfi, the resort's superior spa extends a range of soothing treatments made from local, organic ingredients and provides an idyllic place to find calm. An 11,000 square-foot rejuvenating sanitarium, La Spa invigorates guests through an array of curated spiritual treatments and nature-inspired beauty rituals, indoor and outdoor pools, Finnish and bio saunas, sensory showers and relaxation areas. In keeping with the hotel's sweeping dedication to holistic wellbeing, guests can also indulge in a range of wellness services including yoga, Pilates and BLUE FIT activities, which comprises a tailor-made training manual with a personal trainer.

Additionally, the Estate recently introduced BRAINKINETIK® body and brain training sessions by TUI Group which aims to promote mental resilience and physical capacity. The training courses are led by BLUE FIT Guides and include a series of coordinative movement exercises.

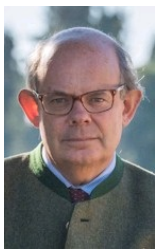
This summer, Il Castelfalfi also introduced a brand new wellness activity called Natural Healing where guests take conscious walks throughout the surrounding woods to cleanse away stress and anxiety, reconnect with nature and improve overall mental health. During these walks, health experts from Castelfalfi work with visitors on creating infused oils with herbs such as rosemary, sage, and lavender. Also introduced this summer was a new collaboration with Bocelli Wines featuring a range of organic, grape-based range of facial and body treatments. Created locally in Tuscany, the LAJATICA vinotherapy products are made entirely from the by-products of wine produced at the Bocelli family vineyards and blended with Tuscan plants and essential oils.



Green Golf Practices

To complement the resort's environmental efforts, Golf Club Castelfalfi carefully manages and recycles its water resources and is focused on the development of renewable energy and social responsibility for the environment surrounding the Estate. Due to the Club's deep commitment to promoting a more sustainable sport, the Golf Environment Organization, which aims to help the golf community tap into its potential as an ecosustainable industry, accepted Golf Club Castelfalfi into the OnCourse™ program that guides golf clubs toward the GEO Certified™ ecolabel.

Since joining the program, Golf Club Castelfalfi has worked diligently to advance sustainable business practices within the golf industry and has since earned the GEO Certified™ distinction. The scenic 18- and 9-hole courses cover 96,000 sq. ft. of green space and the course design follows the natural morphology of the landscape surrounding the Estate.



Mr. Solaro del
Borgo

Gerardo Solaro del Borgo is Chief Executive Officer of Toscana Resort Castelfalfi. In this role, he is responsible for the management, business development and strategic direction of the 2,700 acre area owned by TUI AG, which includes the real estate, agricultural segments, two luxury hotels and a 27-hole golf course within a Medieval Borg. As Chief Executive Officer, Mr. Solaro is in charge of the administrative performance of the Estate. He is also the spokesperson of TUI to the local Tuscan and Italian institutions and ambassador of Castelfalfi for TUI, world leader in tourism. Gerardo Solaro del Borgo is a dedicated humanitarian serving as President of The Order of Malta's Italian Relief Corps, which includes more than 4,000 volunteers involved in a variety of philanthropic projects. Mr. Solaro del Borgo can be contacted at +39 057-189-0163 or pr@castelfalfi.it

[**Extended Biography**](#)

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