



*La Perla*

Corvara • Dolomites

*casacosta*

1956

If you are seeking where the spirit lies, realise that you are the spirit  
If you are searching a crust of bread, realise that you are the bread,  
Look to understand that which I am saying:  
Every single thing is there where you are.

*Gialal al-Din Rûmî*



THE LEADING HOTELS  
OF THE WORLD®

## Picera presentaziun

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“ Welcome and hospitality. The traveler seeks simple pleasures.  
At times there may be ambitious goals like pushing boundaries, or  
adventurous dreams of crossing rivers and mountains  
However what we essentially seek is a place where body and mind are at ease  
In this sense we have our House  
Here there is a great extended family  
All working day after day to give vitality and purpose to one and all  
Values are cherished and there is much know-how  
Virtues we look to spread and share on an equal footing  
And as the mystical Persian poet wrote more than eight centuries ago,  
‘Travel as you are and take on the journey which is within you,  
And the gold of the land shall be yours.’ ”

# The Dolomites

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*Nosta Tera  
nosta Vita*



Not only magnificent mountains but also a community of industrious inhabitants.

Geographically our Ladinia, or Dolomite region, is a relatively small area. Yet, a whole lifetime does not seem to be enough to appreciate its beauty and richness. Not for nothing it has become a UNESCO World Heritage Site. Anyone who loves nature and is captivated by the extraordinary human experiences that are associated with, it will find their lost paradise here. Not only magnificent mountains, but also a community of industrious inhabitants. People here have strived to maintain their unique identity, traditions and harmony, making this beautiful landscape look like a fairytale. It is easy to become lost in time, but the essence of the Dolomites is that time does pass and that we are only travelers temporarily passing through and whilst we may reflect on our existence and the nature of time itself, it is also clear the responsibility we have to preserve this land for future generations.

Casting our gaze wide we see that the flowers on balconies dominate the scenery of green meadows, the quaint wooden houses never cease to amaze and the animals grazing on pasture land inspire sweet bucolic dreams among the young and the old alike. Historically, we find ourselves at the edge of a territory that was part of Austria for four hundred years and which has been part of Italy since 1919, as a consequence of the First World War.

The blend of Ladin, Austrian and Alpine traditions has created a colorful and surprisingly unique deep-rooted melting pot. There are deep connections between many of the leading mountaineers of all times and these mountains where jagged peaks and walls of all shapes have offered and continue to offer memorable adventures at every level.

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## Our Casa

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### *La Ciasa*

A great Mountain Manor – Tyrolean style - with much Ladin culture and tradition



Hotel La Perla is a fine example of a great Mountain Manor – Tyrolean style - with plenty of Ladin culture and tradition embedded. The fifty-four rooms have been designed in three different styles using delicate shades and soft furnishings that reflect the true character of South Tyrol. The property is surrounded by a garden lined with trees, including a tree house, and a solarium next to the vegetable garden. A green panoramic terrace on the first floor allows guests to enjoy time, space, and relaxing moments in contemporary luxury. The Salus per aquam - spa waters - completes the area dedicated to wellness. Here you can find a range of regenerating treatments, saunas, and Turkish baths, Kneipp, hydro massage, swimming pool,

and last, but not least, our health and beauty experts are on hand to advise guests on how to regenerate with local cosmetics, natural products and mountain spa treatments.

Right next to the hotel is one of the most important ski slopes of the Dolomiti Superski carousel. In summer, sport is celebrated in the Pinarello Lounge, which boasts a display of bikes from the past and the present that represent cycling history. Pride of place goes to the Dogma F8, the most innovative of racing bikes. Guests have the opportunity to test some of the most avant-garde bikes the industry has to offer.

May 2005, Hotel La Perla was the first hotel in South Tyrol - Alto Adige to become a member of The Leading Small Hotels of the World, a prestigious affiliation that guarantees the highest standards of hospitality and luxury.

## Vision

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*Nosta filosofia*



Strawberries in winter  
are not for us,  
nor is Californian wine

“There will be no fruits of the forest on our winter menu, and apple strudel in summer is out - preserving apples in cold rooms requires high energy consumption. We follow a very precise scheme: our first choice are organic products from Val Badia, our second choice are organic local products from the region. When organic products are not available locally, we opt for organic products grown in Italy, then Europe and so on. We avoid importing from overseas, with the exception of Fair Trade products such as coffee, chocolate, and bananas. Organic apples from China will not be preferred to conventional apples from South Tyrol.

Our choice to not actively offer meat on Fridays is a stance against excessive consumption. It is important to dedicate a thought to the animals themselves, after all they are an essential part of nature too!

Going organic is not a trend, it is a lifestyle choice, a philosophy. It is essential to live in harmony with nature because we ourselves are NATURE. “

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## Our style

### *Ladinité*

Each bedroom is elegantly furnished with antique local furniture and boasts among precious pieces, several collections of hats, walking sticks, latches, locks, teapots, cutting boards, lids, antique vests, and more. All meticulously looked after by Anni Costa and excellently preserved over the centuries. Attention to detail and the use of reclaimed wood are the principles of the house: there are six authentic South Tyrolean "Stuben" dating back to 1700, adapted by Ernesto in 1976 to replace the conventional hotel dining rooms. As soon as you enter the hotel there is an air of something special as your eyes fall on the floral arrangements and the materials used to adorn each and every corner. As you move through the hotel your impression is confirmed, as good taste and decorative flair are pleasant reminders of the loving care dedicated to the ambience.

## Our location

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*La posiziun Imacolada*



La Perla  
Situated in the Upper  
Badia Valley, surrounded  
by the Dolomites,  
the Queens of the Alps

Located in Corvara, in a mountain landscape of unrivaled beauty, the Costa family prides itself in their distinctive approach to hospitality. A mix of comfort, award winning cuisine, and Ladin culture contribute to a convivial and welcoming atmosphere that only a family run hotel can create.

The story began when Ernesto Costa, a ski instructor and plumber, born in 1931, built a six-room house. In 1957, when he sought a license for the hotel he was obliged to choose a name and flicked through a telephone book in the municipal authorities until his eye caught the name – La Perla. Situated in the Upper Badia Valley, surrounded by the Dolomites, the Queens of the Alps, the La Perla Hotel is located in an extremely favorable geographical position in the original core of the village, near the old church among antique Ladin style houses. It is only 30

metres from Col Alto, the first ski lift in Italy.

Two generations of the Costa family have now run the hotel and they celebrate the Ladin tradition to the full and welcome their guests into a family setting with a warm welcome and exceptional gastronomy that are true hallmarks of hospitality. The sons of Annie and Ernesto Costa, Michil, Mathias and Maximilian are committed to maintaining this style of hospitality and together with a loyal team their focus remains clear.

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## 4 Restaurants and a Michelin star gourmet chamber

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*Cater restoranc  
y na Stüa gourmet*

Simone Cantafio is Executive Chef at the Stüa de Michil and in our other restaurants. After a baptism of fire with Carlo Cracco, Cantafio, one of Gualtiero Marchesi's last proteges, managed the 2-star Michelin Michel Bras Toya Restaurant, by the Bras Family in Japan.

If you were to look inside Simone Cantafio's kitchen, what would you see? The young and renowned chef's journey is peppered with a myriad of ingredients – and yet despite their diversity, they are surprisingly simple in nature. Seasonal and natural ingredients are paired with respect, sensibility, and harmony.

You can sense the inner peace and, yes, why not, zen-like bubble – hardly surprising, considering his stay on the Japanese island of Hokkaido managing the 2-star Michelin Michel Bras Toya restaurant owned by the Bras Family.

After eleven years following the lead of Michel and Sébastien Bras, the creators of a name which has gone down in the history books of international cuisine, the young chef decided to create his own path. One which took him from the snow-capped mountains of the Japanese island to the snow-covered peaks of the Dolomites.



# Le Stües

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*L'restaurant de Giasa*



Once you cross  
the threshold, the feeling  
that prevails is amazement

Style and comfort are the distinctive features of Les Stües, our half board restaurant, where Ladin tradition and decor add to the dining experience. There is far more to enjoy than any simple menu can relate. The tables are exquisitely set and the choice of floral arrangements, crystal, and general decor is a joy to behold. It is true indeed that art and authentic setting can add to the dining experience and this is certainly true here. The wood-paneled rooms and the choice of color create a wonderfully relaxing ambience where

time is no longer of the essence but pleasure and indulgence are certainly encouraged.

A refined yet friendly service adds to the occasion and the cuisine itself is a treat for the palate. Simple and traditional Tyrolean dishes offer distinctive and memorable flavours.

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## La Stüa de Michil

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*L' restorant Gourmet*

Our Michelin star gourmet chamber, La Stüa de Michil, is a celebration of art and life. One could imagine dining in a 1700-setting, such is the splendid ambience afforded by the two Stuben of that time. Chef Simone Cantafio's cuisine is all about creativity, in his tireless quest to create exceptional pleasures of the palate for our guests. The seasons and the elements are an integral and essential part of the menu choice and each dish is prepared to magnificent perfection.



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## Bistrot La Perla

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*Ciasa da fùch mediterana  
y südtiroleja*



In our Bistro we aim to promote the very best and the most authentic from our Italian food tradition. For example, the Norcia salami, Gianni d'Amato spaghetti, or the legendary steak from Florence.

The bistro area is indeed special in that it is positioned close to the main bar, an imposing yet elegant structure in fine precious wood. The lighting creates a relaxed atmosphere and the setting is nicely discreet. There are thirteen tables ideal for guests looking for a snack, a quick lunch, a moment to relax over an aperitif, or simply some time to indulge and to enjoy an afternoon tea with a pastry selection. 'Bistro' is an Italian synonym and we do our best in this instance to promote all that is good and genuine of the country, as for example the Norcia salami, the 'Gianni d'Amato' spaghetti, or the famous steak from Florence.

In the early evening and through to midnight the Bistro comes alive with music and provides the ideal location to enjoy a cocktail, a shooter, a glass of champagne or even a tantalizing long drink made with fruit and vegetable ingredients.



For your pleasure, chef Simone Cantafio prepares a selection of high quality appetizers, reaching from the Mediterranean kitchen to South Tyrol. And for the after-dinner drink there is a fine selection of rum, cognac, whiskey, and vodka. Beer enthusiasts can enjoy a choice of draft beers, including non- alcoholic varieties.



## Restaurant Ladinia

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*Ostaria da Munt*



An alpine restaurant in the heart of the old village centre. One of the oldest, near L'Murin, and with stunning views of Mount Sassongher. Ladinia represents the history of the village in many ways and stands proud in its sublime position. The interior is full of reminders of how life once was and every shaft of light and suggestive corner seems to tell a tale. More than a house, it is a welcoming retreat for body and mind where the pressures of daily life simply melt away. The simple joys as expressed in the decor of the Stube, the tables set in a pleasant but not elaborate manner. The menu focuses on Alpine produce, with local food and respect for mountain traditions taking pride of place. The wine list stands out for the inclusion of many small and distinctive wine cellars, mostly from South Tyrol, that take pride in producing eco-friendly wines of superb quality.

In the wooden floors which tell of a time gone by, in every object that speaks of memories, in the light which filters through the woodframed windows, one breathes in the intimacy

The Ladinia is also a mountain hotel. It was in 1930 that Cesco Kostner decided to transform the house into a small guest house. It is registered with Licence number 1 in the village records. The bedrooms are few but welcoming and cosy. The bathrooms are small but have the benefit of pure Dolomite water! Here you will feel pleasantly at home, no trappings of luxury and excess but a place full of essential pleasures. It is as if the mountain spirit permeates through and gives peace of mind and an air of contentment to all.

Breakfast is rich in home-made produce, the speck served as a Tyrolean surprise is as fresh as can be.

# Mahatma wine

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*La Cianò*

More than thirty thousand  
bottles originating from  
Italy, Switzerland, Austria,  
and naturally enough France



In the fast changing world of today where there is much uncertainty and not little consternation, it is comforting to have reference points which tell us of the past and promise good for the future. Mahatma Wine is our much-loved wine cellar and the centre-piece in this labyrinth of surprises not only associated with the world of wine, but of music, sound, senses, feelings.

The patrimony of more than thirty thousand bottles originate from Italy, Switzerland, Austria, and naturally enough France. Stepping into Mahatma Wine is a special and memorable experience.



In many ways it reflects the story of the Costa family for it is all about passion, culture, commitment. It is also all about Sassicaia - in these cellars there is a collection which proves to us why in ancient times it was referred to as the nectar of the Gods.

As for the total stock of the cellars there are more than 3,000 labels and 30,000 bottles, of which approximately 50% are wines from South Tyrol.

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## L' Murin

Legend has it that this wooden house right opposite Hotel La Perla was once a mill, hence the Ladin name L'Murin. But no one here has ever seen shovels turn, not even bags of flour scattered around. Today L'Murin is an institution not only in Corvara but in the entire Val Badia.

In winter it is a popular Après Ski venue, where skiers of all ages have a great time after a day on the slopes.

In summer, L'Murin becomes a brewery, a meeting place with music, also live, soft lights, veranda and seats in the garden. Biraria L'Murin, strictly in Ladin is open every day except Monday, when just like the barber shops it is closed! You can have an aperitif, and you can dine, of course there are also pork ribs with baked potatoes, but the emphasis is on European craft beers of excellent quality, in bottles and on tap.

On Sundays, the Biraria is open from 10am until 4pm with dishes ranging from Weißwurst, Brezel and Weizen, which here is called Frühshoppen, and those looking for lunch can choose from the menu.  
Vives!



## The wellness centre

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*Salus per aquam*



A dimension where mind and body can find balance and discover the magic of silence

It was the great composer John Cage who noted that absolute silence does not exist in that the body itself gives out its own pulsations and vibrations.

Listening for silence is in a certain sense listening to the sounds of rhythms of one's own body – the heart beating, the blood circulating, the lungs dilating, muscles flexing.

In our wellness centre we invite guests to relax and to find harmony with their own bodies, assisted by treatments and massages that promote both physical and spiritual wellbeing. Our range of skin beauty and health treatments is based on active ingredients such as grape, edelweiss and arnica and we use cosmetics that are produced in Corvara. And of course, there is always the opportunity to relax in the pool after an invigorating day on the slopes or a healthy hike.

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## Mountains for living

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### *Munts da vire*

Here it is possible to immerse oneself completely in the Dolomites, here it is possible to contemplate their real essence



The Dolomite landscape entices visitors both in winter and summer. Ski slopes and nature trails abound. Choose a snowshoe excursion or a hiking adventure. Ice-skating, or a bike ride on the roads which made legends. There is every opportunity to immerse yourself in nature and take in the colours and fragrances, the beauty and the magnificence of the mountain landscape. Ladin villages are a delight, they are full of tradition and style.

Dolomiti Superski has 1200 kilometers of slopes and 450 lifts, and in Alta Badia alone there are 132 kilometers of slopes for skiers and snowboarders.

In summer, enjoy a game of golf on the 9-hole course at 1700 meter altitude, complete with clubhouse, putting green, driving range and the assistance of instructors. There are literally hundreds of hiking trails, as well as climbing schools, via ferrata routes, themed excursions and historical itineraries. The roads of the high Dolomite passes are ideal routes for bike enthusiasts. Besides the Sella Ronda there are many possibilities to explore both on-road and off-road routes, discover memorable places and enjoy unforgettable days.



## The old family home

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*La Ciasa vedla*



Here one can breathe authenticity from the moment one steps inside



„La ciasa vedla“ is the old house and birthplace of Ernesto Costa, located 80 meters from the hotel.

The Ciasa vedla dates from 1400 and portrays an ancient world that has remained intact, from the Stuben to the old stoves, from the manual tools and commonly used accessories of the time. Guests are carried back in time, observing old clothing, handmade games made by the Ladins of Val Gardena, kitchen utensils, books, skis, boots, looms, basins... all rigorously original and antique. Wine tasting, country style dinners and aperitifs are organized.

The old house is the ideal location for photographic sessions in an authentic mountain atmosphere.

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## Service and courtesy

### *Sorvise y jintilëza*

The tradition of hospitality is a guiding principle which leads us in our work day after day. A guide is available daily to take our guests on excursions and walks. Room service is available 24/7 and there is a welcome from our hotel patisserie on arrival, a selection of seven different pillows on request, duvets, in-room safe, robe and slippers, hairdryer, wellness-center basket and grape based bathroom products are part of the complementary range we have designed; floor service is available twice a day. All rooms are equipped with LCD, high-resolution, flat screen TV, and Wi-Fi. Concierge services: ski instructors, bike guides, bike rental, paragliding, excursions, ski pass, babysitting, garage, laundry, dry-cleaning and ironing, taxi transfers and restaurant bookings. Small pets are welcome. Note that there is no minibar in the rooms. We wish to avoid unwelcome and noise and to waste energy unnecessarily. There is always a member of staff on hand to provide for your every need. For whoever loves cycling and cannot wait to bike the Passes where bike history was written, we offer bike hire and assistance service, and we also organise excursions accompanied by guides who know every turn, every climb, and every downhill in the Dolomites.



# Common Welfare Economy

CWE

In these years of crisis, not only in economic and financial terms but also in the sense of ecology, of depleted resources, of concern about democracy and the lack of values generally, a movement was born that seeks a new interpretation of economic activity. Its goal is a different type of business entity which does not view profit as the sole indicator of performance. Often financial results go hand in hand with labour cuts, with damage to the environment, and for some groups in society greater poverty and deterioration of health care provisions. In simple words, the quest for profit and the obsession with economic growth can create undesirable behavioural patterns, and an absence of values, trust, responsibility, where empathy and collaboration are seen as a weakness.

Selfishness and a lack of responsibility are the flaws produced by the system. To attempt to right this wrong, in 2011 a group of pioneering companies chose to pursue the common welfare economy model.



today more than six thousand companies all over the world support this model of alternative economic reasoning. What are the fundamental principles of this system created by Christian Felber, an economist now enjoying an international reputation and author of the Common Welfare Economy? Above all there needs to be a new strategic dimension: the primary objectives of a company are no longer limited to profit and financial competitiveness, but cooperation and the common good are placed at the top of the priority list. As an instrument of company performance, the Common Welfare Economy replaces the emphasis on profit by a common welfare balance analysis. This indicator measures social responsibility, ecological sustainability, democratic management style, and company solidarity.



Money is no longer the sole objective but the means necessary to enable a reality where people and ecological dimensions are the centre of focus.

In 2012 Hotel La Perla, together with three other South Tyrol companies, Hotel Feldmilla, Hotel Drumlerhof and Lüsnerhof, developed a balance of activity according to new parameters. The process of analysis is monitored by a team from the Terra Institute in Bressanone, a research centre for innovation and eco-sustainability. The effects have been very positive, producing a new energy in the hotel that encourages and stimulates the development of the Common Welfare Economy as an alternative to the traditional way of doing business.

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## The Costa Family Foundation

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*La fundaziun dla gran familia*



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The Costa Family Foundation was set up in 2007 with a very clear aim: to protect and promote the rights of children in keeping with the UN convention on minor's rights. It operates thanks to the direct participation of the Costa family, of the hotel staff and volunteers. Hard work, commitment and tenacity are necessary to take the work of the Foundation forward. Behind all is a knowledge which pushes us forward in our daily chore: too many are the stories we hear of political repression, cultural suppression, and language denial. In certain countries, the level of alphabetization does not exceed 8% of the population. Add to this examples of human right violations, violence and sexual abuse.

The Foundation carries out its activities in the sector of cooperation mainly in developing countries. Emphasis is on psychological, education and social service support and with particular focus on children living in disadvantaged or dangerous situations. From Togo to India, from Uganda to Tibet there are many examples of projects completed and others in operation. Examples include the construction of schools and support for nutrition and irrigation projects. The Foundation seeks to work on several levels as we believe in the values of human dignity, solidarity, ecological sustainability, active participation of the community at large and transparency of action. In taking forward the work of the Foundation it is not only the Costa family but the entire La Perla community which is committed and involved.



*La Perla*

Corvara • Dolomites

Enhancing wellbeing in full awareness  
of and focusing on the value of the human individual as  
consideration of others is pleasure itself.



THE LEADING HOTELS  
OF THE WORLD®

Strada Col Alt 1 05 - 39033 Corvara  
Alta Badia, Dolomites, Südtirol, Italia  
Tel. +39 047 1831000 • [www.laperlacorvara.it](http://www.laperlacorvara.it) • [info@laperlacorvara.it](mailto:info@laperlacorvara.it)

*casacosta*

1956



*La Perla*

Corvara • Dolomites



POSTA MARCUCCI

BAGNO VIGNONI • VAL D'ORCIA



*Berghotel*  
*Ladinia*



COSTA FAMILY  
FOUNDATION  
ONLUS