

**Mr. Lorenzo Amaglio**  
General Manager  
Chenot Palace of Gabala

# Lorenzo Amaglio: “Chenot Palace is the First Health Wellness Hotel outside of Europe”

**BY ARSLAN ABBASOV**  
AZERI OBSERVER EDITOR-IN-CHIEF

**Q. What was the vision that led to the launch of the first Chenot Palace Health Wellness Hotel in Azerbaijan? What brought you to the decision to choose the Gabala region specifically?**

A. Azerbaijan is developing at an amazingly fast pace and now, undoubtedly, it's one of the most attractive tourist destinations among tourists. Apart from its modern infrastructure, it also has a rich cultural heritage and enchanting nature. Health and wellness specialist Henri Chenot, the founder of the Chenot Group, was mesmerized by the elevating hospitality of the country, by the beauty of Gabala's nature, and chose the location himself during his trip to Azerbaijan. Surrounded by the tranquility of the magical pine woods overlooking the peaceful Nohur Lake and the Caucasian Mountains, the luxury five-star Chenot Palace Hotel will maximize a complete body and mind recovery of each guest.

**Q. What makes your hotel memorable and unforgettable?**

A. Chenot Palace Health Wellness Hotel is not just an ordinary Spa Hotel, but a unique retreat where we promote and improve the health, wellbeing and natural appearance of our guests. In a medical spa facility of 6000 square meters, fully dedicated to medical check-ups and state-of-the-art diagnostics, our specialized medical professionals will provide guests with customized treatments plans based on the eminent holistic detox and revitalization Chenot methods.

**Q. What types of new experiences Chenot Palace Health Wellness Hotel in Gabala has to offer?**

A. Our Gabala resort is the first health wellness hotel promulgated by the Chenot Group outside Europe and, surely, it has many innovations to come with. Point of relevance, the new “Human





"Chenot Palace of Gabala: from cryosauna, metabolic optimizing, weight loss, to sports lab and many more..."



Performance Department" in full scale with a top class metabolic laboratory for metabolic optimizing, a cryo chamber at  $-110^{\circ}\text{C}$  for whole-body cryotherapy, a sports lab for fitness screening, antigravity technologies and normobaric hypoxic (oxygen reduced) training for physical wellness.

**Q. Does your hotel follow a general philosophy?**

A. Yes. In Chenot we treat wellness and believe that everyone can successfully fight ageing and improve performance, giving more quality to the years to come. Our approach is entirely based on the eminent holistic and systematic Chenot Method, a combination of the latest western medical breakthroughs and the traditional Chinese medicine.

**Q. Tell us a little about your experience in the hospitality sector – what drove you to pursue a career in hospitality?**

A. I have been in the hospitality sector since 1984. I've previously worked in many big cities, such as Rome, Paris, Moscow, and Marrakech, where I learned a lot and got used to the dynamic lifestyle. Here in Gabala, I will use my previous experience, as I already know what urban people need to feel revitalized and rejuvenated. The hotel industry is a multi-cultural environment, and the work itself is dynamic, interesting and challenging as well, since you collaborate with all depart-

ments. It gives you lots of opportunities to learn and grow professionally.

**Q. What are your greatest strengths and weaknesses?**

A. Azerbaijan has a growing tourism potential and, in addition, a wonderful nature. I strongly believe that together with our unique concept of health wellness hotel, here we have a lot to offer to our guests. On the contrary, I would not talk about weaknesses, but some of the challenges can be easily turned to strengths with the right supervision, an excellent service and a world-class staff.

**Q. If you can name three things – What makes the Chenot Palace Hotel different from all other hotels in Azerbaijan?**

A. As I mentioned earlier, the Chenot Palace is a unique place. It is the first health wellness hotel in Azerbaijan and, undoubtedly, one of a kind. There are many features that make the Chenot Palace different from other hotels, but personally I'd name physical and mental revitalization, rejuvenation and a unique combination of luxury environment and stunning nature. Anyone who values the concept of wellness as a means to maintain health and performance can trust in Gabala as the ideal retreat, where youthfulness is promoted in perfect harmony.