

DORELLA LAZZAROTTO IS THE NEW COMMERCIAL DIRECTOR OF STARHOTELS

Dorella Lazzarotto, 40 years old, from Milan, with a curriculum that underlines her considerable international experience. A successful career from the moment she began to work in the hotel sector.

Her career began in 1986 working for Jolly Hotels where, in the 13 years she spent with them, she made lightning progress to quickly reach the top.

Dorella Lazzarotto was Director of Sales USA & Canada Jolly Hotels from 1991 to 1996, Director of International Sales Jolly Hotels – Belgium from 1996 to 1998, Director of Sales Jolly - Milan from 1998 to 1999.

In 1999 she passed over to the Forte/ Le Meridien Group where she held the position of Director of Sales & Marketing - Italy & Southern Mediterranean until 2003.

In 2003 she returned to the Jolly Hotels where she became the Commercial & Marketing Director of Jolly Hotels Italy until May 2007.

In her present position as Commercial Director of Starhotels, Dorella Lazzarotto will give new life to the company's policies also in the fields of Marketing, Reservations Center and Revenue Management .

DECLARATION BY DORELLA LAZZAROTTO

*"The projects of the group are extremely stimulating and aim to obtain **an important increase in turnover**. A feasible increase thanks to the repositioning of totally renovated hotels or hotels which are undergoing complete reconstruction.*

The strategy delineated by Elisabetta Fabri concerning the consolidation and upgrading of the offer is in fact a successful one and all efforts will be concentrated in that direction.

This happens because we place a great deal of importance on the particular qualities of each and every one of our hotels, starting from the exclusiveness of their location and their privileged geographical position. Our intention is to place a special importance on the elements of the offer which so distinguish us from others, especially the quality of the services, the attention paid to technological innovations and to food-and-wine connoisseurship.

Great challenges cannot be won alone. To reach our objectives we use an essential and fundamental instrument: a well organized team that benefits from the collaboration of really talented people, already present in our organisation.

Our professional team which is proud of its high level of competency, is present in all the company's sectors; it works according to a precise and synergic tactical programme. With the Marketing, Revenue Management and Sales divisions, we are developing personalized projects to enhance the characteristics of each hotel and, at the same time, to strengthen the Starhotels trademark. Not a chain of hotels but a collection of hotels, each distinguishing itself by different points of merit".

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