



STARHOTELS

The epitome of Italian style and hospitality

Starhotels has been on the tourism scene for 27 years, anticipating trends and tendencies, without ever abandoning those distinguishing features that are the driving force behind its growth.

Starhotels was founded in 1980 by Ferruccio Fabri and is led today by his daughter Elisabetta, who combines a strong sense of the family business with second generation managerial skills and pragmatism.

The Starhotels idea of hospitality embodies the culture, tradition, eye for detail and the quest for harmony and wellbeing that have made Italy an unmissable tourist destination, successfully exporting the Italian lifestyle in its hotels in New York and Paris

Starhotels is the fusion of all the factors that have sanctioned the unique success of the Made in Italy concept. The Starhotels brand represents a collection of 22 hotels, including 20 four stars in the centre of 12 Italian cities, a hotel de charme in Paris and a deluxe hotel in New York. It symbolizes sophisticated environments and customised services in entirely Italian taste. Every hotel has its own identity and its own way of making guests feel welcome. Every hotel is a valuable reference point in the middle of the city for demanding business and leisure travellers alike.

Starhotels offers style, flexible services, environments that are both functional and suggestive, perfect for relaxing and ideal for arranging conferences with state-of-the-art technology.

With an attentive centralized administration, open to any new acquisition that can bring added value, Starhotels maintains its chief characteristics and strongpoints over time:

- focus on the 4-star segment with hotels situated in town centres;
- ownership of the real estate;
- constant, substantial investment in renovation;
- external management of restaurants assigned to top ranking professionals, experts in Italian wine and food culture.

An additional company strongpoint is the range of customers, guaranteeing an average room occupation of over 70%. This result derives from the special attention given to the business segment with 134 conference rooms, equipment and services with state-of-the-art technologies and a range of tourist programmes which are especially designed to help guests make the most of the art and culture available in the cities in which they are staying.