



STARHOTELS: A FAMILY BUSINESS AND AN ITALIAN SUCCESS STORY IN THE HOSPITALITY INDUSTRY

The Italian style, faultless professionalism and keen business sense of a family whose name has stood for hospitality for 30 years: such are the basic elements of Starhotels, the brand and its history. A formula devised in 1980 by the founder Ferruccio Fabri and which passion, dedication and Italian “genius” have over the years turned into an international success. After 20 years under the guidance of Ferruccio Fabri, who is still the company’s inspiration, Starhotels has over the last ten years found a cosmopolitan vision and new impetus in the managerial flair, pragmatism and determination of his daughter Elisabetta Fabri.

The second generation, in fact, is proving the family’s increasing capacity to anticipate tastes and tendencies and understand the needs of its future guests without, however, forgetting the values and characteristics on which Starhotels was founded and developed.

A company tradition firmly rooted in the family then, also represented by the presence of the founder’s son, Francis Fabri, on the board of the Group that now has some 22 hotels. In addition to its 20 “four-stars” in the heart of 12 Italian cities, Starhotels boasts 1 “boutique hotel” in Paris and 1 “deluxe” in New York. Unique hospitality, culture, tradition, care over detail, harmony and wellbeing have long made Italy a must for foreign tourists but Starhotels has also made them vehicles for exporting Italian “lifestyle” elsewhere in the world.

The “made in Italy” style is instantly recognizable in the atmosphere of sophistication and the personalized service and care lavished on every single guest. Every hotel Starhotels has created has become a new focal point in its city. Strong identity and the art of hospitality elegantly serving the various needs of business and leisure. Flexible services

and technologies that are also comfortable and relaxing, in functional spaces where even big events, often sadly impersonal in bigger structures, receive generous and thoughtful treatment.

The management exercises tight control across the Group to maintain the solidity of its brand and business but also has a clearly forward-looking strategy, being ready to look at any acquisitions offering value added.

Despite the major successes to date, Starhotels does not, in its managerial wisdom, forget the characteristics that have always underpinned its business. It retains its conviction that ownership of buildings, ongoing investment in facilities, professionalism and local food & beverage concepts and its focus on the “four-star” segment – with hotels in city centres – are still the winning strategies. The key themes in a success story whose first 30 years is but the beginning.

Starhotels, 3.725 rooms, 142 meeting rooms, 22 hotels, 20 four-stars in the heart of Italy's most beautiful cities, 1 boutique hotel in Paris and 1 deluxe in New York. All Starhotels are strategically located in city centres. Every hotel offers the warmth of fine Italian hospitality, impeccable service and rooms of inimitable style and comfort.

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