



STARHOTELS TO PARTICIPATE AT H-ACK TRAVEL 2015

**A 24-HOUR MARATHON. STARHOTELS TAKE CENTER STAGE,
LEADING ITALIAN HOSPITALITY GROUP, PLUS 400 YOUNG
MINDS, TOGETHER TO INNOVATE THE WORLD OF TOURISM
AND HOW TO COMMUNICATE ABOUT IT.**

The **Starhotels Group**, leading Italian hospitality group, always at the forefront of new communication frontiers, is delighted to take part in the **second edition of H-Ack Travel**, the initiative organized by **H-Farm**, an innovative platform structured like a campus that now employs more than 550 people.

Starhotels is a hallmark of excellence in the hotel industry: attentive and accurate service, attention to detail, from interior design to restaurants by Eataly, and a charming combination of tradition and contemporary style make **Starhotels** unique on the Italian and international hotel scene.

Now, **Starhotels** is even more future focused and the **challenge** that the group faces for **H-Ack Travel 2015** is the next step in the web appeal development that **Starhotels**, with its finger on the pulse of changes in contemporary communication, has always pursued.

To meet this challenge, on the weekend of **September 19th and 20th** at **H-Farm**, **400 young people** from all over the world will come together as a team to develop innova-

STARHOTELS®

L'ITALIA NEL CUORE

live solutions aimed at rethinking the tourism sector and meeting the current and future needs of a Group like Starhotels.

From Saturday afternoon to Sunday evening (and also into the night), the **young minds** divided into at least 10 working groups will work on challenges launched by each of the four brands that, with Starhotels, will take part in this stimulating challenge.

Targeted and inspiring presentations delivered by startupper and successful entrepreneurs, ongoing rapports with **corporate teams** in attendance at the event and a **Pyjama Party** organized by Starhotels will keep the participants entertained and focused.

The most innovative projects will be **awarded by a judging panel** and the winning groups' projects will be put into practice by the companies in attendance at the event.

*“With this initiative, **Starhotels** highlights its commitment to new web communication and its intention to intercept the tastes of an increasingly younger and evolved audience,”* commented **Elisabetta Fabri, President and CEO of Starhotels.**

Florence, 16 September 2015

STARHOTELS

The Italian hotel chain, led by Elisabetta Fabri, with 24 hotels owned in some of Italy's and the world's most beautiful cities; among these 7 Collezione hotels in the heart of New York, Paris, London, Milan, Venice and Trieste. All Starhotels are strategically located in city centers. Every hotel offers the warm welcome of the finest Italian hospitality; impeccable service and rooms that distinguish themselves by their unparalleled style and comfort.

Starhotels, facts and figures: Starhotels 3,802 rooms, 148 meeting rooms, 24 hotels, 20 four-star hotels in the heart of Italy's most beautiful cities, 1 five-star hotel in Paris, 1 deluxe hotel in New York and 2 boutique hotels in London.

H-FARM

Innovative platform supporting the creation of new company models and the digital transformation and education of Italian companies. Structured like a campus, now employing more than 550 people, it is regarded as a unique platform at an international level.

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