



## ROYAL DEMEURE HOTEL CHAIN PASSES TO STARHOTELS

ROME'S WELL KNOWN HOTEL D'INGHILTERRA  
AND THE HOTEL HELVETIA & BRISTOL IN FLORENCE ARE PART  
OF THE DEAL. THE AGREEMENT IS AIMED TO ADD VALUE  
TO HIGH END ITALIAN HOSPITALITY

Starhotels, the leading independent Italian hotel group with an international footprint, announces the agreement with TDA Capital Group for the acquisition and management of the hotel properties of the Royal Demeure Group.

The acquisition comprises the following 5 star hotels, the **Hotel d'Inghilterra** near Rome's Spanish Steps, the **Hotel Helvetia & Bristol** in Florence's historical center, the magnificent **Grand Hotel Continental** in the heart of Siena and the luxurious **Resort Hotel Villa Michelangelo** in Vicenza, near Venice.

The agreement involves two of the most important hotel groups in Italy and is aimed to create the first high quality aggregation model in hospitality, adding value to Starhotels entrepreneurial project and relaunching the exclusive properties as part of the acquisition.



*“Our agreement with Starhotels is an important result for the hospitality business, as some of the most prestigious hotels in Italy will be part of the growth of a remarkable Italian hotel group such as Starhotels”* was commented by **Luigi de Simone Niquesa** – TDA Capital Group President and CEO.

*“Through this acquisition, Starhotels confirms its entrepreneurial commitment aimed at further developing its professional management company. I am thankful to Professor de Simone who has decided to support our ambitious project”* declared **Elisabetta Fabri, President and CEO of Starhotels.**

**Elisabetta Fabri and Luigi de Simone Niquesa** also added:

*“Our choice is aimed at assuring the continuity of the high-end hospitality that is an important symbol of the Italian charm and tradition”.*

Starhotels reinforces thanks to such a high quality acquisition - its position within the high-end hospitality segment while reaching the total number of **29 hotels**, located both in Italy’s most charming cities in addition to New York, Paris and London

*The agreement has been achieved thanks to the valuable support of the Grande Stevens legal company for TDA Capital Group and Gianni, Origoni, Grippo, Cappelli & Partners in addition to Progenia advisors for Starhotels.*

*Florence, 29 March 2016*

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