

Terme di Saturnia Natural SPA & Golf Resort joins forces with Starhotels and becomes part of Starhotels Collezione

The agreement between the renowned 5-star thermal resort and the top Italian hotel chain is dedicated
to promoting luxury Italian hospitality



Saturnia, October 29, 2019. **Starhotels** and **Terme di Saturnia Natural SPA & Golf Resort** announce their new commercial collaboration, which will begin on January 1, 2020.

The collaboration will benefit Terme di Saturnia on a number of fronts: the resort will become part of **Starhotels Collezione**, a luxury brand comprising prestigious former residences with strong characters, will benefit from Starhotels' commercial network in Italy and abroad in support of its promotions and sales, marketing and communication, will get help creating the resort's Revenue Management policies, will integrate Starhotels' booking systems and will introduce the Starhotels loyalty program, *I AM STAR*. The agreement foresees a joint business development for Terme di Saturnia Natural SPA & Golf Resort, renowned throughout Europe, growing its fame, commercial strength and capabilities under Starhotels S.p.a.'s Marketing and Revenue Management. Indeed, the hotel chain is a private, Italian company operating in the upscale and upper scale & luxury sectors and a market leader in the hospitality industry.

Terme di Saturnia will maintain its administrative and operational autonomy whilst respecting the standards of Starhotels Collezione.

"Terme di Saturnia is an Italian brand renowned throughout the world, and we are happy that amongst the many international companies, they chose Starhotels to grow" says Elisabetta Fabri, President of Starhotels S.p.a. "This collaboration is a recognition of our Italian expertise in the luxury hospitality industry, and represents for us an opportunity to prove our abilities even beyond the bounds of where we typically make a difference, making the most of the skills we have acquired over the years. Our competitive advantage, as well as our immense knowledge of and presence in the territory, is represented by the strong business culture that derives from managing our own hotels and from the experiences we have gained through our work abroad."

"We believe in the development of an Italian company that manages a network of hotels and 5-star resorts, and the commercial alliance with Starhotels – an excellently managed company – is a step towards offering unique emotions in both the city and the magical Tuscan countryside." commented the **engineer Massimo Caputi, President of Terme di Saturnia**.

Terme di Saturnia Natural Spa & Golf Resort is built around a millennia-old spring that for 3,000 years has been a source of a unique variety of water, known in ancient times as a "holy bath".

Dug out of an old travertine structure, the elegant 5-star hotel, with its 130 rooms, has embraced this millennia-old hot spring for the last 100 years. This is a place where everything instills well-being: the water that regenerates the body, the stunning Maremma countryside, the flavours at the 1919 Restaurant and the innovative treatments and rituals by the award-winning Beauty Clinic.

The partnership has already been signed and beginning on January 1, Saturnia SPA & Golf Resort will officially become part of the 12 hotels under the brand Starhotels Collezione, which include Helvetia & Bristol in Florence, The Franklin, The Gore and The Pelham in London, Rosa Grand in Milan, Castille in Paris, The Michelangelo in New York, Hotel d'Inghilterra in Rome, Grand Hotel Continental in Siena, Savoia Excelsior Palace in Trieste, Splendid Venice in Venice and Hotel Villa Michelangelo in Vicenza.

Starhotels

Starhotels, a private, Italian hotel company operating in the upscale and upper scale & luxury sectors, is a market leader in the hospitality industry. The chain vaunts 29 hotels located in the heart of the top Italian cities, London, Paris and New York, for a total of 4,100 rooms.

Starhotels aims to be synonymous with the excellence of Italian hospitality, offering an impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione**, twelve fascinating historic residences, each vaunting a strong character and offering memorable experiences – icons of style in the most beautiful cities in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in New York, Paris, London, Milan, Rome, Florence, Venice, Siena, Trieste and Vicenza.

The **Starhotels Premium**, situated in the heart of the most beautiful Italian cities, like Milan, Rome, Florence, Naples, Turin, Genoa, Bologna, Parma and Bergamo, are characterized by a distinct and contemporary style and by an excellent, welcoming service able to convey an intangible sense of well-being to their guests.

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Terme Di Saturnia Natural SPA & Golf Resort

The most famous thermal spring of Italy.

The history of Terme di Saturnia has evolved around the ancient Spring of the Resort, which regales us a thermal water of great potency, one which has no equal anywhere in the world.

For 3,000 years this spring water has gushed uninterruptedly from the centre of the earth, inside a crater at a temperature of 37° C. The constant flow of 500 litres per second enables the thermal water to retain its beneficial qualities without any need for external manipulation. For 40 years it travels underground to resurface in the natural spring in front of the Resort.

Resulting from the conversion of an ancient building in travertine, for 100 years the elegant 5-star resort has embraced the ancient thermal water spring. Its 130 rooms decorated in a way that harmonizes with the natural and architectural context of the location, are defined by the understated colours of wood and travertine, to reconcile the linearity of a contemporary style with the Tuscan tradition. Here, every detail speaks of wellness: the Maremma countryside which seems to have no bounds, the sounds of nature, a water which regenerates the body, Tuscan cuisine. For the guests of the Resort, wellness takes the form of numerous activities associated with the thermal water, the pool of the ancient spring, pools and hydro-massage tubs, cascades, a Roman bath with sauna and a Turkish bath. In addition, the Resort offers all guests the opportunity of guided morning walks, Golf lessons and a slow course for practising, Tennis court, fitness area and the possibility to hire mountain bikes.

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