

Terme di Saturnia Natural SPA & Golf Resort **joins *Starhotels Collezione* with major** **new developments for the new season**

Thanks to a new commercial collaboration with the Starhotels group, renewed management team, restyled rooms and the opening of *Trattoria La Stellata*, 2020 is set to be an extraordinary year



Saturnia, 3 February 2020. We are just a little way into a new year of major developments at **Terme di Saturnia Natural Spa & Golf Resort**, the elegant 5-star thermal spa resort in the heart the Maremma that has recently reopened following the winter break.

1 January 2020 marked the official launch of a new commercial alliance with the **Starhotels** group, with *Terme di Saturnia* joining the *Starhotels Collezione*, 13 iconic hotels at the heart of some of the world's most desirable locations, all grouped together under one exclusive brand.

In addition to joining the *Starhotels Collezione*, *Terme di Saturnia* will benefit from the Starhotels marketing and sales network in Italy and abroad, new revenue management policies and integrated booking systems. It has also become part of the Starhotels loyalty programme, *I AM STAR*.

Terme di Saturnia shall continue to operate autonomously, with its own management structure, in compliance with *Starhotels Collezione* standards.

Furthermore, a wider restructuring and development programme, which began in 2018 as part of a new repositioning strategy, has brought in new faces to strengthen the *Terme di Saturnia* senior management team.



Antonello Buono, (formerly at Falkensteiner) takes the role of **general manager**, while **Francesco Sagliocco** (who arrives from Palazzo Arzaga) is the **new resort manager and head of F&B development**.

This year will also see the renovation of an additional selection of rooms at the resort, which will be completed by March, and the introduction of a range of new services, leisure areas and spa and health programmes for the guests.

The dining options at Terme di Saturnia have also been expanded recently with the opening of **La Stellata**, the new trattoria accommodated in the charming farmhouse at the top of the hill overlooking the golf course. Here, chefs **Alessandro Bucci** and **Paolo Cilione** invite hotel guests and visiting diners to explore the flavours of the Maremma with a menu based on traditional dishes and superb local produce, ensuring a distinctive, regional experience that perfectly complements the fine-dining options offered at the **1919 Restaurant** in the main resort itself.

Starhotels

Starhotels, a private, Italian hotel company operating in the upscale, upper upscale & luxury sectors, is a market leader in the hospitality industry. The Group vaunts 30 hotels located in the heart of the top Italian destinations, in addition to London, Paris and New York, with more than 4,200 rooms. Starhotels aims to be synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice and Vicenza. In January 2020, Terme di Saturnia Natural SPA & Golf Resort became part of Starhotels Collezione, joining the twelve fascinating historical residences already present.

Starhotels Premium, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

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