



L'ITALIA NEL CUORE

Italian Hotel Chain Set New Standards in Online Service

Italian hotel chain, Starhotels, have unveiled a new website for their portfolio of international hotels. With more detailed content, better functionality and greater user experiences the new website has been designed to support Starhotels' ongoing commitment in providing customers with improved service digitally.

The luxury hotel group features 22 hotels in the most attractive destinations in Italy, New York and Paris. Run by the Fabri family with headquarters in Florence, Starhotels is distinguished by true Italian style and faultless professionalism.

Aimed at both the leisure and corporate guests the new website provides a range of instruments to enable easy access to detailed content and planning tools.

Notable features for guests include interactive search features, e-brochure building tools, in-depth city guides and comprehensive detail in Italian and English for each of the 22 hotels.

For the corporate guest and event organisers the website includes search features to help locate and research potential meeting venues and then streamline the completion of online RFP forms. The site also boasts rich content including detailed meeting facility descriptions and availability guides.

A highly important aspect of the new website is that it conveys the character of each hotel as well as Starhotels' distinctive Italian style. To achieve this, each hotel has a number of dedicated pages that detail the qualities and benefits of each property. For the "Collezione" hotels (5 exceptional luxury city hotels, strategically located in the heart of New York, Paris, Milan, Venice and Trieste) there are dedicated websites that provide rich visual experiences and an even greater depth of information.

The result of months of work, the new website, unveils the more modern and contemporary look of Starhotels, a company that has grown by continuously adapting its hospitality to the needs of the modern traveller.

Starhotels' Dorella Lazzarotto, Executive Director of Sales, Marketing and Distribution, excited about the project "Our strategy is to significantly enhance user experience and

conversion through our new website. This important investment shows our commitment to be at the forefront of technology providing our customers with easy-to-access information, tools and images. Our Chain has been recently repositioning most of its properties through a consistent renovation programme, and our new site reflects the quality and contemporary elegance of Starhotels' products."

David Gardner, Managing Director at web-designers Sedley Place said "We have been working closely with Starhotels and our strategic partners across Europe to ensure the new website provides a best-of-breed solution in terms of functionality and brand. Initial take-up on the site has been strong and we look forward to seeing the effects of further refinements and future developments."

Visit the websites at www.starhotels.com, www.michelangelo.com and www.castille.com

Starhotels has been present in the hospitality industry since 1980. With 22 four star hotels, 20 in the heart of twelve Italian cities, one "boutique hotel" in Paris and a "deluxe hotel" in New York; all having in common the unique "Made in Italy" style. Among these, 5 particularly stand out, creating the Collezione, distinguished by their prestige and fascinating character, extraordinary architecture and precious details which guarantee that incomparable Italian style, and all naturally located in the world's most beautiful cities.

Sedley Place Digital is an international digital design and marketing agency based in the United Kingdom. The agency provides services to a broad range of prestigious brands, but its main specialism is in the luxury travel and hospitality market. It has produced award winning solutions for UK hotels and resorts including Gleneagles, The Grove and One Aldwych. International clients include Jumeirah (Dubai), CampoReal (Portugal) and Starhotels (Italy).

Press Office and External Relations: Luisa Nocentini T: 055 3692284 E-mail: l.nocentini@starhotels.it
www.starhotels.com