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## THE NEW STARHOTELS.COM

**MORE AGILE AND MOBILE-ORIENTED: BOOKING WITH JUST ONE CLICK**

The latest news from the Starhotels world: the hotel chain run by Elisabetta Fabri introduces the new Internet website **starhotels.com**, which is definitely more user-friendly and accessible than the previous version.

Extremely easy to navigate, the website offers an overall look at the **prestigious Starhotels locations**, in addition to the hotels' services, and an insight into the **casual elegance and understated luxury of the Collection Hotels**, the chain's top hotels, to which two **boutique hotels downtown London** have been added in July 2014.

The **responsive layout**- it automatically resizes to fit a given resolution and device- makes reading and navigation easier and quicker. The booking process has been completely optimized for smartphones and tablets, **owing to the booking engine's mobile version**, available since December 2013, and to the new Starhotels-owned website.

"25% of users now access our website from mobile devices- says Dorella Lazzarotto, Starhotels Executive Director of Sales, Marketing & Distribution. "Over the past year, we have seen a 42% increase in the number of users visiting our website from smartphones. We are sure that the new responsive website meets the users' increasing need of effortless and quick mobile navigation".

The new **Experience Starhotels** section, available on the website in autumn 2014, is a journey within the journey: a wealth of tips, itineraries and information specially selected for Starhotels guests, in addition to a calendar to keep track of all major upcoming events city by city.

*Starhotels 3.791 rooms, 148 meeting rooms, 24 hotels, 20 four-starred hotels in the heart of Italy's most beautiful cities, 1 five-starred hotel in Paris, 1 deluxe hotel in New York and 2 boutique hotels in London. All Starhotels are strategically located downtown. Each hotel offers the warmth of Italian luxury hospitality; impeccable service and rooms which are the perfect blend of style and comfort.*

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