



*12 Starhotels hotels have been certified so far.
The first certification was granted to Starhotels Savoia Excelsior Palace of Trieste.*

WELCOME CHINESE

STARHOTELS GAINS RECOGNITION FOR ATTENTIVENESS TO CHINESE CLIENTELE

Starhotels is a world-leading group in the Chinese-oriented hospitality industry according to the China Tourism Academy- the institution responsible for providing uniformity in the evaluation of customer service quality -, which recently introduced in Rome *Welcome Chinese*, the new hospitality standard tailored specifically to Chinese customers.

The *Welcome Chinese* project was introduced a few days ago in the presence of Mr. Li Ruiyu, the Chinese Ambassador to Italy, Mr. Dai Bin, President of C.T.A. China Tourism Academy (the public institution reporting to the Ministry of Chinese Tourism), and Mr. Jacopo Sertoli, CEO of Select Holding (charged by China Tourism Academy with the development of the program worldwide). During the presentation event, **Starhotels, with its twelve certified hotels, received a special mention as group particularly attentive to the needs of Chinese clientele.**

The hotel chain run by **Elisabetta Fabri** was among the first in the hospitality industry to cater to the needs of Chinese travelers and provide services requested by an increasingly high number of Chinese guests choosing Starhotels. **Mandarin-speaking television channels (CCTV News and Jangsu TV), Union Pay credit card payments and tea set in the rooms** are only a few of the services designed for Chinese travelers.

“Chinese outbound tourism has been growing steadily: We have seen an 11% increase as compared to last year” - says Dorella Lazzarotto, Executive Director of Sales, Marketing & Distribution of Starhotels. “It is crucial to meet the expectations of Chinese customers, especially now that Expo 2015 is imminent. The Welcome Chinese certification is a further step in that direction.”