

STARHOTELS®

L'ITALIA NEL CUORE

Starhotels, the first hotel chain to promote a virtual platform as a means of payment in the Meetings & Congress market segment in Italy

Focused on the needs of clients to save time using innovative resources, **Starhotels** offers its **MICE customers** the possibility to use the **vPayment** payment solution, a virtual platform created by American Express, the market leader in the field of corporate cards.

The **vPayment** solution, proposed by **American Express Global Corporate Payments**, offers an innovative service that efficiently manages meetings and events payments in a more secure and simple way*

- An electronic platform able to handle one or more "wallet cards" for each client
- Each portfolio dynamically generates a virtual "card account" available for the single payment
- For each transaction, it is possible to determine amount, validity and additional information for a precise and automated reconciliation of expenses.

*<http://business.americanexpress.com/it/vpayment>

The considerable role played by the **MICE segment** for **Starhotels**, has determined the need to rely on a strategic partner such as American Express to make this payment solution that provides significant benefits available to all clients.

Starhotels has customized over time a series of cutting-edge services dedicated to business tourism:

- **100% Wireless internet** in all facilities, in all public areas and guest rooms
- **Executive Room:** rooms that combine high technology and absolute comfort
- **Business Center:** reserved spaces, equipped as real offices
- **Easybusiness Desk:** a workstation with a flat-screen computer, printer and ADSL
- **Congress Center: 143 modular rooms**, mostly with natural light, technologically advanced for meetings, conferences, satellite teleconferences, closed circuit videoconferences
- **Starevents service:** the continued assistance of the Event Manager in every hotel.

The partnership with American Express Global Corporate Payments aims to satisfy the continuous needs of this business segment.