



## STAR NIGHTS

### A LOYALTY PROGRAM FOR OUR STARS... YOU'RE ALWAYS OUR SPECIAL GUEST

**IAM STAR** is the innovative loyalty program by **Starhotels** that gives you membership to an *exclusive club*, making your stay a unique, made-to-measure experience.

Registration is **easy and free**. Just go to [starhotels.com](http://starhotels.com) and click on the **I AM STAR** section. Recognition is immediate and you're made to feel like a special guest, from the very moment that you book your first stay online.

The **Starhotels** loyalty program rewards its members with exclusive benefits, tailor-made services, unique experiences and perfect stays in **Italy's most beautiful cities** and in certain select destinations worldwide, such as **Paris, London and New York**.

Take advantage of **reductions on services** in our hotels, from the minibar to garage parking; make the most of the late check-out and surprising upgrades to suites; special discounts in all **Starhotels** hotels are just a few of the **benefits** that **IAM STAR** guests can enjoy.

You'll also be treated like a star in all of our Group's restaurants, where this year you can savor exclusive food and wine by **Eataly**.

# STARHOTELS®

L'ITALIA NEL CUORE

With our **Travel Tips**, I AM STAR members will be able to choose and buy tickets online to major museums, gardens, historic homes and buildings. Members can also book exclusive tours in and around Italy's most beautiful cities: a night-time tour of the Vatican Museums, secret visits to Venice's Palazzo Ducale and other truly unique experiences. The **I AM STAR Concierge** is on hand to suggest tailor-made tours, give recommendations on where to eat and what to see, organize private, exclusive visits, wine tasting and workout sessions with a personal trainer.

With the **Heart to Art** offer, on the occasion of leading art exhibitions, **I AM STAR** members will receive **20%** off the best available room rate.

**STAR treatment** in our hotels but also beyond. Members of the exclusive **I AM STAR** club will be welcomed like special guests by the Group's prestigious **partners**, including fashion houses, Italian artisan brands and the finest food & wine producers. Hotel delivery of your purchases, special discounts and pre-shopping welcome drinks are just some of the additional benefits that you can discover by consulting the **partners section** on the Starhotels website.

Loyalty is always rewarding, but being a member of an exclusive club like **I AM STAR** makes you feel like a real Star, offering you rewards in 24 hotels in 15 beautiful cities in Italy as well as New York, Paris and London.

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*Starhotels 3.802 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 in the heart of the city. 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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