

COMPANY PROFILE

Starhotels: a great passion for Italian hospitality

The story of Starhotels is a tale of a brilliant entrepreneurial spirit with a great passion for hospitality.

Founded in 1980 following the intuition of engineer Ferruccio Fabri, today Starhotels is led by **Elisabetta Fabri**, Group **President and CEO** who continues to develop the group with the same vision and enthusiasm as her father.

From the early 2000s, the company has grown due to important investments in renovations and new strategic property acquisitions, enriching the quality and heterogeneity of the portfolio, which today counts **34 properties** and **luxury residences** in the most beautiful destinations in Italy, Europe and USA.

Travelers can choose the hotel that best fits their needs, selecting between the Group's two brands.

Starhotels Collezione, 17 style icons in the heart of the best global destinations, charming townhouses with a distinct personality that stand out for their stunning locations, their refined, elegant interiors and a tailor-made service. These sophisticated properties express the contemporary appeal of Starhotels and embody the Group's distinctive values: timeless elegance and meticulous attention to detail, from hospitality to design, so that every stay becomes a unique, memorable experience. These 4 and 5-star hotels belong to the upper upscale & luxury market segment and include the Helvetia & Bristol in Florence, The Gore, The Pelham and The Franklin in London, the Rosa Grand in Milan, The Michelangelo in New York, the Castille in Paris, the Hotel d'Inghilterra in Rome, the Grand Hotel Continental in Siena, the Savoia Excelsior Palace in Trieste, the Splendid Venice in Venice and Hotel Villa Michelangelo in Vicenza.

At the beginning of 2020, Terme di Saturnia Natural Destination became part of Starhotels Collezione, joining the twelve fascinating historical residences already part of the portfolio.

In 2021 the Rosa Grand was enriched with 20 luxury apartments and four spectacular and exclusive penthouses, real Milanese dream houses with an exceptional view of the spires of the Duomo. With Duomo Luxury Apartments by Rosa Grand, Starhotels has officially entered the luxury serviced apartments segment, a sector the Group has

continued to expand with the opening of the Teatro Luxury Apartments in Florence, a new high-end residential rental offering featuring flexible accommodation options.

2025 was a year of significant activity for the Group: Hotel Gabrielli, a historic property in the heart of Venice, reopened as 5-star hotel part of Starhotels Collezione. Dating back to 1856, this extraordinary hotel – owned and managed by the same family from opening till date – has become the new landmark in the lagoon city following a major renovation.



In the same year, Starhotels' growth strategy expanded for the first time into the resort segment with the acquisition of Hermitage Hotel & Resort in Forte dei Marmi. Located in the heart of the most exclusive area of Versilia, Hermitage is an elegant, family-friendly, eco-conscious resort set to open for the 2026 season under the Starhotels Collezione brand.

The Group's most recent expansion is marked by the addition of the prestigious Collina d'Oro Resort & Spa in Lugano to the Starhotels Collezione portfolio, following a commercial agreement. Set within more than 25 hectares of natural

grounds, this charming property represents the Group's first expansion into Switzerland.



Starhotels Premium, 17 4-star hotels belonging to the upscale market segment and located in the most beautiful Italian cities like Milan, Rome, Florence, Naples, Turin, Genoa, Bologna, Parma, Saronno and Bergamo. These hotels are characterized by a distinctive, contemporary style and an excellent, welcoming service, able to provide an intangible sense of well-being for those who choose Starhotels for business or pleasure travels.

If hospitality is a form of art, the outstanding service of our hotels is one of its most essential and tangible expressions. Whether traveling for business or for pleasure, we care about our guests' individual needs, allowing them to enjoy the most comfortable and rewarding travel experience. Staying in a Starhotels gives our guests access to extraordinary, exclusive experiences and the opportunity to live unforgettable moments that reflect the unique personality, history and culture of the destination.

Italy at heart

Located in the heart of extraordinary Italian destinations, our hotels show the love for Italy and its beauties: each one is the expression of the city that hosts it and of its style, history and character, although always maintaining a distinct personality. Even outside Italy, attention to detail and luxury Italian lifestyle are the common thread linking our properties: from Paris to New York, via London and Lugano, guests are welcomed with a warm smile and a professional staff able to anticipate and satisfy their every need.

We aim to be ambassador of Italy's food and wine tradition, which is particularly close to our hearts: dining at Starhotels is an authentic quality experience. Ingredients are carefully sourced and selected, many coming from small-scale producers with short supply chains.

Starhotels Collezione's excellence is also expressed in its gourmet restaurants, allowing guests to enjoy every part of their travel experience. They can appreciate fine dining menus, some of them created by renowned chefs, accompanied by a selection of the finest local, Italian and international wines, all served in sophisticated settings.

La Grande Bellezza – The Dream Factory

To support excellence in craftsmanship, the project **La Grande Bellezza – The Dream Factory** was launched in 2019, a new initiative in contemporary patronage by Starhotels, strongly envisioned and promoted by Elisabetta Fabri.

The project is backed by Fondazione Cologni dei Mestieri d'Arte, a prominent institution dedicated to preserving Italian artisanal excellence, as well as Gruppo Editoriale, a Florence-based publishing house with over 20 years of experience.

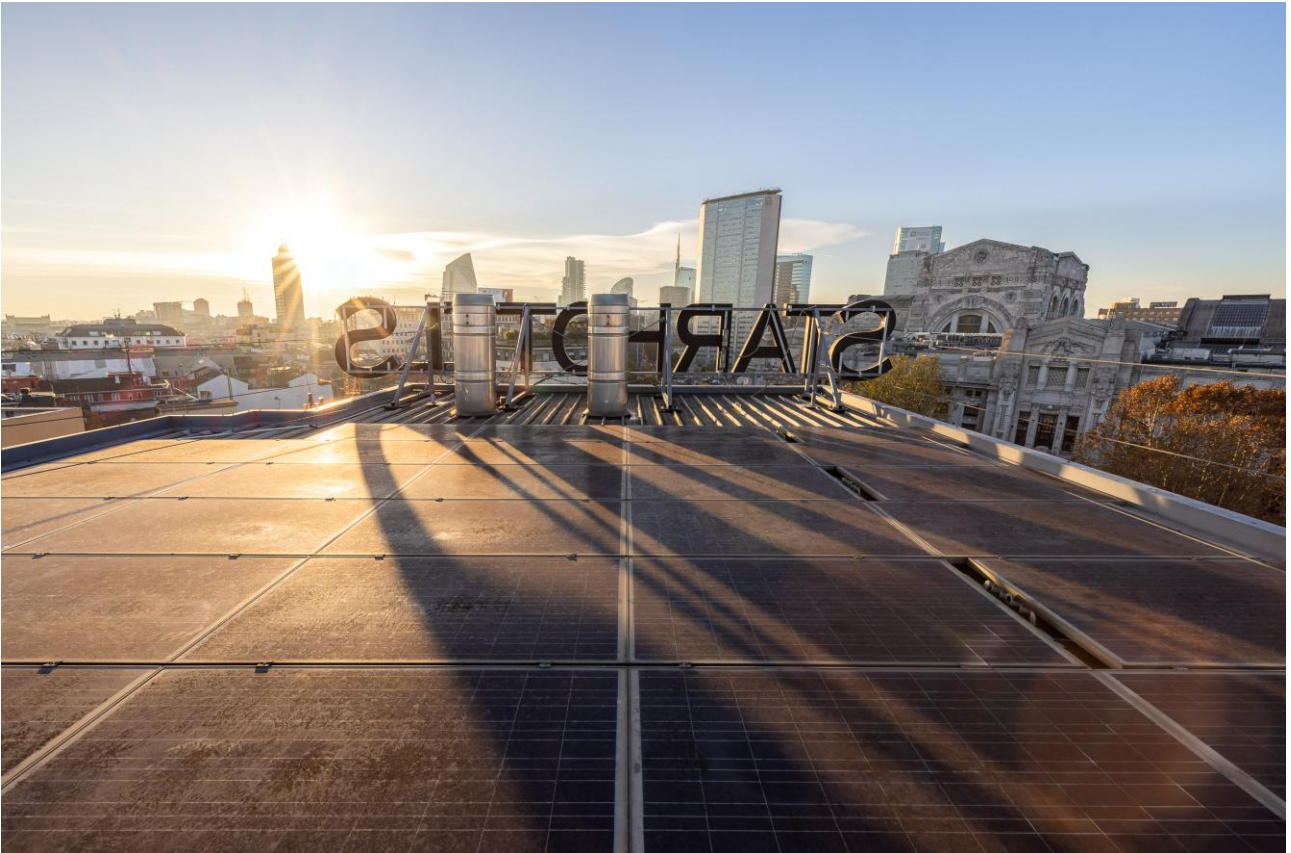
The project's key initiatives include the creation of a biennial award for artisans producing works dedicated to hospitality; the involvement of skilled craftsmen in the renovation of the Group's hotels; the use of hotel spaces as a privileged showcase for exhibitions and dedicated installations; support for the training of young artisan talents through sponsorship of events and initiatives linked to high craftsmanship; and, finally, the production of a Starhotels-branded collection of high-end artisanal home décor, crafted by Italian master artisans.

The project extends beyond the boundaries of our hotels: we bring artisanal excellence directly to leading international stages such as Homo Faber in Venice, Milan Design Week, and Artigianato e Palazzo in Florence.



In addition to the commitment to promoting excellence in high-end craftsmanship, Starhotels has always been sensitive to social and cultural events, constantly investing in the enhancement of the Italian historical and artistic heritage. Thanks to the company's sponsorships, major restorations have taken place: from the 28 statues of the "Illustrious Men" that adorn the Uffizi's Loggia in Florence, to the Madonna del Velo painted by Raffello, the Maschio Angioino in Naples, the latest work done at Piazzale Michelangelo in Florence, restored thanks to a donation; and, finally, Elisabetta Fabri was among the private patrons who made the dismantling of the Uffizi crane possible.

The sustainability journey and commitment to ESG practices



Sustainability is a strategic pillar for Starhotels, which integrates **ESG (Environmental, Social, and Governance) principles** across all its activities, demonstrating a commitment to ethical and forward-looking growth.

In line with a structured and transparent approach, Starhotels has begun publishing **Sustainability Reports** – reporting tools that provide a comprehensive account of the Group’s ESG strategy and track its results, highlighting environmental, social, and governance performance.

In the environmental sphere, the Group has launched a significant investment plan for 2023-2028, totaling around €10 million, aimed at improving the energy efficiency of its properties and reducing the environmental impact of its operations. The goal is to cut energy consumption by more than 30%, lowering its carbon footprint by 10,000 tons of CO₂ over the next three years.

All hotels implement low-impact technologies, including high-efficiency climate control systems and next-generation generators, to optimize energy use and reduce emissions.

A flagship of this approach is the **Starhotels E.c.ho.** – Ecological Contemporary Hotel – opened in 2011 in Milan, fully designed with eco-friendly technology to minimize energy consumption through sustainable furnishings and finishes. One of the city's first 100% “green” hotels, in 2023 Starhotels E.c.ho. became the first city hotel in Europe to join Beyond Green, a global portfolio showcasing the best eco-conscious travel experiences. The hotel's entirely eco-friendly design and decorative elements have also earned it Green Globe certification, recently achieving a 95% compliance score and the prestigious Green Globe Gold Status.

Confirming a long-standing commitment that continues to grow stronger, Starhotels has achieved a further significant milestone: **Rosa Grand Milano, E.c.ho., Anderson, and Ritz** hotels have been awarded the **GSTC Certification** by **Dream & Charme**. This certification attests to their compliance with the highest international sustainability standards and solidifies the Group's position as a forward-looking organization.

“Every year more than 2,000,000 people from all over the world stay in our hotels, seeking authentic travel experiences: these travelers have high expectations, which begin with their hotel stay. That's why we believe that the art of hospitality should respect a time-honored, ever effective formula: knowing how to preempt their needs and exceed their expectations.

Culture, creativity and art form our identity. We continue to harness the heritage of knowledge and sharing as the driving force for our growth.

Our company is above all a family: each year we celebrate anniversaries by donations to preserve Italy's cultural heritage, planning investments in monuments or artistic enterprises. In 2015, to celebrate the group's 35th year, we donated one million euros to the City of Florence for restructuring the balustrades in Piazzale Michelangelo” **Elisabetta Fabri**, *President and CEO of Starhotels.*

Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The group counts 34 properties, with more than 4,500 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Lugano, Paris, and New York. For over 45 years, Starhotels has represented the excellence of Italian hospitality, embodying the values of Made in Italy, even abroad, through every detail. This vocation is also expressed through *La Grande Bellezza – The Dream Factory*, a contemporary patronage project founded in 2019 dedicated to promoting Italian high craftsmanship.

The prestigious **Starhotels Collezione** – icons of style in the world's most beautiful destinations – stand out as historic residences and boutique hotels with a unique identity, capable of reflecting the authentic soul of the cities in which they are located. Starhotels Collezione properties can be found in prime settings in Florence, Forte dei Marmi, London, Lugano, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice, and Vicenza.

Starhotels Premium, located in the heart of the most beautiful Italian cities – Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno, and Turin – stand out for their strategic locations and contemporary style, providing the perfect blend of elegance and comfort, an intangible sense of well-being through excellent and welcoming service.

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