

## **Starhotels announces the acquisition of Hermitage Hotel & Resort in Forte dei Marmi, Italy**

***The leading Italian hotel Group continues its growth, enriching the luxury Starhotels  
Collezione portfolio with the acquisition of its first resort***

*Florence, Italy, April 18<sup>th</sup> 2025.* Starhotels continues its growth strategy by announcing **the acquisition of ownership and management of the Hermitage Hotel & Resort in Forte dei Marmi**, strengthening its leadership position and reaffirming its natural vocation for high-profile Italian hospitality.

Located in the heart of Versilia, the Hermitage Hotel & Resort is an elegant eco-friendly family resort nestled within a lush park spanning over one acre, surrounded by pine forests with views of the Alpi Apuane. Founded in the 1970s by the **Maschietto Family** and afterwards renovated by architect Vittorio Maschietto, the hotel offers a sophisticated and sustainable retreat featuring 59 rooms and suites, refined bar and restaurant, a large swimming pool within the beautiful park, which also includes a dedicated vegetable garden serving the restaurant: all designed for relaxed and exclusive hospitality.

The hotel will join the prestigious Collezione portfolio at the end of 2025 summer season, marking **Starhotels' major expansion into the Resort segment**. With this strategic move, Starhotels further strengthens its position in the luxury segment of the Italian market, enriching its offering with one of Italy's most celebrated and beloved seaside destinations, a symbol of the Italian lifestyle. Forte dei Marmi, long synonymous with elegance and quality tourism, represents a strategic destination in the brand's development plan.

*"If there is a place in Italy that represents the quintessence of the Italian lifestyle, it is undoubtedly Forte dei Marmi," states **Elisabetta Fabri, President and CEO of Starhotels**. "We are excited to welcome the Hermitage Hotel & Resort into our Starhotels Collezione portfolio, marking the acquisition of Starhotels' first resort. Significantly, this expansion takes place in Tuscany where, exactly 45 years ago, our story began. We are proud to have concluded this agreement with the Maschietto family, with whom we share the values of a family-owned business in the hospitality world. I feel I can say that we have acquired the most beautiful property in Forte dei Marmi: a historic hotel that will position itself as the first exclusive Family Resort in this location, plenty of activities and services for individual guests and families. The hotel will feature a new SPA and will remain open during spring and autumn as well."*

Elisabetta Fabri, President and CEO of Starhotels, and Giacomo Maschietto, CEO of Augustus Hotels, express their satisfaction with the agreement reached, which aligns with the development direction that both companies have set for themselves.

The Hermitage will maintain its unique identity, enhanced by Starhotels Collezione's management expertise and standards of excellence. Targeted investments are planned to further enhance the property, improving the guest experience with new services, sustainable initiatives, and an increasingly refined lifestyle offering, in complete harmony with the natural environment that surrounds it.

This new acquisition is part of the Group's dynamic 2024-2025 period: September 2024 saw the reopening of **Hotel d'Inghilterra**, an iconic 5-star hotel in Rome located on Via Bocca di Leone, just a few steps from Via Condotti. Summer 2025 will see the opening of the 5-star **Hotel Gabrielli Venezia – Starhotels Collezione** and the launch of **Teatro Luxury Apartments Firenze – Starhotels Collezione**, an innovative luxury residential offering in the heart of Florence. These operations confirm Starhotels' dynamism and its determination to strategically maintain a presence across various facets of high-end hospitality, while consistently upholding the high standards of excellence that distinguish the brand.

#### **Hotel Hermitage & Resort**

Via Cesare Battisti 50  
55042 Forte dei Marmi, Lucca, Italy

#### **Starhotels**

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group vaunts 31 hotels with more than 4,200 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Paris and New York. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating the guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, London, 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 contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

#### **Press Office**

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