

**GRAND HOTEL CONTINENTAL SIENA – STARHOTELS COLLEZIONE**  
**The only 5-star luxury hotel in the heart of Siena**



### History

A magnificent 17th-century building waits to be explored in Siena's historic center: it's the **Grand Hotel Continental Siena – Starhotels Collezione**, formerly Palazzo Gori Pannilini. An architectural gem in Renaissance style, the hotel is a landmark of prestige right in the medieval heart of the city, overlooking Piazza Salimbeni, just a few steps from Piazza del Campo. Its magnificence has earned it a notable spot in the artistic and cultural patronage of Siena: history and art are at home in this beautiful building. Its meticulously restored frescoes, fine furnishings, marble sculptures, and elegant atmosphere have won over an elite clientele through the centuries – from 19th-century young aristocrats to Queen Margherita of Savoy; from German politician Hoerst Koehler to world-class entertainers, such as Dee Dee Bridgewater, Dario Fo, Mario Botta, Andrea Bocelli and Daniel Craig.

Built in 1501, the building originally belonged to the Montanini family and then passed to the Aringhieri. In 1522, it was considerably expanded at the behest of Paul Salvetti, but was not renovated until 1677 by architect Carlo Fontana, according to Pope Alexander VII Chigi's wishes on the occasion of his niece Olimpia's wedding to nobleman Giulio de' Gori. From that period onward, the building was known as Palazzo Gori Pannilini.



At the beginning of the 20th century, it was transformed into one of the most important hotels of Siena. Under the ownership of Cavalier Zazzera, the Hotel Continentale quickly became the most elegant and popular hotel in the city; even Queen Margherita of Savoy frequently chose it for her stays in the area. The Queen's final visit was in 1925, just before her death. To this date, visitors can see a plaque in the palazzo commemorating her first stay at the hotel.

Starting with the 1920s, the Continentale became known as Continental, vaunting all the modern amenities. Unfortunately, it saw a rapid decline upon the completion of the new Excelsior complex and with a decrease in wealthy visitors to the city.

In 1936, Zazzera believed that shutting down the hotel was the best option, but thanks to assistance from the Monte dei Paschi Bank and the Azienda Autonoma di Soggiorno e Turismo tourism department, it managed to survive until World War II.

After the war, it changed owners multiple times and it faced a relentless and constant decline, which continued until the early 2000s.

The Grand Hotel Continental reopened its doors on February, 14<sup>th</sup> 2002, as the first and only 5-star luxury hotel in Siena, under the property of Royal Demeure. Starhotels acquired it in 2016.

**THE GRAND HOTEL CONTINENTAL TODAY**  
**A winning combination of tradition and contemporaneity**



Favored for its very central position, closeness to the “Passeggiata della Lizza” and the “Stradone di San Domenico”, the hotel stands in the heart of the historic center, but within easy reach of the countryside surrounding the city. The main views over the city streets and the sides facing some of Siena’s most important monuments, like the Duomo and the church of San Domenico, combine to create a priceless scenery. A short walk on the polished stone of medieval streets separates the hotel from the main architectural and artistic landmarks of the city, as well as a vibrant array of specialty shops, restaurants and bars.



The palazzo's main facade stands on the opposite side of Palazzo Spannocchi, along the street once known as Via Cavour, today called Banchi di Sopra, just 200 meters from Piazza del Campo and 400 from the Cathedral. The ground floor is marked by a massive portal surmounted by the Gori family crest, an eight-point star.

The same symmetry is also found on the first floor, where an equal number of openings flanks both sides of the balcony hanging over the main door. The symmetry is broken on the second floor, however, where the entire level is windowed.

Inside, the hotel lives up to its original splendor: it boasts 51 rooms and suites, equipped with 18th-century furniture and precious textiles, with no detail overlooked. The palazzo's historic ambiance fuses perfectly with today's comforts for a flawless atmosphere and service.

## Rooms & Suites

The Grand Hotel Continental welcomes its guests with its **majestic architecture**, its nods to Renaissance art, and its **priceless collection of antiques**. Its original Tuscan terracotta floors reverberate with 500 years of history beneath the original **frescoes** that adorn the vaulted ceilings of many of the rooms. Throughout its construction, the palazzo has seen a host of artists, artisans, and designers, all committed to making each of the 51 rooms a masterpiece. Today it serves as a sophisticated base for those who want to visit Siena in style.

With modern elements for the comfort of its guests, the Grand Hotel Continental rooms feature a range of colors and sumptuous furnishings, such as canopy beds, antique armchairs and refined chandeliers made of crystal or Murano glass. Guests will also find age-old frescoes and decorations, from the wall painting depicting Saint Christopher to decorative elements dating from the 19th century.

Inside these rooms, history, art and contemporaneity combine to create an elegant environment complete with every little luxury attention for guests. From the beautiful Classic rooms to the opulent Panoramic Suite, every room is equipped with the most modern services.



GRAND HOTEL CONTINENTAL  
S I E N A



### Panoramic Suite

Perched at the very top of the palazzo in the two-story tower, the 65 sqm Panoramic Suite is a veritable kingdom of luxury, with four majestic windows offering an unrivaled 360° view over Siena and the surrounding hills and valleys. A parlor with a wood-beamed ceiling, a quiet study with panoramic views and a luxurious bedroom: all the areas in this spectacular suite form a refined, harmonic space for a truly unique experience. In addition to all of its modern comforts, the suite is decorated with numerous antique elements and precious silk-lined walls, while the bathrooms' fine marbles reflect the colors of the Contrada del Drago (the Grand Hotel Continental's historic neighborhood).

A Classic room can be connected to the Panoramic Suite, with a separate entrance to ensure maximum privacy.



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S I E N A



### **Heritage Suites**

Located on the first floor, in the hotel's 'piano nobile', and laid out over two connected levels, the Heritage Suites highlight the magic of Siena. 60 sqm of elegance, furnished with antiques and supplied with all the modern comforts. The splendor of art will accompany guests from the moment they wake up under the original vaulted ceiling frescoes, glancing at the incomparable views over Siena. The Heritage Suites have a living room separate from the bedroom area, terracotta floors, marble and travertine bathrooms and a double bed or two single beds.



### Noble Junior Suites

The 50sqm Noble Junior Suites allow guests to dive right into Siena's artistic heritage. Filled with cultural references, these suites make the perfect choice for an art-focused adventure in Tuscany. The suites on the "piano nobile" (the first floor, originally inhabited by the owners of the Palazzo) include a comfortable sitting room and original terracotta floors. Under high ceilings adorned with magnificent trompe-l'œil 17th-century frescoes, are damask tapestries and Murano glass chandeliers. The bathrooms are in marble and travertine.



GRAND HOTEL CONTINENTAL  
S I E N A



### **Deluxe View with Terrace**

Our Deluxe View with Terrace is a one of a kind elegant accommodation with a private terrace overlooking the Duomo and the surrounding rooftops. Romantic setting for an outdoor breakfast or private in room dining. The room with rustic tile flooring offers a spacious marble bathroom with beautiful frescoes, mirrors and luxury bath products: the perfect setting for a romantic stay in the medieval city.

### **Family Room**

Spacious and comfortable, the Family Room is a cozy refuge for those who travel in style and demand the finest hospitality not only for themselves but also for their children. With Starhotels' "V.I.K. Very Important Kids" service, the youngest guests (under 16 years) will receive their own welcome kit featuring amenities, surprises, and tips. For babies and toddlers, our hotels can provide cribs, cots, changing tables, strollers, bathtub trays, bottle warmer, highchairs, and more amenities, upon request.

## Sapordivino: the Grand Hotel Continental restaurant

Sienese cuisine's extreme simplicity sums up all of Tuscany's best flavors and ingredients. Its style – simple but carefully crafted – is deeply influenced by the region's history and geography. This is why the fundamentals of Sienese cuisine rely on local agricultural products, including meats from native breeds and exceptional olive oil. This strong connection with local farmers is one of the defining characteristics of this cuisine. And, of course, no Sienese dish is complete without a glass of wine: local wineries are among Italy's best and it's always exciting to explore their varied styles.



It is in the **Sapordivino** restaurant of the Grand Hotel Continental that the culinary art of Siena expressed through the hands of Chef **Luca Ciaffarafà**, finds expression. His cuisine is genuine, characterized by strong flavors, made with natural ingredients from the best producers in the area, and cooked slowly at low temperatures to enhance quality and preserve flavor, aroma, and texture.

  
GRAND HOTEL CONTINENTAL  
S I E N A

Thanks to his extensive experience in the most prestigious hotels in Tuscany and as a spokesman of Italian gastronomic culture in numerous international kitchens in the US, Asia, and Europe, Chef Luca Ciaffarafà has introduced, in addition to the restaurant's more classic dishes, several traditional *Sienese* specialties, prepared according to the criteria of seasonality, with which combining the excellent local wines from the Wine Cellar by Sapordivino.

Pappa al Pomodoro with a foam of Olivastra Seggianese extra-virgin olive oil and a cherry tomato confit; pappardelle with a sauce of wild boar braised in noble wine, spices, and juniper berries; veal cheek marinated in vinsanto and cooked at low temperature with pumpkin and caponata; pork loin with chestnuts and wild fennel, apple puree, and pomegranate sauce – these are just some of the Sienese delights that you can enjoy at the Sapordivino Restaurant.





Sapordivino restaurant is linked to the indoor courtyard of the 17th-century palazzo on the ground floor, where the warm furnishings and excellent service create a refined atmosphere – all the while showcasing the simplicity of Tuscan cuisine, with a menu consistently developed around seasonal products. The elegant Sala Gori and the indoor courtyard with its trademark glass dome create the perfect setting for a romantic dinner, a private event or a business meeting, all in the center of Siena.

The **Sapordivino** restaurant is open from 12.30 to 2.30 pm for lunch and from 7.30 to 10.30 pm for dinner.

### **The Lounge Bar by Sapordivino**

The **Lounge Bar by Sapordivino**, an enchanting space located in the charming courtyard of the Palazzo, invites guests to enjoy an aperitif, a cocktail or a sophisticated digestif, served by professional staff in a quiet and relaxing atmosphere. In addition to the classic offerings and international cocktails, you can explore local Tuscan excellence, such as the spirits of Winestillery, a historical company of the Chianti area, which produces gin, vodka, and vermouth using the ancient local method of the alembic Pot Still.

### **Wine Cellar By Sapordivino**

Grand Hotel Continental is also home to the **Wine Cellar by Sapordivino**, located under the eponymous restaurant. The cellar has its own special, unique charm, and is located within one of the most interesting areas of the palazzo: the base of the hotel's medieval tower, excavated in the ancient Pietra di Torre, a Sienese cavernous limestone. Its thick stone walls, dating back to the 13th century, combined with modern elements such as glass and steel on the design of the famous wine connoisseur Luca Maroni, house a vast collection of fine Italian labels and a selection of excellent Tuscan wines, all served by experienced sommeliers and bartenders. The Wine cellar, with its intimate and sophisticated atmosphere, can host group tastings and business meetings.



## EVENT SPACES

### **Elegance and functionality for all types of events**

Grand Hotel Continental is the ideal location for bringing any event to life. The careful, flawless service, provided by a highly trained staff, will satisfy the needs of even the most demanding clients. Excellent service and high-quality gastronomy create a winning combination of charm and function. The hotel offers its guests basic technical equipment, WiFi and audio-visual tools.

The Grand Hotel Continental boasts four of Siena's most awe-inspiring rooms: the Salone delle Feste, Sala Olimpia, Sala Gori and the library. Fitting for a major convention of 100 people or a more intimate gathering, the spaces are available for any kind of meeting or private event. With their high ceilings decorated with 17th century frescoes and Murano glass chandeliers, these rooms make perfect settings for meetings, presentations or dinners.



### Sala Gori

The Sala Gori can be used for luxurious events as well as business meetings and private parties. This refined room has a warm, welcoming color scheme, high and elegant ceilings, and beautiful chandeliers. Around 70 square meters, it can host a cocktail party with up to 60 guests.

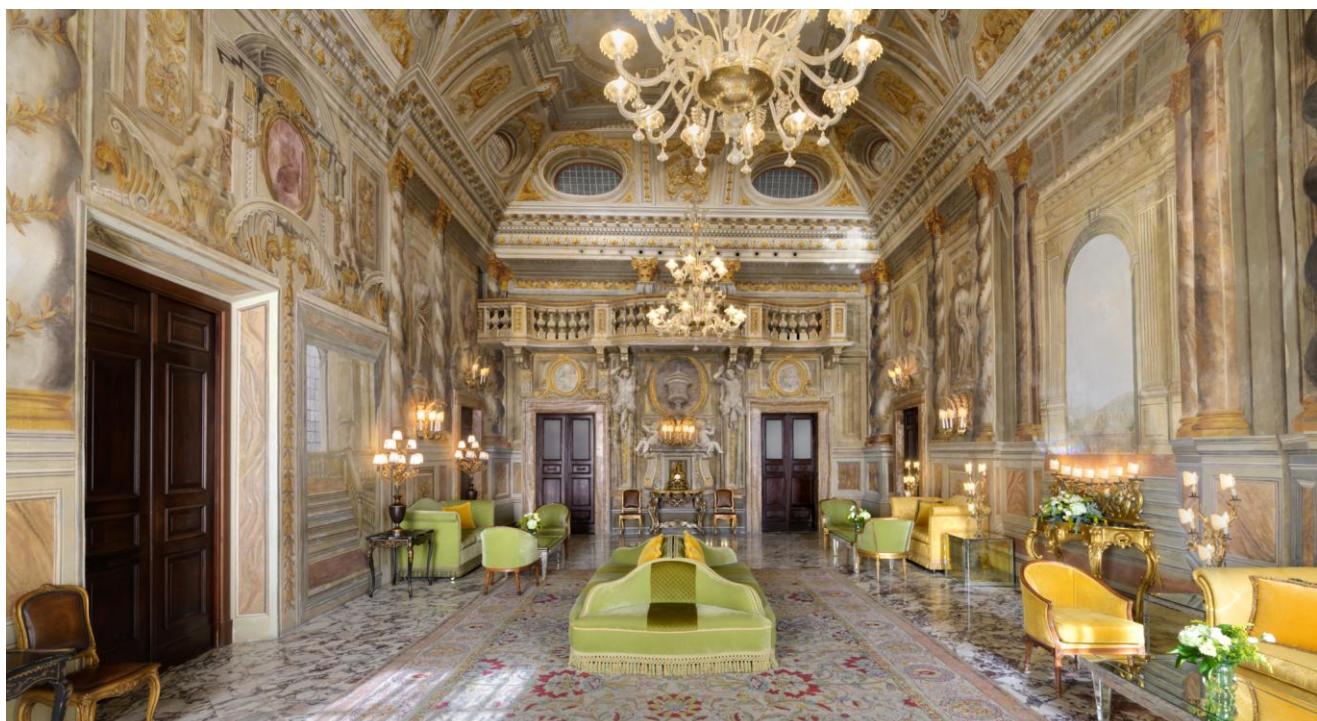
### Sala Olimpia

Elegant and inviting, the 30 square meters Sala Olimpia is the ideal spot for an intimate event, a business meeting, or a private cocktail party with up to 20 guests. Although thoroughly luxurious, it is also very cozy. The high ceilings are frescoed; the fine furnishings are carefully chosen antique pieces; and the whole atmosphere is very refined.

### The Library

Since the Palazzo was first built, the library has been a special corner for reading and for calm reflection: the elegant, comfortable furniture and inviting intellectual atmosphere make it ideal for small, private meetings. In its 30 square meters, the library can hold up to 35 people for a standing cocktail party.

### Salone delle Feste





The Salone delle Feste at the Grand Hotel Continental is an elegant and luxurious location. With a maximum capacity of 100 people, it is designed for big events. From high-profile noble weddings to high-level meetings, the Salone delle Feste has hosted – and continues to host – numerous important events. Any occasion organized in this magnificent 100 square meter room, decorated with refined 17th century *trompe-l'œil* frescos, beautiful Murano glass chandeliers, marble floors, aquamarine velvets and golden damasks, is guaranteed to be unique.

### Awards and Recognitions

In 2025, the hotel was awarded with the **Tripadvisor Travelers' Choice Awards**. In the same year, the hotel was nominated by **Spoza White Wedding 2025** as **Best Hotel for a Wedding Abroad**.

The hotel has been selected as one of the “*Top Hotels in Italy*” in the **Readers' Choice Awards** by **Condé Nast Traveller** in 2024, 2022 and 2021.

The Grand Hotel Continental Siena – Starhotels Collezione is part of ***The Leading Hotels of the World***.

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#### Starhotels

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group boasts 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. Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating 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, 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 contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

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