

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.



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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, 14th 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.



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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 façade of the palazzo, majestic yet restrained in its design, is defined by a strong emphasis on symmetry and meticulous attention to detail. 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.



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Panoramic Suite

Perched at the very top of the palazzo in the two-story tower, the 65 m² 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 Superior room can be connected to the Panoramic Suite, with a separate entrance to ensure maximum privacy.



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Heritage Suites

Located on the first floor, the hotel's *piano nobile*, the Heritage Suites invite guests to experience all the magic of Siena. Each suite offers 60 m² of refined elegance, furnished with antiques and equipped with every modern comfort. Art accompanies guests from the moment they wake, with extraordinary frescoes adorning the vaulted ceilings and incomparable views over the city of Siena.

Some Heritage Suites are arranged over two interconnected levels and feature a mezzanine living area with original terracotta floors, a marble and travertine bathroom, and a bedroom with either a double bed or two single beds.



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Noble Junior Suites

The 50 m² 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.



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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 cots, changing tables, bathtub trays, bottle warmer, and more amenities, upon request.

Sapordivino: the Grand Hotel Continental restaurant

With its remarkable simplicity, Sienese cuisine brings together the finest flavours and ingredients of Tuscany. Its style, straightforward yet refined, is deeply influenced by the history and geography of the region. For this reason, the foundations of Sienese cooking lie in local agricultural produce, including meat from native breeds and exceptional olive oil. Its close connection with the land is precisely what gives the local cuisine its distinctive character. And, of course, no Sienese dish would be complete without a glass of wine. The local wineries rank among the finest in Italy, and discovering their many different personalities is always a pleasure.



At Grand Hotel Continental's **Sapordivino restaurant**, the culinary traditions of Siena are brought to life by Chef Luca Ciaffarafa. His cuisine is authentic and full of character, created using natural ingredients sourced from the finest local producers. Slow, low-temperature cooking techniques preserve their organoleptic qualities while enhancing their distinctive flavours and exceptional quality.



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Drawing on extensive experience in the kitchens of some of Tuscany's most prestigious hotels, as well as on significant international appointments across the United States, Asia and Europe, where he acted as an ambassador for Italian culinary culture, Chef Luca Ciaffarafa presents a menu that combines the restaurant's most classic dishes with selected specialities from the *Siene* tradition, all interpreted according to the rhythm of the seasons.

Dinner is offered through both an à la carte menu and a tasting menu: two distinct culinary journeys designed to showcase the identity of Sapordivino's cuisine and guide guests through authentic flavours, complemented by outstanding local wines selected from the wine list of the Wine Cellar by Sapordivino.



Sapordivino restaurant unfolds across the elegant rooms on the ground floor of the palazzo, from the atmospheric inner courtyard, crowned by a distinctive glass dome, to the refined Gori Rooms, enhanced by elegant ceilings.

The culinary offering celebrates the simplicity of Tuscan cuisine through a menu inspired by local specialties and the finest seasonal ingredients. In the Gori Rooms, the evening à la carte service welcomes guests into an intimate and sophisticated setting, ideal for a romantic dinner in the heart of Siena's historic center. The restaurant's spaces are also perfectly suited to hosting banquets and business meetings.

Sapordivino restaurant is open for dinner from 7.30 pm to 10.30 pm.

La Corte Lounge Bar

Set within the palazzo's atmospheric inner courtyard, **La Corte Lounge Bar** is a captivating space designed to accompany guests throughout the day. In a calm and relaxed setting, they can enjoy a light lunch, an aperitif, a cocktail or an elegant after-dinner drink, served by attentive and highly qualified staff.

The offering is further enhanced by the all-day menu at **La Corte – Cucina & Calici**, inviting guests to discover authentic flavours and traditional recipes reinterpreted with a contemporary touch. Among its signature dishes is Tuscan organic *Pappa al pomodoro with basil foam and candied cherry tomatoes*, a tribute to the region's cuisine and to the refined simplicity of its ingredients.

Alongside its culinary offering, La Corte Lounge Bar invites guests to indulge in an elegant Afternoon Tea, featuring a selection of more than twelve loose-leaf teas accompanied by handcrafted pastries prepared by the hotel's chefs, for an experience dedicated to flavour and relaxation. The menu also includes classic and international cocktails, as well as a selection of Signature Drinks, including an exclusive creation that changes every month.

Wine Cellar By Sapordivino

Within the Grand Hotel Continental Siena lies the **Wine Cellar by Sapordivino**, located beneath the restaurant of the same name. This truly unique setting has an unmistakable charm, where contemporary materials such as glass and steel contrast with ancient stone

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in one of the most evocative areas of the palazzo: the base of the hotel's medieval tower, built with historic blocks of Siena's characteristic cavernous limestone.

The original 13th-century walls house more than 3,000 bottles, 400 labels and wines from 60 estates, with a selection celebrating Italy's most prestigious wines and the finest expressions of Tuscan winemaking. Here, guests can enjoy an immersive journey into the world of wine, guided by expert sommeliers through the local appellations, the most representative labels of Chianti and the Sienese tradition, and the most iconic wines of Tuscany. A variety of tasting experiences is available, ranging from outstanding Italian wines to the finest offerings from Tuscan estates, conceived as true journeys through DOCG and IGT wines, Chianti Classico, Super Tuscans and Brunello di Montalcino DOCG.



The Wine Cellar also offers more elaborate convivial experiences, from aperitifs featuring wines selected by the sommelier and accompanied by Tuscan delicacies, to the opportunity to arrange a **Private Dinner Experience** in the authentic and intimate atmosphere of the cellar. The space may also be reserved exclusively for private dinners, group tastings and intimate, sophisticated business gatherings, offering guests a memorable experience in the most secluded and atmospheric heart of the Grand Hotel Continental Siena.

EVENT SPACES

Elegance and functionality for all types of events

Every event finds its ideal setting at the Grand Hotel Continental Siena, where it can be transformed into a truly memorable experience. Attentive, impeccable service, delivered by a highly qualified team, meets the needs of even the most discerning guests. Outstanding hospitality and exceptional cuisine combine with the charm and versatility of the hotel's spaces, making it an exclusive venue for business meetings, weddings, receptions and private celebrations. The Grand Hotel Continental is also officially authorized by the Municipality to host legally recognized civil wedding ceremonies within the hotel.

The hotel provides guests with basic technical equipment, Wi-Fi connectivity and audiovisual facilities. It also boasts four of Siena's most impressive rooms: the Salone delle Feste, Sala Olimpia, Sala Gori and the Library. Equally suited to a conference for up to 100 guests, a reception or a more intimate gathering, these spaces can accommodate a wide range of professional and private events. High ceilings adorned with 17th-century frescoes and Murano glass chandeliers make these rooms an exceptionally atmospheric setting for meetings, presentations, gala dinners, weddings and special occasions.

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 2026, the hotel was awarded with the **Tripadvisor Travelers' Choice Awards**, for the second consecutive year. In 2026, the hotel was nominated by **Spoza White Wedding 2025** as **Best Hotel for a Wedding Abroad**.

The hotel has also 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* and *Edit by Chase*.

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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 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, 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, 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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