

Starhotels' I AM STAR loyalty program expands its international reach through strategic partnership with IHCL's Taj Innercircle - NeuPass



Florence (ITALY), July 2nd, 2026 – **Starhotels**, Italy's leading private hotel group by revenue, announces a strategic partnership between **I AM STAR**, its loyalty program, and **Taj InnerCircle - NeuPass**, the loyalty platform of **Indian Hotels Company Limited (IHCL)**, India's largest hospitality company, operating a portfolio of more than 640 hotels across 4 continents and 15 countries.

The partnership marks a further step in the international development strategy of I AM STAR and comes at a time of growing mobility between Europe and India, as well as the increasing relevance of loyalty programs in the choice of destinations and hotel properties.

Through this collaboration, I AM STAR connects with **Taj InnerCircle - NeuPass**, one of the leading loyalty programs in the hospitality sector, with more than **13 million members worldwide**. The partnership enhances the value offered to I AM STAR members while opening access to an even broader international hospitality network. It has been designed to encourage cross-engagement between the two loyalty communities, creating a seamless customer journey between I AM STAR and Taj InnerCircle - NeuPass and offering travelers new opportunities for stays, experiences and exclusive benefits within the respective ecosystems.

Elisabetta Fabri, Starhotels' President and CEO, commented: *"This partnership represents a significant step in the international development of our I AM STAR loyalty program across high-growth markets, offering our members the opportunity to enjoy increasingly valuable and rewarding experiences. Through our collaboration with IHCL's Taj InnerCircle – NeuPass, we are further expanding the travel opportunities and benefits available to our members, while also strengthening I AM STAR's ability to attract new customers by providing access to an international network of outstanding destinations and properties."*

The collaboration brings together two hotel groups united by a shared vision of hospitality: guest focus, authenticity, service excellence and the enhancement of travel experiences. Thanks to the partnership, I AM STAR members will gain access to IHCL's global portfolio, which includes some of the most iconic and prestigious hotels in India and around the world, including the legendary **Taj Mahal Palace in Mumbai**, a symbol of Indian luxury hospitality and one of the most internationally recognized hotel brands. Taj InnerCircle - NeuPass members, in turn, will benefit from exclusive advantages at Starhotels properties and discover the Group's portfolio in leading Italian destinations, as well as in London, Paris and New York.

Puneet Chhatwal, IHCL's Managing Director and CEO, added: *"India-Europe travel is on the rise, driven by strong outbound demand and increasing global interest in India's cultural and leisure experiences. Through this partnership with Starhotels, Taj InnerCircle - NeuPass extends its presence into key European markets, enabling members to access a wider network of hotels and benefits that enhance their overall travel journey."*

Members will enjoy reciprocal benefits including preferred rates on stays, dedicated dining benefits and wellness treatments, bookable directly through the respective brand platforms.

These benefits will be available across **Starhotels Collezione** and **Starhotels Premium** properties, as well as at selected hotels within IHCL's global portfolio, which includes the brands **Taj, Claridges Collection, Brij, SeleQtions, Clarks, Gateway, Vivanta, Tree of Life and amā Stays & Trails**. The partnership represents an important growth opportunity for both organizations and confirms the increasingly central role of loyalty programs in building direct, ongoing and valuable relationships with international travelers.

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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The Indian Hotels Company Limited

The Indian Hotels Company Limited (IHCL) and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. These include Taj – the iconic brand for the most discerning travellers and ranked as **World's Strongest Hotel Brand 2025** and **India's Strongest Brand 2025 as per Brand Finance**; **Claridges Collection**, a curated set of boutique luxury hotels merging elegance with historical charm; **Brij**, an experiential leisure offering; **Atmantan**, one of India's leading integrated wellness destinations; **SeleQtions**, a named collection of hotels; **Gateway**, full-service hotels designed to be your gateway to exceptional destinations; **Vivanta**, sophisticated upscale hotels; **Tree of Life**, private escapes in tranquil settings and **Ginger**, which is revolutionising the lean luxe segment.

Incorporated by the founder of the Tata Group, Jamsetji Tata, the Company opened its first hotel – The Taj Mahal Palace, in Bombay in 1903. IHCL has a portfolio of **640** hotels including 263 in the pipeline globally across **4** continents, **15** countries and over **300** locations. The Indian Hotels Company Limited (IHCL) is India's largest hospitality company by market capitalization. It is listed on the BSE and NSE.

Please visit: [IHCL](#); [Taj](#); [Claridges Collection](#); [Brij](#); [Atmantan](#); [SeleQtions](#); [Gateway](#); [Vivanta](#); [Tree of Life](#); [Ginger](#)
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