

Starhotels expands its global presence by opening new Global Sales Office in the UK

London, August 8 2024. **Starhotels** has today announced the opening of its **new global sales office in the United Kingdom**, marking a significant milestone in the company's international expansion strategy. This strategic move underscores Starhotels' commitment to increasing its global reach and strengthening its presence in key international markets.

The new UK office will serve as a pivotal hub for business development across the UK and Northern Europe reinforcing the group's position as a leading player in the global hospitality industry. Aligning with the company's commitment to providing exceptional service and experiences, this move will facilitate enhanced coordination and support for the group's growing portfolio of properties, as well as establishing a robust presence in vital global markets.

The new UK presence is part of Starhotels' vision of continuous commercial growth and complements the recent recruitment of Representative Companies in the Middle East and India joining existing representatives in the US, Latin America, Russia, and CIS.

*"We are excited to extend our footprint in the UK, a market with significant growth potential," said **Antonio Ducceschi, Starhotels Chief Commercial Officer** "This new office will enable us to create more business opportunities and forge stronger connections with our stakeholders."*

Romano Campione, currently the Cluster Director of Sales and Marketing in London, has been **appointed Head of the new Global Sales Office for the UK & Northern Europe**. With his extensive experience and proven track record in the hospitality industry, Campione is poised to lead the team towards achieving Starhotels' ambitious growth plans. His expertise in establishing new relationships is expected to significantly expand the customer portfolio in these regions.

With the opening of its new UK office, Starhotels reinforces its dedication to global expansion and customer satisfaction. By establishing a strong presence in this key market, the company is poised to capture new opportunities and deliver unparalleled hospitality experiences to guests and partners alike. As Starhotels continues to grow, the company remains dedicated to upholding the highest standards of service that the brand is renowned for worldwide.

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 30 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.

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