

## Starhotels launches its new *Family Program*, for an unforgettable holiday designed especially for children

Benefits and exclusive services designed to make family travel a comfortable experience for making memories that will be treasured for years to come



*Florence, May 2024.* Starhotels, a longstanding trailblazer in kids-friendly accommodation in Italy, is delighted to announce that its **Family Program V.I.K. - Very Important Kids**, has been improved with a range of new features.

The Starhotels Family Program aims to provide a shared experience for families staying at any of the Group's hotels in Italy or Paris, offering an array of unique advantages specifically aimed at fulfil the requirements of families on the move.

By opting for one of spacious **Family Rooms**, which can host to two children and teenagers up to the age of 16 at no extra cost when accompanied by at least one adult, guests gain access to a wide range of services and amenities arranged to ensure an unforgettable and, most importantly, delightful journey for both children and adults. For the littlest guests, these include a changing table, baby bath and accessories, bath toys and a stroller – all so essential when far from home.

Among other services tailored for our Very Important Kids, we also offer gifts and toys, as well as snacks for the room, bathrobes and slippers, mobile phone headsets, and a special mocktail designed for older children.

From the moment they arrive at the hotel, children are made to feel like very special guests. At the breakfast buffet, for example, they'll discover a corner filled with colourful treats to start their morning in the happiest way.

Starhotels has also planned a variety of delicious breaks throughout the day: from the Very Important Kids mocktail – a delicious fruit-based drink – to snacks suitable for all ages. Lunch and dinner are complimentary for children up to 3 years old, who can enjoy menus crafted especially for them, while attractive discounts are available for older children up to the age of 16.

Exploring the city with your family has never been more enjoyable: concierges stand ready to suggest routes tailored for children, enabling them to discover the city in an engaging and inspiring way. From the captivating Museum of Illusions in Florence to the wonder of Genoa's Aquarium, and the cultural delights of Parc de la Villette in Paris, every moment is transformed into a chance for exploration and pleasure.

With the support of new partners, the Starhotels Family Program now provides an extensive range of benefits and exclusive discounts, both in stores and online. These include car rentals from **Europcar** with complimentary child seats, as well as shopping for toys and clothing at **Bimbostore** and **Toys Center**, and **FAO Schwarz** is on board to make every child's dream come true.

For full details of the offer, terms and conditions, please visit [starhotels.com](http://starhotels.com)

#### 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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