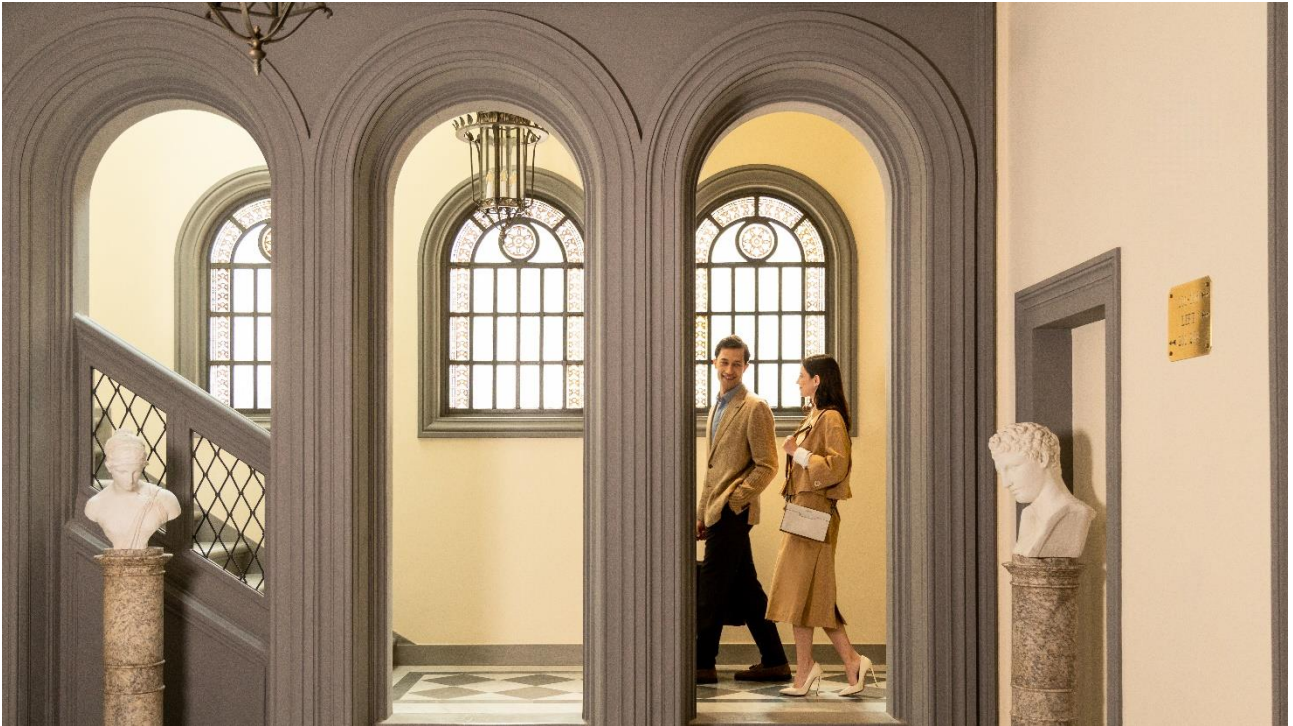


Starhotels presents its *Grand Tour*,
a bespoke itinerary inspired by the legendary
journey of the 19th Century



Florence, May 23rd 2024. Starhotels is pleased to present its **Grand Tour**, a new bespoke travel offer featuring the prestigious Starhotels Collezione in Florence, Milan, Rome, Siena, Trieste, Venice, Vicenza, London and Paris: iconic stops along an itinerary that celebrates the history of the cities and the excellence of Italian-made craftsmanship.

The Grand Tour reached its peak in the nineteenth century, when more and more young lovers of beauty set out to discover the art and culture of the most important Italian and European cities, satisfying their refined aesthetic tastes by choosing elegant Grand Hotels. In the early twentieth century, many of the hotels that are now part of Starhotels Collezione, such as the Helvetia & Bristol in Florence and the Hotel d'Inghilterra in Rome, became social gatherings loved by artists and writers, who stayed there for extended periods and left their mark on the history of the hotels.

And it was this **Grande Bellezza** of Italian *savoir-faire* that was the attraction for travellers then, as it is now. With this in mind, Starhotels has reinterpreted the **Grand Tour** in a contemporary way, creating an itinerary that includes **a stay of at least two nights in two Starhotels Collezione destinations**, chosen from a selection of fascinating historical residences housed in antique Palazzos, offering refined style and impeccable service. To make the itinerary even more memorable for guests, *Craft Experiences* are also available

on request. These immersive visits to the extraordinary artisan workshops that are part of Italy's heritage allow guests to witness and take part in the crafting process of master artisans.

Experiences go from the Venetian mask workshop for guests of the Splendid Venice, to Rome's ancient hat workshop offered to guests of Hotel d'Inghilterra, and the art of the Florentine mosaic for those who choose the Helvetia & Bristol in Florence. These are just some of the superb private tours available in the Group's Italian destinations, in addition to brand new *Craft Experiences* in the cities of Trieste, Vicenza and Siena, and others that can be organised on request in London and Paris. These include a fashion history tour of Place Vendôme in Paris and beautiful calligraphy lessons given by Pineider's expert calligraphers in their London boutique.

Pineider has also designed the welcome kit that Grand Tour guests will find in their room on arrival: a timeless gift, crafted by the historic Florentine leather goods brand, to take back with them as a true Grand Tour souvenir.

Finally, inspired by nineteenth-century journeys, a new cocktail has also been created by **Cibréo**, available in all the Starhotels Collezione. The *Viaggio in Italia* is a reinterpretation of the Spritz, a delicious aperitif classic based on rhubarb and Italian sparkling wine, the pride of Made in Italy around the world.

The Grand Tour package includes:

- A stay, even not consecutive, in at least two Starhotels Collezione of the guest's choice, in Italy, Paris and London
- A 20% discount with breakfast included
- A bottle of Italian sparkling wine on arrival
- A welcome souvenir crafted by the Florentine leather goods brand Pineider
- On request and at the guest's choice, artisan workshop experiences as part of La Grande Bellezza – The Dream Factory

For more information: <https://grandtour.starhotels.com/en/>

Dedicated VIP booking line:

Toll-free number number from Italy: 800 495 389

From abroad: +39 055 36925

Email: reservations@starhotels.it

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.

STARHOTELS®

COLLEZIONE

La Grande Bellezza

This extraordinary initiative results from a successful encounter between Starhotels, OMA – Associazione Osservatorio dei Mestieri d'Arte di Firenze, Fondazione Cologni dei Mestieri d'Arte and Gruppo Editoriale, an initiative of contemporary patronage, greatly desired and promoted by President and CEO Elisabetta Fabri, which sees Starhotels at the forefront in protecting and promoting the great national heritage of talent and know-how.

The project involves a series of positive activities to support the sector, with a highly active and wide-ranging conception of patronage: involving outstanding master artists in meetings and events promoted by Starhotels in its spaces; exhibiting works by the best master artists in some of the Group's hotels, an outstanding showcase for the finest Italian artisanal production; creating Starhotels-branded high craftsmanship product lines, under the guidance of well-known designers, in collaboration with the best Italian craftspeople – as per *Cloris*, a tableware collection in blown glass, and *Phoenix*, a precious fragrances diffuser, both presented at 2023 Fuorisalone in Milan; instituting the biennial Starhotels Award dedicated to craftspeople, for creating works based on contests related to hospitality; supporting training for young master craftspeople; various actions of supporting and sponsoring specific initiatives and events related to the world of high craftsmanship and its leading lights, orders to artisans for the renovation of Starhotels, as happened in Florence for Helvetia & Bristol and in Rome for the Hotel d'Inghilterra.

Starhotels has the ambitious goal of giving a voice, space and concrete opportunities to the masters and enterprises of Italian craftsmanship, offering an extraordinary spotlight on the key figures in this Italian "Great Beauty", and many genuine opportunities not only for visibility and communication, but also for work: collecting the invaluable baton of the enlightened patronage that has protected Italian art and high craftsmanship and allowed it to flourish.

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