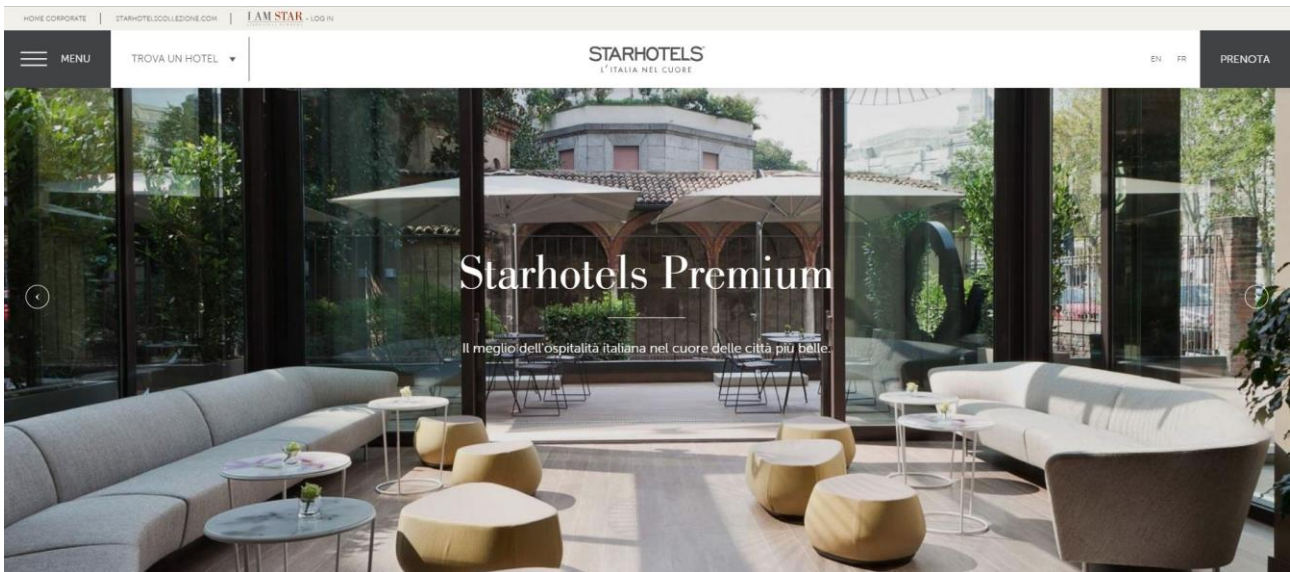


Starhotels invests in technology and updates its digital platform

One year after launching Starhotelscollezione.com, the corporate website Starhotels.com is introducing a completely restyled layout that adds visual and interactive elements designed for easy web surfing directly on smartphones



Florence, January 8th 2019. With a completely modernized layout, which draws inspiration from the company's brand identity, enriched with content organized into flexible blocks – resembling a webzine – and further optimized for easy web surfing on mobile devices, the new **Starhotels.com** responds to users' desires for immediacy, immersivity and user experience.

The new layout reflects the company's distinguishing elements, such as the elegance of its properties, attention to detail, personalized and welcoming service, unforgettable food & wine experiences and sense of place, allowing travellers to immerse themselves in the Starhotels world before arriving at the hotel.

The result is an intuitive and captivating experience boasting a wealth of images, similar to what was introduced on Starhotelscollezione.com in October 2017, where the necessary steps for booking a room were reduced in order to facilitate site navigation and purchases.

Starhotels.com also communicates with iamstar.it, the website launched this past July and entirely dedicated to the loyalty program *I Am Star*, which offers members dedicated rates and exclusive benefits.

The new version of the corporate website has led to a marked increase in direct bookings and online visibility, in line with the growing trend of one-off purchases, revenue and e-commerce yields registered over the past year, following the SEO optimization of the site's content.

“Over the last two years, we've focused heavily on aligning our technology with the digital interface that today's users expect,” said **Enzo Casati, Managing Director of Starhotels**. *“Thanks to improved site navigation, we believe we will see an increase in the number of clients who use our website to get information and book a room at our hotels, and that they will be more satisfied than ever before.”*

The launch of starhotels.com is part of an overall plan for strategically investing in technology. Another component of this plan took place in 2017, when the “handy smartphone” was introduced into Starhotels Collezione properties, a mobile device available to guests to use for surfing the internet and to make unlimited international calls, as well as to search for useful information about local transportation, events and sites to see. The smartphone also allows guests to contact the hotel at any time for whatever they might need during their stay.

In addition to developing these new websites, in 2018, the company invested in improving the WiFi in its hotels, offering more powerful and efficient bandwidth and improving the interface, which is now more intuitive and can be accessed through social media.

Lastly, the platform Mediabox will be launched in January 2019, an online newsstand offering publications that vary depending on the country selected by the guest: this service is part of a larger project aimed at sustainability and satisfying clients' needs, both of which are important values for the company.

Starhotels

Starhotels is the family-owned Italian Hospitality Group leader in the upscale and upper upscale & luxury market segments with 29 hotels located in the heart of the best Italian cities, London, Paris and New York, and a total of 4.100 rooms. As ambassador of high-end Italian lifestyle and hospitality excellence, Starhotels offers an outstanding service that exceeds guests' expectations. Travellers can choose the hotel that best fits their needs, selecting between the Group's two brands.

The prestigious **Starhotels Collezione** – city icons in the heart of the best global destinations – stand out for their stunning locations, their refined, elegant interiors and a flawless, tailor-made service. Twelve charming unique townhouses with a strong heritage and a distinct personality, for memorable experiences. The Starhotels Collezione are located in New York, Paris, London, Milan, Rome, Florence, Venice, Siena, Trieste and Vicenza.

The **Starhotels Premium**, located in the most beautiful Italian cities like Milan, Rome, Florence, Naples, Turin, Genoa, Bologna, Parma and Bergamo, are characterized by a distinctive and contemporary style and are able to provide an intangible sense of well-being through an excellent and welcoming service.

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