

ELISABETTA FABRI:

Starhotels CEO and vice-president and her passion for hotellerie



Florentine, married to an American and mother of 6 year-old boy and girl twins, Elisabetta Fabri has lived her life between Rome, Florence, Washington, Lausanne and New York.

She heads a family group with a collection of 22 hotels, of which 20 in Italy, 1 in Paris with an annual turnover of around 130 million euros, and 1 deluxe hotel in New York.

She grew up in hotels and has always loved them; she was trained “in the field” and knows everything about how they work, having learnt the trade in the Florence headquarters and personally managed The Michelangelo in New York for a number of years.

“Hotels are the future, a source of movement, stories, encounters, business... and thus a source of life. The hall of a hotel is a sanctuary, a stage on which our guests and their fascinating lives interact. I love hotels because of their reassuring vocation for hospitality and the vision of human diversity they offer: every guest has a story to tell, a reason for coming to us, so you have the world right in front of you, everyday, always different”. The Group’s 3.725 rooms see over a million guests a year in fact.

She heads the hotel group created in 1980 by her father, Ferruccio Fabri, with the pride and determination of a person who equates success in business with unfailing commitment to hard work, which is shared by the whole family along with the results. Elisabetta Fabri defines herself as a poor entrepreneur in a rich company. Today more than ever, the solidity of an enterprise must be based on the solidity of intent showed by its leaders. Starhotels is one of the few Italian hotel chains in which ownership and management are concentrated in a single family.

Guiding the company towards the 3rd generation, Elisabetta Fabri has very clear aims: to upgrade and reposition existing properties, to expand internationally by creating "special" hotels in major cities and to establish a centralized hotel management function in the Florence headquarters.

It was for this reason that she acquired a hotel in New York in 1992 and renamed it The Michelangelo: 179 rooms and 28 apartments in the heart of Manhattan, and a name that exports the excellence of Italian *hotellerie*. The Michelangelo thus became an icon of Italian hospitality in New York. Its restaurant, the "Insieme", was ranked in Condè Nast's "The World's 100 Best Restaurants" (May 2008) and has been honoured with a Michelin star.

In 2005, she acquired the Castille Paris and created a hotel *de grande charme* in the heart of Paris's fashion quarter, once again by successfully deploying Italian style hospitality, in both the hotel and its restaurant, the "Assaggio".

"All our acquisitions are part of a property investment strategy focusing on prestige locations in Europe and beyond. Starhotels will continue to grow by consolidating and exporting its Italian identity, by creating "landmarks" for travellers who want to enjoy, in Italy and abroad, the taste and style that make us famous worldwide".

Elisabetta Fabri is also engaged, on a personal level, in several associations, both professional, cultural and humanitarian (children in particular). She is a member of AIDAF (association of Italian family businesses), AIDDA (association of women entrepreneurs and executives) and Fondazione Marisa Bellisario, which awarded her its "Golden Apple" for exporting Italian excellence in the hotel industry.

In her native Florence, she actively promotes and supports art and music, being a member of the "Amici degli Uffizi", an association that supports the acquisition, restoration and promotion of the Gallery's art heritage, and a supporter of the city's "Ente Maggio Musicale".

In the United States, Elisabetta Fabri is a member of NIAF (National Italian American Foundation) and YPO (Young Presidents Organization).