



SYNERGY
INTERNATIONAL

SYNERGY INTERNATIONAL

PRESS KIT



SYNERGY INTERNATIONAL

a Laboratory Boutique Sales & Marketing Firm

Synergy International is a “laboratory” boutique sales and marketing firm based in Italy, specialized in representing Italian luxury Hotels and Resorts, as well as, prestigious Villas and Tour Operators and providing personalized solutions for the Hospitality and Tourism industry.

Boasting twenty years of experience in the hospitality industry working with luxury independent properties and international hotel chains, the team of Synergy International is able to work in all major markets that “feed” the Italian hospitality, thanks to which Synergy International can count on a consolidated network of contacts and relationships including travel agents, corporate travel managers, meeting and incentive planners in the main areas such as the North American, Canadian and European travel industry.

The Leading Hotels of The World, Preferred Hotel Group, Relais & Chateaux, Design Hotels, Small Luxury Hotels and networks such as Fine Hotels & Resorts, Virtuoso, Signature and Ensemble are some of the organizations with which Synergy has built excellent relationships, today "synergies" of great value that are made available to our Partners.

Synergy International’s purpose is to deliver tailor made, adaptable strategies for short-term responses and long-term results, to include sales support, strategic planning, leadership and innovative solutions to achieve concrete objectives and, above all, the Partner’s satisfaction.



Synergy's portfolio, work ethic, the passion and attention to detail, in addition to the creativity and desire to provide unique travel experiences ensure an authentic unparalleled service.

People travel to faraway places – to observe – to taste – to experience beyond which they have at home.

Synergy International was created by Enrico Costa and Sabina Galdiolo following their passion for the hospitality and their experience as hotel's "insiders" with the aim to support in facing the challenges of positioning and to reach occupational goals and budget expectations that the companies face today when competing in the markets.

The mission is enclosed in the concept of "coaching" and offers the expertise and contacts it takes to launch a luxury hotel or resort or to complement and support the efforts initiated by the property's sales and marketing team, to capture the attention and establish a fruitful collaboration with all the international markets.

In this perspective Enrico and Sabina have created a "laboratory" boutique firm whose strengths are:

- the true knowledge of our country, Italy and its wonderful peculiarities
- the capacity to represent our Partners with adequate "know-how" of the US, Canadian, Latin American and European travel industry, to be able to offer high quality services in the sales & marketing area.



WHO'S WHO *at Synergy International*

Sabina Galdiolo

Hotels and tourism found their way into Sabina's heart as a new "journey", when she discovered her passion for the hospitality industry and started her "second life" in 1994, after many assignments in Italy and abroad within public and private companies, including fashion.

As a former client of luxury hotels, she then started to accrue her experience within Italian and international private hotels and international hotel companies.

Her "go up through the ranks" began in the sales department of the Hotel Hassler in Rome, followed by the responsibility of the sales and marketing department at the Hotel Bauer and Palazzo at the Bauer in Venice with its opening.

She then became director of sales and marketing of the Italian hotel company SINA Hotels, followed after many years by the assignment of leading the sales department of the new opening 155 Via Veneto Boutique Hotel in Rome (Vintage Hospitality), then as director of sales and marketing of Sofitel Italy (Accor Group) and, finally, with the responsibility of the reopening and repositioning of the Regina Hotel Baglioni in Rome, part of the Baglioni Hotels Collection, leading the sales & marketing and reservations departments.



She has been advisor, to mention a few, to STB Società Terme e Benessere, with their three SPA resorts in Italy, that have unveiled her the “secrets” of the world of beauty and wellness and she has contributed to the launch, opening and positioning of the Hotelito Desconocido in Mexico, of the Hotel Monna Lisa in Paris, the Hotel Aldrovandi Palace in Rome and of the Hotelito Lupaia in Montepulciano, Italy.

Enrico Costa

Enrico’s entire life has been devoted to hospitality, experiencing all the different operational stages of a hotel. He starts, very young, with the opening of the Grand Hotel De La Minerve in Rome, at those times part of Holiday Inn.

Here he works for seven years in the different food and beverage departments, from the kitchen to the restaurant, during which he starts learning about all the secrets of one of the main reasons that take travelers to Italy: good food and excellent wines, and how put them in practice to treat the guests.

From such a famous landmark in Rome like the Pantheon he then moves to another famous tourist attraction in the Eternal City: the Spanish Steps, on top of which he continues his career while working at the Hotel Hassler.

Here, starting as a doorman, he then becomes concierge before taking over the responsibility of cashier at the front desk and at the restaurant. His organizational skills and his familiarity with the guest’s expectations, soon lead Enrico’s carrier to become first deputy and then front office manager at the Hassler.



With these credentials, he then moves to SINA Hotels, where he spends over ten years and quickly forges ahead: after only eight months as assistant manager at the Hotel Bernini Bristol in Rome, he gets the assignment as general manager with the opening of Palazzo Sant'Angelo in Venice.

In the following years, he takes over the position as general manager at the Grand Hotel Villa Medici in Florence, followed by the same assignment with the Hotel Brufani Palace in Perugia.

Enrico's "second life" starts, after all his operational engagements, when he decides to deepen his knowledge and experience in all sales related aspects and thus becomes director of sales to Americas and Asia for SINA Fine Italian Hotels.



SERVICES

at Synergy International

Synergy International offers, directly or through a selected network of partners, the following services:

Sales & Marketing

Sales and marketing activities through international networks specializing in the luxury travel industry

Development

Analysis of the competitive set, of the property's positioning on the market and support in the launch and complement of the sales efforts

Affiliations

Evaluation and selection of a GDS representative and support for membership application in luxury travel networks

Strategies

Analysis and achievement of sales strategies

Coaching & Training

Training, assistance, support and management of the team to ensure alignment to the selected strategies and their achievement

Revenue Management

Optimization of room rates and best practice with selling channels

Communication and marketing

In partnership with IMAGINE Communication



SYNERGY INTERNATIONAL
A glorious birthday

September 15, 2010 – September 15, 2012

The idea and the project of Synergy International started in New York in 2010 and the company, born and based in Rome, celebrated its second birthday in New York again, with a special event.

The founders of Synergy International were traveling for business in the States, where they realized that many independent hotels were willing to have high-level independent professionals representing their structures to the right public.

Since the beginning then, Synergy International increased its portfolio thanks to the expertise and keeping in mind the world of luxury in the hospitality industry and the great opportunities coming from the direct and personalized contact with clients.

At the same time the creation of partnerships with companies operating in different fields is a point of strength for the world of hospitality with a one-stop shop.

Now Synergy International is a referring point for hotels and tour operators willing to expand their borders.



SYNERGY INTERNATIONAL

A world in expansion

The rich portfolio of luxury hotels & resorts is going to expand in the upcoming months as well as the activity of Synergy International, with a growth in important market, such as Latin America, Europe, Asia and Russia and an extension of projects dedicated to the world of hospitality, from hotels to villas to yachts.

The founders of Synergy International strongly believe in the hospitality industry and in the potential growth of Italy towards international tourism, in all its aspects.

Thus they are willing to continue expanding their activity thanks to their experience and the professional partnerships built over the years.



Special Partners of Synergy International

Amandatour - Luxury incoming tour operator in Italy

Things to be loved, that's the meaning of Amanda in Latin.

The name has been carefully selected to describe the enchanting sights and personalized services offered. Whether an itinerary includes art cities, historic sites, beach, mountain and lake resorts, economic poles or natural wonders, Amandatour ensure the best attention and care, first on smooth and prompt answers to requests, then when providing the required services.

The company consists of two divisions, Incoming Tour Operator and DMC. The tour operator division provides services for some of the major European International outgoing companies. It can book, both for FIT and groups, transfers, guides, escorts, transportation assistance and hotel reservations in more than 900 hotels with contracted rates throughout Italy .

Amandatour is based in Florence with a registered office in Milan and branch offices in Rome and Venice. The staff's high level of professional expertise and experience guarantee to meet every need. Moreover, as a DMC, it is specialized in organizing incentive programs, meetings, national and international congresses and in creating special events and hosting private parties.

It also provides special and customized tours throughout Italy for gourmand and wine tasting programs as well as cooking courses, villa and garden tours, bird watching, walking and personalized art tours.

Amandatour also boasts one of the most innovative and flexible online sales platform with a highly professional e-management / administrative back office.



The website carefully, rapidly and skillfully meets the requirements of the travel professionals in all different reservation's phases of a tourist package: from hotel bookings, transfers and guides to excursion services and “a la carte” special services.

IMAGINE Communication

IMAGINE Communication is an international communication, marketing and training company, headquartered in Rome and with a base in Milan, able to operate in all key major markets worldwide. Communication and marketing campaigns, press office, creation and organization of events are among the main activities that Imagine Communication is able to manage for companies or professionals, thanks to a network of national and international media and a network of local public relations agencies and high quality partners, providing professional access to all other communication and marketing disciplines, including photography, audiovisual productions, publishing, creative services, creative services, product placement, web marketing, social networking, Web 2.0, PR 2.0, partnerships, events management, sustainability, crisis management, public affairs and executive and associate development and training.

IMAGINE Communication has its natural focus on travel & tourism, with all its applications, providing edgy imagination and innovation, skills and facts, to face communication challenges in a dynamic way.



CLIENTS AT SYNERGY INTERNATIONAL

*Luxury Hotels, Resorts and Villas
from south to north*

Hotel Villa Athena – Agrigento

Situated within the Archaeological Park of the Valley of the Temples, which UNESCO has declared a world heritage site, Villa Athena stands only two hundred metres from the Temple of Concordia, a true masterpiece of Doric art dating back to the 5th century B.C. Here can be found a Sicily which goes back millennia.

The recent completion of restoration work and the upgrading of the villa has notably increased the beauty and the exclusiveness of the hotel. The refined and elegant furnishings seem to blend with the comfort of the splendid suites which overlook the temples and the park of centuries old olive trees.

Hotel Plaza Opera - Palermo

Cosmopolitan with a taste for tradition, the Hotel Plaza Opéra boasts a unique atmosphere, where an authentically Sicilian character blends with the mood of the latest lifestyle hotels. The hotel, member of Summit Hotels and Resorts and of The HotelSphere group, rises in via Nicolò Gallo, a few steps away from the Politeama theatre and viale della Libertà, in the heart of a bustling neighbourhood where the most exclusive boutiques and best restaurants live side by side with head offices of the main companies and banks.

Antique paintings and Biedermeier furniture mix with works by modern artists and state-of-the-art design, showing a taste for eclectic



and sophisticated details. The 39 standard rooms, furnished with specially designed articles and top quality beds, are decorated either with serigraphs by great modern painters or genuine XVIII century engravings; the two exclusive suites, Agata and Corallo, on the penthouse floor, charm guests with their refined and elegant décor: maple furniture, art lighting, European design elements, a whirlpool for two and a private solarium terrace make a stay in the two suites an unforgettable experience.

Meeting rooms and private beach in Mondello during the summer complete the exclusive offer of this hotel.

Hotel Principe di Villafranca – Palermo

A graceful property, four-star independent jewel of The HotelSphere group, a few steps away from viale della Libertà, with a sophisticated yet peaceful atmosphere is the ideal environment where to relax in the middle of the bustling city centre. Opened in 1998, it was the first true boutique hotel in Palermo and the 2010 complete renovation has not erased the aristocratic charm of the old Principe and its strong bonds with tradition, yet, it has brought some fresh air to the concept of boutique hospitality with a strong impact of design and contemporary art. The bright, clear colors of the hall and lounges highlight the fine fabrics and décor details, while masterpieces by ancient Sicilian furniture makers combine with precious paintings and remarkable antiques.



Relais Histo' – San Pietro sul Mar Piccolo (Taranto)

Set in a restored old village wonderfully furnished by Culti, Relais Histo' features accommodations in an upscale Apulian 5-stars manor house (*masseria*), between the olive hills and a charming piece of land overlooking Mar Piccolo, a stone's throw from the city center of Taranto.

Luxury interiors that happily marry the old structure of the manor house with rooms embellished by a captivatingly essential minimal style, make of Relais Histo' an Apulian luxury relais, rich in modern amenities that include a swimming pool, restaurant, meeting rooms and wellness center spa.

Villa Marina Capri Hotel & SPA – Capri

Situated on Marina Grande, the old road that leads from the port of Capri to the Piazzetta, Villa Marina Capri is a beautiful boutique hotel that sits among glorious gardens offering superb views of the Gulf of Naples and the Sorrentine Peninsula. The early 20th-century villa has 21 spacious guest rooms and suites, each decorated with memorabilia by artists such as Marinetti, Neruda, Malaparte and Axel Munthe. The restaurant, Ziqu' serves excellent local cuisine while the state-of-the-art spa, Stai, is the perfect place to experience pure pampering.



Punta Molino Hotel Beach Resort & Spa - Ischia

Located in one of the most prestigious areas of the island of Ischia, overlooking the sea and close to the exclusive shopping area of Ischia, Punta Molino Hotel, member of The Leading Hotels of the World, has an architecture that blends in perfectly with the scenery outside characterized by dark green pine trees from light and heavy sea and with the sophistication and elegance of the interior. The rooms and suites are all equipped with every comfort, some with sea views, others overlooking the lush park, most with large balconies.

Three swimming pools at different temperatures, one directly on the sea fed by fresh water, personalized treatments thanks to the health & beauty staff, an elegant and panoramic restaurant, different spaces equipped with advanced technologies, make Punta Molino Hotel Beach Resort & Spa a charming place for a vacation, for a special event or a convention.

Grand Hotel Parker's - Napoli

Grand Hotel Parker's offers a luxurious experience in a charming and historical environment. Due to its central location and modern facilities, the hotel is ideal for both business and leisure travellers.

The hotel was originally built as the town residence of Prince Salvatore Grifeo. At the end of XIX Century Mr. George Parker Bidder, marine biologist, great estimator and connoisseur of nature and Classic Arts became the new owner. In this period the Grand Hotel Parker's is his home, his refuge, place for studying and relaxation for him and for his friends, the resort where their eyes could sweep the endless sea of the wonderful bay of Naples.

In 1945 the hotel was put up for auction and bought by Mr. Francesco Avallone: this is the beginning of a new chapter in its long history.

After a major restyling that strictly respected the Liberty Style and the



Classic design this elegant building renews its ancient splendour. With the utmost dedication Mr Avallone and his daughter Sissi transformed this property in one of the most exclusive hotel destinations in Naples.

Elegant travelers, numerous Kings, Emperors, heads of state and celebrities stayed in this magic place where present and past relive in the Art of Neapolitan Hospitality.

Hotel d'Inghilterra - Roma

The Hotel d'Inghilterra has its origins in the most aristocratic and elegant period in Rome's history: monarchs, princes, artists and screen idols have always made it their home in the capital, attracted by flawless hospitality and an ideal location near Piazza di Spagna.

The original building dates back to the 16th century, when it was built to serve as guest quarters for the nearby palazzo of the illustrious Torlonia family. Visiting friends and compatriots of the poet John Keats, who lived in Piazza di Spagna, stayed there, and when the building became a hotel in 1845 it took the name Hotel d'Angleterre. Since that time the hotel has built a reputation as the preferred Roman base for an elite international clientele.

Residenza di Ripetta - Roma

Ideally set in the historic centre of Rome, between Piazza del Popolo and the Spanish Steps, Residenza di Ripetta, former 17th century convent recently renovated, is a superb architectural building with sober and essential features, ideal to fully live the charm of the Italian capital and comfortably enjoy its cultural and gastronomic wide offer. The 69 suites and apartments reveal an intimate and welcoming



atmosphere with various and large measurements, high ceilings and quiet view, making this hotel the ideal choice both for short and long stays. The well known Meeting Centre is composed by 6 meeting rooms. The biggest one, Bernini Meeting Room is a former Church-oratory and can.

Hotel Helvetia & Bristol – Firenze

The Hotel Helvetia & Bristol is a magnificent urban palazzo in the centre of Florence, a short walk from the Duomo. Famous as early as the mid-19th century for its charm, service and unrivalled location, it became a favourite haunt of artists such as Gabriele D'Annunzio, Luigi Pirandello, Eugenio Montale and Eleonora Duse. The winter garden has hosted monarchs, aristocrats and Nobel Prize winners over the years.

Villa il Poggiale – San Casciano Val di Pesa, Firenze

Villa il Poggiale is a Tuscan Hotel located a few kilometers from Florence, the birth place of Renaissance. Designed with the enlightened vision of the Renaissance, during the height of the period it is quite simply an authentic representation of the era that freed art, literature and architecture.

Meticulously restored, our classified historical mansion makes legendary Italian hospitality in a true country house both possible and Chianti B&B accommodation affordable.



Grand Hotel Continental – Siena

The Grand Hotel Continental is housed in Palazzo Gori Pannilini, built in the 17th century by the Chigi Pope Alexander VII for his niece Olimpia on the occasion of her marriage to the nobleman Giulio de' Gori. The grandeur of the architecture and the building's sumptuous decorative scheme perfectly express the high social standing of the families. Thanks to its artistic splendor, the Continental later became the preferred Sienese residence for young European aristocrats and intellectuals on the Grand Tour.

Many famous people of the time stayed there, including Queen Margaret of Savoy and her court. Recent restoration work has uncovered frescoes of outstanding beauty and the structure of a medieval tower. All this and much more contribute to the unique character of the Grand Hotel Continental, the only 5-star luxury hotel in Siena.

Borgo di Castelvecchio – Val d'Orcia, Siena

“Where the Sienese gullies flow into one another, where the grain fields are endless, where the gentle slopes embrace the history of the Val D’Orcia”

Castelvecchio is an old medieval hamlet immersed in an 800 hectares estate, with a dominant position over the gullies. It weaves its history with that of the castles and fortresses which overlook the Val D’Orcia, a land of everlasting battles between the Perugini, the Guelfi and the Ghibellini who fought in order to conquer the strategic territory between Montepulciano, Pienza, Bagno Vignoni and Montalcino. Surrounded by an immense Italian garden, the main villa, which dates back to the year 1000, rules over Borgo di Castelvecchio with discrete authority. Inside its walls you immediately perceive a genuine and



pristine atmosphere where you can enjoy in harmony our best comforts. Borgo di Castelvecchio is composed of old stone farmhouses faithfully restored maintaining the original architecture. Each farmhouse has been studied to be comfortable and completely independent. Residence of the current owners, Castelvecchio, has been restored to allow a re-use of spaces and structures, suited to the activity of workshops, meetings, corporate events, incentives and workshops, weddings and hospitality.

Terme di Saturnia Spa & Golf Resort – Saturnia, Grosseto

Located at the heart of Italy's breathtaking Tuscan Maremma, Terme di Saturnia Spa & Golf Resort is Europe's finest wellness experience. Drawing on the glorious natural environment and heritage of the region, the award-winning resort is set on the site of a rich thermal spring, whose waters cascade at a constant temperature of 37°C. Embraced by generations of bathers, the legendary health-giving properties of the silky smooth, sulphurous waters continue to seduce even the most discerning of spa goers, and form the basis for Terme di Saturnia's unrivalled range of specialist spa treatments and wellbeing and medical programmes.

Palace Bonvecchiati - Venezia

A remarkable, elegant contemporary hotel in Venice, dedicated to those who love design hotels, the Palace Bonvecchiati provides design, luxury and modern accommodations in the heart of Venice. Inviting rooms defined by contemporary Italian design break with the 18th century tradition of 4-star hotels in Venice and make a new statement for Venetian hospitality: modern, functional, cosmopolitan, with



comforts and the latest modern services, it is perfect for business and leisure travelers.

Palace Bonvecchiati is unique to Venice: a modern luxury hotel in the heart of historic Venice. The lounge is of exceptional class and elegance, where authentic contemporary works of art are found as a counterpoint to the very original red sofas that stand out against the terrazzo floor and the precious marble of the walls. The reading room, the breakfast room (American buffet with Venetian specialties), and the restaurant, are places of exquisite charm perfect for socialization and relaxation moments. Luxury, design and atmosphere, Palace Bonvecchiati, stands out from other hotels in Venice.

Hotel Bonvecchiati – Venezia

Refined elegance, comfort and exclusive services, a water landing for gondolas and motor boats and a romantic restaurant on the terrace: the Hotel Bonvecchiati, which has been welcoming guests to the heart of Venice since 1790, is just 3 minutes from Saint Mark's Square and 5 from the Rialto Bridge, for the most exclusive and unforgettable of visits.

The Hotel Bonvecchiati, a 4-star hotel in Venice housed in a historic palazzo, has been famous in the city for centuries for the "Terrazza" that hosts and gives its name to the restaurant, and for the quality of the services it offers. The hotel has large halls, elegantly decorated in a modern Venetian style and enhanced by precious marble and valuable fabrics, that provide comfortable spaces for moments of relaxation and socializing. The lobby is perfect for reading the international newspapers provided for guests, surfing the Internet or having a drink, cup of coffee or aperitif at the bar.



Hotel Villa Michelangelo – Arcugnano, Vicenza

Hotel Villa Michelangelo, an 18th Century stately residence surrounded by the enchanted nature of the Colli Berici and only 6 km from the city of architect Andrea Palladio – Vicenza – is today an elegant hotel and the ideal place to spend a relaxing vacation surrounded by a magical atmosphere of exclusive luxury and hospitality. A spectacular garden of 5 hectares, with centuries-old trees, serves as a setting for the Villa, unfolding in its full splendour to the incredulous visitor. The hotel offers a swimming pool, a refined restaurant and seven meeting rooms of various sizes. The "Colli Berici Golf Club" is only 12 km away. Villa Michelangelo is close to the A4 motorway, which connects Vicenza to the historical and nearby cities of Padua, Verona and Venice. It is therefore a convenient starting point to discover important monuments, places of worship, local specialties of the Veneto Region.

Hotel Villa del Quar – Verona

Villa del Quar, a sixteenth-century Venetian Villa, now a 5 stars luxury Hotel and Restaurant "Arquade" to 6 km from Verona, the city of Romeo and Juliet. The Hotel is suitable to be given exclusive, for one or more days, on the occasion of marriages, recurrences and business meetings.

Between sweet, rolling hills and the vineyards of Valpolicella lies Villa del Quar, an elegant patricians residence and national monument. It was build throughout different ages, from Roman age to Renaissance. "Venetian Villas are magnificent residences, witnesses of a merry lifestyle, which distinguished an epoch. They stand in pleasant places where everyone can enjoy a wonderful relation with mother nature. Aware to be so lucky to own and live in such a residence, we decided to renovate with loving care so that it might offer once again the memorable events of a bygone era."



In the pleasant and lovely atmosphere of Villa del Quar, surrounded by silent, green gardens and vineyards you will find the right location for your Meetings enjoying also a unique gastronomic experience choosing among our proposals for coffee breaks with home made pastry, Business Lunch, Dinner and Gala Dinner. The main meeting room "Barchessa", the internal and external spaces like the Portico, the tea -room, the wide park will be suitable for your events , creating the requested set up for your exhibition and assuring your privacy . Internet Adls and Wireless connection free of charge, large private parking place free of charge and helipad at your disposal.

Aqualux Hotel Spa Suite & Terme – Bardolino, Verona

Located in the magnificent area of Garda Lake this hotel has a deep attention towards ecology with the highest standards of environmental sustainability wherein design and nature blend naturally with each other. The luxurious green world of the main court, capture the attention of the guests in the lobby, with the element water dominant. The hotel shape is an irregular square, expanded on a surface of 17.000 sq.m. Large common spaces, bedrooms furnished in modern style with large windows and spacious balconies, gorgeous Water Park, Wellness & Spa centre, restaurants and impressive meeting centre, offer several reasons to choose and enjoy Aqualux Hotel Spa Suite & Terme for holidays, meetings & incentive, gala dinner and special events.



Swiss Diamond Hotel – Lugano, Switzerland

Luxury resort situated on the enchanting shores of the Lake Lugano within a typical Mediterranean character and spirit. The hotel is a sumptuous property with a very intimate atmosphere and high attention to the guests needs.

The outstanding architectural interior and exterior design is based on a strategic location implemented by the view to mountains, scenic lakes area amplified by the colours of exhilarating small villages.

Swiss Diamond Hotel has 84 spacious Rooms and suites that overlook the beautiful shores of Lake Ceresio, enjoy breakfast on your terrace, leisure and peace will be the charm of your stay. The rooms are equipped with every comfort, combine with architectural details of Italian design.



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