A GUEST OF THE FAMILY





In much more than name,
Rocco Forte Hotels is the Forte family.
At its head are Sir Rocco, his sister
Olga and his three children. Behind it are
four generations of Forte hoteliers.
It is in every way a family business; a shared
love evident in every Rocco Forte hotel –
each exuding the Forte's innate Anglo-Italian
style, sophistication and warmth.
And each welcoming you as a guest
of the family.







As a guest at Rome's Hotel de Russie, you will see the Forte philosophy brought to life. Their instinct for choosing an unparalleled address, stood between Piazza del Popolo and the Spanish Steps. One that is iconic in its own right, its blush render, tiered terraces and sprawling Secret Garden deemed paradise on Earth by Jean Cocteau; known today as home to Rome's liveliest aperitivo hour. Their talent for taking an illustrious, established site and making it modern: Roman sculptures and prints, dashes of colour and Italianate mosaics gilding a light, elegant and understated space.

This you will see, but some things must be felt. The sincere, attentive interest and understanding of its team. The inviting sense of openness and ease. Total tranquillity and privacy against the backdrop of the buzzing Eternal City. And the cinematic, dolce vita air that fills Rome infusing the hotel.

















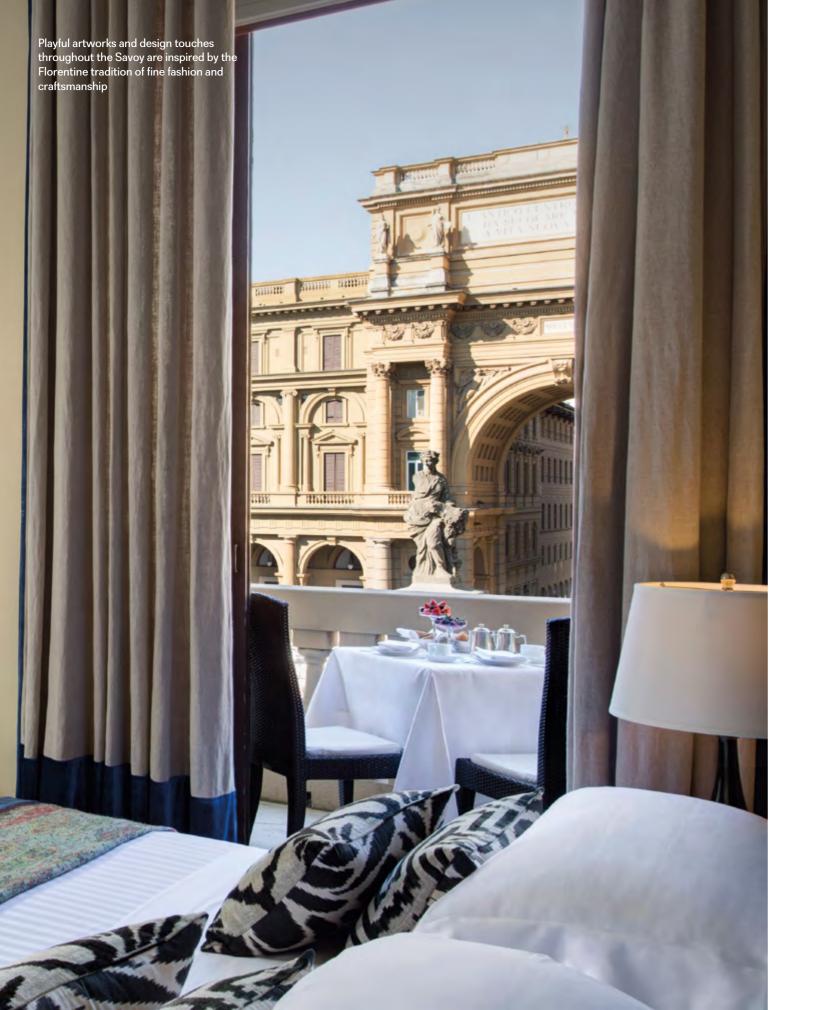
Face-to-face with the Column of Abundance, the city's literal centre point, Hotel Savoy takes pride of place on Florence's Piazza della Repubblica – and in the Rocco Forte family. This prime location suffuses the hotel. Ever-present views of the Duomo or piazza. Exciting Tuscan cuisine; cocktails infused with homegrown flavours. Experiences spanning Renaissance art, truffle tastings and traditional craftsmanship. A design that showcases Renaissance-era antiques, local art and high Italian fashion.

The Savoy has status; its attraction to Florentine locals and visitors has remained unchanged for centuries. But its enduring appeal – exemplary of the Rocco Forte ethos – is in merging its legacy with modern luxury. Olga Polizzi's interiors, which add comfort, modernity and refreshing bursts of whimsy to the classic space. Service that updates old-world discretion with passion and personality. A contemporary entrée into a city steeped in history.



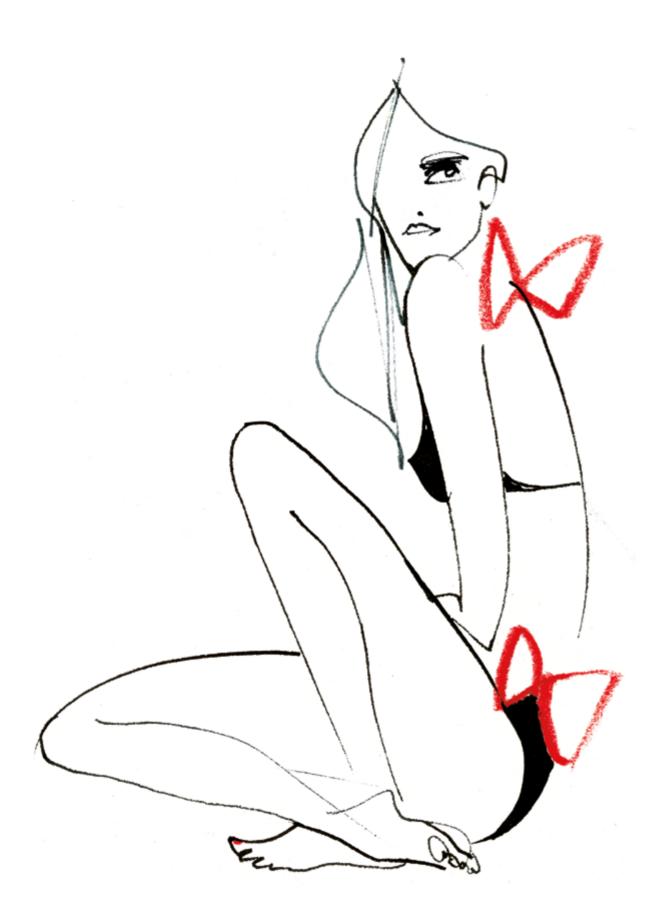












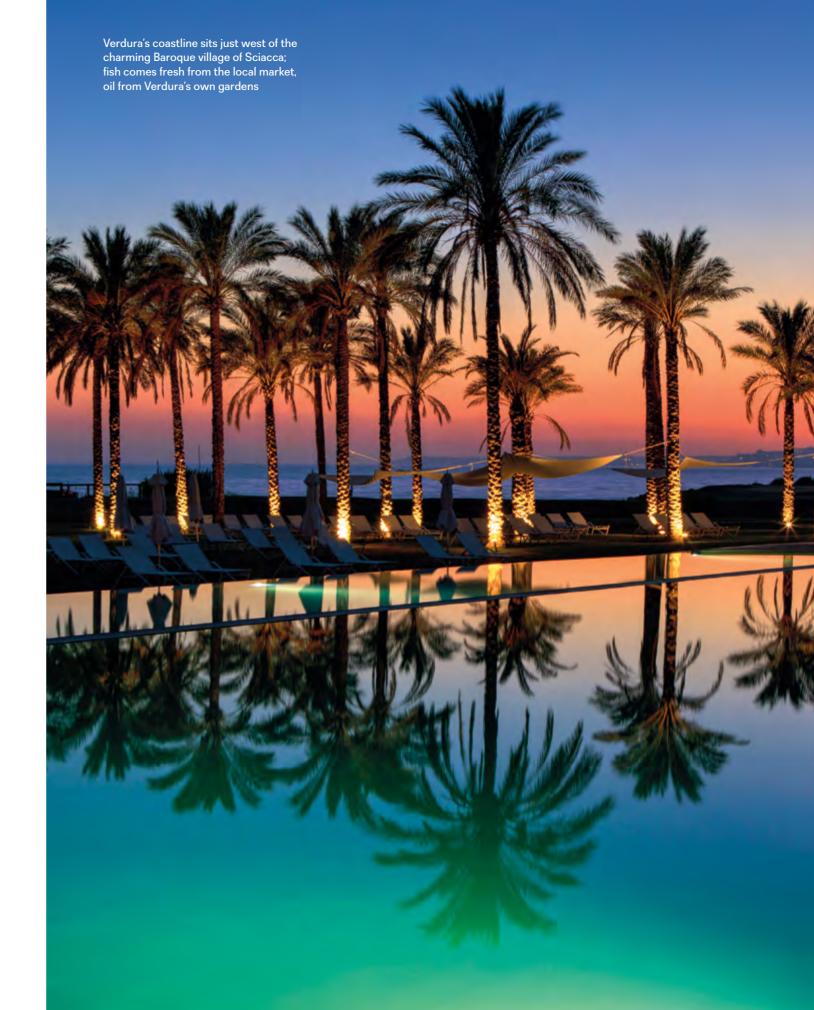


Verdura – a paradisiacal expanse on Sicily's stunning south-west coast – is the Fortes' flagship resort. 230 hectares of sun-blushed Mediterranean coastline, countryside and hotel: space for the Forte ethos to luxuriate and shine. Insightful, impassioned service quietly caters to every desire. Sleek, environmentally sensitive architecture fuses with Latin terracottas, ochres and violets. Local charm with universal style. Italianate furnishings, handcrafted tiles, breeze-brushed white muslins and, always, a sea view.

Verdura is an oasis; its vast scale and escapist atmosphere afford endless indulgence and choice. Choice to unfurl in its capacious spa, or lap its infinity pool. To play tennis amongst its orange groves. A round or two of Championship golf. To master Sicilian cooking, or simply savour it, in one of nine dining spots. To explore Verdura's 12th-century tower, helicopter across Etna, or stroll along its private beach. It's your decision, at the Fortes' invitation.



















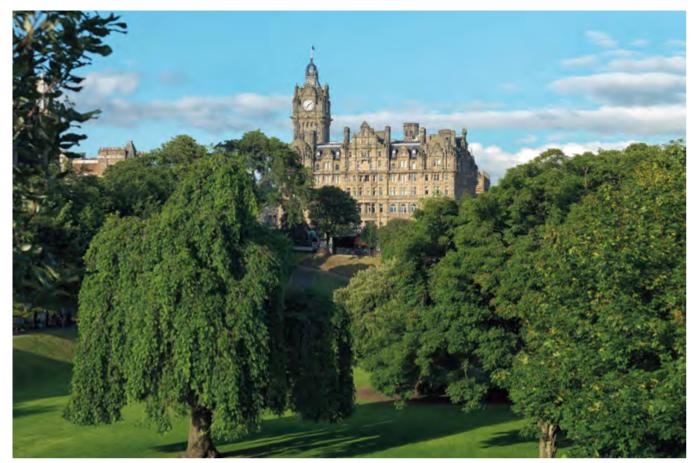




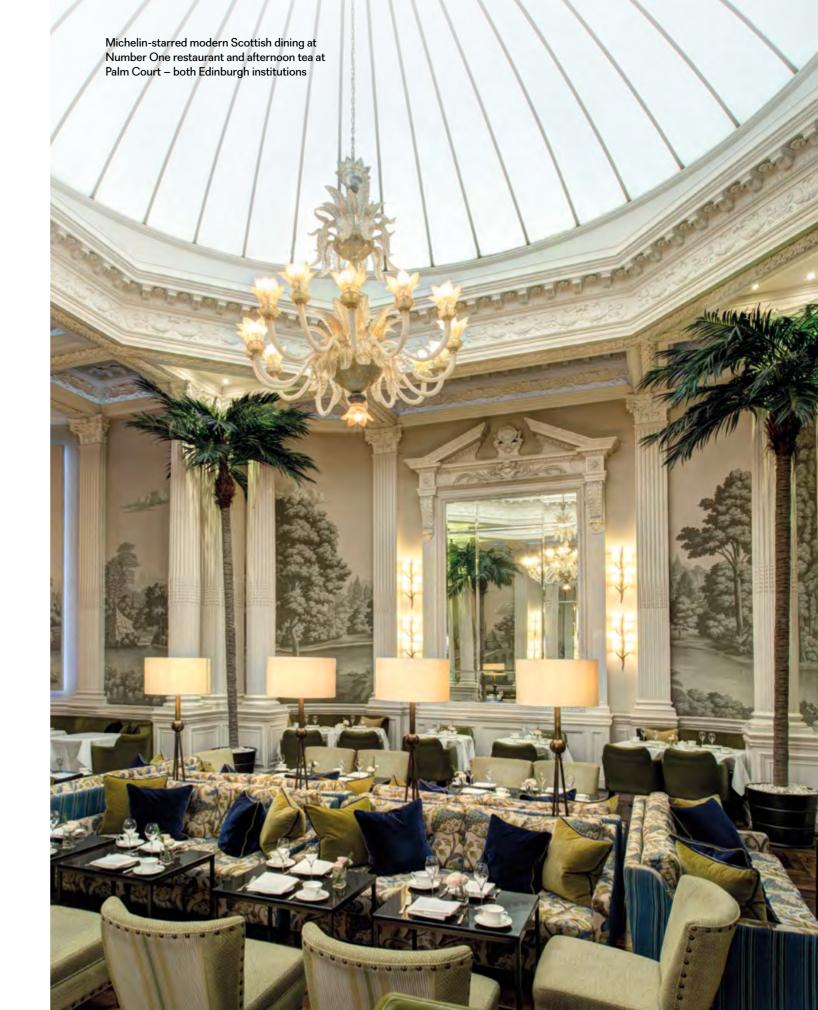
A symbol of its city and a deeply important property for the Forte family, The Balmoral is a love letter to Scotland, clearly written in the Rocco Forte hand. A welcome in Balmoral tartan; Hebridean blues, subtle heather hues and classic Scottish art; whisky ambassadors with 500 malts. Airy, contemporary design; above-and-beyond service that knows each guest, each journey, is unique; and a welcoming, shoes-off atmosphere despite imposing surrounds – all classic Forte traits.

Beloved by the family, The Balmoral is also iconic to Edinburgh – a genuine landmark in this historic town. Its ever-present clock tower a symbol of the city. Its address – 1 Princes Street, looking up to the castle – Edinburgh's most prestigious. Even its name – 'majestic dwelling' in Gaelic – denotes import.

A breathtaking building, at an unparalleled address, helmed by a devoted team: a true Rocco Forte hotel.















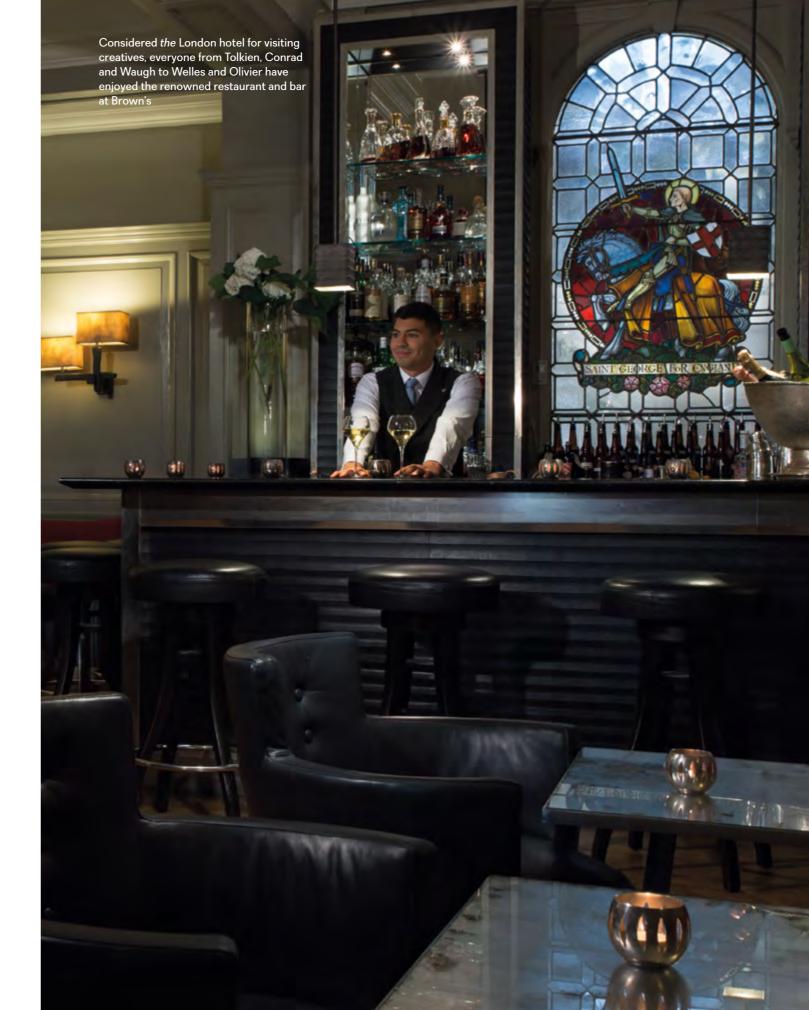


Brown's: 11 Georgian townhouses transformed into a legendary
London hotel and a cornerstone of the Rocco Forte family.
Ushered in from Albemarle Street, you will feel the signature
Forte style at once. You will feel it in the open, intuitive service that
knows each guest — each need, want and favourite table — personally.
You will feel it in Olga Polizzi's visionary aesthetic: an ever-evolving
marriage of classic and contemporary, hotel and home, elegance
and entertainment.

You will also feel a strong sense of place. Of London. Mayfair — and the city's most celebrated galleries, restaurants, parks and shopping streets. Tradition, cut with a spirited English humour and cosmopolitan twist: playful touches, modern artworks and a fresh, unfussy ease among the wood panels, smart suits and afternoon teas. The glamour and gaiety the iconic address deserves, and the quality and charm the Forte name assures.















THE CHARLES HOTEL

Named after Sir Rocco's father, Munich's Charles Hotel is
Forte from its title to its spirited international team, who uphold
the group ethos of anticipating individual needs, forging genuine
rapports and, always, exceeding expectations. Its aesthetic has the
Forte imprint: Olga Polizzi's innovative interpretation of the
hotel's heritage weaves Bavarian art, stone and ceramics into clean
lines, soft creams and greens – bringing the outside in with living
trees and botanical designs.

Verdant inside and out, The Charles is a hotel for all seasons, all wants. For summer, the elegant, leafy terrace of Sophia's restaurant. For winter, glühwein and roasted chestnuts. Commodious rooms, a central location and tailored facilities for business and for leisure. For culture, a prime position bordering Munich's museum quarter, Schwabing's artistic hub and Maximilianstraße's chic boutiques. An important cosmopolitan address for Bavaria's capital and the Rocco Forte family.













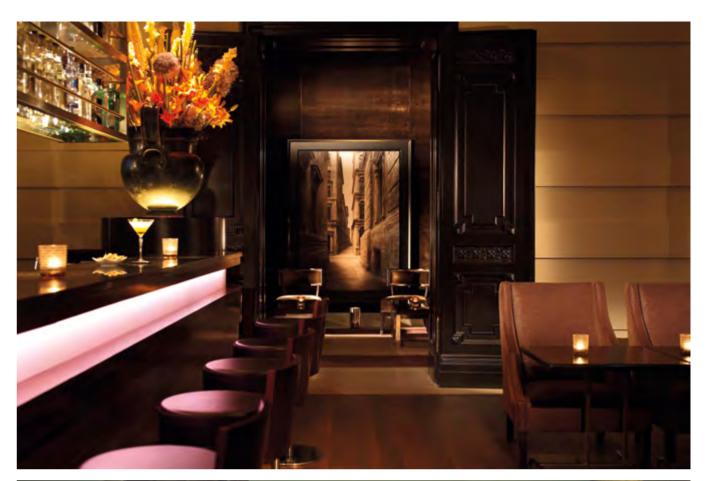




Like Berlin itself, Hotel de Rome embodies the Forte flair for unifying apparent opposites. A grand façade – a 19th-century former bank – which belies a relaxed, intimate atmosphere. Service that is friendly and familiar, but unobtrusive. Design by Tommaso Ziffer and Olga Polizzi that integrates sleek, modern styling into a venerable space. The ease of a private apartment in a luxury hotel.

This happy blend of contrasts creates an elegant outpost in an achingly cool city; a relaxed hideaway in the animated Mitte district. Face-to-face with the State Opera, a stroll from Museum Island, with a rooftop oasis that peacefully observes it all. Inside, a former jewel vault becomes an ethereal spa, a cashier's hall becomes a mosaicked ballroom, and a historic building becomes a serene space in the core of an up-all-night city – the perfect place from which to embrace, explore and escape it.

















Colonnaded Neo-Gothic architecture, extensive landscaped gardens and fire-lit rooms: once a stately family home, Frankfurt's Villa Kennedy retains an intimate atmosphere; an opulent, cosy ease. Here you become part of the Forte family, met with exceptional, intuitive care; people proud to show you their city, to make you feel at home.

This comfort is woven into Villa Kennedy's design, where clean, contemporary lines, soft natural tones and elegant metallics lift classic Frankfurt architecture. At ground level, a light-filled spa looks into the garden; above, French balconies survey the city.

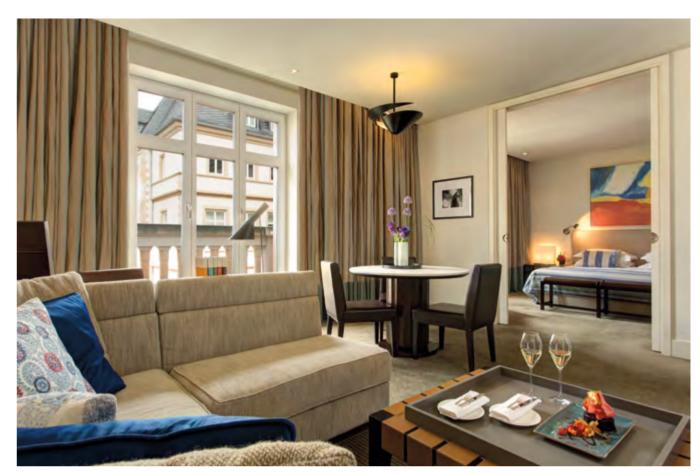
From here you can slip into leafy Sachsenhausen's lively bars, down to Frankfurt's famed museum embankment or into St Bartholomew's Cathedral, then meander back for an al fresco Italian supper in Villa Kennedy's tranquil grounds – your Forte family home in this dynamic German town.

















The illustrious Hotel Amigo has all the hallmarks of a Rocco Forte hotel. Its team exhibit their signature service: insightful, invested and tailor-made, whether entertaining a family in the Tintin Suite or catering to royalty on the Armand Blaton Suite's rooftop terrace. Its interior design shows the characteristic blend of Olga Polizzi's modish, modern sensibility and an homage to the hotel's home. An important art collection reflects the city's thriving creative scene. Flemish furnishings, tapestries and chocolates honour its address.

For, as much as it is archetypally Rocco Forte, Amigo is Brussels through and through. Part of the city's fabric for 500 years, it presides over Brussels's charming cultural centre by the Grand Place. Windows look up to the Hôtel de Ville's spire, medieval cobbled streets below wind their way to the Mont des Arts or Le Sablon's antiques, and locals wind their way here to take a seat at the hotel's much-loved restaurant – testament to its place as a pillar of its town.

















Hotel Astoria is an emblem of its city. On arrival, you find yourself in the city's beating heart, in the midst of St Petersburg icons: the majestic St Isaac's Cathedral, Opera House, Hermitage and Mariinsky II. You find a storied past – the Astoria has seen every major Russian event of the last century. And you find a building of note, a true Russian great.

These qualities captured the Fortes' hearts; their imprint on it will win yours. The characteristic welcome; personalised, thoughtful care. Olga Polizzi's interiors: a joyful mix of modernity, original features and the comforts of home. A nod to the building's past and postcode: uplifting the grand, Art Nouveau building with bold jewel tones; monochrome nudes and James Bond stills nestling Tsarist-era antiques. A touch of drama equally fit for afternoon tea, a hammam or a cold vodka raised in honour of the many eminent guests to do so before.











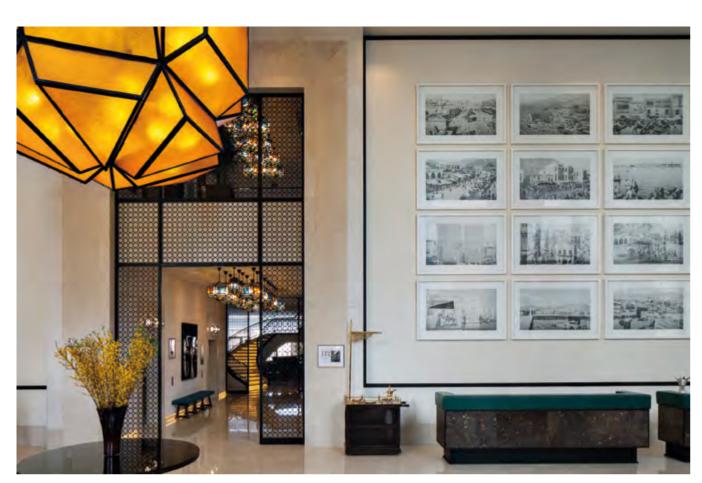






The combined creation of two families – the Fortes and the Al Issas – Assila Hotel is the marriage of European and Arabian sensibilities; a truly worldly luxury hotel. Its palate spans the finest Arabic, Italian and Argentinian cuisine. Its design adjoins cooling, contemporary Middle Eastern architecture with a warm, light-hearted European touch. And its hospitality invokes both cultures: the genuine care to gratify every guest, and a level of expertise that lets you know this is a Rocco Forte hotel.

You know, too, that this is Jeddah. You know it as you enter: the subtle scent of oud in the air; an Arabic welcome of coffee and dates. As you enjoy the vast collection of Saudi art; the splashes of rich, local earth tones, hand-woven rugs and filigreed screens. And you know it when you take to the rooftop to look across the shimmering pool, over the city, and out to the Red Sea.









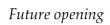








Future opening

















Hotel de Russie Via del Babuino 9 00187 Rome, Italy T+39 06 32 88 81 reservations.derussie@ roccofortehotels.com

Accommodation

- 88 hedrooms
- 33 suites

Restaurant and bar

- Le Jardin de Russie, restaurant with terrace
- Stravinskij Bar, with terrace

De Russie Spa

- salt water hydropool
- sauna and steam room 6 treatment rooms
- hair salon
- relaxation area
- gym

Meetings and events

- 4 meeting rooms for up to 90 delegates
- The Secret Garden is available for private events
- in-house florist
- Wi-Fi in public areas and all rooms

Location

- located between the Spanish
- Steps and Piazza del Popolo
- 30min drive from Ciampino Airport and 45min from Fiumicino Airport
- 15min drive from Termini Station



Hotel Savoy

Piazza della Repubblica 7 50123 Florence, Italy T+39 055 27 35 1 reservations.savoy@ roccofortehotels.com

Accommodation

- 66 bedrooms
- 14 suites

74

Restaurant and bar

Irene, restaurant and bar with terrace

Relaxation

- The Brunelleschi and Signoria suites have private steam rooms

Meetings and events

- 3 event rooms for up to 50 delegates in-house florist
- Wi-Fi in public areas and all rooms

Location

- located on Piazza della Repubblica
- 20min drive from Florence Airport and 60min from Pisa Airport
- 5min drive from Santa Maria Novella Station



Verdura Resort

SS 115km 131 92019 Sciacca (AG), Italy T+39 0925 998 180 reservations.verdura@ roccofortehotels.com

Accommodation

- 153 bedrooms
- · 47 suites
- · 3 villas

Restaurants and bars

- Zagara, restaurant Liolà Trattoria, restaurant and pizzeria
- Buongiorno, breakfast restaurant
- Amare, restaurant and bar
- Pool Bar
- Granita, restaurant and bar
- Torre Bar
- Beach Bar

Verdura Spa (4000m²)

- 4 thalassotherapy pools
- 20m lap pool 11 treatment rooms
- double-height steam room
- saunas
- gym and fitness studio

- Spa Bar
- Rocco Forte Health programmes

- 2 championship 18-hole courses
- 9-hole par-3 course
- driving range and putting green
- golf academy
- clubhouse, golf shop

Meetings and events

- ballroom for up to 350 guests
- · 7 meeting rooms for up to 160 delegates
- open-air amphitheatre for up to 300 guests
- Wi-Fi in public areas and all rooms

Additional services

- 60m outdoor pool
- 6 floodlit clay tennis courts
- private beach, water sports
- kid and teen clubs football pitch
- sightseeing excursions
- helipad
- culinary activities
- shopping: 4 boutiques trekking, running and cycling trails

Location

- 80min drive from Palermo International Airport
- 15min drive from Sciacca and 40min from Agrigento



The Balmoral

1 Princes Street Edinburgh EH2 2EQ. Scotland T +44 131 556 2414 reservations.balmoral@ roccofortehotels.com

Accommodation

- 168 bedrooms
- 20 suites

Restaurant and bars

- Number One. Michelin-starred restaurant
- Hadrian's Brasserie
- Palm Court
- The Balmoral Bar
- Scotch Whisky Bar

The Balmoral Spa

- swimming pool
- refreshment bar
- 5 treatment rooms
- sauna and steam room gym

Meetings and events

- 10 meeting suites for up to 450 guests
- business centre

Wi-Fi in public areas and all rooms

located at No. 1 Princes Street

- adjacent to Waverley Station
- 25min drive from Edinburgh International Airport

Brown's Hotel

33 Albemarle Street, Mayfair London W1S 4BP, United Kingdom T+44 20 7493 6020 reservations.browns@ roccofortehotels.com

Accommodation

- 82 bedrooms
- 33 suites

Restaurants and bars

- The Restaurant at Brown's The English Tea Room
- The Donovan Bar

The Spa at Brown's

3 treatment rooms Meetings and events

- 6 meeting rooms (4 interconnect) for up to 120 quests
- business centre
- Wi-Fi in public areas and all rooms

- located next to Bond Street
- 45min drive from London Heathrow
- 15min drive from St Pancras International station
- 10min drive from Euston and Victoria stations
- valet parking



The Charles Hotel Sophienstraße 28 80333 Munich, Germany T+49 89 544 5550 reservations.charles@

roccofortehotels.com Accommodation

- 136 bedrooms
- 24 suites

Restaurant and bar

- Sophia's, restaurant and bar with terrace
- The Library Lounge

The Charles Spa (800m²)

- 15m swimming pool
- sauna and steam room 5 treatment rooms

relaxation area

gym

Meetings and events

- ballroom for up to 300 quests (dividable into 3 separate rooms)
- 7 conference rooms for up to 100 delegates
- business centre
- Wi-Fi in public areas and all rooms

Location

- centrally located in Munich's old town
- 30min drive from Munich Airport
- 5min walk from the central railway station



Hotel de Rome

Behrenstraße 37 10117 Berlin, Germany T+49 30 460 60 90 reservations.derome@

roccofortehotels.com

Accommodation

- 108 bedrooms
- 37 suites

Restaurant and bars

· La Banca, restaurant and bar with

The Rooftop Terrace, seasonal bar

- terrace Opera Court
- De Rome Spa (800m²)
- · 20m swimming pool sauna and steam room
- 6 treatment rooms
- relaxation area gym

- Meetings and events
- ballroom for up to 220 guests 5 meeting rooms for up to 90 delegates (2 rooms interconnect)
- business centre

main station

Wi-Fi in public areas and all rooms

- Location
- located on Bebelplatz in Mitte 25min drive from Berlin Tegel Airport

5 to 10min drive from Berlin's

Villa Kennedy

Kennedyallee 70 60596 Frankfurt am Main, Germany T +49 69 717 120 reservations.villakennedv@

- Gusto, restaurant with terrace JFK Bar, bar with terrace
- · 15m swimming pool Jacuzzi
- 8 treatment rooms
- Meetings and events
- 7 meeting rooms for up to 130 quests
- business centre



Hotel Amigo Rue de l'Amigo 1-3 Brussels 1000, Belgium T+32 2 547 47 47 reservations.amigo@ roccofortehotels.com

Accommodation 154 bedrooms

19 suites

- treatments by appointment



roccofortehotels.com

Accommodation

- 127 bedrooms
- 36 suites

Restaurant and bar

- Villa Spa (1000m²)
- saunas and steam rooms
- relaxation areas gym and fitness studio
- ballroom and fover for up to 350
- 700m² Villa Garden
- Wi-Fi in public areas and all rooms
- Location · 10min drive from Frankfurt
- International Airport



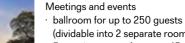
Winter Garden and ballroom for

- Restaurant and bar · BoCConi, restaurant with terrace
- Bar A

Relaxation

gym

in-room beauty and massage



- (dividable into 2 separate rooms) 5 meeting rooms for up to 45
- delegates Blaton Suite with 60m² terrace
- available for private events business centre
- Wi-Fi in public areas and all rooms

Location

- located next to the Grand Place
- 20min drive from Brussels Airport 10min drive from Brussels Midi
- station



Hotel Astoria

T +7 812 494 5757

Accommodation

86 suites

reservations.astoria@

St Isaac's Square/ Ul. Bolshava Morskava 39 St Petersburg 190000. Russia

roccofortehotels.com

- 83 bedrooms squash courts saunas and steam rooms
- Restaurant and bars
- Lichfield Bar Rotonda Lounge
- Astoria Spa sauna and steam room

Astoria Restaurant and bar

La Maison de Beauté Carita Astoria

hair salon

5 treatment rooms

- express beauty services Meetings and events
- up to 350 quests 5 meeting rooms for up to 70 delegates

on St Isaac's Square

30min drive from Pulkovo

Location

business centre 4 additional meeting rooms plus an auditorium for 200 quests in the adiacent Analeterre Hotel

Wi-Fi in public areas and all rooms

International Airport short drive from five main railway



Assila Hotel

Prince Mohammed bin Abdulaziz Street (Tahlia Street) P.O. Box 116887, Jeddah 21391 Kingdom of Saudi Arabia T+966 12 231 9800 reservations.assila@

Accommodation

roccofortehotels.com

- 147 rooms
- 63 suites 94 residential suites

Restaurants Aubergine, restaurant

CoCo'Ba, chocolaterie and bakery

- Il Caffé, café and lounge · Twenty Four, buffet restaurant Pampas, restaurant
- poolside lounge
- Assila Spa 25m rooftop pool
- 2 gyms

· 7 treatment rooms

- hairdresser relaxation rooms
- healthy snack lounge Meetings and events · 11 meeting rooms for up to 120
- 348m² ballroom (dividable into 2 separate rooms) for up to 288 guests · 172m² pre-function lobby for up

dedicated meeting floor with

11 meeting rooms for up to 120

valet service and on-property

delegates

car park

business centre

to 125 guests

delegates

Location 20min drive from King Abdulaziz

75

International Airport



Monforte Hotel

2595 Longteng Avenue, Xuhui District, Shanghai, PRC T +86 021 60823450 enquiries@roccofortehotels.com

Future opening

Accommodation

- · 161 bedrooms
- 58 suites

Restaurants and bars

- Chinese restaurant and bar with 5 private banqueting rooms
- cocktail bar with cigar bar
- Italian all-day dining restaurant tea lounge
- executive lounge

Rocco Forte Spa (725m²)

- · 25 x 6m indoor pool
- 8 treatment rooms
- manicure and pedicure room
- sauna and steam rooms
- double-height gym
- fitness studio
- Spa Bar

Meetings and events

- 970m² ballroom for up to 780 guests, with a pre-function lobby
- 9 meeting rooms for up to 186 delegates
- 638m² banqueting room for 460 guests, with pre-function lobby

Location

- · West Bund area
- 30 min drive from Pudong International Airport or Hongqiao International Airport
- helipad



Hotel de la Ville

Via Sistina 69, 00187 Roma RM, Italy Pre-opening T +44 207 321 2626 enquiries@roccofortehotels.com

Future opening

Accommodation

- 55 rooms
- 49 suites
- Restaurant and bars
- · Italian Café
- · bar with courtyard views
- restaurant with courtyard views
- · bar with terrace overlooking Rome
- rooftop restaurant with terrace
- · private dining room with terrace

Rocco Forte Spa

- · 5 treatment rooms
- · roman thermal concept

Meetings and events

- · 2 meeting rooms
- · 2 banqueting spaces overlooking
- the inner courtyard
- courtyard available for private events

Location

- moments from the Spanish Steps
- 30 min drive from Ciampino Airport and 45-minute from Fiumicino Airport
- 15 min drive from Termini Station

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Ecuador 180000057

France 0 800944 721

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Spain 00 800 7666 6667

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GDS chain code: FC

Rocco Forte Hotels 70 Jermyn Street London SW1Y 6NY United Kingdom T +44 20 7321 2626 enquiries@roccofortehotels.com



ROCCO FORTE HOTELS

HOTEL DE ROME

HOTEL AMIGO

THE BALMORAL EDINBURGH

HOTEL SAVOY

VILLA KENNEDY

ASSILA HOTEL

BROWN'S HOTEL LONDON

THE CHARLES HOTEL MUNICH

HOTEL DE RUSSIE

VERDURA RESORT

HOTEL ASTORIA ST PETERSBURG

FUTURE OPENINGS: ROME, SHANGHAI