

**PRESS RELEASE**  
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## Louis Starck joins the Hôtel Hermitage Monte-Carlo as the new Managing Director

Since June 18th, Louis Starck has taken over as Managing Director of the Hôtel Hermitage Monte-Carlo following the retirement of Sergio Mangini.

As former Director of the hotel Fairmont Monte-Carlo since 2008, Louis Starck is well rehearsed in Monaco's culture. He has a deep understanding of the luxury hotel industry both in the Principality and on an international scale.

The Hôtel de Paris Monte-Carlo has reopened, the construction of One Monte-Carlo is completed and the Place du Casino has renewed its ubiquitous charm - the perfect recipe to bring a fresh dynamic to the Hôtel Hermitage Monte-Carlo. Louis Starck aims to seize these new opportunities to assert the hotel's market position, develop its potential, conquer new markets and increase its international visibility.

Starck began his career in the international hotel industry 23 years ago with the InterContinental Group. During his ten years with the luxury hotel brand, he spearheaded numerous projects, such as the renovation of the Grand Hôtel de Paris. Starck's résumé includes posts in Greece and the Sultanate of Oman where he worked for two years at the prestigious Al Bustan Palace. His career continued to blossom as part of the Management team at the Hôtel

Warwick des Champs Elysées in Paris where he dedicated three years before arriving in Monaco to manage the hotel Fairmont.

Louis Starck shares with us: “Ten years after arriving here in the Principality, it is my great honour to join the Monte-Carlo Société de Bain de Mer (SBM) Group as Managing Director of the Hôtel Hermitage Monte-Carlo. I am excited to manage the hotel’s team of professionals and to share in their passion for the industry and their commitment to offer clients the very best. Together, we’ll write the next chapters in the history of this elegant establishment.”

#### **About Monte-Carlo Société de Bain de Mer**

*Since 1863, Monte-Carlo SBM offers unparalleled hospitality. The Resort is a global reference with four casinos, including the renowned Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hôtel & resort), the Thermes Marins Monte-Carlo, dedicated to well-being and health, and 30 restaurants of which four have been rewarded six Michelin stars. At the epicentre of night life, Monte-Carlo SBM offers a brilliant selection of events, from the Monte-Carlo Sporting Summer Festival to the Monte-Carlo Jazz Festival.*

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