



**DUETORRIHOTELS GROUP:  
CHINA HAS NEVER BEEN SO CLOSE  
QSC CERTIFICATION OPENS ASIAN MARKET**

*The Italian group specializing in luxury hotellerie has achieved an important award and is now considered a qualified tourism supplier according to the needs of Chinese tourism market in terms of services and hospitality.*

Every year the number of Chinese tourist traveling towards distant destinations is growing: in 2015 it reached 120 million people. Many of them choose Italy as a country of history, arts, fine cuisine and the timeless myth of an "Italian way of life", at the same time looking for places and services dedicated to them personally. Since now and on, these tourists may rely on the structures of Duetorrihotels group - an association of leading Italian hotels which has achieved the "China Outbound Tourism Quality Service Certification" by meeting a series of strict parameters and criteria.

This certification, which verifies the high quality of hospitality services for Chinese travelers, was established due to the strong support of the government agency China National Tourism Administration (CNTA) in 2013. The project is currently managed by China Association of Travel Services and is promoted in Italy by Italy China Tourism.

The list of the most qualified tourism suppliers was enriched by **Grand Hotel Majestic "gia Baglioni" in Bologna**, the only 5-star Lux hotel in the region of Emilia Romagna, **Due Torri Hotel in Verona**, 5-star hotel which together with the Majestic make part of The Leading Hotels of the World, **Hotel Bernini Palace in Florence**, 5 stars, and **Hotel Bristol Palace in Genoa**, 4-star Lux. The hotels are all hosted in buildings of great architectural value. Every hotel maintain a strong link with the historic center of an artistic city it is located in. Valuable works of art and history are being kept here, while the hotels also take part in the enchanting cultural life of the city.

The new certification opens a fast lane toward China for these facilities: Duetorrihotels Group is pointing at a particular market segment, consisting of young managers and professionals who are

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DUETORRIHOTELS

in search for a safe and comfortable travel experience and are happy to stay in a hotel which is capable of overcoming language and cultural barriers in order to offer the best service possible. The goal is to offer diversified products and personalized high-quality services to meet the expectations and needs of Chinese public.

## **DUETORRIHOTELS**

**Grand Hotel Majestic "già Baglioni"**\*\*\*\*\*L, Bologna

(The Leading Hotels of the World, Locali Storici d'Italia)

**Due Torri Hotel**\*\*\*\*\*, Verona (The Leading Hotels of the World)

**Hotel Bernini Palace**\*\*\*\*\*, Firenze (Preferred Hotels & Resorts, LVX)

**Hotel Bristol Palace**\*\*\*\* (Locali Storici D'Italia, Luxury collection)

[hotelduetorri.duetorrihotels.com](http://hotelduetorri.duetorrihotels.com)

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