



ROCCO FORTE HOTELS

ROCCO FORTE HOTELS APPOINTS FRANCO GIRASOLI AS GENERAL MANAGER OF MASSERIA TORRE MAIZZA, PUGLIA



Rocco Forte Hotels is pleased to announce the appointment of Franco Girasoli as General Manager of Masseria Torre Maizza set to open May 1 in Puglia.

An Italian native, Girasoli brings 30 years of hospitality experience to the new Apulian resort and has excelled at building strong relationships with an international clientele from key markets such as the United States, the UK, Russia, Japan, France and Germany.

Prior to taking the helms of the new Rocco Forte property, Girasoli spent a large part of his career with Belmond Group, where he started in the F&B department of Villa San Michele and eventually moved his way up to General Manager in 2004. After 20 years in Tuscany, Girasoli transferred to Ravello in 2008 where, for 10 years, he led the team at the Belmond Hotel Caruso.

Located in the charming town of Savellestri di Fasano, Masseria Torre Maizza is an historic farmhouse dating back to the 16th century, surrounded by ancient olive trees and a 9-hole golf course.

Rocco Forte Hotels has invested over 6 million euros to enhance the masseria back to its natural beauty. Olga Polizzi, Director of Design for Rocco Forte Hotels has worked closely with local artisans to redesign the historic building. The hotel will now offer 40 luxurious rooms and suites, each boasting private gardens and terraces with stunning views across the Apulian countryside.

“I am proud to be joining the Rocco Forte Hotels team, especially to inaugurate their first luxury resort in Puglia. This is one of the most attractive destinations in the south of Italy” said Girasoli.

Sir Rocco Forte, Founder and Chairman of Rocco Forte Hotels, added: “We are delighted to welcome Franco to our first luxury hotel in Puglia. I am sure that his experience will allow us to achieve great results in an exciting year for Rocco Forte Hotels.”



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The appointment of Girasoli is part of an unprecedented moment of expansion for the Rocco Forte Hotels group which, in May 2019, will also inaugurate its second property in Rome, the iconic Hotel De La Ville a few steps from Piazza di Spagna.

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Rocco Forte Hotels

Established by Sir Rocco Forte and sister, Olga Polizzi in 1996, Rocco Forte Hotels is a family of 11 individual hotels and resorts. All of the hotels are landmarks, both old and new, occupying magnificent buildings in exceptional locations. Led by a family who has been in hospitality for four generations, the hotels are united by their distinctive approach to service, ensuring guests experience the best of each city and its surrounding areas. Rocco Forte Hotels includes: Hotel de Russie, Rome; Hotel Savoy, Florence; Verdura Resort, Sicily; The Balmoral, Edinburgh; Brown's Hotel, London; The Charles Hotel, Munich; Villa Kennedy, Frankfurt; Hotel de Rome, Berlin; Hotel Amigo, Brussels; and Hotel Astoria, St Petersburg
2019 openings: Rome, Puglia and Shanghai

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