

IN-STORE

## Bulgari anticipates Expo Milano guests via special hotel offer

May 1, 2015



*Bulgari Hotel and Residences, Milan*

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By STAFF REPORTS

Italian jeweler Bulgari is encouraging travelers to book at its hotel in Milan during the Expo Milano, which opened May 1, through an “Expo Experience” package.

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On social media, Bulgari Hotels & Resorts Milan invited its followers to “explore Milan and its Universal Exhibition through the Bulgari eye” and encourages those interested in attending the Expo to make the hotel “home” for the event. Similar to other brands in the hospitality space, Bulgari Hotels & Resorts is crafting a unique experience for its guests around a significant cultural and social event in its home city.

Home for the expo

Expo Milano 2015: Feeding the Planet, Energy for Life opened on May 1 and will include 184 days of events until it concludes on October 31. With over 140 countries participating, and an estimated 20 million visitors, the Expo will create a dialogue surrounding the problems of nutrition and the resources of our planet.

Each participating country has created an interactive pavilion where guests can “take a trip around the world” through culinary offerings and cultural presentations skewed toward

the Expo's theme.



*Map of Expo Milano 2015*

Bulgari Hotel Milano's Expo Experience package, available from May 3 to October 28 and starts at \$974 per night, includes a stay in the property's Deluxe room, breakfast for two and a pair of tickets to the Expo Milano.

The hotel will also offer a complimentary shuttle to and from the Expo Milano, which is located just outside the heart of Milan. Also, upon request, Bulgari Hotel Milano guests can arrange for an Expo highlight tour.

Guests who extend their stay for three or more days will receive a 20 percent discount on the booking.

Bulgari Hotel Milano has also orchestrated packages for Milan Fashion Week. The hotel anticipating an influx of fashion-forward guests during the city's annual Fashion Week with a special offer in 2014 ([see story](#)).

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