

Forbes

After 125 Years, How The Hassler Remains Rome's Top Luxury Hotel



[Katie Chang](#), CONTRIBUTOR

Opinions expressed by Forbes Contributors are their own.

April 23, 2018



The Hassler is perched atop the Spanish Steps, one of Rome's most popular tourist attractions.

When it comes to luxury accommodations in the city of Rome, there are a select few names at the tip of everyone's lips – but [The Hassler](#) is always among them.

Dramatically (and conveniently) perched atop the Spanish Steps – which tourists and locals alike perpetually flock to, earning it the nickname of Rome's living room – the property is celebrating its 125th anniversary this year.



The Hassler
The Hassler is owned by Mr. Roberto Wirth.

Since 1893, The Hassler – which is owned under the watchful care of Roberto E. Wirth, the fifth generation of a renown Swiss family of hoteliers – has hosted countless luminaries and dignitaries, including Audrey Hepburn, many of the Rockefellers, and President Eisenhower. And today, the storied hotel builds upon its rich legacy by continuing to host the most discriminating travelers visiting the beloved Italian city.

But even with the grandest of properties, a cosmetic refresh, from time to time, is necessary. To that end, Wirth and his team of respected architects embarked on a speedy – the entire process took just three weeks this past January – but spiffy renovation. All of the changes were thoughtfully considered, to maintain the grand dame’s stately vibe, while helping the The Hassler experience resonate more deeply with today’s demanding globe trotter.



The Hassler
One of the newly refreshed rooms at The Hassler.

Though there are less accommodations now, existing ones are even more spacious and still cloaked in a soothing, elegant palette of beige, gold, and silver, and kitted out with tidy, super-spacious closets and marble-clad bathrooms. Even the Presidential Suite San Pietro sports a refreshed look, with its chic mix of updated furniture and upholstery. The main lobby and entrance continues to make a striking first appearance, thanks to new flourishes, including a fanlight – which floods the area with warm, natural light – front doors, Botticino marble flooring, and reception desks. The brighter look also extends to the communal areas of Salone Eva and Sala Vietri, which now feature new lighting, mirrors, and textiles.

What hasn't changed? The renown seamless and polished service of the hotel. From the moment you check in to nightly turndown service, you'll always feel at home – in a really luxurious one, no less.

As for the food and drink? Thankfully, that hasn't changed one bit. Michelin-starred Imàgo, located on the hotel's sixth floor, marries breathtaking views of Rome – in fact, it was the city's first panoramic restaurant – with chef Francesco Apreda's artful and elevated Italian cuisine. While I appreciate haute cuisine, it's the Hassler Bistrot at Salone Eva and Hassler Bar that charmed me through and through. The food menu at Hassler Bistrot is also guided by Apreda, and specializes in refined local dishes, like spaghetti alla carbonara and my favorite pasta dish, mezze maniche all'amatriciana – at more forgiving prices than Imàgo. And throwing back a nightcap at Hassler Bar is nothing short of a nostalgic treat. Dripping in red leather and dark wood and tended to by jacket-clad gentlemen, drinking in this cozy nook is akin to stepping back in time to a gilded, glamorous era when graciousness and civility weren't the exception – but the norm.

The Hassler

Piazza della Trinità dei Monti, 6, 00187

hotelhasslerroma.com

Link to story: <https://www.forbes.com/sites/katiechang/2018/04/23/after-125-years-how-hassler-roma-remains-the-citys-top-luxury-hotel/>