

SUPPORTING TRAVEL ADVISOR REVENUES (STAR) PROGRAM

*It is with great pleasure that we at Waterstone announce the relaunch of one of our most esteemed members, Wtb Hotels located in Florence, Venice and soon in Rome. We are honored and proud to enclose details of their **STAR Program**, continuing their strong support for travel advisors at these difficult times.*

*Led by the highly regarded Claudio Delli (pictured right) and his very capable team, Wtb have put in place an **exhaustive list of health and safety protocols** to safeguard your client's health and safety, and a **compelling range of benefits for you their travel advisor partners***



What remains unchanged however, is Wtb's pledge to you the travel advisor; that your clients will continue to enjoy the experience of a 4- star property with 5-star levels of service.

HOTEL OPENINGS

Wtb are ready to receive your clients whenever they are comfortable moving forward with their travel plans and restrictions are lifted.

- *Hotel L'Orologio in Venice opened in June 2020*
- *Hotel L'Orologio and Hotel Santa Maria Novella in Florence also reopened in June 2020.*
- *Their long-awaited L'Orologio Rome property is on track to open by March 2021*
- *Hotel Balestri and Hotel Garibaldi Blu will reopen in September.*



WTB STAR PROGRAM DETAILS

INCREASED COMMISSION TO 15%

The travel advisor community has staunchly supported Wtb through the years and now the owners would like to support the you in rebuilding YOUR business!

Effective immediately, on all NEW bookings for travel through 2021, Wtb is offering our US and Canadian advisors an **increased commission of 15% on all direct and GDS bookings** at any of its properties.

ADVISOR INCENTIVES - COMPLIMENTARY ROOM NIGHTS

To further show WTB's appreciation, **individual advisors can accrue complimentary room nights.**

- For every 6 direct bookings confirmed in a Wtb hotel for travel now through 2021, the travel advisor of record will receive a bonus of 2 complimentary room nights in a Wtb hotel
- Stays include American Buffet breakfast and *can be transferred to another colleague or client*
- Vouchers will be issued after the 6th booking stay has commenced and will be valid for redemption within the following 12-month period.

Black Out dates: January and June 2021 Florence Fashion weeks, and May 2021 Opening week of Venice Biennale festival

WTB STAR PROGRAM DETAILS (continued)

MORE FLEXIBLE POLICIES AND FASTER COMMISSION PAYMENTS

Wtb recognizes the need to implement policy changes that will give both you and your clients increased peace of mind, regarding both reservation flexibility and expedited payment of commissions.

- Those clients who want to lock in the discount offered by a **prepaid, non-refundable rate** will now have the possibility of modifying their reservations for a future date, without penalty, until 24 hours before arrival. If they are not able to rebook for any reason, they can re-use their credit for a future stay. In addition, **commission on prepaid rates will be processed immediately upon receipt of payment.**
- Clients booking flexible cancellation rates (those paid upon departure) for arrivals through March 2021, can cancel without penalty up to 24 hours before check-in. (From April 2021 on, flexible rates will be cancellable until 48 hours prior to check-in.) **Commission on these bookings will be processed as soon as the reservation crosses the threshold into full penalty.** At that point, advisors will receive notification via email that the commission is already in process, with a specific euro amount provided.

Wtb is owned by the Frattini family, a well-known name within Italian hospitality. They have owned and operated the Wtb hotels for many years and have an excellent reputation when it comes to commission payments and overall financial stability.

GUARANTEED UPGRADES

- Book your clients to travel now through March 31 2021, August 1-31 2021 or November 1 – December 31, 2021 and they will be eligible for an **upgrade to the next higher room category, to be confirmed at the time of booking.**
- Clients traveling from April 1 – July 31 2021, September 1 – October 31 2021 will be eligible for an upgrade to the next higher room category, to be **confirmed if space is available upon check-in.**

Note: these bookings must be made directly, either through Waterstone at info@waterstonemarketing.com or the Wtb Reservations team at info@wtbhotels.com

WELCOME GUEST AMENITIES

Wtb will continue to recognize your guests upon check-in, with a special welcome amenity and a destination tips brochure, both sent with the compliments of you the travel advisor. As always, the hotel manager or his/her representative will take time to personally engage with your clients to ensure a memorable experience.

AGENCY OF RECORD

In the event that your clients might make a direct booking with WTB in the future, the company will be pleased to recognize your commission as “Agency of Record.”



FOR MORE INFORMATION:

www.wtbhotels.com

info@wtbhotels.com