

Supporting Travel Advisors Revenues

S.T.A.R. Program 2026

Waterstone is pleased to connect you with one of our most esteemed members, Wtb Hotels located in Florence, Venice and Rome. We are pleased to provide details of their STAR Program, an indication of their strong support and partnership with you their Travel Advisor partners.

about
WTB

Led by the highly regarded *Claudio Delli* (pictured right) and his very capable team, Wtb offers you and your clients a compelling range of benefits.

With that comes WTB's on-going pledge that your clients will enjoy the experience of a 4-star property with 5-star levels of service at these fine hotels:

- L'Orologio hotels in Venice, Florence and Rome
- Hotel Santa Maria Novella, Hotel Balestri and Hotel Garibaldi Blu in Florence
- Apartment accommodations in Venice (2 BR) and Florence (1, 2 & 3 BR)



HOTEL
SANTA
MARIA
NOVELLA



Benefits for Travel Advisors

• WTB STAR PROGRAM DETAILS

Wtb is offering Advisors a **12% commission** throughout 2026 on all **direct bookings** made for the above hotels. *(All requests must be processed via email as noted below.)*

• FLEXIBLE POLICIES AND FASTER COMMISSION PAYMENTS

Wtb strives to give both you and your clients *increased peace of mind*, regarding both reservation flexibility and expedited payment of commissions.

• ADVISOR INCENTIVES - COMPLIMENTARY ROOM NIGHTS

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

- For every **15 direct bookings confirmed** in a Wtb hotel for travel within 2026, the Travel Advisor of record will receive a bonus of **2 complimentary room nights** in a Wtb hotel.
- Stays include **American Buffet Breakfast** and they 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 & June 2026 Florence Fashion weeks and May 2026 Opening week of Venice Biennale Art festival.

• WELCOME GUEST AMENITIES

Wtb is proud to recognize your Guests upon check-in with a special in-room **welcome amenity**, provided on your behalf as their Travel Advisor. We constantly curate a selection of exceptional, seasonal amenities, ensuring a personalized experience that reflects the finest of **Made in Italy**.

On top of this, Wtb is pleased to offer guests the choice between two **vouchers**:



- a complimentary **Welcome Aperitivo**, which includes a *cocktail* and a trio of delightful *finger foods*.

- a delicious **Ice Cream** from “La Sorbettiera” (only in Florence).



As always, the **Hotel Manager** or a designated representative will also **personally greet** your valued clients to ensure they have a memorable and enjoyable stay.

• JUNIOR SUITE, SUITE & FAMILY ROOM BOOKINGS

For **Junior Suite, Suite** or **Family Room** bookings, your clients will receive **seasonal in-room welcome amenities**, and the **Meet & Greet** from the Hotel Manager, as well as a **voucher** to enjoy at the hotel bar, with an **F&B value of €45** per room per stay (*not cumulative with consortia benefits*).

• EXPERIENCE THE BEST OF ITALY WITH A FULL WTB ITINERARY

For guests booking a minimum **6-night itinerary** across **three of our hotels** in Venice, Florence, and Rome, Wtb is pleased to offer exclusive benefits included in the room rate.

As noted above, Wtb is proud to recognize your guests upon check-in with special amenities:

- A warm **Meet & Greet** as **Wtb LOYAL** Guests from the **Hotel Manager** or a designated representative
- A selection of **personalized amenities**, provided on your behalf as their Travel Advisor
- A **€45 voucher*** per room per itinerary to be used at the hotel bar (not cumulative with consortia benefits).

**Please note that the €45 voucher can be redeemed at ONE of the bars included in the itinerary. If the room booked already includes an F&B credit (es. Family Rooms/Suites/Junior Suites), no additional voucher will be provided.*

In addition, to ensure a seamless experience, your clients will receive **one complimentary private transfer** to or from the following locations:

- **Venice:** Santa Lucia Train Station to Hotel L'Orologio Venezia
- **Florence:** Amerigo Vespucci Airport / Santa Maria Novella Train Station to Hotel L'Orologio Firenze, Hotel Santa Maria Novella, Hotel Garibaldi Blu, or Hotel Balestri
- **Rome:** Fiumicino Airport / Termini Train Station to Hotel L'Orologio Roma

• ACCOMMODATION UPGRADES

Your clients will enjoy an upgrade to the next higher room category if the space is available upon check-in.

- **CONSORTIA AMENITIES***

Wtb is proud to partner with both **Ensemble Travel Group** and **Signature Travel Network**. We offer Consortia amenities at selected hotels within our Collection. *Please contact us for further details.*

**Not cumulative with STAR Program Benefits*

Additional **Information**

Note: All bookings must be made directly, either through Waterstone at info@waterstonemarketing.com or through Wtb Hotels Reservation Team at info@wtbhotels.com

Wtb is owned by the Fratini 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.



FOR MORE INFORMATION: info@waterstonemarketing.com or info@wtbhotels.com

