



Program Overview

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impresario





impresario

honoring our best industry partners who compose the masterpiece of Luxury travel

Welcome to impresario – the elite travel industry recognition program that offers exclusive amenities and benefits for to our top producing partners globally. *Impresario* is unique as it recognizes both the client and the agency for your loyalty to Waldorf Astoria and Conrad hotels and Resorts:

Client focused amenities:

- Best Available Rates
- Complimentary Breakfast for 2 people
- \$100 USD hotel credit per stay, or local currency equivalent
- Next category upgrade, subject to availability
- Double HHonors points for the client

Agency focused amenities:

- Branded collateral and amenities for program
- Newsletters and regular program communication
- Agency trophy
- End of Year Agent Incentive trip
- 10% commissionable rates

Being an impresario agency provides you with exclusive levels of service from our Global Luxury Sales team



Impresario strives to put the agent at the forefront of the conversation with your clients and our hotels. As an impresario agency your consultants will receive:

- ▼ Dedicated global account manager and point of contact
- ▼ Exclusive telephone number for impresario agencies only for after hours support
- ▼ Impresario web portal with detailed on-property contact, concierge, and property information (from Q4)
- ▼ Confirmation of all impresario bookings into our hotels and detailed feedback form for amenities and implementation of True Waldorf Service
- ▼ On-property recognition of the impresario agency booking and delivery of the amenities due to our unique partnership

Booking instructions for impresario



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- ▼ **GDS** – use rate access code 'WMP' to access impresario rates at Waldorf Astoria (WA) and Conrad (CN) Hotels and Resorts
 - ▼ **Property Direct** – email or call your dedicated contact at any Conrad and Waldorf Astoria Hotel and Resort sales person and mention the impresario rate.
 - ▼ **Voice** – a dedicated impresario phone number has been created to assist you in booking your client - 855-671-1893.
 - ▼ **Online booking tool** – is being developed and will be available in Q2 2017 for your use.



impresario

Global Portfolio



WALDORF
ASTORIA™
HOTELS & RESORTS

CONRAD
HOTELS & RESORTS®

AMERICAS



WALDORF
ASTORIA™
HOTELS & RESORTS

CONRAD
HOTELS & RESORTS®

EUROPE,
MIDDLE EAST & AFRICA



- CONRAD SHENYANG (2018)
- CONRAD BEIJING
- WALDORF ASTORIA BEIJING
- CONRAD DALIAN
- CONRAD SEOUL
- CONRAD TOKYO
- CONRAD HANGZHOU (2018)
- CONRAD NINGBO (2020)
- WALDORF ASTORIA SHANGHAI ON THE BUND
- CONRAD CHANGSHA (2019)
- CONRAD XIAMEN (2016)
- CONRAD GUANGZHOU (2017)
- CONRAD SHENZHEN (2020)
- CONRAD MACAO, COTAI CENTRAL
- CONRAD HONG KONG
- CONRAD SANYA HAITANG BAY
- WALDORF ASTORIA SANYA HAITANG BAY (2019)
- CONRAD FUNE
- CONRAD BANGKOK
- WALDORF ASTORIA BANGKOK (2017)
- CONRAD MANILA
- CONRAD KOH SAMUI
- CONRAD MALDIVES RANGALI ISLAND
- CONRAD CENTENNIAL SINGAPORE
- CONRAD JAKARTA (2020)
- WALDORF ASTORIA JAKARTA (2019)
- CONRAD BALI
- WALDORF ASTORIA BALI (2018)
- WALDORF ASTORIA BALI UBUD (2020)



WALDORF
ASTORIA[™]
HOTELS & RESORTS

CONRAD
HOTELS & RESORTS[®]

ASIA PACIFIC



impresario

About Conrad and Waldorf Astoria

THE
STORIES
BEGIN
HERE

NEW YORK
CHICAGO
GRAND WAILEA
DUBAI
ARIZONA BILTMORE
BERLIN
JERUSALEM
PUERTO RICO
SHANGHAI
AMSTERDAM
BEIJING
ORLANDO
ROME CAVALIERI
JEDDAH
KEY WEST
PARK CITY
PANAMA
BOCA RATON
EDINBURGH
RAS AL KHAIMAH
LA QUINTA RESORT & CLUB
TRIANON PALACE VERSAILLES
THE ROOSEVELT NEW ORLEANS



WALDORF
ASTORIA™
HOTELS & RESORTS



BRAND PROMISE

To sophisticated travelers,
Waldorf Astoria is
the brand of luxury hotels
and resorts that offers
exceptional experiences
at the world's legendary
hotels, each one,
the greatest of them all.



WALDORF
ASTORIA™
HOTELS & RESORTS



OVER 20 HOTELS AND RESORTS,
UNIFIED BY ONE BRAND AND THREE COMMITMENTS

TRUE WALDORF SERVICE

Unified by their inspirational environments and unparalleled guest service, Waldorf Astoria Hotels & Resorts creates unique, authentic moments through the delivery of True Waldorf Service. Personal concierges deliver unparalleled, bespoke service from the moment a guest books through check-out.

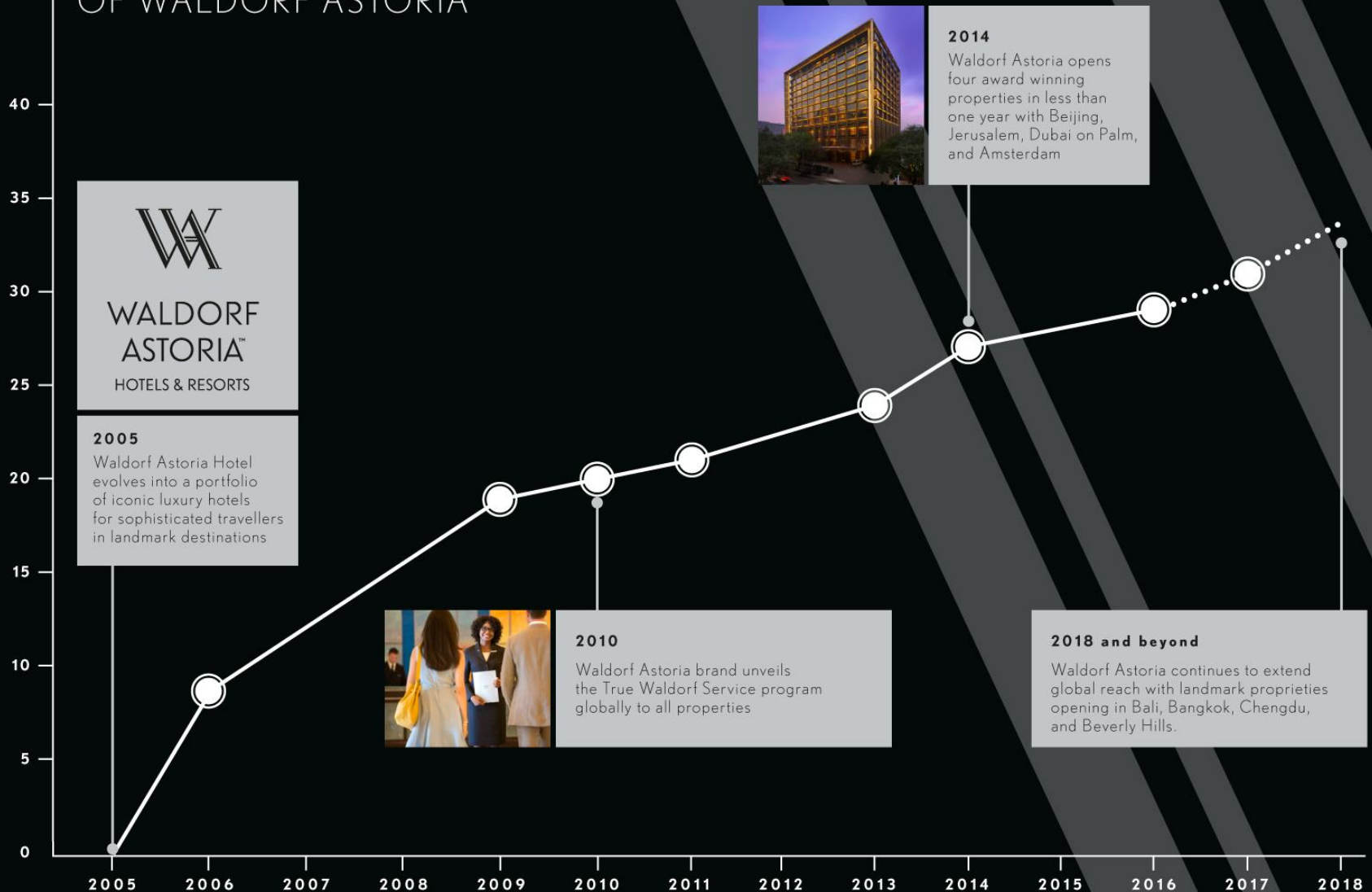
INSPIRATIONAL ENVIRONMENTS

Our luxuriously appointed environments inspire guests to celebrate their most significant moments and special occasions with us, and our restaurants, public spaces and meeting spaces are destinations unto themselves. From the moment our guests set foot in our hotels, they understand that Waldorf Astoria Hotels & Resorts properties are destinations where memories are made.

AUTHENTIC MOMENTS

Every touchpoint of the Waldorf Astoria Hotels & Resorts experience is thoughtfully orchestrated to provide our guests with exclusive experiences that deliver extraordinary memories. Our hotels offer unique and original programs in truly landmark destinations, enabling our guests to experience Authentic Moments that will last long after their visits end.

THE EVOLUTION OF WALDORF ASTORIA





CONRAD

HOTELS & RESORTS®

NEVER JUST STAY. STAY INSPIRED.

BRAND PROMISE



Conrad delivers a more inspired stay
to our guests.



THE CONRAD EXPERIENCE IS UNIFIED BY OUR BRAND PILLARS



INTUITIVE SERVICE

We offer service that is uniquely tailored to each customer. From the Conrad Concierge app, to our local concierge staff, we aim to provide a flawless, discreet, personal service that is easy for our guests to take advantage of.

INFINITE CONNECTIONS

We aim to give our guests the most inspired stay possible, welcoming them in the most inspirational location in each of our destinations and giving them access to local, cultural experiences. We also create environments that are designed to help them connect with others.

A WORLD OF STYLE

Design is important to us. Our hotels have a sophisticated contemporary feel that mixes global ideas with local influences. The public spaces are arranged to be full of energy.

