

MARRIOTT INTERNATIONAL STARS & LUMINOUS Program Training

MARRIOTT INTERNATIONAL



THE ST. REGIS BERMUDA

AGENDA

- Overview of the STARS & LUMINOUS Programs
- Amenities & Benefits
- How to Book STARS & LUMINOUS Rates / Resources
- STARS Celestial Club & LUMINOUS Crescent Club
Program Incentives and Booking Tracker
- STARS & LUMINOUS Website Live Demonstration
- Travel Advisor Rates



W NASHVILLE

PARTICIPATING BRANDS

STARS



ST REGIS



THE RITZ-CARLTON[®]

BVLGARI
HOTELS & RESORTS

THE
LUXURY
COLLECTION

RITZ-CARLTON RESERVE[®]

EDITION[®]

LUMINOUS



HOTELS



JW MARRIOTT

**AUTOGRAPH
COLLECTION**[®]
HOTELS



WESTIN

Le **MERIDIEN**

R
RENAISSANCE[®]
HOTELS



SHERATON

**TRIBUTE
PORTFOLIO**

CLIENT AMENITIES AND BENEFITS

STARS

- Complimentary breakfast daily for two people/room
- Hotel credit valued at \$100 USD once per stay
- Personalized welcome amenity and note from General Manager acknowledging STARS Agency
- Early Check-in/Check-out (when available)
- Complimentary upgrade (if available at check-in)
- Complimentary basic Wi-Fi daily
- In-person warm welcome from Hotel Management
- No Walk policy

LUMINOUS

- Complimentary breakfast daily for two people/room
- Indigenous welcome amenity representing local area or theme of hotel with note/recognition from General Manager
- Early Check-in/Check-out (when available)
- Complimentary upgrade (if available at check-in)
- Complimentary basic Wi-Fi daily

ENHANCED AMENITY

(additional value available only at participating hotels)

- Hotel credit valued at \$100 USD once per stay

HOW TO BOOK & RESOURCES

REGISTER AND BOOK ONLINE

- Register by entering your credentials on www.stars.marriott.com
- The “Make a Booking” tool on the homepage redirects you to Marriott.com to complete the reservation
- The program rate code and your IATA automatically carry over to Marriott.com when booking from the STARS & LUMINOUS website

GDS

- **STARS:** Sabre/Worldspan: **S72** Apollo/Galileo: **S73** Amadeus: **0S8**
- **LUMINOUS:** **L72** (All GDS systems)

HOTEL SUPPORT

- **STARS:** Guaranteed 4-hour response or less through the Guardian Angel email
- **LUMINOUS:** Guaranteed 12-hour response or less through the LUMINOUS Ambassador email

PROGRAM SUPPORT

- GSO Travel Desk (Travel Advisor Help Desk)
gsotraveldesk@marriott.com +1 855-501-6808



THE ST. REGIS VENICE

CELEBRATING & RECOGNIZING YOU!

The **STARS Celestial Club & LUMINOUS Crescent Club** were designed to identify the top individual revenue producing Travel Advisors from within the STARS & LUMINOUS network



The **STARS Celestial Club** is awarded to the top Travel Advisors for qualifying sales at participating STARS hotels, including:
The Ritz-Carlton, Ritz-Carlton Reserve, Bulgari, EDITION, The St. Regis and The Luxury Collection
(All participating hotels can be found on the STARS & Luminous website)

GALA CELEBRATION WEEKEND!

STARS Celestial Club winners are invited to an exclusive **Gala Celebration weekend** at a different location globally each year. This event is inclusive of air, accommodation, transfers, excursions and food and beverage. Advisors are welcome to bring a guest to share the experience

GRAND PRIZE

Each STARS Celestial Club winner receives a
2-night complimentary stay at EACH participating STARS Hotel & Resort GLOBALLY!
This benefit may be enjoyed for the entire program year (April 1st - March 31st)
the advisors are part of the STARS Celestial Club



The **LUMINOUS Crescent Club** is awarded to the top Travel Advisors for qualifying sales at participating Luminous hotels, including:
W Hotels, JW Marriott, Autograph Collection, Westin, Renaissance, Tribute Portfolio, Le Méridien, Sheraton & Marriott Hotels
(All participating hotels can be found on the STARS & Luminous website)

GALA CELEBRATION WEEKEND!

Luminous Crescent Club winners are invited to an exclusive **Gala Celebration weekend** at a different location globally each year. This event is inclusive of air, accommodation, transfers, excursions and food and beverage. Advisors are welcome to bring a guest to share the experience

PROGRAMS DYNAMICS

- The STARS Celestial Club & LUMINOUS Crescent Club are offered exclusively to U.S. and Canada STARS Travel Advisors
- The STARS Celestial Club & LUMINOUS Crescent Club are annual incentive programs that run yearly April 1st – March 31st
- Only direct IATA bookings (actualized stays) as recorded by the Travel Advisors via the **Booking Tracker** will be considered for the incentives
 - Wholesale / Tour Operator / DMC bookings and Groups do not qualify for these programs

HOW TO USE THE BOOKING TRACKER

MARRIOTT INTERNATIONAL
★ STARS | LUMINOUS™

Home Directory Library

Booking Tracker

Submit Booking

Booking History

Search Hotels Contact a Hotel Make a Booking

Rate codes: STARS S72 Luminous L72

Search by hotel name or destination

Booking Submission

STARS Celestial Club and Luminous Crescent Club Booking Tracker. (*USA and Canada only)

CLOSE X

HOTEL NAME

CLIENT LAST NAME

BOOKING CONFIRMATION # 8 digits

CHECK-IN DATE

CURRENCY

TOTAL ROOM REVENUE No tax, resort fees

Cancel

Submit Booking

EASY AS 1, 2, 3....

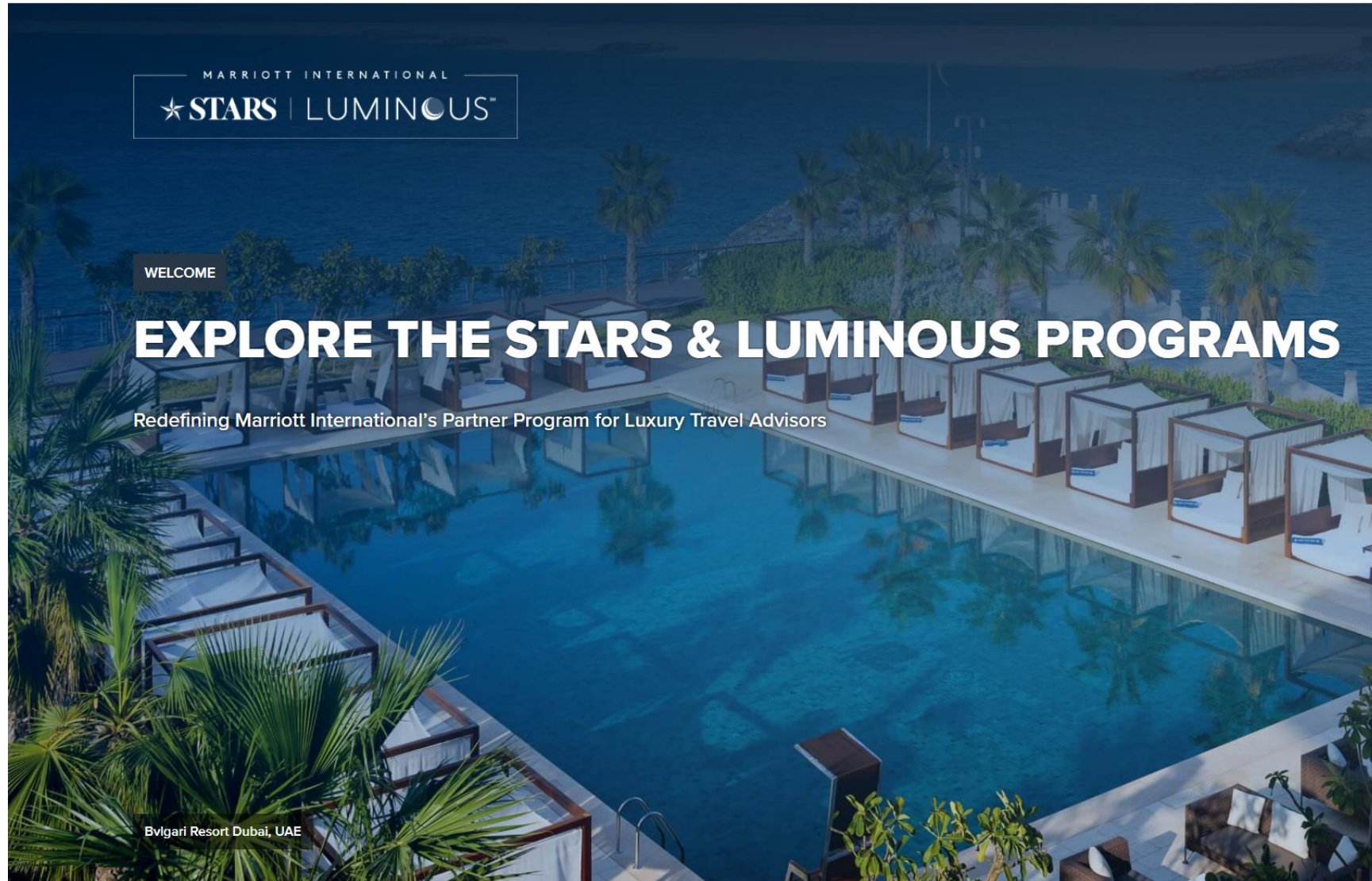
1. Log into www.stars.marriott.com
2. Under the **Booking Tracker** icon, click **Submit Booking**
3. Enter Reservation Information:
 - Hotel Name
 - Client Last Name
 - Confirmation Number
 - Check-in Date
 - Room Revenue

Reservations made via GDS, directly with the hotels or on the STARS & Luminous site – it all counts!!

An aerial photograph of a tropical resort in the Maldives. The scene features a large, semi-circular lagoon with a series of overwater villas arranged along its perimeter. In the center of the lagoon is a small, circular island with a building. To the right, there is a larger, lush green island with a sandy beach. The water is a vibrant blue, and the sky is a clear, light blue with some wispy clouds. The overall atmosphere is serene and luxurious.

LIVE WEBSITE DEMONSTRATION

THE RITZ-CARLTON MALDIVES, FARI ISLANDS



Sign In

Register

Complete the details below to create your Travel Advisor account.

IATA, CLIA OR TIDS NUMBER 8-digit

12345678

EMAIL ADDRESS

stars@example.com

CONFIRM EMAIL ADDRESS

PASSWORD Min 8 characters

.....

REPEAT PASSWORD

.....



REMEMBER ME

Register

[Admin/Hotel Sign In](#)

[Support](#)

TRAVEL ADVISOR RATES

STARS Advisor Rates

Best for STARS advisors who want to visit STARS hotels

- 65% off BAR
- Available if hotel is projecting less than 85% occupancy
- May be available in select room categories only, at hotel's discretion
- Does not include STARS amenities
- Unlimited stays per year
- **Inquire about your stay by contacting the Guardian Angel Team from the STARS website at www.stars.marriott.com**

FAM-Tastic Rates

Best for Hotel Excellence! Graduates who want to visit non-STARS hotels

- Yieldable discounted rate which varies by brand and is subject to availability
- Valid for one room per stay, up to a maximum four-night stay per hotel per year
- Unlimited stays per year (at varying hotels)
- **Research and book Fam-Tastic rates from the Hotel Excellence! platform at www.hotelexcellence.marriott.com**

Travel Advisor Rates

Best for advisors who are not Hotel Excellence! Graduates who want to visit non-STARS hotels

- Minimum of 15% off Retail Rate
- Limited to two rooms per qualified guest, per night
- Unlimited length of stay
- Unlimited stays per year
- **Rate can only be booked through www.Marriott.com/travelagents**



THANK YOU

DORADO BEACH, A RITZ-CARLTON RESERVE