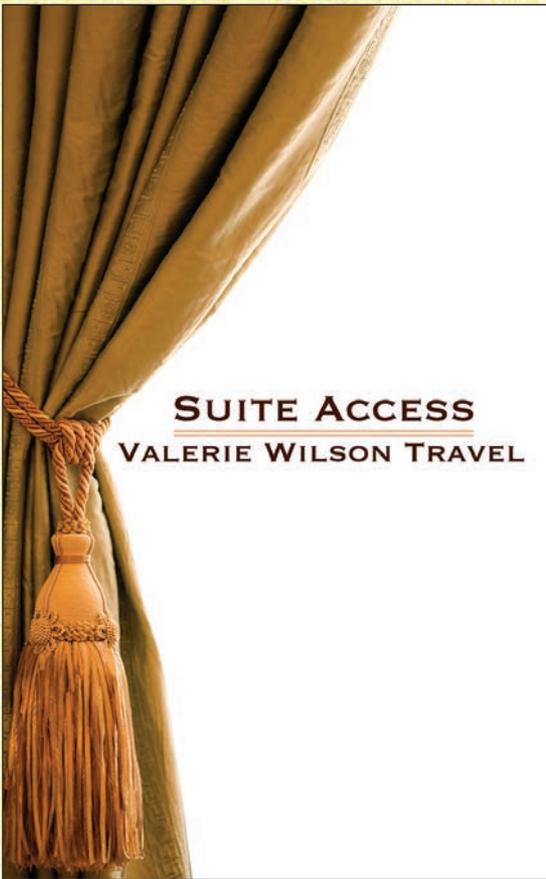


# Editors' CHOICE

## Suite Access by Valerie Wilson Travel



**SUITE ACCESS**  
**VALERIE WILSON TRAVEL**

VALERIE WILSON TRAVEL, INC. (VALERIEWILSONTRAVEL.COM) IS ONE OF TODAY'S LARGEST private, women-owned, debt free, and family managed travel consulting firms in the United States. Headquartered in New York City with a diverse client base, they currently have 16 offices nationwide.

In 2016, VWT will be celebrating their 35th anniversary, and they remain competitively and continually focused on providing what today's customer wants. In that tradition of innovation, they have launched the Suite Access hotel collection.

The agency hand-selected some of their preferred hotels and partnered with them to provide special amenities and experiences when clients book a suite for a minimum of two nights. The suite clients receive seven benefits, including a minimum U.S. dollar value credit of \$200 and up to a maximum of \$400. Suite Access offers early check-in/late check-out based on availability; a complimentary VIP amenity or experience; a customized welcome note and arrival amenity; a greeting by the GM; complimentary unlimited Wi-Fi; and complimentary full breakfast daily.

Of the program, Jennifer Wilson-Buttigieg, Co-President and Co-Owner, says, "It was not designed to be an all-encompassing hotel program and it's not about lowering rate. Hotels are maximizing their ADR; clients are receiving a value-added amenity and recognition for paying full price and for being a Valerie Wilson Travel client. In terms of promoting lasting affinity and revenue growth, Suite Access is a win-win." ●

BRANDS WITH THREE OR MORE PROPERTIES IN THE SUITE ACCESS BY VWT COLLECTION  
(Brand: Number of Hotels)

- Starwood (St. Regis / Luxury Collection): 28
- Marriott (Ritz-Carlton / Bulgari / Edition): 16
- Park Hyatt: 11
- The Dorchester Collection: 10
- Fairmont Raffles Hotels International: 8
- Mandarin Oriental Hotel Group: 8
- InterContinental Hotels & Resorts: 6
- Kempinski: 6
- One&Only Resorts: 5
- Shangri-La Hotels and Resorts: 5
- Rosewood: 4
- Sofitel: 4
- Langham Hotels & Resorts: 3
- Maybourne Hotel Group: 3
- Montage Hotels & Resorts: 3



SUITE ACCESS BY VALERIE WILSON TRAVEL PROMOTIONAL CAMPAIGN

VWT created a campaign to promote the Suite Access properties to its network of Advisors and Associates as well as its corporate and leisure clients.

- Introduced an all-new, redesigned website, including a section devoted to Suite Access properties
- Launched Annual Suite Access Day to foster supplier networking and staff training
- Printed and distributed a directory and flyers to VIP clients
- Highlighted Suite Access properties in e-newsletters and social media throughout the year

