

BLUE TRIBE PROGRAMME PARTICIPATION RULES (AS UP TO DATE)

Duration:

Points collection: from 01.12.2019 to 30.11.2022

Discount voucher request: from 01.02.2020 to 30.11.2022

Discount voucher use: within 30.11.2022

Participants: the program is available for all Blu Hotels guests above the age of 18 already subscribed to the Blu Tribe loyalty program and for all the guests that are going to subscribe during the duration of the program itself.

Participants will be divided in three different categories:

Blu Tribe Platinum:

- all customers that have stayed in Blu Hotels properties from 01.04.2017 to 30.11.2019, spending at least € 9.000,00.

Blu Tribe Platinum guests will receive 200 complimentary points to redeem discount vouchers from 01.02.2020 onwards.

Blu Tribe Gold:

- all customers that have stayed in Blu Hotels properties from 01.04.2017 to 30.11.2019, spending between € 2.000 and € 8.999.

Blu Tribe Gold guests will receive 100 complimentary points to redeem discount vouchers from 01.02.2020 onwards.

Blu Tribe Silver:

- all customers that have stayed in Blu Hotels properties from 01.04.2017 to 30.11.2019, spending between € 0 and € 1.999.

- all customers that haven't stayed in Blu Hotels properties in the last two years, but were already subscribed to the program.

- all customers that will subscribe to the program between 30.11.2019 and 30.11.2021.

Blu Tribe Silver guests already subscribed within 30.11.2019 will receive 50 complimentary points to redeem discount vouchers from 01.02.2020 onwards.

All Blu Tribe Platinum guests and Blu Tribe Gold guests that will not stay in Blu Hotels properties between 30.11.2019 and 30.11.2021 will be downgraded, at the end of the program, to Blu Tribe Silver.

Eventual upgrades to different categories will be done not before 30.11.2020 if the conditions are met.

CONDITIONS TO SUBSCRIBE AND PARTICIPATE TO THE BLU TRIBE PROGRAM

All new customers above the age of 18 can register for the Blu Tribe program and join it.

Subscription is free of charge and doesn't imply the purchase of goods and services.

Customers can sign up in these ways:

- Applying through the website www.bluhotels.it/en, Blu Tribe section, filling out the online form with all the compulsory data required (such as name, surname, date of birth, e-mail).
- Applying through the link given by e-mail during the booking process, filling the form with all the compulsory data required (such as name, surname, date of birth and e-mail address).

The registration is personal and it is compulsory guests give their data – and guests have to report any changes in the data themselves through the internet website or calling the Customer Service at 199 240517*. Guests guarantee for the correctness of all the information provided to Blu Hotels and they are responsible for it.

It is not possible to let a third party subscribe to the Program (in that case, the subscription is to be canceled immediately), and if the third party collected points they will be canceled as well.

*paid number

Blu Tribe code and credentials

New customers

When the subscription is done, the Customer will receive a confirmation e-mail with:

- the Blu Tribe code, composed of 8 digits that must be communicated while booking and while checking-in.
- access code to the dedicated area of the website www.bluhotels.it/en (Blu Tribe section), with username and temporary password.

HOW TO COLLECT POINTS

1 Blu Tribe point will be collected for every € 10,00 spent for the stay (and for the stay only) in one of the Blu Hotels properties selected for the program (the list of the selected properties is regularly updated on the Blu Tribe section of the website www.bluhotels.it/en). It is compulsory to identify ourselves as Blu Tribe subscribers during the booking process.

Points are not gained for these stays:

- stays booked through vouchers (e.g. Groupon, Secret Escapes, Smart Box, etc.);
- stays booked through tour operators;
- stays booked through agencies that didn't report the guest subscription to the program during the booking process.

Points are collected only through the cost of the stay, therefore the registration fees, the club cards, the beach service, and every other extra cost (such as transportation, drinks, etc.) to be paid at the hotel don't give the chance to gain any points.

Guests must have already registered to the Blu Tribe program to collect points. They may, in alternative, sign up before or during the confirmation of the stay, otherwise the stay does not let to gain points.

Points will be effectively collected on the guest's Blu Tribe account once the stay (in one of the hotels selected for the program) is over, and they will be then expendable from the next booking on.

Guests will be able to collect points only in the booking is confirmed directly to Blu Hotels, through the booking office at the free number 800238530, or to the e-mail address booking@bluhotels.it or even through the website www.bluhotels.it/en.

Guests will be able to collect points even booking through retail travel agencies that make the reservations through Blu Hotels itself and so report (while booking) that the guest is subscribed to the Blu Tribe program.

Points collected by every guest will be strictly personal, and it will not be possible to give them to third parties, added to other guests' accounts (even if relatives) or moved on different accounts – except for the Gift Vouchers of 200 or 400 points, according to the procedures explained below.

Every guest will be able to subscribe only once to the program and will have only one Blu Tribe account.

Every guest that will sign up to the program between 30.11.2019 and 30.11.2021 will be given, only when subscribing and only once, 10 points.

Contingent activities which let you collect points

During its promotional activities, Blu Hotels reserves the right to propose new activities to the clients, in order to make the number of their points increase.

Information about any new promotional activity will be published on the website www.bluhotels.it/en, Blu Tribe section.

MINIMUM THRESHOLDS REQUESTED FOR THE EMISSION OF THE VOUCHERS AND VOUCHERS DETAILS

At least 200 points are required to request discount vouchers. Every guest that collected this amount of points can, from February 2020 onwards, ask for discount vouchers, according to the following table:

| Points | Vouchers | Discount Vouchers |
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| 200 confirmed points | Drink voucher of €40 - €50 - €60 - €120 | <p>Available drink vouchers are worth € 40 - € 50 - € 60 - € 120.</p> <p>Only the clients who have reached 200 definitive points can request one or more vouchers. It is possible to request not more than 120€ in drinks vouchers for every single reservation. (The points that are deducted from the points account of the client correspond to the total value of the requested voucher. For instance, if a drink voucher of 40€ is requested, only 40 points will be deducted from the client points account.)</p> <p>Drink vouchers can only be requested while the reservation is made and they will be only available for the reservation itself.</p> <p>Vouchers will be accredited only on the balance of the drinks consumed at the hotel – no other extras are included.</p> |
| 500 confirmed points | Discount voucher of €500 | <p>Guests that reach at least 500 Blu Tribe points can request a discount voucher of €500.</p> <p>The discount voucher of €500 must be requested while making the reservation and can only be used for the reservation itself.</p> <p>The guest can settle a part or the whole cost of the stay with the Blu Tribe points, but the administration fees and other extras to be paid on spot can't be settled with the Blu Tribe points.</p> <p>The maximum value of emission of a discount voucher is €500.</p> <p>The discount voucher of €500 can be requested during the summer season only in the following hotels:</p> <ul style="list-style-type: none"> -Linta Hotel Wellness & Spa -Golf Hotel -Blu Hotel Acquaseria -Grand Hotel Misurina -Blu Hotels Senales -Sporthotel Kurzras -Hotel Antico Borgo -Hotel Royal Village -Residence la Madonnina -Park Hotel Casimiro -Hotel Villa Maria -Grand Hotel -Hotel Villa Paradiso -Grand Hotel del Parco |

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| | | <ul style="list-style-type: none"> -Sairon Village -Dolmen Sport Resort -Hotel Village Paradise -Blu Hotel Morisco -Blu Hotel Laconia Village -Rina Hotel -Hotel Villa Margherita -Hotel Rezia -Hotel Village Paradise -Blu Hotel Natura & Spa <p>The Discount Voucher from 500€ can be requested during the <u>winter season</u> in all the following structures:</p> <ul style="list-style-type: none"> -Linta Hotel Wellness & Spa -Grand Hotel Misurina -Blu Hotels Senales -Sporthotel Kurzras -Grand Hotel del Parco -Blu Hotel Acquaseria -Golf Hotel -Blu Hotel Natura & Spa -Hotel Rezia |
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| 800 confirmed points | Discount Voucher of €800 | <p>Guests that reach at least 800 Blu Tribe points can request a discount voucher of €800. The discount voucher of €800 must be requested while making the reservation and can only be used for the reservation itself. The guest can settle a part or the whole cost of the stay with the Blu Tribe points, but the administration fees and other extras to be paid on spot can't be settled with the Blu Tribe points. The maximum value of emission of a discount voucher is €800. It is compulsory to have reached at least 800 Blu Tribe points to use discount vouchers during summer season in the following hotels:</p> <ul style="list-style-type: none"> - Sant'Elmo Beach Hotel - Park Hotel I Lecci - Blu Salento Village - Sandalia Boutique Hotel <p>During the <u>winter season</u>, is planned for all the hotels</p> <p>It is possible to request a discount voucher of €800 both in summer and winter season in all the Blu Hotels properties (except for Blu Hotel Brixia, Hotel Villa Margherita and Savona 18 Suites).</p> <p style="text-align: right;">Gift voucher of 200 points The Gift Voucher of 200 points can be</p> |
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| | | directly requested to the |
| 200 confirmed points | Gift voucher of 200 points | <p>The 200 points gift voucher can be directly requested to the Blu Tribe Office only by the account holder who has to indicate the name of the Blu Tribe client to whom he wants to make the gift. 200 points will be deducted to the client who is requesting the discount voucher, and they will be accredited on the account of the recipient of the voucher.</p> <p>The Blu Tribe Office will send the recipient an e-mail attesting the new points.</p> <p>If the recipient wants to use the new points to make a reservation, it will not be necessary to reach the requested minimum of 500 or 800 points normally requested. Points earned with a gift voucher can be used entirely straight away for a new reservation.</p> <p>The recipient must contact the Booking Office Blu Hotels to confirm the stay, by sending a copy of the voucher and the corresponding Discount Voucher will be issued. At the time of the confirmation of the stay, the recipient can add the points from the gift voucher to the points already in his/her possession.</p> <p>It is possible to receive or give only one gift voucher per year.</p> |
| 400 confirmed points | Gift voucher of 400 points | <p>The 400 points gift voucher can be directly requested to the Blu Tribe Office only by the account holder who has to indicate the name of the Blu Tribe client to whom he wants to make the gift. 400 points will be deducted to the client who is requesting the discount voucher, and they will be accredited on the account of the recipient of the voucher.</p> <p>The Blu Tribe Office will send the recipient an e-mail attesting the new points.</p> <p>If the recipient wants to use the new points to make a reservation, it will not be necessary to reach the requested minimum of 500 or 800 points normally requested. Points earned with a gift voucher can be used entirely straight away for a new reservation.</p> <p>The recipient must contact the Booking Office Blu Hotels to confirm the stay, by sending a copy of the voucher and the corresponding Discount Voucher will be issued. At the time of the confirmation of the stay, the recipient can add the points from the gift voucher to the</p> |

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| | | <p>points already in his/her possession. It is possible to receive or give only one gift voucher per year.</p> |
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How to request vouchers

- **It is possible to request one voucher only for each reservation.**

-The Drink Vouchers and the Discount Vouchers can be requested at the Booking Office at the time of the reservation and they will be deducted/credited from the reservation itself.

-The Blu Tribe account holder only can request the vouchers. The requested vouchers can be used only for stays which are booked by him/her and not for stays assigned to third parties.

-It is possible to use discount vouchers or drink vouchers or gift vouchers only if the reservation is made through the Blu Hotels Booking Office.

Contingent related activities to deduct points

Blu Hotels reserves the right to propose the guests temporary promotional activities.

Each Blu Tribe customer can use the points and request to deduct them from the points account, participating to the following activities:

-Contingent points-exchanges with other promotional activities of Blu Hotels partners.

-Contingent temporary promotional activities, that will be communicated on the website www.bluhotels.it/en or through newsletters, foreseeing the possibility to use the points with special thresholds.

Conditions of use of the vouchers

-Customers must reach the minimum threshold of 200 points to request any voucher.

-In case of Discount Vouchers, if the client doesn't use the whole value of the voucher, he must reach the threshold of 500 points or 800 points once again to request another stay voucher discount.

-In case of use of a Drink Voucher or a Discount Voucher, the points which have not been used can't be recovered.

-Guests can request Discount Vouchers to settle a part or the whole stay, but they can't be used to pay the registration fees, the club cards, contingent airline/ferry tickets and other extras to be paid on the spot.

-At the time of the confirmation of the stay all the clauses foreseen by the "Sale Contract of the Stay" are valid (i.e.: cancellation penalties, confirmation modality, deposits...). In case of modification or cancellation of the stay beyond the permitted time limits, the foreseen cancellation penalties are applied and the contingent points used for the stay are lost.

-Points can't neither be negotiated nor converted into money.

Recognized benefits

Blu Hotels Spa reserves the right to give special benefits to all Blu Tribe customers. These benefits are explained in the reserved area or through newsletters.

Other conditions

-Blu Hotels Spa reserves the right to extend the end of this activity. In case of extension, it will be communicated the new deadline of points collection, of vouchers request and of vouchers use.

In case of extension, guests who haven't booked a stay between 30.11.2019 and 30.11.2022 will be considered as inactive, and the points which they had collected will be reset to zero.

-At the end of the activity, all the collected points which haven't been used within the above-mentioned deadline will be erased.

Condition of processing of the personal data

Blu Tribe customers can examine the whole text of the Privacy Policy on our website www.bluhotels.it/en