

# STARS & LUMINOUS

*AFFLUENT TRAVELER COLLECTION*

*May 2026*

MARRIOTT INTERNATIONAL

★ STARS & LUMINOUS™

# AGENDA

- WHAT IS STARS & LUMINOUS?
- PARTICIPATING BRANDS
- WHAT TO EXPECT
- PROGRAM BENEFITS
- ADVISOR TOOLBOX & RESOURCES
- ADVISOR BENEFITS
- STARS & LUMINOUS WEBSITE TUTORIAL
  - LIVE DEMO
- Q & A



*Nekajui, a Ritz-Carlton Reserve*

# What is STARS & LUMINOUS

- **STARS & LUMINOUS** is Marriott's proprietary travel agency program designed to present the highest level of service, experience, and amenities to drive loyalty for our most engaged travel agencies and their valued customers.
- **STARS hotels** are a distinguished collection of hotels dedicated to offering the highest level of luxury and service. Brands include The Ritz-Carlton, St Regis, The Luxury Collection, Bulgari, Ritz-Carlton Reserve, The Ritz-Carlton Yacht Collection, and EDITION
- **LUMINOUS hotels** are a curated collection of lifestyle and boutique hotels that are committed to expanding their relationship with our travel agency community. Top brands include W Hotels, JW Marriott, Autograph Collection, and more.



*The St. Regis Cap Cana Resort*

# Participating Brands

The St Regis logo, featuring a stylized "R" with a crown on top.

**ST REGIS**

The Ritz-Carlton logo, featuring a lion's head with a crown.

**THE RITZ-CARLTON**  
HOTELS & RESORTS  
RESERVE  
YACHT COLLECTION

The Bulgari logo, featuring the word "BVLGARI" in a bold, serif font with "HOTELS & RESORTS" in a smaller font below it.

**BVLGARI**  
HOTELS & RESORTS

The Edition logo, featuring the word "EDITION" in a bold, serif font.

**EDITION**

The Luxury Collection logo, featuring the words "THE LUXURY COLLECTION" in a serif font.

**THE LUXURY COLLECTION**

The MGM Collection logo, featuring a lion's head in a square frame next to the text "MGM COLLECTION".

**MGM COLLECTION**

The W Hotels logo, featuring a large, bold "W" above the text "HOTELS".

**W**  
HOTELS

The JW Marriott logo, featuring a stylized "JW" monogram above the text "MARRIOTT".

**JW MARRIOTT**

The Autograph Collection Hotels logo, featuring the text "AUTOGRAPH COLLECTION" above "HOTELS".

**AUTOGRAPH COLLECTION**  
HOTELS

The Westin logo, featuring the word "WESTIN" in a bold, sans-serif font.

**WESTIN**

The Le Meridien logo, featuring the word "Le MERIDIEN" in a serif font.

*Le* **MERIDIEN**

The Renaissance Hotels logo, featuring a large "R" above the text "RENAISSANCE" and "HOTELS".

**R**  
RENAISSANCE<sup>®</sup>  
HOTELS

The Sheraton logo, featuring a stylized "S" inside a circle above the text "SHERATON".

**S**  
SHERATON

The Tribute Portfolio logo, featuring the text "TRIBUTE PORTFOLIO" in a bold, sans-serif font.

**TRIBUTE PORTFOLIO**

The Delta Hotels logo, featuring a stylized "D" above the text "DELTA" and "HOTELS".

**D**  
DELTA  
HOTELS

The Gaylord Hotels logo, featuring a stylized sunburst icon above the text "GAYLORD HOTELS".

**GAYLORD HOTELS**

The MGM Collection logo, featuring a lion's head in a square frame next to the text "MGM COLLECTION".

**MGM COLLECTION**

# What to Expect from Program

## ACCESS TO BOTH PROGRAMS

Offering heightened service, recognition and benefits at more hotels around the world than any other hotel company.

- **STARS** features over **315+** luxury hotels offering the highest level of amenities in the industry
- **LUMINOUS** features over **615+** properties across a hand-selected collection of hotels within Marriott International's Premium Brands

## STATE-OF-THE-ART WEBSITE

[www.stars.marriott.com](http://www.stars.marriott.com)

- Password protected for STARS & LUMINOUS advisors only
- Access to special promotions, hotel contacts, information and much more
- Ability to book program rate packages via the website



*Bulgari Hotel Roma*

A scenic view of a lake at sunset. The sun is low on the horizon, creating a bright glow and a reflection on the water. Two people are paddleboarding on the lake. The background features dark, forested mountains. The text "STARS & LUMINOUS Benefits" is overlaid in a white rounded rectangle.

# STARS & LUMINOUS

## Benefits

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# STARS Guest Benefits

## STARS GUEST BENEFITS:

- Personalized welcome amenity
- Complimentary full or continental breakfast daily for up to 2 people per room
- Complimentary basic Wi-Fi daily
- Hotel credit valued at \$100 USD once per stay
- Early Check-In/Late Check-Out  
*(Based upon availability)*
- Complimentary room upgrade  
*(Based on availability at check-in)*
- In-person warm welcome
- Personalized welcome note from Hotel Management acknowledging STARS agency

*\*\*STARS Hotels have a mandatory USD \$100 and a 4-hour response from the Guardian Angel.*



*The St. Regis Longboat Key Resort*

# STARS Personalized Amenity

The **STARS** personalized welcome amenity is a collaborative project between you and the Hotel Guardian Angel to create a “Surprise and Delight” that will let your clients know that you have done your homework and partnered with the hotel to ensure that they receive something meaningful and relevant just for them.

## Examples:

- Special dog treats, toys and a dog bed for guests traveling with their pet
- For anniversaries, framed pictures of the wedding day as well as a current picture of the couple along with any children and grandchildren
- Treats for special dietary needs example: gluten-free cupcakes and snacks, or no liquor if that is the guest preference.

## THE STARS ADVANTAGE

The STARS program offers these exclusive benefits for your guests, including:



### Sweet, Salty & Savory Amenity

For guests wanting a quick snack upon arrival, our Sweet, Salty & Savory amenity balances out all cravings with housemade jerky and popcorn, served with seasonal brittle, dried fruit, and a local beer. Possible Allergens: Nuts, Gluten, Wheat, Soy



### Build Your Own Cupcakes Amenity

Traveling with children? Let your culinary creativity run wild! Our pastry team will provide three cupcakes to decorate with a piping bag of frosting and an assortment of toppings. Possible Allergens: Gluten, Dairy

2 / 3



### Wellness Juice Bar Amenity

For guests who are conscience about maintaining their health while on vacation, our fresh-pressed juice offering may be enticing. Juice Flavors Include: Super Fruit Greens, Defense Up, and Redwood

3 / 3

# LUMINOUS Guest Benefits

## LUMINOUS GUEST BENEFITS:

- Indigenous Welcome Amenity representing local area or theme of hotel
- Complimentary full or continental breakfast daily for up to 2 people per room
- Complimentary Basic Wi-Fi daily
- Early Check-In/Late Check-Out  
*(Based upon availability)*
- Complimentary room upgrade  
*(Based on availability at check-in)*
- Welcome Note/Recognition from General Manager

### ❖ ENHANCED AMENITY

*(Only available at a selection of hotels)*

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



\*\*LUMINOUS Hotels have an optional USD \$100 enhanced amenity, and a 12-hour response from the LUMINOUS Ambassador. (Benefits vary for our All-Inclusive hotels),

# The Ritz-Carlton Yacht Collection

## STARS GUEST BENEFITS:

- Personalized welcome confection and upgraded bottle of champagne or wine delivered to the suite
- Complimentary dinner for two at specialty restaurant\*
- Personalized welcome from Hotel Manager, personalized card in suite from Travel Agency with advisor's name included, and bridge tour at Captain's discretion
- Exclusive Suite Upgrade Rate\*\*
- Complimentary enhanced Starlink Wi-Fi daily
- Guaranteed 4-hour response through the dedicated Partner Assistance Team:

### For Lauderdale Reservations Office

+1 833 853 7292 (US & Canada)

Servicing the Americas & Australia

Mon. – Fri.: 8:30 am - 8:00 pm ET

(Saturday, Sunday Closed)

### Malta Reservations Office

+356 2778 1363 (Outside the U.K)

Servicing Europe, Asia, the Middle East & Africa

Mon. – Fri.: 8:00 - 18:30 CET

(Saturday, Sunday Closed)

[stars.concierge@ritz-carltonyachtcollection.com](mailto:stars.concierge@ritz-carltonyachtcollection.com)



*The Ritz-Carlton Yacht Collection – ILMA*

\*Dinner at specialty restaurants can be booked in advance via My Yacht Portal or once onboard, based on availability. We suggest booking early to ensure availability. \*\*Suite Upgrade Rate offered 30 days prior to sailing, subject to availability. STARS amenities are not combinable with any other amenity programs. To log in or create an account with The Ritz-Carlton Yacht Collection, visit our Travel Professional Portal. Here you can view client cruise reservations, access sales and marketing resources, be the first to learn about news and voyage updates and personalize and plan luxury cruise experiences for your clients.

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# STARS & LUMINOUS

## Your Toolbox

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# Advisors can Book Rate Code on all Available Channels



## [stars.marriott.com](https://stars.marriott.com)

- STARS hotels: the IATA and rate code **S72** will carry over to marriott.com
- It's always best to confirm both before confirming booking

## [www.marriott.com](https://www.marriott.com)

- Search for Corporate Code on Marriott.com : **S72**
- Please remember to enter your IATA number

## GDS

- GDS Rate Codes: **S72** on Sabre & Worldspan; S73 on Apollo & Galileo and; OS8 on Amadeus

## **Servicing:**

### **GSO Travel Desk:**

Ask for STARS Rates

[gsotraveldesk@marriott.com](mailto:gsotraveldesk@marriott.com)

+1 855-501-6808



## [stars.marriott.com](https://stars.marriott.com)

- LUMINOUS hotels: the IATA and rate code **L72** will carry over to marriott.com
- It's always best to confirm both before confirming booking

## [www.marriott.com](https://www.marriott.com)

- Search for Corporate Code on Marriott.com: **L72**
- Please remember to enter your IATA number

## GDS

- *GDS Rate Code: **L72** on GDS: Sabre, Worldspan, Apollo, Amadeus and Galileo*

## **Servicing:**

### **LUMINOUS Support Desk:**

Ask for LUMINOUS Rates

[LuminousSupportDesk@marriott.com](mailto:LuminousSupportDesk@marriott.com)


+1 855-501-6808

# Dedicated Hotel Contacts – First Point of Contact









On property **STARS Guardian Angel**  
Guaranteed 4-hour response to all inquiries 24/7

CONTACTS




**Guardian Angel**  
✉ [starsagent.rancho Mirage@ritzcarlton.com](mailto:starsagent.rancho Mirage@ritzcarlton.com)

 <p><b>Tiffany Gorman</b> Director of Sales and Marketing ☎ +1 760-202-2165 ✉ <a href="mailto:tiffany.gorman@ritzcarlton.com">tiffany.gorman@ritzcarlton.com</a></p>	 <p><b>Paul Zutz</b> Director of Leisure Sales ☎ +1 760-202-2178 ✉ <a href="mailto:paul.zutz@ritzcarlton.com">paul.zutz@ritzcarlton.com</a></p>
 <p><b>Concierge Team</b> ☎ +1 760-321-8282 ✉ <a href="mailto:GRPRCRanchoMirageConcierge@marriott.com">GRPRCRanchoMirageConcierge@marriott.com</a></p>	 <p><b>Cainan Himler</b> Travel Industry Sales Coordinator ☎ +1 760-202-2186 ✉ <a href="mailto:cainan.himler@ritzcarlton.com">cainan.himler@ritzcarlton.com</a></p>
 <p><b>Karina Cullen</b> Senior Sales Executive ☎ +1 760-861-2725 ✉ <a href="mailto:karina.cullen@ritzcarlton.com">karina.cullen@ritzcarlton.com</a></p>	 <p><b>Shannon Gilbert</b> General Manager ☎ +1 760-202-2162 ✉ <a href="mailto:shannon.gilbert@ritzcarlton.com">shannon.gilbert@ritzcarlton.com</a></p>




On property, **LUMINOUS Ambassador** or  
**LUMINOUS Support Desk**  
Guaranteed 12-hour response to inquiries 24/7





Contacts



**LUMINOUS Ambassador**  
✉ [LM.NYCMO@LeMeridienNYC.com](mailto:LM.NYCMO@LeMeridienNYC.com)



**LUMINOUS Support Desk**  
✉ [LuminousSupportDesk@Marriott.com](mailto:LuminousSupportDesk@Marriott.com)

 <p><b>Ayesha Saddiq</b> General Manager ☎ +1 401-207-6057 ✉ <a href="mailto:Ayesha.Saddiq@lemeridiennyc.com">Ayesha.Saddiq@lemeridiennyc.com</a></p>	 <p><b>Shana Goldberg</b> Director of Sales ☎ +1 215-715-9210 ✉ <a href="mailto:sgoldberg@lemeridiennyc.com">sgoldberg@lemeridiennyc.com</a></p>
 <p><b>Joseph Shaw</b> Revenue Manager ✉ <a href="mailto:jshaw@helhotels.com">jshaw@helhotels.com</a></p>	 <p><b>Concierge Team</b> Concierge ☎ +1 212 506 3437 ✉ <a href="mailto:Concierge@lemeridiennyc.com">Concierge@lemeridiennyc.com</a></p>

**GSO TRAVEL DESK**

Email: [gsotraveldesk@marriott.com](mailto:gsotraveldesk@marriott.com) ~ Phone: 855-501-6808



A woman with long dark hair, wearing a light-colored, long-sleeved, button-down shirt tied at the waist, stands on a beach at sunset. She has her arms raised and is looking up at the sun. The background shows the ocean, waves, and a hazy sky with mountains in the distance.

# STARS & LUMINOUS

## Benefits for You

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# Advisor Recognition Incentives

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STARS Celestial Club

Top Travel Advisors for qualifying sales at the following Luxury Brands:

*The Ritz-Carlton, St Regis, The Luxury Collection, Bulgari, Ritz-Carlton Reserve & EDITION Hotels, Ritz-Carlton Yacht Collection, MGM STARS*

## Program Year:

- April 1<sup>st</sup> – March 31<sup>st</sup>

## Prizes:

- Each STARS Celestial Club Winner will be offered a 2-night complimentary stay for a first-time visit at all STARS properties globally (based upon availability). Valid for 1 Year.
- Invitation to an all-inclusive Weekend Celebration & Award Gala for the advisor and a guest.

MARRIOTT INTERNATIONAL  
LUMINOUS  
CRESCENT CLUB

Top Travel Advisors for qualifying sales at participating LUMINOUS hotels, including:

*W Hotels, JW Marriott, Autograph Collection, Westin, Le Méridien, Renaissance, Tribute Portfolio, Sheraton, Delta, Gaylord Marriott Hotels, MGM LUMINOUS*

## Program Year:

- April 1<sup>st</sup> – March 31<sup>st</sup>

## Prizes:

- Each LUMINOUS Crescent Club Winner will be offered a 2-night complimentary stay for a first-time visit at all LUMINOUS properties globally (based upon availability). Valid for 1 Year.
- Invitation to an all-inclusive Weekend Celebration & Award Gala for the advisor and a guest.

## PROGRAMS DYNAMICS

- The STARS Celestial Club & LUMINOUS Crescent Club are offered exclusively to U.S. and Canada STARS & LUMINOUS Travel Advisors. CALA and EMEA also have Celestial Club for top agencies.
  - The STARS Celestial Club & LUMINOUS Crescent Club are annual incentive programs that run annually April 1<sup>st</sup> – March 31<sup>st</sup>
  - Only direct IATA bookings (actualized stays) as recorded by the Travel Advisor via the **Booking Tracker** on [www.stars.marriott.com](http://www.stars.marriott.com) will be considered for the incentives.
- Wholesale / Tour Operator / DMC bookings and Groups do not qualify for these programs. Please note that not all entries made in the Booking Tracker will be validated, and are not linked to any external booking tools.

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# Travel Advisor Rates

## STARS & LUMINOUS Advisor Rates

*Exclusive offers for advisors who  
want to visit*

*STARS & LUMINOUS 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 or LUMINOUS amenities
- Unlimited stays per year
- Inquire about your stay by contacting the Guardian Angels & LUMINOUS Ambassadors from the STARS & LUMINOUS website at [www.stars.marriott.com](http://www.stars.marriott.com)

## Fam-Tastic Rates

*Best for Hotel Excellence!  
Graduates who want to visit  
non-STARS & LUMINOUS 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](http://www.hotelexcellence.marriott.com)

## Travel Advisor Rates

*Best for advisors who are not  
Hotel Excellence!  
Graduates who want to visit  
non-STARS & LUMINOUS 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](http://www.marriott.com/travelagents)

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# Logo Usage

## Email Signature

### *Tips & Recommendations:*

- It is highly recommended to use the space of 2 logos for email signature.

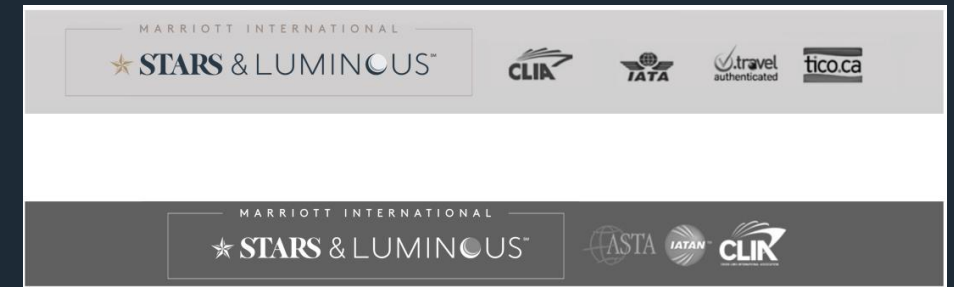
### Example of an email signature:



## Print and Web Usage

### *Tips & Recommendations:*

- Use full color logo when it's placed on white or light color background. Use the white (knockout) version logo when it's placed on dark or multi-color backgrounds.



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WELCOME

# EXPLORE THE STARS & LUMINOUS PROGRAMS

Redefining Marriott International's Partner Program for Luxury Travel Advisors

The Ritz-Carlton, Tokyo, Japan

You are about to be directed to MI Partner Privileges, Marriott's secure single sign-on experience for intermediary partners. Click Sign In to continue.

If you have not created your MI Partner Privileges profile yet, click Sign In, then select the FIRST TIME/REGISTER tab and follow the prompts to verify your email and create your password.

[Sign In](#)

[Admin/Hotel Sign In](#)

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stars.marriott.com

# STARS & LUMINOUS

## Website Tutorial

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# THANK YOU Q & A

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