

## OFFICIAL REGULATION PRIZE CONTEST

### “SIGN UP, BOOK AND LEAVE AGAIN WITH BLU TRIBE”

Contest organized by:

Organizing company: Blu Hotels Spa

Registered Office

Address: Via Porto Portese, 22  
City: 25010 San Felice del Benaco (BS)

Administrative Headquarters

Address: Via E. Fermi, 7/B  
City: 25087 Salò (BS)

Denomination: SIGN UP, BOOK AND LEAVE AGAIN WITH BLU TRIBE

Territory: National

Recipients: Consumers aged 18 or over who are already or become members of the fidelity Program Blu Tribe and who have stayed at least once in one of the Blu Hotels in Italy in the period from 15.04.16 to 15.03.2017

Duration: from 15<sup>th</sup> April 2016 to 15<sup>th</sup> March 2017

Draw:  
by 31<sup>st</sup> March 2017

Prizes: 5 weeks\* for 2 adults and 2 children from 2 to 11 years old in half board, including 5 clothing kits by Marbel srl for two adults and two children from 2 to 11 years old; average value: € 2.812,60 (VAT included) for each stay\*

\* each stay will last for a week (7 nights) for 2 adults and 2 children from 2 to 11 years old in one of the Blu Hotels, five stars Hotels excluded. It must be used by 31/10/2017, excluding festivity periods and the period from 15/07/17 to 31/08/17, as well as seasonal closing periods and it will be subject to availability at the moment of reservation.

The stay includes:

- ✓ accommodation in standard room in one of the selected Blu Hotels (five stars Blu Hotels excluded)
- ✓ half board with beverage excluded
- ✓ 1 clothing kit by Marbel srl for 2 adults and 2 children from 2 to 11 years old:
  - Little boy kit = 1 t-shirt + 1 bermuda shorts + 1 hat
  - Little girl kit = 1 skirt + 1 t-shirt + 1 hat
  - or
  - 2<sup>nd</sup> Little girl kit = 1 little dress + 1 hat
  - Man kit = 1 t-shirt + 1slacks/ Bermuda
  - 1 woman kit = 1 skirt + 1 t-shirt
  - Or
  - 2<sup>nd</sup> woman kit = 1 dress at choice
- ✓ The following elements are not included in the stay:
- ✓ tips, meals (unless otherwise stated), drinks, extras in general and everything not explicitly indicated.

Winners may choose among one of the Blu Hotels (depending on the availability at the moment of reservation), five stars Blu Hotels excluded.

The prize must be used no later than 31<sup>st</sup> October 2017, in accordance with the above mentioned conditions.

### CONTEST CONDITIONS

In the promotional period, from 15<sup>th</sup> of April 2016 to 15<sup>th</sup> of March 2017, all the Consumers, aged 18 or over, who subscribe to Blu Tribe during a stay in one of the Blu Hotels in Italy or those who are already members of the Blu Tribe community, who have stayed at least once in one of the Blu Hotels in Italy in the period from

15<sup>th</sup> of April 2016 to 15<sup>th</sup> of March 2017, will have the possibility to take part in the contest and try to win one of the prizes.

In order to take part in the contest, consumers who are not yet members of the “Blu Tribe” community, should sign up on the website [www.bluhotels.it](http://www.bluhotels.it) and stay at least once in one of the Blu Hotels in Italy from 15<sup>th</sup> of April 2016 to 15<sup>th</sup> of March 2017, or sign up directly in the hotel from 15<sup>th</sup> of April 2016 to 15<sup>th</sup> of March 2017 by filling in a form to be returned to the Reception before departure, or sign up filling the Blu Tribe form received by the Booking Office at the reservation moment.

The consumer will receive the User ID and password necessary to log in the area dedicated to Blu Tribe members and confirm the registration. All the members of the “Blu Tribe” community who have stayed at least once in one of the Blu Hotels in Italy in the period from 15<sup>th</sup> of April 2016 to 15<sup>th</sup> of March 2017 will have the opportunity to take part in the contest and try to win one of the prizes.

We specify that:

- ✓ The same User ID and account cannot be associated to more than one person.
- ✓ Every membership is associated to the name of one person, and Participants must provide their personal details and communicate any modification either through the website or by contacting the Customer Service. The Participant must guarantee the correctness and is the only person responsible for the details provided to the Chain.
- ✓ If the consumer does not want to take part in the “Blu Tribe” Program any longer and asks to withdraw from it during the period of the contest without staying in any of the Blu Hotels, he/she will not be included in the database related to the final prize draw.
- ✓ If the consumer is a member of the “Blu Tribe” community and reserves a stay, but then cancels it, he/she will not be included in the database related to the final prize draw.

#### PRIZE DRAW BY 31<sup>st</sup> OF MARCH 2017

All the consumers aged 18 or over who are already or become members of the Blu Tribe from 15<sup>th</sup> of April 2016 to 15<sup>th</sup> of March 2017, and will stay in one of the Blu Hotels in Italy from 15<sup>th</sup> of April 2016 to 15<sup>th</sup> of March 2017, will participate to the drawing of the following prizes:

- ✓ 5 weeks\* for 2 adults and 2 children from 2 to 11 years old in half board, including clothing Kit by Marbel for two adults and two children from 2 to 11 years old; average value: € 2.812,60 (VAT included) for each stay

In case any winner cannot be found or he/she does not comply with the contest’s rules and regulations, 5 extra names for each prize will be drawn during the price drawing.

The final winners will be informed by means of an e-mail to the e-mail address provided during the registration to the Blu Tribe on the website [www.bluhotels.it](http://www.bluhotels.it) or on the registration form.

If the e-mail of the prize will not have a feedback within the period indicated in the communication, the prize will be considered as “not given” and it will be given to the first reserve name drawn.

In order to confirm the win, the winner will have to send by e-mail, within the period indicated in the communication a copy of a valid identity document together with personal details and telephone number to the e-mail address: **blutrib@bluhotels.it**

If the documentation is not received according to the above mentioned terms and conditions, the winner will lose his/her prize which will then be given to the first reserve participant drawn, who will be informed by e-mail and will have to follow the above mentioned procedure to validate the prize.

The final draw will take place before an Officer from the Chamber of Commerce relevant from the viewpoint of the territory or before a notary.

#### JACKPOT

- 5 weeks\* for 2 adults and 2 children from 2 to 11 years old in half board, including a clothing Kit for 2 adults and 2 children from 2 to 11 years old by Marbel srl; average value: € 2.812,60 (Vat included) for each stay

Total jackpot: € 14.063,00 (Vat included), with possibility of adjustments at the end of the contest.

We also clarify that:

- The complete rules and regulations of the contest are available on the website [www.bluhotels.it](http://www.bluhotels.it).
- Participants to the contest have to live or be domiciled on the Italian territory while taking part in the contest. This contest is subject to the Italian law, therefore every participant accepts the present rules and regulations and the law that disciplines them.
- The servers where all the data of the Members of Blu Tribe are stored are located on the Italian territory.
- The final draw will take place by 31<sup>st</sup> March 2017 before a notary or an Officer of the Chamber of Commerce relevant from the viewpoint of the territory; winners will be notified by e-mail at the e-mail address provided upon registration to BluTribe on the website [www.bluhotels.it](http://www.bluhotels.it) or on the form.
- Prizes cannot be converted into gold coins and cannot be combined with other prizes.
- Prizes cannot be given to third parties.
- Prizes will be consigned to the winners by the Organizing Company within 180 days after the end of the contest.
- If one of the hotels offer in the contest will be no longer included in the Blu Hotels chain, the Organizing Company will give the possibility to the winners of the contest to enjoy the prize in another available Blu Hotel of the same level. The same conditions explained in the “Jackpot” section remain unchanged.
- Participants’ data are needed in order to take part in the contest and will be stored electronically. Blu Hotels Spa (Via Porto Portese, 22 – 25010 San Felice del Benaco) will be responsible for the data, in the person of Mr. Nicola Risatti, President and Legal Representative. All personal data, provided during the registration or subsequently, are handled by the Chain in compliance with the legislative dispositions and regulations in matter of protection of personal data, conforming to section 7 of the Legislative Amendment no. 196/03 (Personal Data Protection Code). At any time, the Participant has the right to consult, modify or deny the use of his/her data, by updating his/her personal profile in the reserved area of the website [www.bluhotels.it](http://www.bluhotels.it) or by calling the Customer Service at the following number +39 02 45487893
- The contents of the advertising campaign will be publicized through:
  - Newsletter
  - Blu Tribe Registration Form
  - Internet Website
  - Advertising material in the hotels
  - Blu Hotels Facebook and Twitter Page
- The Organizing Company waives its right to recover a 25% withholding tax as foreseen by section 30 of the Legislative Amendment no. 600 of 29/09/73.
- After the final draw, unclaimed prizes (for any reason), will be donated to Amici della Guinea Bissau Onlus – Via Duca degli Abruzzi, 36 – 25011 Calcinato (BS) – Taxpayer’s number 96023600172.