

Article 1 General

1.1 These General Terms and Conditions apply to the Ambassador Club Programme executed by the private limited company GT Investments B.V. and/or its subsidiaries, hereinafter called: "Golden Tulip" through the Participating Brands. These General Terms and Conditions shall govern and form an integral part of all agreements concerning Ambassador Club and of all offers of Golden Tulip.

1.2 The Ambassador Club Programme (hereinafter called: "Ambassador Club") rewards bookers who frequently book stays or meetings in Golden Tulip Hospitality Group and tightens the relationship between the individual hotels and their bookers and endeavors to create loyalty to the brands Tulip Inn, Golden Tulip & Royal Tulip.

1.3 The Participating Hotels in the Ambassador Club are Golden Tulip Hospitality Group hotels (hereinafter called: "Participating Hotels"). Golden Tulip will announce every new Participating Hotel or hotel chain or any other participating partner.

1.4 All announcements will be made at the website of Golden Tulip's Ambassador Club located at <http://www.ambassadorclub.com> (hereinafter referred to as the "Ambassador Club Website"). Communication will be in English/ German/ Dutch/ French/ Italian.

1.5 These General Terms and Conditions supersede and replace all previous terms and conditions and can be changed at the sole and absolute discretion of Golden Tulip.

Article 2 Ambassador Club Membership

2.1 Only individuals of 18 years and older may register as Ambassador Club members and each individual may maintain only one account. An Ambassador Club membership and its benefits are offered at the sole discretion of Golden Tulip.

2.2 To apply for an Ambassador Club membership number the applicant will have to fill in all mandatory fields of the online membership form at the Ambassador Club website. Members who do not book/travel for business purposes and without a company address, will not be accepted. The new Ambassador Club member will receive an e-mail confirming the membership. From that point on an individual becomes eligible to earn Ambassador points.

2.3 Each Ambassador Club member is responsible for the accuracy of his/her personal data. If changes in names, addresses etc. occur an Ambassador Club member is obliged to inform Golden Tulip.

2.4 Each Ambassador Club member will be provided with a user identification and a password to gain access to a restricted part of the Ambassador Club Website. The content of this restricted area is confidential and is provided only to this Ambassador Club member for his/her personal use only. Ambassador Club members cannot derive any rights from the information given on the Ambassador Club Website.

2.5 There is one level of Ambassador Club membership. Golden Tulip is entitled to remove or to add new or modified levels or sublevels of Ambassador Club membership or to grant special benefits without notice.

2.6 Acquired membership cards and Ambassador points remain property of Golden Tulip. They are for the Ambassador Club members benefit only and may not be transferred to anyone. Lost membership cards should be reported by the respective member at the Ambassador Club Website. Requests for a replacement membership card should be made by the respective Ambassador Club member at the Ambassador Club Website. The guidelines for the request for a new card are published on the Ambassador Club Website.

2.7 The Ambassador Club member is responsible for registering his/her bookings him/herself on a restricted part of the Ambassador Club Website, which can be accessed via a personal user identification and password. Room bookings and meetings can be registered up to 6 months after the arrival date. The Ambassador Club administration and hotels are not obliged to arrange registration of forgotten bookings at any time.

2.8 Employees of the Golden Tulip Hospitality Group and their subsidiaries are ineligible to participate in the Ambassador Club. Same applies to the employees of any other participating partner.

Article 3 Membership discontinuation

3.1 A membership account may be closed at the sole discretion of Golden Tulip if no Ambassador points are accrued during a twenty-four (24) month period. All Ambassador points in the account will be forfeited at that time.

3.2 The Ambassador Club member may terminate his/her Ambassador Club membership at any moment in time on the Ambassador Club Website. The Ambassador points remaining in the account will be forfeited.

3.3 In the case of fraud or abuse involving Ambassador Club membership, reward use, or a Participating Hotel or other partner, Golden Tulip has the right to take appropriate administrative and/or legal action and all Ambassador points earned through Ambassador Club will be forfeited, the Ambassador Club membership will be terminated and the account closed.

3.4 The Ambassador Club membership, including any reward certificates or any voucher that may have been issued to an Ambassador Club member, may be revoked or suspended at Golden Tulip's sole discretion if a booking of an Ambassador Club member is not settled at Participating Hotels.

Article 4 Ambassador Points

4.1 An Ambassador Club member is eligible to receive Ambassador points for bookings of overnight stays or meetings at a Participating Hotel. A member of Golden Tulip's Ambassador Club can earn Ambassador Points for every realized room night booked and every meeting room arranged.

4.2 The following charges do not qualify for Ambassador points: all taxes applied to the (meeting) room rate which is not included in the original selling price, and all catering or banquet functions, or any other incidentals booked to the guest's account.

4.3 Ambassador points cannot be changed into points for other loyalty programmes or the other way around, this with the exception of article 7.1.

4.4 Ambassador points will not be given nor will rewards be honored at any subsidiary or affiliate of Golden Tulip Hospitality Group, unless otherwise advertised. If a hotel ceases to be a Participating Hotel all stays subsequent to such date will not be eligible to earn Ambassador points regardless of when the reservation was made.

4.5 Ambassador points are awarded on all rates and through all channels of distribution with the exception of traditional wholesale rates, Internet wholesale rates, airline employee rates, travel agency employee rates, coupons & vouchers, group rates, bookings on 3rd party Internet sites, leisure package rates and long stay rates unless otherwise advertised.

4.6 Ambassador points will not be earned for a booking made prior to the date the member's application was processed as shown in the records of Golden Tulip. No retroactive credit will be given.

4.7 No other person except the Ambassador Club member may earn Ambassador points for his/her account. Ambassador points earned for a booking claimed by two Ambassador Club members will only be awarded to one of them.

4.8 Golden Tulip is free to determine the amount of Ambassador points given for each euro or other currency spent. The amounts will be shown at the Ambassador Club Website. The amounts can be changed at the sole and absolute discretion of Golden Tulip and can vary for each level of Ambassador Club membership. Golden Tulip is furthermore free to reward Ambassador Club members incidentally with (extra) Ambassador points.

4.9 Ambassador points can be redeemed for free stays at the Participating Hotels, vouchers, gift-wrapped vouchers, frequent flyer miles and gifts within a certain period. The validity of the Ambassador points will be shown at the Ambassador Club Website.

4.10 All Ambassador points have to be registered through the point registration tool on <http://www.ambassadorclub.com>. Bookings claimed by other means like by telephone call, fax or letter cannot be taken into account. Ambassador points are awarded for bookings that have been registered within 6 months after the arrival date.

4.11 The Ambassador Club administration reserves the right to take up to 3 weeks for processing a point claim (due to the verification of the claim at the relevant hotel).

4.12 Golden Tulip reserves the right to debit the account of any member who has acquired points unduly.

Article 5 Other Benefits

5.1 In addition to Ambassador points other benefits will be available. These benefits can vary per level or sublevel of Ambassador Club membership and will be shown at the Ambassador Club Website. Benefits can be changed or rewarded, individually or collectively, at the discretion of Golden Tulip.

Article 6 Redeem Ambassador Points

6.1 Ambassador Club members may redeem Ambassador points for free stays at the Participating Hotels, for vouchers or gift-wrapped vouchers to be used in the Participating Hotels and for buying products via the web shop on the Ambassador Club Website. The rate of exchange will be determined by Golden Tulip and will be shown at the Ambassador Club Website. The rate of exchange can be changed at the sole and absolute discretion of Golden Tulip. The Terms & Conditions of Inextenzo, supplier of the web shop, apply to the delivery of the gifts from the web shop. These Terms & Conditions are available on the website <http://www.ambassadorclub.com> in Dutch and English.

6.2 Ordered awards are non-refundable and points used towards the awards will not be credited back to the account.

6.3 Lost, stolen or expired Awards will not be refunded, replaced or extended.

Article 7 Frequent flyer miles

7.1 Ambassador Club members may furthermore redeem Ambassador points for frequent flyer miles with any participating frequent flyer programme. These participating frequent flyer programmes are mentioned at the Ambassador Club Website and can be subject to alteration. Once redemption for frequent flyer miles has been requested the respective participating frequent flyer programme will be notified and the miles will be transferred to the members frequent flyer account, according to the policies of the participating frequent flyer programme partner. Once this request has been filed, the Ambassador points will be deducted from the Ambassador Club member's balance of points. This transaction cannot be undone. The rate of exchange will be determined by Golden Tulip and will be shown at the Ambassador Club Website. The rate of exchange can be changed at the sole and absolute discretion of Golden Tulip.

7.2 The terms and conditions of the frequent flyer programmes apply to the redemption and distribution of the miles earned through Ambassador Club.

Article 8 Reward certificate / reservation confirmation

8.1 To use Ambassador points for a hotel stay at a Participating Hotel an Ambassador Club member can make a reservation that is eligible for a Ambassador Club redemption via the Ambassador Club Website. The Ambassador Club member will receive a reservation confirmation by e-mail. The Ambassador Club member needs to print the reservation confirmation and present it at the Participating Hotel for which it is valid. No points are awarded for these reservations. These offers are limited to Ambassador Club members and are non-transferable.

8.2 Hotel reward certificates/reservation confirmations can be issued only by making an online reservation on the Ambassador Club Website and will be issued exclusively by email.

8.3 Ambassador points will only be credited in case of a cancellation according to the cancellation policy available on the Ambassador Club Website.

8.4 Ambassador points can also be redeemed for a voucher to be used in a Participating Hotel and for buying products as mentioned in article 6. Virtual Vouchers are available on the Ambassador Club Website and need to be printed by the Ambassador Club member. Each voucher will carry a unique barcode. Vouchers will represent a certain monetary value (in euro or in local currency), which can be spent at the Participating Hotels towards the bill of the room. Virtual Vouchers are neither replaceable nor redeemable for cash. Virtual Vouchers are valid for one year after the date of issue. Virtual Vouchers are transferable.

8.5 Ambassador points can also be redeemed for gift-wrapped vouchers to be used in hotels and for buying products as mentioned in article 6. The gift-wrapped vouchers will be sent to the known address of Ambassador members only. Each gift-wrapped voucher will represent a monetary value (in euro or in local currency) to spend in the Participating Hotels towards the bill of the room. Gift-wrapped vouchers are neither replaceable nor redeemable for cash. They are however transferable. Gift-wrapped vouchers are valid for one year after the date of issue.

Article 9 Privacy statement

9.1 Golden Tulip complies with the laws of the Netherlands and endeavors to protect all personal data of its Ambassador Club members according to the standards set by the European Community, however to be able to fulfill its obligations under this agreement Golden Tulip will be obliged to send some personal data to countries which are not deemed to have an adequate level of protection by reason of their domestic law or international commitments that they have entered into, by the European Commission. Golden Tulip will transfer only the strict minimum of data (which will include Ambassador Club member's name, nationality, company name and the dates of registered bookings at the participating Hotel in such a country) required to fulfill its obligations under this agreement. The Ambassador Club member acknowledges this necessity and agrees to this transfer of his personal data explicitly when entering into the agreement. All electronic transfer of personal data will be by means of secured lines.

9.2 In order to keep the Ambassador Club member apprised of his/her Ambassador Club membership state of account, Golden Tulip will send the Ambassador Club member information on the Ambassador Club programme such as but not limited to periodic statements of the members account, information necessary for administration purposes, marketing materials from Golden Tulip which will inform the Ambassador Club member of special offers and products that Golden Tulip believes to be of interest to the Ambassador Club member and marketing material from third parties that have a strategic marketing relationship with Ambassador Club. As a participant in Ambassador Club the Ambassador Club member has consented to receive all of the types of information described above. However, the Ambassador Club member may at any time revoke his consent and 'opt out' of such mailings and direct marketing activities.

Article 10 Tax liability

10.1 Ambassador points, rewards, airline miles or other favors earned through participation in the Ambassador Club programme may be subject to tax liability. Any tax liability, including disclosure, connected with the receipt or use of Ambassador Points, rewards, airline miles or others is the sole responsibility of the Ambassador Club member.

Article 11 Miscellaneous

11.1 In the event that any provision(s) of these General Terms and Conditions shall be held invalid or unenforceable by a court of competent jurisdiction or by any future legislative or administrative action, such holding or action shall not negate the validity or enforceability of any other provisions hereof. Such invalid or unenforceable provision shall be replaced with a provision which accomplishes - to the best possible extent - the original purpose of such provision.

11.2 Deviations from the General Terms and Conditions shall only be binding if and in so far as this has been expressly agreed and only in respect of the offer or agreement to which they apply. These General Terms and Conditions shall remain fully in force with regard to all other offers or agreements.

11.3 Golden Tulip is authorized to make amendments to these General Terms and Conditions. The amendments shall become effective on the specified effective date. If no effective date is specified, the amendments shall apply as soon as a Ambassador Club member is informed or becomes aware of the amendments.

11.4 For the purposes of these General Terms and Conditions, "in writing" shall be deemed to mean by letter, fax or electronic means.

Article 12 Governing law and Disputes

12.1 All offers, agreements and Ambassador Club matters as well as these General Terms and Conditions themselves shall be governed by the laws of The Netherlands.

12.2 All disputes arising out of or in connection with Ambassador Club, to which these General Terms and Conditions apply, or the General Terms and Conditions themselves or their interpretation or execution, shall first be attempted to be settled through consultation and negotiation in good faith and in a spirit of mutual cooperation. All disputes that are not settled in that way within a period of thirty (30) days from the date the relevant dispute first arose may be submitted to the courts of Utrecht, The Netherlands.