



Introducing John Raiche

Waterstone's New Director of Sales, Eastern Region

We are extremely pleased to announce the addition of **John Raiche** to the Waterstone team!

In his new role as **Director of Sales, Eastern Region**, John will be responsible for overseeing all **luxury leisure sales initiatives** for the travel advisor segment along with championing new opportunities for our esteemed members. This appointment is a key component of our ongoing drive to attract successful talent and fortify our position as an undisputed leader in the luxury hotel representation space.

John's solid product knowledge combined with **over a decade of experience in tourism**, is a welcomed addition to our growing team. His attention to detail, high energy and **travel trade partner relationships** will be hugely beneficial to Waterstone and we are delighted to have him join us.



MEET JOHN RAICHE

Raiche began his travel career in early 2011 with one of the industry's largest Caribbean hotel chains, Sandals and Beaches Resorts, and grew his presence by quickly expanding his territory after **continuously exceeding sales targets**. Wanting to see more of the world, Raiche moved to the tour operator side, **most recently with Classic Vacations** as Business Development Manager.

John's favorite part of the industry is **showing Travel Advisors the destinations they sell, but have yet to see**. He has conducted **over 30 FAM trips** all over the world and considers himself an avid passport stamp collector, with his most coveted being from Italy, France, and Greece. Raiche has a bachelor's degree in hospitality management from Johnson and Wales University.

Say Hello to John

Get connected with our newest team member!

CONTACT DETAILS

john@waterstonemarketing.com

518-704-7803

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