

GROUPS AT A GLANCE

There are three types of Groups.

PROMOTIONAL

A speculative group that you market to all your clients

AFFINITY

Group members who have a common interest

INCENTIVE

Corporate meeting, incentive, charter or event groups

Groups Amenities Plus Points (GAP)

What is the GAP programme?

The GAP Programme enables you to customise your group by offering a variety of amenities most valued by you and your clients.

What are the benefits of GAP points for groups?

GAP points provide you with another selling tool to assist you in making your clients cruise memorable. These points are easy to redeem, flexible, and only available to groups.

How are GAP points determined?

GAP points vary depending on the cruise. You will be advised of the number of GAP points at time of quote if eligible.

What types of amenities are available?

You may use your GAP points to recognise your clients or access Travel Partner benefits that will help you add value to your business and marketing plan.

Earn points on your sailing for:

- Onboard Credit — For your client to enjoy onboard.
- Marketing Funds — To help you spread the word.
- Gifts (wine, cocktail party etc.) — To help your clients celebrate an amazing cruise.
- Free-of-charge Berths (FOC) — Book a minimum of 8 staterooms, equivalent to 16 lower berth passengers within a group and the 16th passenger travels free. Sell 32 guests and you will automatically receive two 2 FOCs!

For a full list of GAP amenities please refer to our full Guide to Groups available through our Groups Team or your Sales Manager.

GROUP PRICING

At the time of creating a group booking, pricing will be confirmed as either Standard or Group Standard pricing (where available). Celebrity Cruises 'Group Standard' pricing is referred to as 'Group X'.

Standard

Standard pricing is the cruise fare on sale for individual/FIT bookings on the day that the group is confirmed. Whilst the Standard pricing will generally fluctuate up until the day of sailing, the pricing held within the group booking will remain fixed at the amount specified on the group confirmation.

Group Standard or Group X

Group standard or Group X pricing is available at select times on select products. These fares are usually lower than the current Standard pricing available to individual/FIT bookings and will have an expiration date, whereby any space that is unnamed after that deadline will be repriced to the current Standard pricing.

Combinability

At times, we may introduce a promotion which is applicable to the ship and sail date on which you have taken out a group booking. Promotions may constitute a reduction in the cruise fare or a 'Value Add' (e.g. an onboard credit), providing considerable savings for your clients. Each promotion has its own terms and conditions so please check with our Groups Team if there is any uncertainty with regards to the combinability of a promotion.

What's included when I book a group?

- Complimentary meeting & function space
- Complimentary standard AV equipment onboard (LCD, screens, podium w/microphone, flipchart/easel/markers)
- New destinations & scenery each day (pack and unpack once)
- A Group/Event Coordinator on every ship, your single point of contact onboard to assist you with all your groups needs
- Beautifully decorated venues for a variety of group functions: parties, weddings, meetings and private activities

GROUP BOOKING SUPPORT

Royal Caribbean, Celebrity Cruises and Azamara Club Cruises are committed to supporting your sales and conversion of your groups business. Please refer the support channels below and contact your Sales Manager should you have any questions or would like to discuss marketing opportunities to utilise un-named group space.

How to monitor your groups

Use the below grid to assist you in making the most of your Group bookings:

Important Dates	Days to Sailing	Action
General Review	300	Group subject to recall if no space is named and no marketing plan is provided
2nd Review	200	25% of unsold space may be recalled if no activity since prior recall
3rd Review	180	50% of unsold space may be recalled if no activity since prior recall
Final Review	150	All remaining unsold space must be recalled.

Who can help?

YOUR SALES MANAGER

Your Sales manager can:

- Provide our full Guide to Groups
 - Grant you Group access in Cruising Power
- Assist with planning and marketing of your Group
- Provide groups training and more

ESPRESSO

Cruising Power

- Create Group Shells
 - Amend Groups
- Create Bookings within a Group
- Group Payments via Credit Card
 - Group Reports
- Transfer FIT bookings into your Group, and more

GROUPS TEAM

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