



PRINCESS  
PARTNERS

# Get your groups on

More commissions, exclusive discounts,  
special perks – what's not to love about  
the Princess Group Program



Inside, dive into our two programs – Promotional and Celebration –  
and see how easy it is to block, book and manage groups.

# Promotional Group Program

See why ours is tops



## Group discounts

Book groups of 10 or more guests at a reduced rate. And give your clients even more value by changing your group pricing from Standard to Princess Plus® or Princess Premier®.

## Combinable fares

Nothing beats a double deal. That's why we let you combine groups with all nationwide public fares<sup>1</sup> including limited-time offers, military benefits, future cruise credits and more!

## Flexible perks

Maximize amenity points (up to 6 points) by blocking space early. Your clients will love what that gets them, from onboard credit to a surprise bottle of wine!

## Easy tour conductor credit

We keep things simple: You get one tour conductor credit for every 16 full-fare lower-berth guests you book.<sup>^</sup> This discount can be used for extra client incentives or enhanced agency earnings.

## You've got options

You can book and manage up to six groups per month, across all ships and destinations.

## Low deposits

Risk-free equals stress-free. Block up to 16 beds with no deposit and no risk for your agency. When you reserve for groups larger than 16 beds, deposited bookings can satisfy the bulk deposit of \$25 per bed.

## Competitive advantage

Your clients get more for their travel dollars with group bookings – something your competitors just can't match.

## The more the merrier (for you and them)

One of the great things about groups is they sell for you. Clients booking these cruises will try to get family and friends to join them, which reduces client acquisition costs.

## Sales bump from the start

Remember that group space is limited, so be sure to book early. It generates extra sales for you and the best stateroom selection for your client. And taking out group space locks in the rate – so if pricing increases, you get a price advantage for your group guests!

## Speculative groups

Not part of an affinity group? No problem. You can book those clients as a "speculative group" to take advantage of great perks.

## Reserve early, get more!

Block group space as soon as new programs are released to guarantee inventory, snag group savings and get the most points for perks.



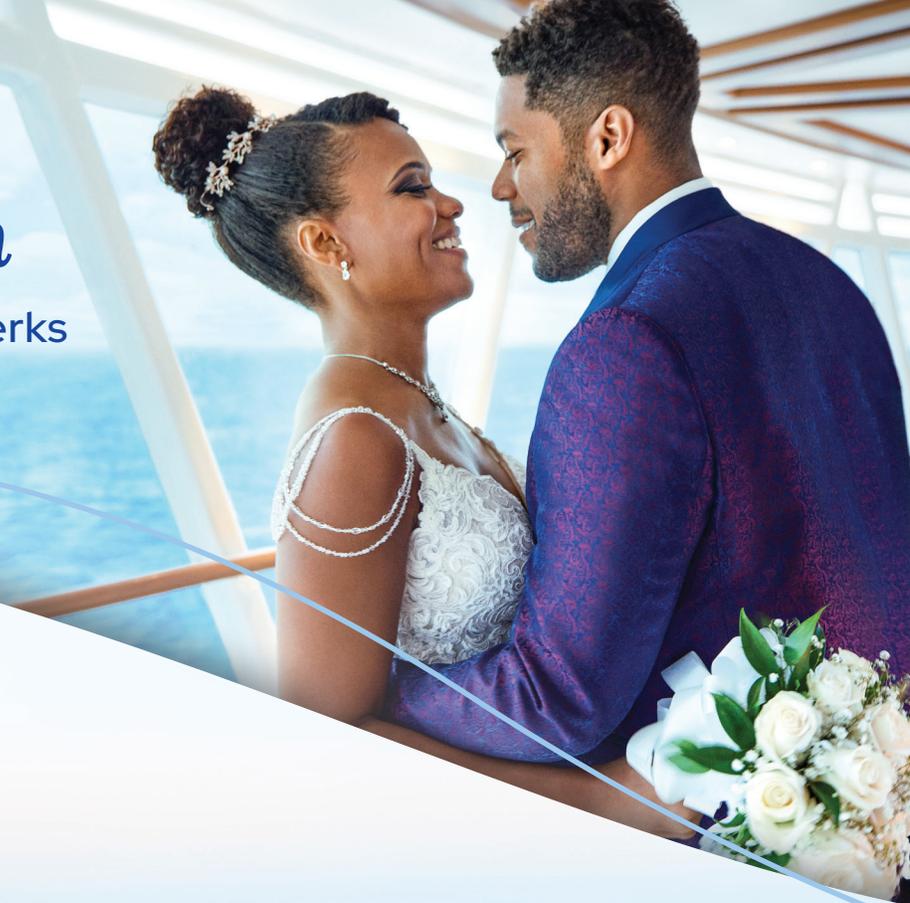
Scan to learn how to book your **Promotional or Celebration Group** through **POLAR Online®** and to see **group amenity perks**.

<sup>1</sup>Nationwide public fares do not include flash promotions, resident specials and recipient-only offers. Please contact the Princess Group Department to determine whether a specific promotion applies.

<sup>^</sup>Third- and fourth-berth guests are not eligible.

# Celebration Group Program

Party on with customizable perks



We love that our guests sail together to celebrate, so we make sure we reward them.



**1 in 4 guests** sail with us to celebrate a special occasion

## So what exactly is a Celebration Group?

Friends or family cruising together to make celebrations like these better:

- Anniversaries
- Birthdays
- Graduations
- Reunions
- Retirements
- Weddings

## What is eligible?

- Bookings with at least 10 beds (5 cabins) but no more than 40 beds. (We'll hold up to 40 beds for 60 days without a bulk deposit.)
- Sailings from 3 to 24 days where group space is available.

## Now get to the good stuff!



Upgrade Standard fare pricing to Princess Plus® or Princess Premier® to save on the things they're going to do anyway, like Wi-Fi and drinks.



You can modify first and second guests in a stateroom up to 21 days before sailing.



An Events & Guest Services Supervisor is on board to handle any needs.



Perks include early access to dining reservations in the Princess app. Plus, you get two extra amenity points to pick what you prefer from a list of perks, like cocktail parties and onboard credit.

## What's the deal with tour conductor (TC) credits<sup>2</sup> for Celebration Groups?

- Celebration Groups get one tour conductor credit for every eight staterooms they book.
- Groups can buy down the TC ratio to be 1:12 or 1:10, which means getting credit for every 12th or even 10th stateroom booked.

<sup>2</sup>Third- and fourth-berth guests are not eligible. A Celebration Group with a reduced TC ratio can earn a maximum of 12 TC credits.

# Princess loves groups ... and it shows

Let us host yours and help with everything from boosting sales to planning the perfect cocktail party

## So what can we do for you and your groups? Turns out, a whole lot:

- Offer incentives to your clients to get them to book.
- Share co-op advertising and customizable itinerary flyers to promote your group at no cost. (Just ask your Business Development Manager!)
- Assist with meeting spaces and organizing social events.
- Make it easy to give the perfect gift through online ordering.
- Your group may qualify for a shore excursion discount! A 10% group discount is available on most published Princess® shore excursions for groups of 16 guests or more. (Email [princessgroupsupport@princesscruises.com](mailto:princessgroupsupport@princesscruises.com) for details.)

FEATURE	PROMOTIONAL GROUP	CELEBRATION GROUP	BENEFITS
Allotment	Hold a min. of 10 beds and a max. of 250 beds of guaranteed group inventory. Groups of 252+ beds require Business Development Manager assistance.	Guaranteed inventory for 60 days, 10 to 40 beds on allotment	Personalized: Takes a tailored approach to working with our groups program regardless of group size, with sufficient time to successfully promote space.
Pricing – Both programs start with Princess Standard but can be upgraded to Princess Plus® or Princess Premier®	Guaranteed pricing (up to 250 beds): <ul style="list-style-type: none"> <li>• \$50 discount on lower berths for 3- to 12-day sailings</li> <li>• \$100 discount on longer sailings</li> </ul>	Guaranteed pricing as long as group space is available	Variety: More options to market and upsell to meet your clients' needs while price is protected so everyone can enjoy an effortless MedallionClass® vacation, regardless of budget!
Amenities	Receive amenities from the 1st booking. Receive amenities on bookings even after group space is all booked or recalled.*	Two additional GAP points (flexibility to pick the faves) & early access to reservations through the Princess app.	Possibilities: Freedom to choose the incentives that matter most, whether onboard credit or extra agency commission ... the choice is yours!
Bulk deposit	\$25 per bed for groups with greater than 16 beds	No bulk deposit up to 40 beds	Value: Ability to secure group space with low-to-no upfront cost without penalty while you work to promote group.
Protect guest amenities	Guest amenities are guaranteed from first guest booked within the group.	Guest amenities are guaranteed from first guest booked within the group.	Risk-free: Provides your clients value with no money out of your pocket.
Double name changes	No complete name changes	Yes, up to 21 days	Flexibility: Allows you to modify name within a small group should a last-minute change be needed.

## Prospecting for new group business

Where should you look? In a word (or, rather, two): affinity groups. They share common interests and have established communication streams you can leverage. Grow your business and earn higher commissions with this untapped gold mine:

- Women's groups
- Service & religious groups
- Weddings
- Business incentive groups
- Multi-generational family groups and reunions
- Health & wellness groups
- Athletic organizations
- Food, history & art enthusiasts

\*Subject to limited-time offer combinability.

Celebration Group Program is subject to Princess Cruises standard group terms, except as noted herein, which is available at [Princess.com/group-terms](https://www.princess.com/group-terms)

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