



# OPEN ENROLLMENT BENEFITS



Royal Caribbean® is making it easier and quicker for your clients to join the Crown & Anchor® Society and to start earning perks and onboard benefits. Until recently, your clients had to wait until after they completed their first cruise to sign up for our loyalty program. By simplifying the process, we aim for your clients to have greater engagement even before they cruise to foster higher satisfaction and repeat business to you.

- 1. Who is eligible for open enrollment?** Any guest will be able to enroll in the Crown & Anchor Society, as of June 11, 2015.
  - 2. Where can guests enroll if they have not sailed yet?** Your clients will be able to enroll online, onboard or calling our Crown & Anchor Department.
- NOTE: Regardless of when or where they enrolled, new members need to allow 10-14 days after the end of their first cruise to see Cruise Points posted to their Crown & Anchor account.
- 3. When will Open Enrollment begin?** The program opens on June 11th, 2015.
  - 4. How will guests know their membership level?** If guests have a My Cruises account, they may view their online account once they have enrolled. The consumer website will display their Crown & Anchor number and zero (0) Cruise Points. Guests will also receive a welcome email informing them of their Crown & Anchor number. No tier name or description will be displayed.



**BEST CRUISE LINE OVERALL**  
Travel Weekly Readers' Choice Awards  
2003 - 2014



- 5. Why would a guest enroll before they have a completed cruise?** By signing up in advance, these guests will receive our newsletters and information on select previews, plus enjoy access to promotional sales.
- 6. Will guests have access to the secure Crown & Anchor section of the consumer website?** Yes. They will be able to access the site, where they will see their Crown & Anchor number and zero (0) Cruise Points. They will not have access all tabs. For example, they won't be able to access Refer-A-Friend, Cruise History, Upgrade Preferences, and Gift Preferences.
- 7. Will guests see a tier level printed on their SeaPass Card or other cruise documents?** No, cruise documents will not display a tier level.
- 8. Will travel partners have access to the Crown & Anchor numbers of newly enrolled guests?** Yes. Travel partners will be able to access this information via the Espresso booking tool. Travel partners will have visibility to their client's Crown & Anchor number and it will automatically populate on Espresso once the guest information is entered. However, Please note that we will make changes to Espresso on June 24, 2015. Until then, a search for a newly registered guest will generate the following error message: "No match found." Since these new members have no prior sailings, the fields for dining and onboard language preferences will not be pre-populated in Espresso.
- 9. Can a newly registered guest still be referred by another Gold or higher Crown & Anchor member through the Refer-A-Friend program?** Yes. However, a newly registered member cannot make referrals and receive the onboard credit because he or she has not yet sailed on a first cruise.
- 10. Can a newly registered guest add self-reported cruises like existing Crown & Anchor members can?** No. Proof of sailing is required to add a sailing to a member profile.



**BEST CRUISE LINE OVERALL**  
Travel Weekly Readers' Choice Awards  
2003 - 2014

