

SENDING HTML E-MAILS & E-CARDS TO PROMOTE YOUR GROUP

The following screen shots are a step-by-step process for creating your own professional looking offer email for your group using the VacationPORT section on CruisingPower.com.

STEP 1

Once logged on to CruisingPower, hover the cursor over the [Selling Tools](#) portion of the top tool bar. Go to [HTML Emails](#) and click on [Royal Caribbean International](#).

The screenshot shows the CruisingPower website interface. At the top, there are logos for CruisingPower, Royal Caribbean International, and Celebrity Cruises. Below the logos is a navigation bar with tabs: FIND A CRUISE, TRIP DETAILS, BOOKING TOOLS, and SELLING TOOLS (which is currently selected and open). The SELLING TOOLS dropdown menu includes options like CUSTOMIZE FLYERS, AGENCY PRODUCTIVITY, ORDER COLLATERAL, PERSONALIZED COLLATERAL, INCENTIVE TRAVEL, IMAGE LIBRARY, SALES PROMOTIONS (PDF), SALES AND MARKETING KIT, GROUP AMENITIES PLUS (GAP), CUSTOMIZE E-CARDS, ONE STOP FILES, and HTML EMAILS. The HTML EMAILS option is highlighted, and a sub-menu is visible showing options for ROYAL CARIBBEAN INTERNATIONAL and CELEBRITY CRUISES. On the left side of the page, there is a 'Contact Us' section and a 'Just For You' section featuring a 'Freedom of the Seas' cruise ship.

STEP 2 – WELCOME

Once in Vacation PORT you can begin your Quick Search for your specific or multiple sailings that you have held group space. The more specific you are in choosing from the drop down menus the easier it will be to find your offer sailing. Click [“Go.”](#)

The screenshot shows the VacationPORT 'Welcome' page. On the left side, there is a 'VacationPORT Home' section with a 'Home' link. Below that is an 'Offer ID Search' section with a text input field and a 'Go' button. Further down is a 'Marketing Tools' section with links for 'Create New Email', 'Send a Greeting Card', 'Emails in Progress', 'Email Library', and 'Your Offer Clipboard'. At the bottom left is a 'Support' section with a 'Contact Support' link. The main content area has a 'Welcome' heading and a paragraph of text. Below the text is a 'Quick Search' section with three dropdown menus: 'Where do you want to go?' (with a 'Select Destination' dropdown and a 'Type in Destination' text input), 'When do you want to travel?' (with an 'Any Month' dropdown), and 'Length of trip:' (with an 'Any Length' dropdown). There is a 'Go' button at the bottom right of the Quick Search section. On the right side of the page, there is a 'Featured Specials' section with a 'Today's Cruise Specials' link and a large image of a cruise ship.

STEP 3 – SEARCH RESULTS

The next screen will display all of the search results that match. Scroll down until you find the itinerary and ship on which you have held group space. If you are unable to find it on the first page of results there may be additional pages. Click on the [Next](#) results page and continue scrolling until you locate it.

The next screen will display all of the search results that match. In this case our mock agency was holding space on **7-Night Eastern Caribbean Cruise from Port Canaveral on Mariner of the Seas®**. Once you have located it, click on the itinerary in the logo bar.

VacationPORT
Home

Offer ID Search
[Input Field] **Go**
(Enter Offer ID)

Marketing Tools
[Create New Email](#)
[Emails in Progress](#)
[Email Library](#)
[Your Offer Clipboard](#)

Support
[Contact Support](#)

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Search Results

Current Search Criteria
Results Page: 1 2 [Next](#)

Sort Results by: Original

Results 1 - 10 of 15

7-Night Western Caribbean Cruise from Port Canaveral from **\$719.00** (USD)

Ship: [Mariner of the Seas](#)
Itinerary: Cape Canaveral, CocoCay, Costa Maya, Cozumel, Grand Cayman, Cape Canaveral
Travel Dates: Oct 23, 2005 through Oct 30, 2005 ([more dates / prices available](#))
Number of Nights: 7

Select:
[More details](#)
[Add to Clipboard](#)

7-Night Southern Caribbean from San Juan from **\$789.00** (USD)

Ship: [Adventure of the Seas](#)
Itinerary: San Juan, Oranjestad, Curacao, Philipsburg, Charlotte Amalie, San Juan
Travel Dates: Oct 16, 2005 through Oct 23, 2005 ([more dates / prices available](#))
Number of Nights: 7

Select:
[More details](#)
[Add to Clipboard](#)

STEP 4 – DETAILS

This will load a detailed screen of the itinerary and ship you have chosen. From this screen, scroll down and click on the clipboard icon next to the specific date your group is holding space. In this case our mock agency is holding space on October 2, 2005.

[Previous Offer](#) [Back to Search Results](#) [Next Offer](#)

7-Night Eastern Caribbean Cruise from Port Canaveral

Supplier: [Royal Caribbean International](#) [[Description](#) | [Details](#) | [Dates / Prices](#)]
Ship: [Mariner of The Seas](#)

Your Toolbox
[Printable Page](#)
[Add to Clipboard](#)

Travel Dates and Prices [Return to Top](#)

(Click on date or price for additional details)

Travel Date Range	Price From	ID#	
Jul 24, 2005 - Jul 31, 2005	\$1169 (Inside Stateroom - Cat. N)	252319	
Aug 07, 2005 - Aug 14, 2005	\$999 (Inside Stateroom - Cat. Q)	252321	
Aug 21, 2005 - Aug 28, 2005	\$899 (Inside Stateroom - Cat. Q)	252323	

STEP 5 – OFFER CLIPBOARD

This will load the Offer Clipboard screen. Click the check box under **Select Offers.** After the check mark appears in the box, click on **Send Email using Selected Offers.**

Offer Clipboard
Use the Offer Clipboard to gather offers that you would like to keep track of, and ones that you want to email to your customers.

To add an offer to the clipboard, click the "Search for Offers" link to the left and find the offer in which you're interested. Then, click the Add to Clipboard button or link. That offer will be added to the clipboard. To add another item, simply repeat the process.

ID 252281 Added to Clipboard

Back to Prices

Offer Id	Supplier	Title *	Low Price		Select Offers
252281	Royal Caribbean International	7-Night Eastern Caribbean Cruise from Port Canaveral - (Oct 30, 2005 to Nov 06, 2005)	\$759.00 USD	Remove	<input checked="" type="checkbox"/>

Send Email using Selected Offers

Remove Selected Offers

STEP 6 – CUSTOMIZE OFFER

You will now be able to begin customizing your email offer tailored to your group. Entering a Section Headline is optional but recommended. Sales text for this offer is automatically populated, but you may modify it. Once completed click on **Save Changes** and click on **Next >>.**

Customize Offer Sections | Enter Message | Styling | Preview | Address and Send | Email Summary

Save Changes | Next >>

[Add Another Offer]

Offers Already in Your Email

Section	Offer Id	Up	Down	Remove
Section 1	Offer Id: 252287			

STEP 7 – ENTER MESSAGE

This will load the Enter Message screen. You must fill out the Email Message Headline. This will be the title of your email seen by your client as both the title of your message and in subject heading in the inbox of their email service. Next enter your desired email message. This will be the first information your clients see in the email. In this message box you must enter the HTML code, **

, for each new paragraph or there will not be any spaces between paragraphs in your message. Choosing an image, creating an additional disclaimer to the default Royal Caribbean International disclaimer and additional comments are optional. When completed click on **Save Changes and click on **Next >>.**

Customize Offer Sections | Enter Message | Styling | Preview | Address and Send | Email Summary

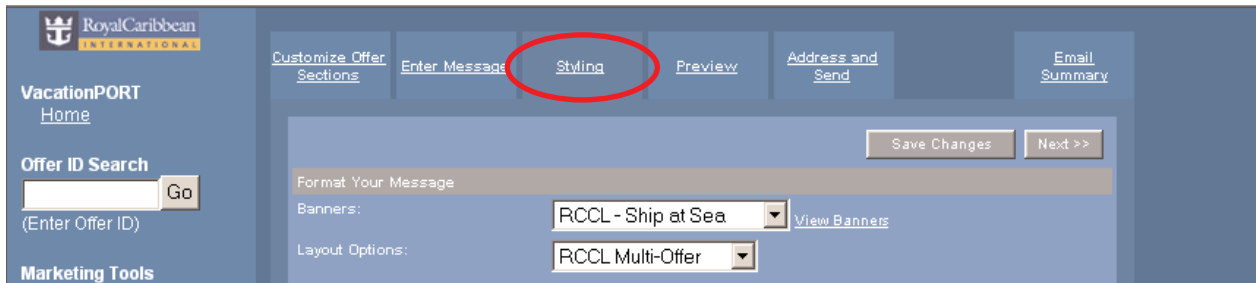
Save Changes | Next >>

Add Text to Your Email

Email Message Headline:

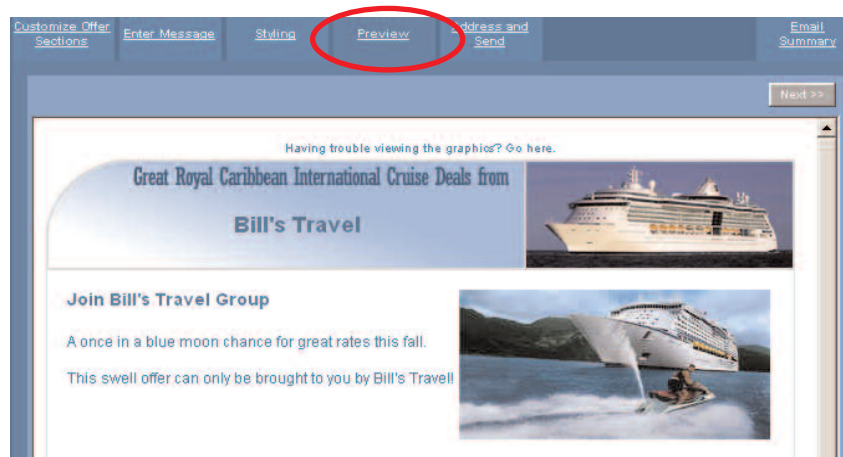
STEP 8 – STYLING

This will load the Styling screen. Fill out your contact information. You must fill out Agency Name and Address in order to comply with U.S. Anti-Spam Laws. When completed click on [Save Changes](#) and click on [Next>>](#).



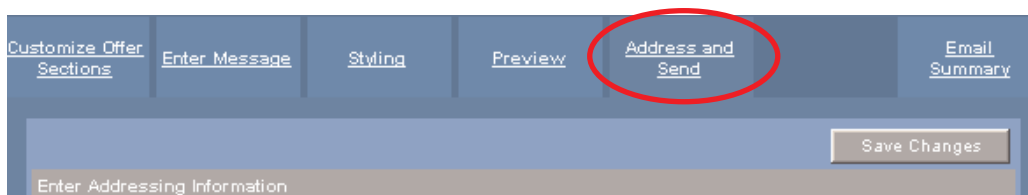
STEP 9 – PREVIEW

This will load the Preview screen. This screen will give you a chance to review the email you are about to send. If you would like to make additional changes you can click on the tab of any of the previous screens and repeat the steps until you are satisfied. click on [Next >>](#).



STEP 10 – ADDRESS AND SEND

This will load the final screen, the Address and Send screen. Here you must fill out the **From** email address and **To** email address. In the **To** line you can enter either individual or multiple email addresses. We recommend also including your own email address to see exactly what you have sent your clients. The **Subject** line is automatically populated from your earlier entered Email Message Headline. Once completed click on [Save Changes](#). Under **Saving and Sending Options** you must click on the check box indicating you have read the Anti-Spam Law provided to you at the bottom of the page. If you have not already read this section please click on **“Full Text Anti-Spam Law”** provided at the bottom of the page and read before sending. Finally click [Send Message Now](#).



E-GREETING CARDS

If you would like to send an E-Card select [Send a Greeting Card](#) from the left tool bar of the VacationPort site. This will load a page with steps similar to the offer email. By choosing "Category of Greeting" you will be able to select one of 5 images to include in your greeting card.

The screenshot shows the VacationPort website interface. On the left is a navigation sidebar with the Royal Caribbean International logo and links for Home, Offer ID Search, Marketing Tools (with "Send a Greeting Card" circled in red), and Support. The main content area has tabs for Styling, Enter Message, Preview, Address and Send, and Email Summary. The "Enter Message" tab is active, showing a "Choose a Greeting" section with a dropdown menu for "Ships" (circled in red) and a "Ship - Horizontal" image. Below this are fields for "Agency Website for Click-Through:" and "Add Contact Information" with "Bill's Travel" entered in the "Agency Name" field. Buttons for "Save Changes" and "Next >>" are visible.

Fill out your desired information in each tab of "Styling," "Enter Message," "Preview," and "Address and Send." Here is a sample:

