



# THE ROYAL CARIBBEAN® NON-REFUNDABLE DEPOSIT PROGRAM

## ADVERTISING GUIDELINES

Royal Caribbean's non-refundable deposit program makes business stronger, smarter and more efficient. With benefits for both travel partners and clients, this program is a win-win for all parties. Use this document as a quick reference on how to properly market and advertise to your customers on your own platforms and channels.

### ADVERTISING NON-REFUNDABLE DEPOSITS GUIDELINES:

1. Non-Refundable deposits need to be clearly outlined on the web or via the telephone prior to taking payment for a booking.
2. Clients should understand full terms and conditions in advance of making a booking.
3. Examples of how you can advertise Non-refundable deposit fares:
  - a. "A nonrefundable deposit of {insert amount} per person applies to this fare"
  - b. "The minimum deposit amount for some of the fares shown in this advertisement are nonrefundable; a change fee of \$100 per guest may apply. Contact {insert travel partner information} for complete details."
4. What are some requirements of advertising these fares?
  - a. The full amount of the nonrefundable deposit must be disclosed above, below, or to the side of the advertised fare.
  - b. When featuring multiple fare options (those requiring nonrefundable deposits, as well as regular fare options) it is imperative that a disclaimer be clearly displayed to notify that some fares require a nonrefundable deposit and that change fees may apply.
    - i. Sample disclaimer: "The minimum deposit amount for some of the fares shown in this advertisement is non-refundable: a change fee of \$100 per guest may apply."
  - c. Nonrefundable deposit verbiage must be clearly stated within the advertisement copy in a conspicuous manner. It is NOT sufficient to simply disclose such charges in the Terms & Conditions.

