



CELEBRITY VS. CONTEMPORARY CRUISE BRANDS

CELEBRITY CRUISES	CONTEMPORARY CRUISE BRANDS
Premium adult-focused cruise line. Ideal for corporate groups and incentive winners	Family focused lines with onboard amenities that cater to young adults and children i.e. water slides, roller coaster, bumper cars. Zipline
Small to medium sized ships	Mega ships with up to 6,000 guests
Venues & restaurants walkable within minutes	Closer to walking from a hotel room to the convention center i.e. Las Vegas
Dedicated conference center. AV equipment and meeting space included	Some brands offer dedicated meeting space and AV equipment, but many brands do not nor is it "included" in fare
2:1 guest-to-staff ratio with personalized touch from ship to shore	3:1 or 4:1 guest-to-staff ratio. More affinity groups onboard limit the amount of time the event coordinators can spend with corporate group
Elevated accommodations designed with comfort in mind - featuring exclusive eXhale® bedding, made with cashmere. Suites with exclusive amenities and a team of butlers	Modern accommodations with focus on 3/4th guest to accommodate families
World-renowned spa and fitness center. Strong wellness partnerships featuring F45 Training & Peloton - at no extra charge	Well equipped fitness center but widely over crowded
First resorts at sea to be Star Rated by Forbes Travel Guide	No contemporary cruise ship has Forbes Star rating
Meals and menu created by Michelin-starred chef. Winner of Wine Spectator's Award of Excellence 10 years in a row	Global cuisine with only a handful offering Michelin level dishes
No hidden costs. Included: beverages, WiFi, F&B cocktail parties for groups and no F&B minimums	Some brands may offer similar offers as added costs and have F&B minimums
Adult focused teambuilding activities & events - Wine Tasting, Cooking Classes, Behind the Scenes Tours etc.	Majority of activities focused on family oriented entertainment & activities
3 Concierge Event Coordinators trained in Corporate Groups	1 or 2 Event Coordinators for all group types, over-indexing on multi-gen family groups
Number of groups limited per sailing for best service and attention	No limit on number of groups per sailing

HOW ARE WE SIMILAR?

- Unpack once and visit multiple destinations on one sailing
- Short cruise options available
- Numerous complimentary dining and snack options
- Group dining options and restaurant buyouts
- Full Casino with table games and slot machines
- Shore Excursions with group customization options
- Entertainment and live music venues
- Outdoor swimming pools and hot tubs
- Single billing reconciliation
- No resort fees

LEARN MORE

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