



CELEBRITY VS. LAND BASED RESORTS

| CELEBRITY CRUISES | HOTEL OR RESORT |
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| New, different unique experience. First time on a cruise for most | Been there, done that. Every year has been just a different hotel/resort |
| Wake up at a new destination every day | Limited to city activities and views |
| Forbes travel guide star rated properties | Most are not star rated or provide consistent high service |
| Self contained floating resort with spectacular ocean views all around | Room and location views vary. Unattractive views. |
| All space is walkable from venue to venue | Some with incredibly long walks to conference center, or use of golf carts |
| Room turn down service 1-2 times daily | Some properties do not offer turn down service or is limited to once per day |
| State of the art fitness facilities and classes available | Small and limited equipment. Some require you to pay resort fee to use |
| Staff to guest ratio 1:2, all staff stays on the ship | Limited staff at many facilities and they leave the property at night |
| State of the art AV equipment Included- no extra charge | Pay thousands of dollars daily whether you need for an hour or the full day |
| Modern conference facility many with sea views - no additional charge | Costly rental fees. Many are dated and tucked in lower levels of hotel |
| 1-2 cocktail parties included. No F&B minimums | Food and beverage minimums and large costs for cocktail parties and space |
| Indoor and outdoor private function space included | Cost to rent private function venues |
| All meals included, with full menus and reserved tables at dinner | Additional costs and limited menus for meals |
| Variety of entertainment and activities included | All entertainment and activities are additional fees and very limited |
| Multiple restaurant options on board, no need to leave the ship | Limited restaurants at hotel, often need to transport off property |
| Best team building because attendees are together onboard | Attendees scatter off property after-hours |
| Smoke free casinos, spas, numerous lounges, duty free shops onboard | Often need to leave the hotel for shopping and activities |
| Doctor and medical facilities onboard | Could be far from hospitals or medical care |
| Security- Only guests with proper credentials can board the ship | Anybody can walk off the street onto the property, bars or restaurants |
| Easiest for meeting planner to choose meals and entertainment | Challenge for costs and location and choices for meals and entertainment |
| Best ROI with so much Included | 30-40% more for the event plus additional costs from expense reports |
| Cruise contracts are often more liberal than resorts on attrition clauses and have less restrictive cancellation fees | Resorts are very strict on contracts |
| With the All Included package, WiFi is included every day | Additional charge for Wi-Fi |
| With the All Included Package, all beverages included; bottled water, soda, specialty coffees teas and alcohol | Large costs for each item purchased throughout the day |
| With the All Included Package there is no additional attendee expense reports during after-hour networking | Large expense reports for attendee's after-hour entertainment |



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Forbes Travel Guide Four-Star Rated Celebrity Apex®, Flora®, and Millennium®. Forbes Travel Guide Recommended Celebrity Edge® and Summit®. Resorts with 1,000 rooms or more.
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