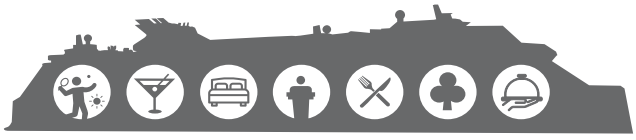
CELEBRITY VS. LAND BASED RESORTS

CELEBRITY CRUISES	HOTEL OR RESORT
• A unique, first-time cruise experience for most attendees	• Same experience year after year—just a different hotel
• Wake up in a new destination every day	• Limited to city views and activities
• Forbes Travel Guide–star–rated properties	• Inconsistent service; many properties lack star ratings
• All-inclusive, self-contained floating resort with panoramic ocean views	• Unappealing or inconsistent room and venue views
• Fully walkable ship—easy access between venues	• Long distances to meeting space; carts often required
• Daily room turndown service (1–2 times)	• Limited or no nightly turndown service
• Modern fitness center with classes	• Small, dated fitness facilities; resort fees often required
• Exceptional 1:2 staff-to-guest ratio; all staff onboard	• Limited onsite staff; many leave the property overnight
• Dedicated conference center with cost-effective, personalized A/V	• High rental fees for meeting rooms and equipment
• Modern meeting spaces, many with sea views, at no extra cost	• Outdated conference space, often located in lower hotel levels
• 1–2 hosted cocktail receptions included; no F&B minimums	• Food and beverage minimums drive up event costs
• Indoor and outdoor private event space included	• Separate fees to rent private function space
• All meals included with full menus and reserved dinner seating	• Limited menus with added meal costs
• Multiple onboard dining options; no need to leave the ship	• Shopping and activities typically require leaving the property
• Entertainment and activities included	• Entertainment and activities are limited and fee based
• Ideal for team building—attendees stay together onboard	• Attendees disperse offsite after hours
• Onboard doctor and medical facilities	• Limited access to nearby medical facilities in some locations
• Secure boarding—credentialed guests only	• Open properties—public access to bars and restaurants
• Simplified meal and entertainment planning for meeting planners	• Complex planning for meals, activities, and budget control
• More flexible contracts than resorts, with favorable attrition and cancellation terms	• Strict contract terms with limited flexibility
• All-Included package includes Wi-Fi and all beverages, including alcohol, coffee.	• All-included packages not available. Everything is charged separately.
• All-Included package eliminates after-hours expense reports for attendees.	• Events can cost 30–40% more due to add ons and expense reports



Celebrity X Cruises®

GLOBAL CORPORATE MEETINGS,
INCENTIVES & CHARTERS

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