CELEBRITY CRUISES
SET SAIL FOR
SUCCESS
AWARD-WINNING | ALL INCLUDED
Celebrity Cruises®

THECELEBRITYCOMMITMENT.COM

THE CELEBRITY COMMITMENT

REAL TOOLS | REAL SOLUTIONS | REAL PEOPLE | BETTER BUSINESS

YOU'RE OUR STRONGEST ASSET!

As your partner, we want you to do business with us the way that works best for you.
That's why we've continued to make major investments in tools and resources to help you increase your sales.
The Celebrity Commitment website provides quick access to finding your dedicated Celebrity Sales Manager, our current offers, information on our fleet & policies, training resources, marketing tools, and more!
Here are a few of the tools we know you'll want to see now:

SHIP & DEPLOYMENT INFORMATION

Find deck plans, stateroom information & fact sheets on our ships. Explore our new itineraries and deployment – we're open for sailing through 2023/24!

CUSTOMIZABLE MARKETING CONTENT

Download editable flyers of new offers and direct mailings, letterheads, advertorials, display posters, social media assets and more.

CELEBRITY GROUPS

Groups truly are the best way to build your business. Explore our easy policy and all the benefits for you and your clients to book a Celebrity group.

TRAINING CENTER

Register for upcoming Seas Today webinars or view past sessions at your convenience. Dive into Celebrity Learning lessons that cover everything from selling techniques to marketing tips.

Visit us at:
TheCelebrityCommitment.com

DID YOU KNOW

... that Travel Advisors are our brand's primary source of bookings? We can' t thank you enough for your support, and we are 100% committed to providing you with the best tools in the industry to help you grow your business!

CELEBRITY LEARNING
INNOVATION KNOWLEDGE IMMERSION

THE TARGET CELEBRITY GUEST

40-55 YEARS OLD | **HIGHLY EDUCATED** | **HIGH INCOME** | **LIMITED TIME** | **MULTI-GEN**

GUEST MINDSET	WHY CELEBRITY IS THE PERFECT BRAND
Limited travel opportunities over the past 1.5+ years	**We'll take care of you** after running your households for 1.5+ years New itineraries and destinations provide something to look forward to.
Limited time to dedicate to planning/ vacationing	Opening 2023/24 itineraries **provides flexibility** to book earlier than ever so they can get back to "successfully" managing their lives.
Family point person responsible for multi-gen enjoyment	Our brand, hardware, and destinations offers something for every member of the family. Always Included ensures that **all members** get the basic amenities
Generation-Z children who are likely to do travel research. Increased interest in less-dense/commercialized destinations	Lesser-known ports and more time in destination **New ports and more overnight opportunities** provide destination immersion with Private Journeys and customizable shoreside experiences
Motivated by value over price	Service recognized by Forbes Travel Guide **The Retreat** offers unrivaled value, service, and exclusive spaces

Celebrity Cruises®

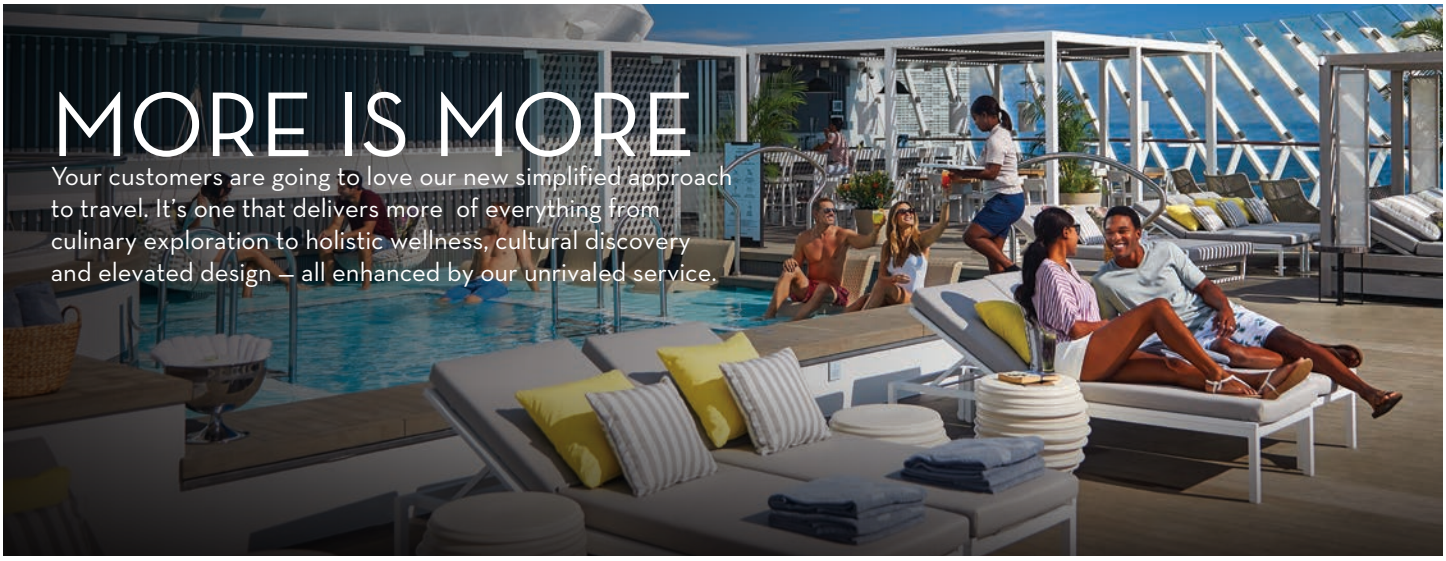
CELEBRITY OFFERS MORE CHOICES

THE PERFECT VACATION FOR EVERY GUEST!

	Most Amenities **THE RETREAT®**	*Best Value* **ALL INCLUDED** **Local Luxury resident rates available on select sailings*	*Best Rate* **CRUISE-ONLY** *NO-PERK RATE*
OFFERING	CHOOSE A SUITE Get premium drinks and Wi-Fi, tips, and up to $400 to spend onboard included. + Exclusive restaurant, lounge and sundeck access + Concierge Service + Personal Retreat Host	CHOOSE VALUE & CONVENIENCE Get classic beverage, tips, and Wi-Fi included. Save up to 45%.	CHOOSE THE LOWEST FARE Add amenities like beverage, tips, and Wi-Fi later.
AVAILABILITY	ALL SAILINGS ALL SUITES	ALL SAILINGS INSIDE–CONCIERGE CLASS STATEROOMS	ALL SAILINGS *Excludes Galapagos and Cruisetours *Excludes AquaClass® and The Retreat®
COMBINABILITY	Combinable with current brand offer*		
RATE CODE AS SEEN IN ESPRESSO	RETREAT RETREATNRD	ALLINC ALLINCNRD	NOPERKRATE NOPERKRATENRD
WHAT YOUR CELEBRITY CRUISE FARE INCLUDES			
ACCOMMODATIONS	✓	✓	✓
MEALS *Excludes specialty restaurants*	✓	✓	✓
ENTERTAINMENT *Theatre, live music, bars & lounges*	✓	✓	✓
DRINKS *Beer, wine, spirits, specialty coffee, & more***	✓ Premium Beverage Package	✓ Classic Beverage Package	
WI-FI	✓ Premium Wi-Fi	✓ Basic Wi-Fi	
TIPS	✓	✓	
OBC	✓		

*For combinability with current offers and more information, please visit thecelebritycommitment.com/TCs.html. Certain restrictions apply.
**"All Included" Pricing applies to sailings booked and departing on or after 01/09/2023, excluding Galapagos cruises, in an inside through AquaClass stateroom ("Eligible Bookings"). All guests within an Eligible Booking who choose "All Included" pricing will receive a Classic Drinks Package, Tips Included and an unlimited Basic Wi-Fi package. All guests in a stateroom must choose the same pricing package. Visit celebrity.com for complete details. ©2023 Celebrity Cruises Inc. Ships' registry: Malta and Ecuador.

1/18/23



MORE IS MORE

Your customers are going to love our new simplified approach to travel. It's one that delivers more of everything from culinary exploration to holistic wellness, cultural discovery and elevated design – all enhanced by our unrivaled service.

Meticulously planned – we're with our guests from the moment they book until their return home.

Award-winning ships – 14 innovative mid-sized ships, designed to delight the modern traveler.

The Retreat® – stunning suite accommodations PLUS: private restaurant, exclusive lounge & sundeck*, dedicated team of Personal Retreat Hosts, concierges, etc.

Distinctive staterooms – luxurious room options for couples, families & singles. Spa-inspired AquaClass® or enhanced service Concierge Class upgrades.

Dining – up to 18 award-winning, distinctive restaurants with menus crafted by our Michelin-starred chef.

Spa – extensive state-of-the-art sanctuary offering the best in wellness, beauty & fitness.

Entertainment – extensive variety of stylish bars, lounges, boutique shops, theater shows and casino action.

The Celebrity Revolution℠ – fleetwide multi-million-dollar makeover ensures consistent New Luxury experiences.

Destination variety – itineraries spanning 320 ports in 80 countries, more overnight stays, immersive shore excursions for all interests.

Take a look at how we compare and what's included:	LUXURY < 300 PAX	LUXURY > 300 PAX	ALL INCLUSIVE HOTEL	**CELEBRITY CRUISES**
INCLUDED AMENITIES				
PRIVATE VERANDA	✓	✓	✓ ROOM DEPENDENT	✓
PERSONAL RETREAT HOST OR CONCIERGE SERVICE	✓	SELECT SUITES	SELECT SUITES	✓ + PERSONAL RETREAT HOST
ONBOARD GRATUITIES	✓	✓	✓	✓
MULTIPLE DINING VENUES	✓	1 EVENING OF SPECIALTY DINING INCLUDED *DEPENDENT ON VESSEL SIZE*	✓	+ EXCLUSIVE RESTAURANT & SPECIALTY DINING OPTIONS**
24HR IN-SUITE DINING	✓	✓	✓	✓
PREMIUM WINES & SPIRITS + NON-ALCOHOLIC BEVS.	✓	✓	✓	✓
ENTERTAINMENT & ENRICHMENT	✓	✓	✓	✓ + MULTIPLE SHOWS LIVE MUSIC, WORLD-CLASS ARTISTS ETC
WI-FI	✓	✓	✓	✓

*The Retreat Sundeck available on Edge Series and Revolutionized ships. Currently not available on Celebrity Solstice, Eclipse, Reflection, Constellation, Infinity.
** Complimentary Specialty Dining is only available to Royal Suites and above.

WELCOME, BEYOND℠

MORE SPACE. MORE LUXURY. MORE CONNECTED.
Celebrity Beyond℠, the next Edge® Series ship, sails April 2022.

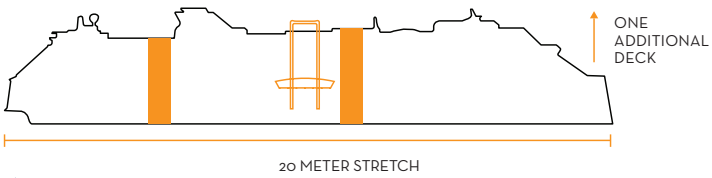
CELEBRITY BEYOND FAST FACTS

Inaugural date: APRIL 2022
Ship's registry: Malta

Designed entirely in 3-D

TONNAGE	LENGTH	BEAM	DRAUGHT	CRUISING SPEED	CREW	STATEROOMS	GUESTS
140,600	1,073 ft	128 ft	27 ft	21.8 kts	1400+ from 60 Countries	1,646	3,260

HOW WE MADE EXTRAORDINARY EVEN BETTER



- Longer, taller, sleeker profile
- 179 more suites and staterooms
- More of The Retreat® with a 40% larger sundeck
- More Resort Deck with expanded open-air spaces
- More restaurants, bars, and lounges to enjoy
- Now 17 decks
- Sunset Bar 180% larger

the retreat®
All Suites. All Exclusive. All Included.

The Retreat® has been taken to another level with an expanded two-story sundeck and stunningly redesigned exclusive spaces that are all adjacent to create a true resort-within-a-resort.

THE RETREAT SUNDECK

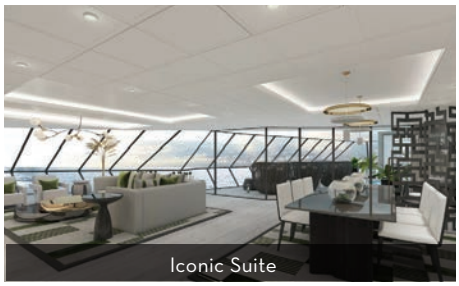
LUMINAE AT THE RETREAT®

THE RETREAT LOUNGE

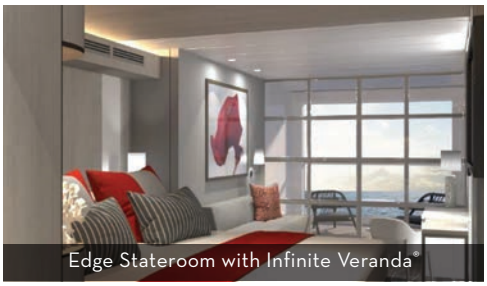
TRANSFORMATIONAL ACCOMMODATIONS

Edge Villas

- Two-story suites
- Private plunge pool
- Direct access to The Retreat Sundeck


Iconic Suite

- Largest suites in the fleet
- A view as good as the Captain's


Edge Stateroom with Infinite Veranda®

- 23% larger than Solstice® Series veranda staterooms
- Entire living space becomes the veranda
- King-sized Cashmere™ Mattress featuring Celebrity's eXhale® bedding

*The Retreat Sundeck available on Edge Series and Revolutionized ships. Currently not available on Celebrity Solstice, Eclipse, Reflection, Constellation, Infinity.

Wellness is fundamental to our philosophy, we've created a whole new way to nourish your mind, body, and spirit. Introducing AquaClass® Sky Suites, which combine the best of our AquaClass® stateroom experiences with the luxurious spaces, services, and amenities of The Retreat®. AquaClass® Sky Suites debut on Celebrity Beyond in April 2022 and will be introduced across the rest of our fleet beginning in April 2023.

LE VOYAGE
BY CHEF DANIEL BOULUD

World renowned chef Daniel Boulud, our Global Culinary Ambassador, has created his first signature restaurant at sea. The globally inspired flavors he has infused into his menu will transport you to the very places that inspired them.

SUNSET BAR

The ocean is one of the most rejuvenating places you can be, and the talented Nate Berkus took advantage of this to create a redesigned, terraced Sunset Bar that's nearly twice the size.

ROOFTOP GARDEN

With cantilevered float pools that extend over the water's edge, our reimagined Rooftop Garden is a stunning collaboration between designer Kelly Hoppen, CBE, and architect Tom Wright, of WKK.

Grand Plaza

Design firm Jouin Manku has made the social epicenter of the ship even more dramatic than before with a new, organic shape, LED chandelier, and redesigned Martini Bar.

Resort Deck

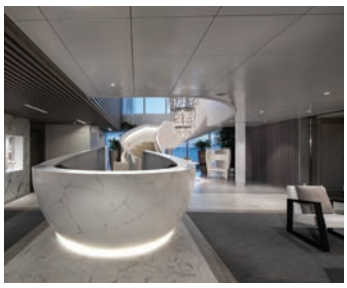
The larger outward-facing pool deck means you never have to take your eyes off the ocean while you get your vitamin D. Kelly Hoppen's new design and the vision of architect Tom Wright make the Resort Deck the ultimate sun-soaked destination.

MAGIC CARPET

Dine, drink and soar up to 13 decks above the sea. The Magic Carpet isn't just one magical venue—it's several—and each transformation it undergoes brings an entirely new way to experience this amazing place.

EDEN
Chillful. Playful. Wonderful.

Awaken all your senses in this three-story venue wrapped in panoramic views, featuring daytime activities, Wonder at Eden thematic experiences each night, Eden Bar, Eden Café, and our delicious Eden Restaurant.



the spa

Escape to a luxurious sanctuary for the modern traveler with our SEA Thermal Suite and ahh-inspiring new firsts, like an expanded Fitness Center with F45 fitness classes, our Women in Wellness program, and new treatment tables.

The Retreat® isn't just a place. It isn't a service. It isn't an amenity. It's our entire suite experience, and it's all available to every guest of The Retreat.

In fact, we're the only new luxury line to offer every guest of The Retreat a Personal Retreat Host, a private restaurant, and an exclusive lounge.

the retreat®

All Suites. All Exclusive. All Included.

THE RETREAT SUNDECK

- The luxurious outdoor area rivals any high-end resort.
- Features a spacious lounge area, plush, stylish furniture and an inviting pool and hot tub * .
- Dedicated attendants are at your service with cocktails, fresh towels, and refreshing treats.

THE RETREAT LOUNGE

- A stylish place to unwind featuring plush, stylish furniture.
- Enjoy complimentary beverages, gourmet bites.
- Access to a dedicated concierge who'll make any arrangements guests need —on board or off.

* The Retreat Sundeck available on Edge Series and Revolutionized ships. Currently not available on Celebrity Solstice, Eclipse, Reflection, Constellation, Infinity.
* All Included amenities are not included with Simply Sail, special fares, or MoveUp upgrades from any non-suite stateroom.

INDULGE PACKAGE INCLUDED

Every guest in your suite receives:

- Premium Drinks
- Premium Wi-Fi
- Tips
- Shores Excursion Credit
- Onboard Credit

LUMINAE AT THE RETREAT

- Private restaurant boasting a boldly elegant interior that's as distinctive as its cuisine.
- Open for breakfast, lunch* & dinner.
- Exclusive menus – complimentary to all guests of The Retreat®, the dishes here are found nowhere else on board, including chef Daniel Boulud signature dishes.

*Luminae Lunch is available on embarkation day and days at sea.

IN-SUITE LUXURY AMENITIES

- Complimentary welcome bottle of champagne or sparkling wine.
- 24/7 room service, and custom chocolates on your pillow.
- King-size mattress featuring Celebrity's eXhale® bedding, featuring plush duvets, 100% pure cotton sheets, and a pillow menu to customize your night's sleep.
- Complimentary in-suite specialty coffees.
- Fresh fruit delivered upon request.
- Premium bath amenities.
- Plush bedroom slippers and 100%cotton bathrobes.

WHY BOOK THE RETREAT:

- Personalized Personal Retreat Host service.
- Dedicated pre-cruise Retreat Concierge. Call 1-877-RETREAT.
- Dedicated concierge.
- Flexibility to dine wherever you choose: Luminae, main restaurant, specialty restaurants, or in-suite.* Complimentary 24-hour in-suite dining, including full breakfast, lunch, and dinner.
- Preferred seating in specialty restaurants.
- Priority check-in, port tendering/ boarding and departure.

*Available to Iconic Suite, Edge Villa, Penthouse Suite and Royal Suite.

EXPERIENCE THE APEX OF EUROPE

We're proud to be named Best Cruise Line in Europe for the past eleven years. We're sure our 2022 season will continue our reign with exciting new 4- to 14-night itineraries to some of the most captivating destinations in the world. With more 7-night sailings and more overnight stays than ever before, we've got exactly what you want in a European cruise vacation. From historic capitals to quaint villages. From Reykjavik, Iceland, to the dynamic city of Istanbul, Turkey. From the majestic fjords of Norway to the sun-drenched islands of Greece. Join us aboard one of our six luxurious ships exploring the region as we deliver a vacation experience like no other. And for the first time, we're excited to introduce one of our Edge Series ships to the northern seas– Celebrity Apex, guaranteeing the Old World has never looked better.

HIGHLIGHTS

Northern Europe: Celebrity Apex–marks the first Edge Series ship to sail the region. Popular cities that we haven't visited for years return, including Visby, Sweden, and Kristiansand, Norway. Exciting new ports of call, such as Molde, Norway–home of the second oldest jazz festival in Europe–and Haugesund, Norway–the land of Viking kings and chieftains.

Mediterranean: Overnights in Istanbul, Turkey, Venice, Italy, Jerusalem (Ashdod), Israel, and Lisbon, Portugal–just to name a few. A return to some of the most popular wine capitals of the world–Bordeaux (La Rochelle), France, and Ajaccio, Corsica, France. Multiple iconic Greek islands in one itinerary.

HOP FROM PARADISE TO PARADISE

There's no better way to unwind than on a luxurious, island-hopping vacation through the Caribbean. Our new 2022-2023 season of sailings offers the perfect escape, whether it's a family vacation, a romantic getaway, or a get-together with friends. Eight of our award-winning ships will transport you to captivating destinations on itineraries from quick 2- to 4-night escapes to long-awaited 12-night paradise immersions. With so many tropical vacations to choose from, you're sure to find the perfect one for you.

If the pink sand beaches of Bermuda, the breathtaking colors of the Northeast, or the mystical lands of Greenland and Iceland are on your bucket list, our revolutionized Celebrity Summit will whisk you away in style. From the Statue of Liberty to the southern charm of Charleston, South Carolina. From historic Boston to the incredible fall foliage in Nova Scotia. Each journey is sure to appeal to even the most seasoned travelers.

HIGHLIGHTS

Caribbean: Eight award-winning ships offering everything from 4- to 5-night escapes to week long 6- to 12-night in-depth island explorations. Now departing from Tampa as well as Miami, Fort Lauderdale, and San Juan. Special holiday sailings—celebrate in style—Christmas and New Year's on a vacation like no other.

Bermuda: Choose from a variety of blissful island getaways ranging from 7- to 10-nights. Our 7-night sailings from Cape Liberty get you close to the Statue of Liberty for the perfect selfie as you set sail. Overnight stays in the Royal Naval Dockyard on all sailings, as well as overnights in the renowned southern charm, history-lined Charleston on 10-night sailings.

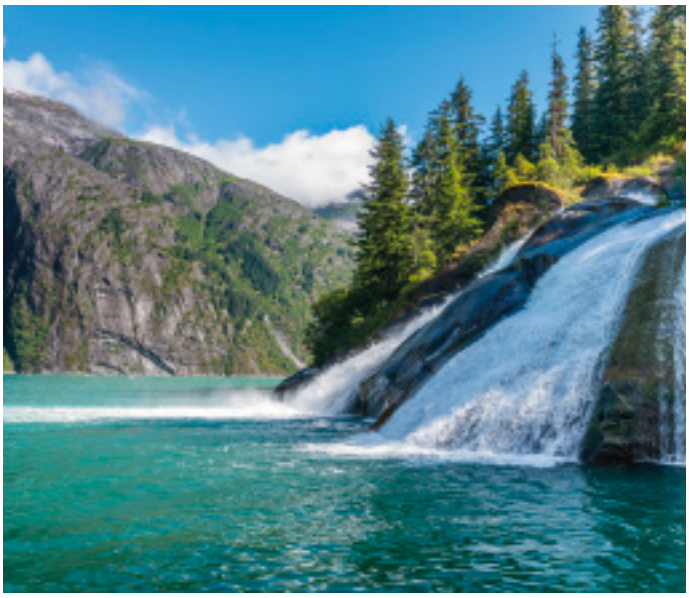
Canada & New England: For the first time, we're offering 10-, 11-, and 12-night sailings to some of the most dynamic cities and destinations in this area, with overnights in Charlottetown on Prince Edward Island and Québec City. Limited-edition sailings (there are only two) to Greenland and Iceland.

EXPLORE THE MAJESTY OF THE LAST FRONTIER

Celebrity strives to capture the best of every destination – in fact, it's one of our brand pillars. In Alaska, that means being very selective about which glaciers to visit.
Glacier Bay is often considered the most well-known glacier area in Alaska, but Celebrity doesn't sail to it.
Why? Because we think our guests will be much more impressed and have a more memorable time seeing Endicott Arm & Dawes Glacier. ALL our Alaska itineraries include one — here's why they're so special:

HUBBARD GLACIER

- Larger than Rhode Island, it's the longest tidewater glacier in North America (76 miles) and the largest glacier you can see from a cruise ship.
- Nicknamed "The Galloping Glacier", it advances an incredible 80 feet per year.
- Iceberg calving occurs several times an hour. Sheets of ice as large as 10-15 stories tall will break off with a thunderous crack and cascade into the sea right in front of guests' eyes.
- When viewing Hubbard Glacier, the captain pivots the ship so that verandas on both sides have a perfect view.



ENDICOTT ARM & DAWES GLACIER

Admire the pristine, untouched natural beauty of Endicott Arm Fjord, a 30-mile stretch of water located at the southern end of the Tracy Arm-Fords Terror Wilderness area. Experience breathtaking scenery as you sail past steep granite cliffs, floating icebergs, and cascading waterfalls on an Alaska cruise.

During your cruise down Endicott Arm, look for groups of adorable harbor seals that are often found lounging on chunks of ice or diving around the icy water. Your journey through this majestic waterway will end with a show-stopping visit to Dawes Glacier, where you'll witness the thunderous roar of ice as it crashes into the sea during a calving display.

CRUISETOURS

For a more in-depth exploration of Alaska, a Celebrity Cruisetour offers both the heart of the untamed wilderness on a multi night land tour and the soul of the captivating coastline on a cruise. Choose from a wide variety of Cruisetour options ranging from 9- to 13-nights.

PREMIUM ACCOMMODATIONS

On Alaska Cruisetours, guests stay in the finest accommodations available in the Alaskan interior. From the luxurious Alyeska Resort with its heated pool offering mountain views, to the comfortable fireplace in the cozy Talkeetna Alaskan Lodge, or the rustic buildings of Denali Park Village tucked into the forested banks of the Nenana River.

WILDERNESS EXPRESS RAILCARS

A highlight of every Celebrity Cruisetour is a scenic ride on the Wilderness Express railcars. Venture from Anchorage to Fairbanks in superior luxury and comfort. Relaxing railcars offer 360-degree dome viewing windows, reclining leather seats, and spacious interiors. Guests enjoy fine dining prepared by the onboard chef, and full bar service at their seat, while they learn about the wilderness and its rich history from the onboard host who provides commentary.

A FULLY ESCORTED EXPERIENCE

Few people know and love Alaska like those who live there, and the Tour Directors escorting all our Cruisetours are chosen for their deep roots with local communities. Providing seamless service and peace of mind start-to-finish, they're part raconteur of daily Alaskan life, part wildlife hobbyist, and part concierge taking care of a host of small details like hotel check-ins.

ECO-LUXURIOUS VACATIONS IN THE GALAPAGOS

CELEBRITY FLORA℠
CAPACITY: 100 guests

ACCOMMODATIONS:
Luxurious all-suite accommodations

SAILS:
7-night roundtrip itineraries all year-round, alternating between the Inner Loop and Outer Loop

DINING:
2 restaurants – Seaside Restaurant and Ocean Grill (outdoor dining)

FEATURES:
Open-air hideaway with hot tub and cocoon-style loungers, plus 2 lounging areas with large glass walls to make the most of the stunning views.

NEW! Galapagos Glamping - *where guests guests can dine, drink and sleep under the stars on the top deck.*

THE REVOLUTIONARY ALL-SUITE CELEBRITY FLORA® IS THE FIRST SHIP OF ITS KIND TO BE DESIGNED AND BUILT SPECIFICALLY FOR THE GALAPAGOS ISLANDS.

DID SOMEONE SAY ALL-INCLUSIVE? WE DID!

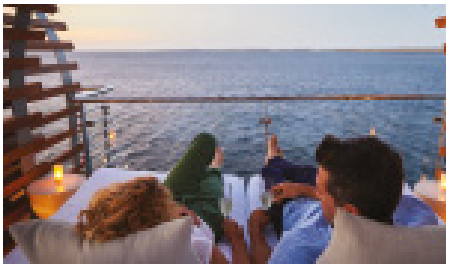
- 7-night cruises, including all meals, beverages, internet access and shore excursions.
- Equipment covering snorkels, wet suits, binoculars and walking sticks.
- Expert lectures and naturalist guides, onboard and ashore.
- PLUS with our 10, 11 and 16- night packages, flights, transfers, pre/post accommodations, and tours to South American sights like Machu Picchu and Cuzco are also included.

BEST TIME TO GO

Located on the Equator, the weather is warm all year round. Likewise, guests have an equal opportunity of seeing the unique wildlife of the Galapagos (including popular favorites such as sea lions, giant tortoises, penguins and blue-footed boobies) in whichever month they choose to visit.

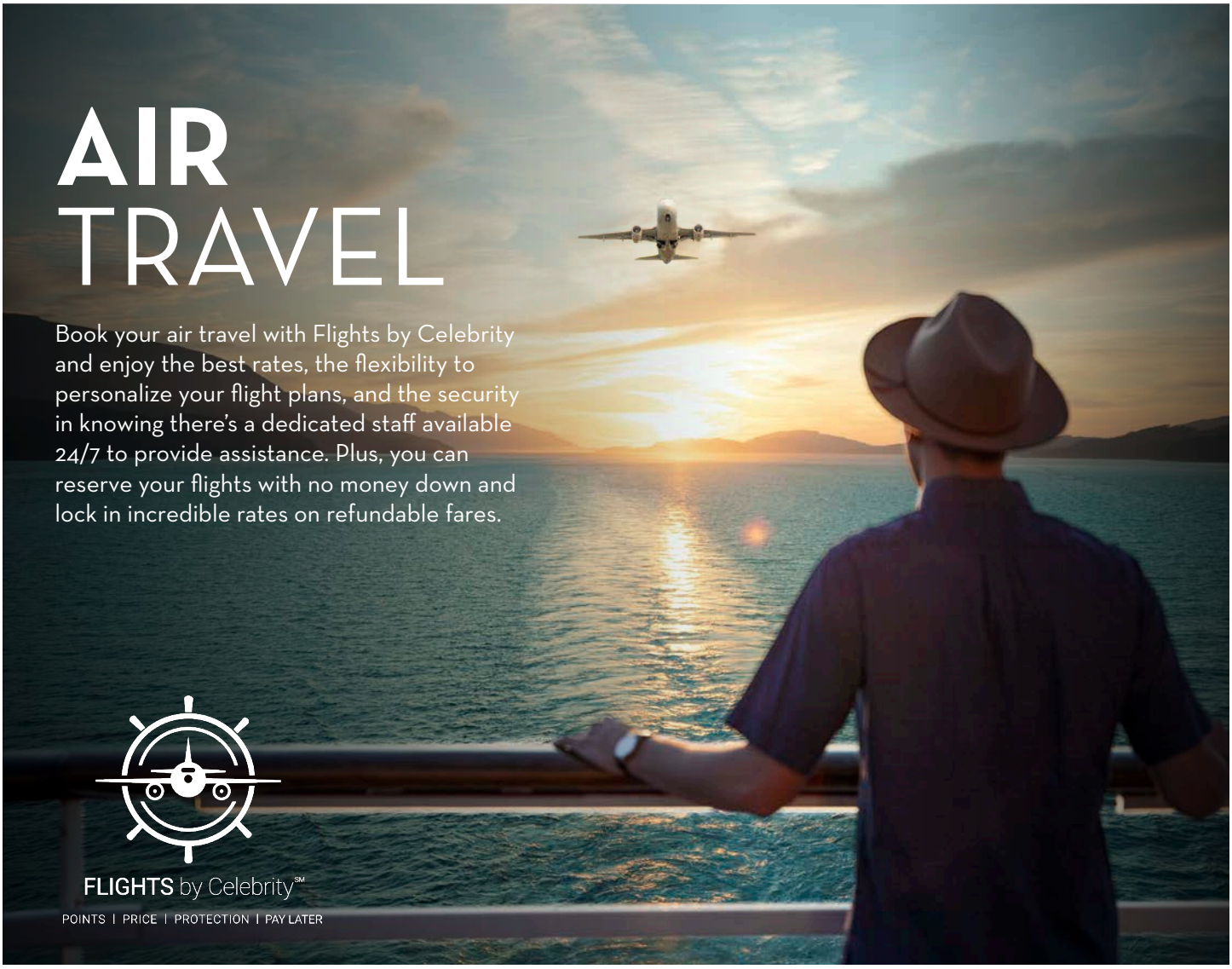
HOW TO GET THERE

The easiest way to the Galapagos is via our pre-stay package in Quito, Ecuador. Celebrity Cruises offers an exclusive flight to the islands that is included in your package. So you can relax while we take care of everything.



ACCESS TO EXPERTS

A team of expert local naturalist guides (one for every 10 guests) accompanies every sailing, offering you a much more intimate and interactive experience than is usual in these waters. Together, you'll explore each island on your itinerary where they'll introduce you to Galapagos giant tortoises, sea turtles, marine iguanas and more. Back onboard, your education continues with presentations on the fauna and flora you've seen, and what lies ahead.



AIR TRAVEL

Book your air travel with Flights by Celebrity and enjoy the best rates, the flexibility to personalize your flight plans, and the security in knowing there's a dedicated staff available 24/7 to provide assistance. Plus, you can reserve your flights with no money down and lock in incredible rates on refundable fares.

FLIGHTS by Celebrity℠

POINTS | PRICE | PROTECTION | PAY LATER

POINTS

Choose your favorite airline (and the flights you want) and earn points with your airline's loyalty program.

PRICE

Our Lowest Airfare Guarantee means you get the best value in air travel – a benefit no other cruise line offers – all with absolutely no booking fees.

PROTECTION

Our specialists provide 24/7 service to monitor your flights in both directions to ensure you get to your ship and back home again.

PAY LATER

Get all this with no money down and the flexibility to change flights with no change fees when you book refundable airfare.

* Our Flights by CelebritySM Low Airfare Guarantee ensures you will enjoy the lowest advertised rate on your airfare when you book with Flights by Celebrity. You will have 24 hours after you book your air through Flights by Celebrity to find a lower price. If you do, you will receive 110% of the difference applied to your cruise booking as an onboard credit. The lower price must be advertised and available for purchase on a website open to the public. Program terms and conditions apply. The Flights by Celebrity Low Airfare Guarantee is available to travelers who have booked travel on Flights by Celebrity only on or after January 1, 2013. The Flights by Celebrity Low Airfare Guarantee applies to the base price of booked airfare only and does not apply to any other fee or charge including taxes, recovery charges, service fees or travel insurance. Promotional packages, deals or bundled prices that may include additional amenities are also not included. The lower advertised price must exactly match the purchased Flights by Celebrity itinerary, be for the same number of tickets, service class, airline(s), origination and destination gateways, legs, flight numbers and travel dates. The lower price must be found online on a website open to the public in the United States where it is quoted, booked and to be paid in U.S. dollars, (including Flights by Celebrity, other travel websites and/or airline supplier sites) and have a similar cancellation policy to Flights by Celebrity.

** Only on refundable air fares prior to cruise final payment. Full payment for fare due at cruise final payment. Fare may increase if reservation is changed to a different flight, date, or city-pair and a $200 fee will be applicable for any changes after cruise final payment. Offer valid only in the U.S. and Canada. Celebrity's cancellation policy still applies. Refer to the Cruise Ticket Contract for additional terms and conditions. Offers and prices are subject to availability, and Celebrity may cancel offers; correct errors, inaccuracies, or omissions; and change fares, fees, and surcharges without prior notice. Visit celebrity.com/flights, call 833-846-0733 or contact your travel advisor for details. ©2019 Celebrity Cruises Inc. Ships' registry: Malta and Ecuador.

MARKETING **DIY**

Budgets are tight for everyone. Keeping up with marketing will benefit you in the end, so you stay top of mind as bookings pick up. Here's just a sampling of marketing ideas you can do for under $500, or even for free!

- Create social media pages for your business on platforms like Facebook, Instagram, Twitter, YouTube, LinkedIn, and even Pinterest
- Schedule a "live" Facebook or Instagram session where you can interview someone, and/or answer follower questions
- List any virtual or in-person events you have on local event listing pages
- Host a webinar on an interesting destination, or something useful like packing hacks
- Set up a customer referral program
- Start a blog on your website and include content that provides value to readers
- Make sure you have listings on search engines and review sites (Yelp, Angies' List etc)
- Ask your clients to write a review
- Set up Google Analytics, and take Google's free Analytics Academy classes to familiarize yourself
- Look through your database to identify possible meeting and incentive opportunities (email addresses @ large companies)

$

- Apply for a business award
- Participate in a local networking event
- Create promotional decals/ magnets/license plate frame for employee vehicles
- Set up a sidewalk sign if you're in an area with high foot traffic
- Get involved with the alumni group of the school you attended, and offer your services for any reunions/meetings

$$

- Send printed or handwritten postcards to your top clients, or those you haven't heard from in a while (Vistaprint is great!)
- Develop a logo, or refresh the one you have
- Start a podcast
- Host a social media contest or giveaway
- Become a specialist, and then promote your credentials (Celebrity Learning, CLIA Master Cruise Counselor)

$$$+

- Send an eblast through a local magazine to their database
- Run a print or digital ad in a local magazine or newspaper
- Use Every Door Direct Mail to send a promotional postcard
- Sponsor a local event to get involved with the community
- Collaborate with a travel influencer on a post or series of posts/stories

FOR MORE INFORMATION VISIT THECELEBRITYCOMMITMENT COM

THE MARKETING **ASSISTANCE PROGRAM**

Visit TheCelebrityCommitment.com > Training Center > Log In to Celebrity Learning to access Celebrity Learning's Marketing Assistance Program (MAP) module.

Brush up on best practices across various marketing and advertising areas--from social media and email marketing to SEO and database management. Register for our webinar series and share insight during ideation sessions. New material added monthly to keep you on the cutting edge!

CELEBRITY LEARNING
INNOVATION KNOWLEDGE IMMERSION

A M P
MAP
Marketing Assistance Program

This Ideation Workshop is solely for general informational and educational purposes and does not constitute legal advice. Any information shared by you will be presumed to be public knowledge; please do not share any confidential information. We always recommend that you consult with your own legal advisor when making business related commitments.

CELEBRITY GROUPS

Coordinating the details of group travel can seem like a daunting task! No need to worry – we make it simple for you to customize a truly memorable experience for your clients. Groups are a great way to earn even more commission from requested add-ons and packages.

TOP REASONS TO BOOK A GROUP WITH CELEBRITY

- Travel Partners can hold up to 16 cabins per sailing with no deposit
- Earn up to 10% commission on group shore excursions (5% referral opportunities available too)
- Utilize Group Amenity Points (GAP) for a specialty dining experience, martini/wine tasting, cocktail parties and more!
- Complimentary, private meeting spaces including A/V equipment
- Dedicated Partner Advocates help you plan and personalize your groups.
- Onboard Group Coordinators to assist your group during the sailing
- Ability to book air with Flights by Celebrity℠ (see page 14)
- Personalized turndown gifts and decoration options

GROUP INSPIRATIONS

- Family reunions & gatherings
- Alumni & class reunions
- Company meetings & incentives
- Continuing education
- Weddings & vow renewals
- Girls' getaway & bridal showers
- LGBTQ+
- Birthdays & graduations
- Retirement celebrations
- Religious retreats
- Charitable organizations
- Wine & craft beer
- Culinary

NEW FOR 2023/2024 DEPLOYMENT GROUPS :
Receive an Early Booking Bonus of $100 - $200 OBC if you book into a group more than 10 months prior to sailing!

RAISE
YOUR SAILS

Don't forget about all the tools at your disposal to drive sales now.
Booking early has its benefits!

CRUISE WITH CONFIDENCE
(celebritycruises.com/cruise-with-confidence)

- Recently extended, visit www.TheCelebrityCommitment.com for dates and details. Your clients can change or cancel their cruise up to 48 hours prior to sailing. Refunds will be issued as a 100% FCC; bookings must be paid in full.
- For FCC redemption details visit: www.TheCelebrityCommitment.com.

BEST PRICE GUARANTEE
(celebritycruises.com/company/customer- support/best-price-guarantee)

- Our Best Price Guarantee ensures that your guests receive the lowest advertised rate with their preferred promotional offer up to 48 hours prior to sailing.
- Requests submitted on or prior to final payment due date will be reduced to prevailing fare.
- Inside of final payment, refund will be issued in the form of a non-refundable onboard credit.
- To utilize the Best Price Guarantee, call 1-888-751-7804 or visit CruisingPower.com and select Brand Programs, then Cruise With Confidence.

• AUTOMATED FCC APPLICATION

- FCCs belong to the guest and can be redeemed through their booking method of choice — encourage them to rebook with you as soon as possible before their FCC expires! We've made this even easier by allowing you to apply FCCs automatically on Espresso. Visit TheCelebrityCommitment.com for an easy step-by-step guide.
- You can now apply more than one FCC per booking, if all were all issued under Cruise with Confidence or a Global Sailing Suspension.
- An FCC can be used to satisfy a reservation deposit.
- Earn commission NOW — when the FCC covers payment in full, commission is disbursed immediately vs. at time of sailing!
- Visit bookespresso.com/features to find helpful FCC Tools like automated emails to FCC holders

Celebrity Cruises®

EARN MORE MONEY WHEN BOOKING WITH CELEBRITY CRUISES!

Now you can earn more when you book The Retreat, AquaClass and Concierge staterooms.

SUMMARY	POINTS EARNED	
The Retreat (Upper Suites)	1,500	$15
The Retreat (Sky/Celebrity Suites)	1,000	$10
AquaClass/ Concierge Class	750	$7.50
Veranda, Ocean View, Inside	500	$5
Galapagos All Staterooms	1,500	$15

TURN WORK INTO PLAY. HERE'S HOW.

1. Register Now. Register for the program today at www.celebrityrewards.com
2. Earn. Receive up to 1,500 reward points - worth $15 - for each booking.
3. Spend. Use your Celebrity Rewards card to redeem your reward dollars.
4. No Fees with the use of your Celebrity Rewards Mastercard!

REGISTER YOUR BOOKING ON
WWW.CELEBRITYREWARDS.COM

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Celebrity Cruises®

CELEBRITY REWARDS POINT CATEGORIES

Summary	Points	Earn
The Retreat (Upper Suites)	1,500	$15
The Retreat (Sky/Celebrity Suites)	1,000	$10
AquaClass/ Conceirge Class	750	$7.50
Veranda, Oceanview, Inside	500	$5
Galapagos All Staterooms	1,500	$15

Rate Categories - 1,500 points/ $15	
EV	Edge Villa
IC	Iconic Suite
PS	Penthouse Suite
RS	Royal Suite
SG	Signature Suite
RF	Reflection Suite

Rate Categories - 750 points/ $7.50	
A1, A2	AquaClass
C1, C2, C3	Concierge
UC	Ultra Deluxe Concierge Class
SC	Sunset Concierge Class

GALAPAGOS Rate Categories - 1,500 points / $15	
PS	Penthouse Suite
RS, XR	Royal Suite
SU	Ultimate Sky Suite with Infinite Veranda
SP	Premium Sky Suite with Infinite Veranda
SK	Sky Suite with Infinite Veranda
S1	Sky Suite with Veranda
XS	Xpediton Suite
XJ	Junior Suite
XP	Premium Oceanview
XD	Deluxe Oceanview
XO	Standard Oceanview

Rate Categories - 1,000 points/ $10	
S1, S2, S3	Sky Suite
SU	Ult Sky Suite w/Infinite Ver
SK	Sky Suite w/Infinite Ver
SP	Prem Sky Suite w/Infinite Ver
CS	Celebrity Suite
AS	Aqua Sky Suite
SS	Sunset Sky Suite
MS	Magic Carpet Sky Suite
HS	Horizon Suite

Rate Categories - 500 points/ $5	
FV	Family Veranda
SV	Sunset Veranda
E1, E2, E3, E4, E5	Infinite Veranda
ES	Edge Single Stateroom with Infinite Veranda
1A, 1B, 1C, 2A, 2B, 2C	Deluxe Ocean View Strm Veranda
1A, 1B, P1, P2	Deluxe Porthole View with Veranda (Edge/Apex)
UV	Ultra Deluxe Veranda
SV	Sunset Veranda
DV	Deluxe Veranda
V1	Prime Veranda
V2	Veranda
V3	Veranda (Partial view)
04, 05, 06, 07, 08, O2	Oceanview
DO	Deluxe Ocean View
O1	Prime Ocean View
06	Deluxe Oceanview (Edge/Apex)
PO	Panoramic Ocean View
09, 10, 11, D1	Deluxe Inside (Edge/Apex)
I1	Prime Inside
09, 10, 11, 12, I2	Inside
IS	Inside Single

RESOURCES DIRECTORY
THE CELEBRITY COMMITMENT

RESERVATIONS
1-800-437-3111

GROUP SALES & SERVICE
1-800-963-0311

FLIGHTS BY CELEBRITY℠
1-800-533-7803

ESPRESSO/AUTOMATION SUPPORT
1-800-443-5789
CMSUPPORT@RCCL.COM

CORPORATE MEETINGS & INCENTIVES
1-800-722-5934
www.celebritycorporatekit.com

LOYALTY PROGRAM (CAPTAIN'S CLUBS)
1-800-760-0654

WEDDINGS & VOW RENEWALS
1-866-535-2352
CELEBRITY@THEWEDDINGEXPERIENCE.COM

TRIP INSURANCE (CRUISECARE)
1-800-797-4516

CELEBRITY LEARNING
CRUISINGPOWER.COM
(UNDER TRAINING & BENEFITS)

BROCHURES & PROMOTIONAL MATERIALS
1-800-211-4789
CRUISINGPOWER.COM
(UNDER THE SALES & MARKETING/ ORDER COLLATERAL SELECTION)

SHORE EXCURSIONS
CELEBRITYSHOREEXCURSIONS.COM

CELEBRITY WEBSITE ASSISTANCE
1-877-200-2897

GUESTS WITH DISABILITIES / SPECIAL NEEDS
1-866-592-7225
SPECIAL_NEEDS@RCCL.COM

CRUISE GIFT CERTIFICATES
1-888-837-5676
CELEBRITYGIFTCERTIFICATEPROGRAM@CELEBRITY.COM

CELEBRITY GUEST RELATIONS DEPARTMENT
1-844-418-6824

POST-CRUISE QUESTIONS OR COMMENTS:
CELEBRITYENGAGEMENTCENTER@CELEBRITY.COM

The Celebrity Commitment
Celebrity Cruises resources and Celebrity Learning tools at your fingertips

CruisingPower
Royal Caribbean Group Travel Advisor hub

Espresso Booking Tools
Book reservations, chat with specialists and target your guests

Client Brochure
A beautiful shareable, printable resource for your guests.

Travel Advisor Selling Guide
View this brochure digitally

All information correct at time of print. Visit TheCelebrityCommitment.com for all offers and incentives. See CelebrityCruises.com for full details of all our cruise itineraries.

Celebrity Cruises®