

# ROYAL INCENTIVE REWARDS



# WHO ARE YOUR POTENTIAL BUYERS?

Companies and Businesses that participate in:

- Incentive programs of all kinds
- Loyalty programs
- Vendor recognition
- Casino traffic builders and VIP incentives
- Marketing and promotions
- Raffles & giveaways
- Auctions
- Sweepstakes
- Special events promotions

*Also, businesses such as Real Estate Agencies, Home Builders, Casinos, Car dealerships, Retailers, Supermarkets, etc.*

When group travel is not an option...RIR Cruise Certificates give businesses a way to reward top performers!



# PROGRAM BENEFITS



- **Easy to give and redeem**  
Turnkey program - We handle the fulfillment, redemption and booking process.
- **Wide range of certificate levels at various price points**  
Prices starting at \$1,284 for two people. Price is inclusive of cruise fare, taxes, fees and gratuities, Certificates are delivered digitally.
- **No minimum or maximum required**
- **28 Ships and more than 300 destinations worldwide**  
Reward recipients can choose from a wide variety of itineraries and stateroom accommodations.
- **Certificates are fully upgradeable and transferable**  
During redemption, if a guest wants to upgrade, they will be able to take advantage of any current pricing promotions!
- **No expiration date**  
Certificates redeemed more than 2 years after the issue date will provide the holder of the certificate with a dollar credit amount against the cost of their cruise.
- **Limited blackout dates**  
Thanksgiving, Christmas, and New Year's Week are the only blackout dates.

**Certificates are commissionable at the time of purchase!**

# ROYAL CRUISE DOLLARS

- Can be added to Royal Incentive Reward Certificates
- Variety of dollar denominations
- Applied to the booking of each certificate purchased
  - Will appear as a “Credit” on the booking
- Can be used for:
  - Air, transfers
  - Stateroom upgrade
  - Cruise upgrade
  - 3<sup>rd</sup> & 4<sup>th</sup> guests in the stateroom
  - Onboard Credit

**NOTE: Royal Cruise Dollars are non-commissionable.**





# Pricing Details

## ROYAL INCENTIVE REWARDS

- Rates are for two people based on double occupancy.
- All certificate rates include cruise fare, taxes and fees, and standard recommended gratuities.
- Blackout dates (Thanksgiving, Christmas and New Year's week) apply to all certificates.

CRUISE LENGTH	CERTIFICATE LEVEL	SAILING TIME FRAME	PRODUCT	DOUBLE OCCUPANCY PER STATEROOM RATE		
				INTERIOR	OCEAN VIEW	BALCONY
3 - 4 Nights	Silver	Year Round	Los Angeles, CA	\$1,284	\$1,444	\$1,484
	Gold	September – April	Singapore • Australia • Los Angeles, CA	\$1,310	\$1,470	\$1,510
	Platinum	September – April	Bahamas - Perfect Day • Singapore • Australia Los Angeles, CA	\$1,448	\$1,608	\$1,648
	Diamond	Year Round	Bahamas - Perfect Day • Singapore • Australia Los Angeles, CA	\$1,582	\$1,742	\$1,782
4 - 5 Nights	Silver	September – April	Singapore • Hong Kong • Australia	\$1,624	\$1,824	\$1,924
	Gold	September – April	Short Caribbean • Singapore • Hong Kong Australia	\$1,688	\$1,888	\$1,988
	Platinum	Year Round	Bermuda • Short Caribbean • Singapore Hong Kong • Australia	\$1,760	\$1,960	\$2,060
6 - 8 Nights	Gold	September – April	Australia • Los Angeles, CA	\$2,518	\$2,758	\$3,018
	Platinum	Year Round	Bermuda • Canada • Alaska • Australia Los Angeles, CA	\$2,676	\$2,916	\$3,176
	Diamond	Year Round	Caribbean • Bermuda • Canada • Alaska Australia • Los Angeles, CA	\$2,686	\$2,926	\$3,186
	Royal Crown Diamond	Year Round	Europe • China & Hong Kong • Caribbean Bermuda • Canada • Alaska • Australia Los Angeles, CA	\$2,900	\$3,140	\$3,400

# CERTIFICATES

## ROYAL INCENTIVE REWARDS



### CONGRATULATIONS!

These Certificates entitle you and one guest to a complimentary Royal Caribbean cruise. Your Cruise Certificates include cruise fare, taxes and standard recommended gratuities. Plus, you'll enjoy dining at various complimentary venues, world-class entertainment, thrilling activities, stops at several incredible destinations and our award-winning personalized and friendly service.\* So get ready for the adventure of a lifetime — you earned it!

**To redeem your Cruise Certificate and reserve your cruise, please follow the steps below:**

- 1) Call the Royal Incentive Rewards Sales Desk at 1-888-305-4549. Certificates can not be redeemed online.
- 2) Certificates A and B must be redeemed together. Please reference the Certificate booking number.

<b>Cruise Certificate — Diamond</b>	
4 – 5 NIGHTS SHORT CARIBBEAN & BERMUDA	
ISSUE DATE*	_____
SERIAL NUMBER	_____
BOOKING NUMBER	_____
STATEROOM CATEGORY	_____
VALID TRAVEL DATES	_____

We look forward to welcoming you onboard.



Proof of citizenship is necessary in order to sail. Details on travel documentation can be found at [RoyalCaribbean.com](http://RoyalCaribbean.com)

\*You have the option to upgrade to a higher stateroom category or to add a 3rd or 4th guest to your stateroom at prevailing rate, subject to availability. Optional services such as gift shop purchases, spa services and Specialty Restaurant charges are not included. Certificates redeemed more than 1 year after issue date have a specific dollar value. See terms and conditions for details. All terms and conditions are noted on the back of the Certificate. Features vary by ship.

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## ROYAL CRUISE DOLLARS



### CONGRATULATIONS!

A Royal Caribbean® vacation is already awesome — but here's a little something to make it even better! This certificate entitles you to Royal Cruise Dollars to spend on your cruise booked with your Royal Incentive Rewards Cruise Certificate. Enhance your adventure and spend your Royal Cruise Dollars on a variety of awesome extras including:

- Transfers between airport and embarkation/disembarkation port
- Onboard credit towards Vitality™ Spa treatments, souvenirs, specialty dining, beverage packages, shore excursions and more!
- Cruise upgrades
- Addition of 3rd or 4th guests to stateroom
- Stateroom upgrades

**To apply Royal Cruise Dollars to your cruise reservation, call the Royal Incentive Rewards Sales Desk at 888-305-4549.**

<b>Royal Cruise Dollars</b>	
<b>\$X,XXX</b>	
VALUE	
MONTH XX, XXXX	
ISSUE DATE*	
XXXXXXXXXXXX	
BOOKING NUMBER	



Please note: Your Royal Cruise Dollars have been added to the referenced Booking ID. Once you are ready to reserve your cruise using the Royal Incentive Rewards Cruise Certificate, you will be able to apply the Royal Cruise Dollars towards any of the options mentioned above. Please refer to complete terms and conditions within this document.

Features vary by ship. ©2015 Royal Caribbean Cruises Ltd. Ship's registry: The Bahamas. 9907455-12/16/2015

# HOW TO PURCHASE RIR CERTIFICATES + EASY REDEMPTION

1. Contact Royal Incentive Rewards Sales & Service Desk at 1-888-305-4549
2. Payment in full at the time of certificate purchase
3. Commission is paid upfront
4. Travel Partner must complete an Order Form and submit to our RIR Sales Desk
5. Certificates are then emailed to the Travel Partner
6. Travel Partner provides certificates to the client who in turn awards to their certificate winners
7. **Redemption:** Once the winner is ready to redeem their certificates and book their cruise vacation, they simply call our RIR Sales Desk. They handle the entire redemption and booking process - it's that simple!



# SELLING TOOLS

- Promotional Video
- Email Template
- Brochure & Price Chart
- Collateral Packet: Brochure, Sample Certificate & Price Chart



ROYAL INCENTIVE  
**REWARDS**

WONDER OF THE SEAS  
NASSAU

INDIVIDUAL INCENTIVE CRUISE CERTIFICATE PROGRAM  
*Because there's no better reward than a Royal Caribbean® adventure*

**BEST CRUISE LINE SINCE 2003**  
OVERALL AND IN THE CARIBBEAN  
Travel Weekly Readers' Choice Awards

**Royal Caribbean**  
INTERNATIONAL



