how to grow your business with
first-time cruisers

PRINCESS CRUISES®

BEST CRUISE LINE FOR FIRST-TIMERS
CRUISE CRITIC
they’re ready for you
ready to renew. to be inspired. to be reconnected. to come back new.

There’s an incredible market of people who take vacations every year that have never cruised. Converting this group into cruisers can be extremely profitable for you. This guide is designed to introduce you to these travelers and offer insights to help you grow your business.

what you’ll find in this guide
3 Essential Information
4 Breaking Barriers
5 Benefits for You
6 Get to Know Your Cruisers
11 Why Princess?
12 What’s Next
new business is sailing your way

Here’s essential information to help you understand the immense potential.

CRUISING KEEPS GROWING... IN DEMAND AND CAPACITY.

In 2017, the number of cruisers will exceed 25 million*. The largest annual total ever!

CRUISES OUT-RANK LAND VACATIONS

Ocean cruises rank higher than land-based vacations across all generations surveyed.*

When compared to land vacations, travelers cite cruises as more relaxing, less of a hassle and offering something for everyone.†

90% of cruisers are satisfied with their ocean cruise vacation when travel agents are involved in the process — demonstrating the key role you can play in matching clients to the perfect cruise, for both the first time and for repeat business!*"
let's break down the barriers

Many travelers have misconceptions about cruising. As a travel agent, you have the opportunity to shift these perceptions and engage clients with Princess offerings most tailored to them.

PRINCESS CRUISE VACATIONS VS. LAND VACATIONS

Cruising is the ultimate travel experience, offering abundant amenities for just one price — and many travelers agree! An impressive 25% of non-cruisers believe a cruise vacation is a better value. We’ve compiled some of the most appealing aspects of cruising, which most land vacations do not offer:

<table>
<thead>
<tr>
<th>CRUISES</th>
<th>LAND VACATIONS</th>
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<tbody>
<tr>
<td>World-class dining included for breakfast, lunch and dinner, featuring award-winning chefs and regional dishes</td>
<td>✓</td>
</tr>
<tr>
<td>Lavish production shows, comedians, music and more included in fare</td>
<td>✓</td>
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<tr>
<td>Visit multiple ports and endless ocean views</td>
<td>✓</td>
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<tr>
<td>Included child care</td>
<td>✓</td>
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<tr>
<td>Accommodations</td>
<td>✓ ✓</td>
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PERCEPTION

“I don’t want to be trapped on a crowded ship.”

REALITY

Princess ships are designed with multiple entertainment venues and dining rooms with minimized wait times, giving you plenty of luxurious, SPACIOUS CHOICES along with intimate settings, so you won’t have to give up comfort or spend time waiting in lines.

PERCEPTION

“Cruises don’t stop long enough at destinations to really experience them.”

REALITY

Most port calls are eight hours or longer, and Princess has LATE NIGHT (9pm) departures or OVERNIGHT stays, allowing guests to explore ports by day and night.

PERCEPTION

“Cruises don’t have the amenities I like.”

REALITY

Princess Cruises offers a PLETHORA OF AMENITIES for all to enjoy, such as spa treatments, fitness centers, multiple dining options, shopping, casino, live entertainment, enrichment programs and more.

PERCEPTION

“I'm too nervous about getting sea sick.”

REALITY

Most new cruisers have NO PROBLEM with seasickness due to the ship’s size, navigational avoidance of storms and stabilizers. You may not even notice the ship is moving!

a closer look...
good for them, even better for you

The perks of booking with Princess will benefit both you and your clients.

1 DESTINATION LEADERSHIP

With more than 150 ITINERARIES sailing to SIX CONTINENTS that call at more than 350 PORTS and places around the world, Princess is truly the leader when it comes to exploring the globe. As the destination expert, Princess brings the local experience to guests — on board with specially designed programs, and on shore during curated excursions that change the way guests see the world. Also awarded “Best for First-Time Cruisers” by Cruise Critic, you can feel confident recommending Princess to new cruisers; and in turn, you’ll grow your business.

2 EASY BOOKING

HOT TIP

Offers are combinable, which means you can get even greater deals for clients!

Booking with Princess is seamless with extensive online resources, allowing you to access the most information possible through POLAR ONLINE, the industry’s most powerful booking engine. Plus with PRINCESS EZair, it’s easy to save your clients money and give them the flexibility they want.

3 THE BEST LOYALTY PROGRAM IN THE INDUSTRY

HOT TIP

Get credit for bookings made on board! Plus, your client gets onboard credit.

Loyal cruisers deserve exceptional rewards and recognition — that’s why we’ve designed the PRINCESS CRUISES CAPTAIN’S CIRCLE™ PROGRAM. When your clients get more they cruise more — and you earn more.

For great one-stop sales tools, check out onesourcecruises.com, where you’ll find comprehensive destination marketing materials for your clients.
get to know your cruisers

Keeping in mind that cruisers are a diverse group with assorted interests, Princess has invested in extensive research to understand the motivations of our guests and how they vacation. As an agent, you have one of the hardest jobs — identifying prospective clients and their needs. We’d like to help, and have identified four prime opportunity segments with broad appeal, along with tips to reach them. Our guests are not limited to just these segments, but as an agent ready to identify new cruisers, this is an excellent place to start.

The following pages will arm you with the tools and knowledge to recognize these potential cruisers.

the adventurous explorer
- interested in other cultures and studying abroad
- wants to learn new things
- likes the idea of a vacation that differentiates them from their friends

the social voyager
- likes to learn about new things
- wants a trip where they can relax at times but also be active
- prefers a casual, low-key vacation

the discerning recharger
- expects to receive a high level of service at a great value
- wants to check things off their bucket list, and also enjoy time to rest
- likes the idea of a unique travel experience

the learning family
- wants to go somewhere different each vacation
- hopes to enjoy activities together as a family
- desires to learn about the world
- embraces the unfamiliar and new
THEIR VACATION CHECKLIST

- Participate in immersive activities on board and ashore to experience each destination authentically
- Socialize and meet new people
- Know more about the world than when they left home
- Try something new via a meaningful experience

WHY PRINCESS IS A GOOD FIT

- Destination experts programs, such as Local Connections
- Cruisetours, in which they can combine a cruise with a land tour
- Discovery Channel™ and Animal Planet™ recommended and exclusive shore excursions
- Regional menus and cuisine
the social voyager is open-minded

INTERESTED IN...

- unique excursions
- group activities
- sharing experiences
- captivating entertainment

THEIR VACATION CHECKLIST

- To learn new things through meaningful experiences
- Able to relax at times but be active at others
- Be with family and friends
- Enjoy onboard amenities

WHY PRINCESS IS A GOOD FIT

- Culinary demonstrations and wine tastings
- World-class entertainment each night
- Custom group tours
- The Sanctuary, a spa-like retreat reserved for adults
the discerning recharger is ready to relax

INTERESTED IN...

unwinding on board

specialty dining

bucket-list destinations

romantic experiences

THEIR VACATION CHECKLIST

› Have unique experiences to differentiate themselves from others
› To feel rested and relaxed

› Enjoy onboard amenities
› Try and see something new via meaningful experiences

WHY PRINCESS IS A GOOD FIT

› The Lotus Spa® and The Sanctuary
› Mini-Suite and Suite options with plenty of perks
› Romance packages
› In-depth exploration opportunities, including overnights
the learning family is looking for enrichment

INTERESTED IN...

- Kid-pleasing activities
- Sharing new discoveries
- Authentic experiences
- Local cuisine

THEIR VACATION CHECKLIST

- Connect with family
- Learn more about the world through meaningful experiences
- Travel somewhere different for vacation each time
- Experience new cultures together

WHY PRINCESS IS A GOOD FIT

- Award-winning itineraries offer excellent value
- Discovery™ family shore excursions
- Discovery at SEA™ programs
- Revamped Youth & Teen Centers
- Family-friendly lodging options
why Princess?

There’s a reason Princess® has been awarded “Best for First-Time Cruisers” by Cruise Critic. From excursions guests have only dreamed of to extended time in port and unique amenities on board, Princess brings exceptional experiences to guests — no matter how big or small.

**PRINCESS OFFERINGS YOUR CLIENTS WILL LOVE:**

- More Ashore port calls (late night and overnight)
- Freshly prepared gourmet cuisine, including partnerships with six award-winning chefs
- Discovery at SEA™ experiences inspired by shows, along with Discovery™ and Animal Planet™ Exclusive and Recommended shore excursions
- The Princess Luxury Bed, designed by board-certified sleep expert Dr. Michael Breus and HGTV designer Candice Olson
- Captivating entertainment, including shows like Magic to Do created by Stephen Schwartz, the award-winning composer of Wicked, and The Voice of the Ocean, our spin on the worldwide singing sensation
- Pampering at the Lotus Spa® or The Sanctuary, our spa-like retreat reserved just for adults
- Hollywood hits, concerts and sporting events on the top deck on the big screen with Movies Under the Stars®

**THE DESTINATION EXPERT**

With more than 150 itineraries sailing to six continents that call at more than 350 ports and places around the world, Princess is truly the leader when it comes to exploring the globe. Below are the incredible places we sail and recommendations (in blue) on which travelers would be most likely to consider cruising there:

**ALASKA:** “#1 Cruise Line” in Alaska according to readers of Travel Weekly for 10 straight years, offering both cruisetours and cruises.
- **Adventurous Explorers & Social Voyagers**

**AUSTRALIA & NEW ZEALAND:** Voted “Best Cruise Line in Australia & New Zealand” by Women’s Choice Awards two years in a row.
- **Adventurous Explorers**

**ASIA:** Cruising this region is the best way to experience the varied cultures of Southeast Asia while feeling at ease with language, culture and cuisine.
- **Discerning Rechargers**

**JAPAN:** Voted #1 International Cruise Line in Japan (by Japan’s CRUISE Magazine Readers’ Poll). We craft our itineraries to coincide with the country’s best festivals, including Golden Week, Spring Blossoms and Kumano Fireworks.
- **Discerning Rechargers**

**CALIFORNIA COAST:** Princess is the only cruise line that offers regular cruising along the California Coast round-trip from Los Angeles and San Francisco.
- **Adventurous Explorers & Discerning Rechargers**

**EUROPE:** “Best Cruise Line in Europe” by Women’s Choice Awards. Plus, Princess offers cruises to nearly every corner of the continent.
- **Adventurous Explorers & Discerning Rechargers**

**CANADA & NEW ENGLAND:** Enjoy stunning autumn leaves, colonial history and fresh seafood.
- **Social Voyagers**

**MEXICO:** Princess is the leader in 7-day+ cruising to the Mexican Riviera and has been sailing the region for more than 50 years.
- **Learning Families**

**HAWAII:** Princess is the only cruise line that sails round-trip year-round to Hawaii from North America.
- **Discerning Rechargers**

**PANAMA CANAL:** Princess Cruises is the #1 Cruise Line in the Panama Canal, taking more guests through the destination than any other cruise line.
- **Social Voyagers**

**SOUTH AMERICA:** “Best Cruise Line in South America” by Women’s Choice Awards and America’s Best in Travel.
- **Social Voyagers**
Now that you’ve gained insight into the potential of first-time cruisers and their preferences, you’re ready to tap into this incredible market. See below for tips to maximize your opportunity with these clients.

Review your database to identify clients who fit within Princess’ segments.

Booking is not the end of the job, but rather the beginning of a new relationship.

Create a personalized plan to market to each segment’s desires.

Add a personal touch to every interaction.

Next time you’re in the beginning stages of planning for a client, suggest a cruise.

Remember: a vacationer’s first cruise likely determines whether or not they cruise again.

REFER-A-FRIEND
Help your clients earn extra spending money for a future cruise, and grow your business in the process with the Princess Refer-A-Friend program! To make a referral, your client must have sailed with Princess before, and their family or friend referral must have never sailed with Princess before. When they book a cruise within 24 months of activation, they’ll both get a $25 reward. Your clients can make unlimited referrals, and you just may gain new clients along the way. Visit onesourcecruises.com for details.

FUTURE CRUISE SALES
Before your clients set sail, encourage them to book their next cruise while on board and take advantage of one of the richest future cruise programs at sea! Your clients will enjoy a variety of incentives, including a reduced deposit and onboard credits to enjoy during their future cruise. Best of all, you’ll receive full commission!

We’re excited for you to harness this newfound knowledge to grow your business — and your clients’ loyalty to Princess Cruises.

FOR MORE RESOURCES:

CONTACT YOUR LOCAL BUSINESS DEVELOPMENT MANAGER
CALL 1.800.PRINCESS (800.774.6237)
ONESOURCECRUISES.COM