

# Modern LuXury

is:

## Your Quick Reference Guide - Celebrity Groups

Two group programs have been created to provide flexibility based upon the marketing strategy.

### 16 Staterooms or less group program

- Maximum group block of 16 staterooms on most sailings
- No initial deposit required

### 17 - 50 Staterooms group program

- Maximum group block of 50 staterooms on most sailings.
- \$50USD per stateroom deposit due within 30 days of creating group

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Now you can hold your inventory until...

120 days to sailing for 8 nights or less • 150 days to sailing for 9 nights or longer

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## Why is it good for you?

- More time to market and sell your group inventory.
- Better align the brand's group policies with consumer booking trends.
- Provide you with options, depending upon the number of staterooms you need to hold.
- Ongoing group availability as unsold inventory is returned.
- Earn more commission by selling more group inventory because now you hold your inventory longer.

All policies contained apply to U.S. and Canadian Travel Partners only. Certain guidelines above are not applicable for Celebrity Cruisetours and Celebrity Xpedition®. Celebrity Cruises reserves the right to contact you at any time to review group inventory held on sail dates that are at risk of being oversold. During this review, all unsold inventory (inventory without full legal names and full deposits) will be recalled. Maximum Group Limits policy remains active (2x rule). For both programs deposit for triples, quads, family staterooms, suites and any allocated staterooms require full deposit and names within 30 days; Penthouse, Royal and Celebrity Suites require names and deposit at time of booking. For groups over 100 staterooms, other terms and conditions may apply. For more information on groups over 100 staterooms, please contact our Sales Team at 800.722.5934.





## Celebrity Groups

### Maximum Group Limits

- A Travel Partner may establish four groups during any rolling consecutive four (4) quarters, or twice the number of sailed groups in the past four (4) quarters (excluding current); whichever is greater.
- On the DEPOSIT PROGRAM, the travel partner may block up to (50) staterooms; on the NO DEPOSIT PROGRAM, may block up to (16) staterooms on most Celebrity Cruises sailings.
- Requests for groups exceeding the maximums above at time of booking, or to add inventory over the limits set above must be submitted through the Travel Partner's Group Advocate for approval.
  - Response to requests for groups exceeding maximum will be communicated to the Travel Partner within one (1) business day (excluding weekends and company holidays).
- For groups over 100 staterooms, other terms and conditions may apply. For more information on groups over 100 staterooms, please contact our Sales Team at **800.722.5934**.
- A Travel Partner may establish up to one (1) Affinity and one (1) Promotional group per sailing.
- An Affinity group is defined as a group that is traveling together with a common interest or affiliation. A Promotional group is defined as a group block that is promoted to a consumer market for a specific ship and sail date as a selling strategy.

### Minimum Size Requirements and Limits

- Group terms are based on a minimum size of eight (8) staterooms of sixteen (16) guests (the "Minimum").
- Any group that falls below eight (8) staterooms at double occupancy after the deposit cycle no longer retains group status.
- Group bookings below minimum are subject to transfer into Individual Reservations.

- Only those amenities selected for use by guests onboard will be protected. Guest amenities include but are not limited to stateroom deliveries.

### Option Lengths

#### Deposit Group Policy

- The Travel Partner will have thirty (30) days from the offer date to deposit \$50.00 USD per stateroom for non-allocated group inventory. The original fares quoted for the inventory will remain in effect for that thirty (30) day period. All inventory for which this initial deposit is secured will be held until Hard Stop Date. Celebrity Cruises reserves the right to recall unsold inventory at any time.
- The Hard Stop Date is defined as the date upon which all inventory on the group will be reduced to sold. Unsold inventory shall be returned back to the cruise line's inventory. Inventory will be reduced to sold at 150 days to sailing for 9 nights or longer, or 120 days to sailing for 8 nights or less.
- New group requests can be made inside 150 or 120 days from sailing provided group inventory is available. Full legal names and deposit will follow Individual Reservations option cycles.

#### No Deposit Group Policy

- The Travel Partner will have 150 or 120 days from sailing (dependent upon length of itinerary and product), to sell the blocked inventory in the Group. The original fares quoted for the inventory will remain in effect for that period.
- At 150 or 120 days from sailing (dependent on length of itinerary and product), full legal names and deposit are due. All unsold inventory will be reduced to sold and returned back to the cruise line's inventory.
- New group requests can be made inside 150 or 120 days from sailing (dependent on length of itinerary and product) provided group inventory is available. Full legal names and deposit will follow Individual Reservations option cycles.

Please reference the Celebrity Cruisetours and Celebrity Xpedition portion of this brochure for additional information.

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## Payments

### Initial Deposit (Deposit Groups Only)

- Initial deposit of \$50.00 USD per stateroom is due thirty (30) days from group creation date for unallocated space held on Affinity groups.

## Full Deposit

- Full deposit amounts are per stateroom, for all bookings, according to the following schedule:
  - All itineraries from 1-5 nights require a full deposit of \$200.00 USD
  - All itineraries from 6-9 nights require a full deposit of \$500.00 USD
  - All itineraries greater than 9 nights require a full deposit of \$900.00 USD
- Full deposits are due as full legal names are added, or within 30 days of allocation.
- Allocated Stateroom Deposit Requirements:
  - Legal names and deposits are required for all allocated space thirty (30) days after booking these accommodations.
  - All triples and quads require a minimum of three (3) legal names to secure the stateroom. All family staterooms require a minimum of five (5) legal names to secure.
  - Royal, Penthouse and Celebrity Suites require 200% deposit and full legal names at the time of request to be allocated within group inventory.
- New allocations or additions to Affinity or Promotional groups prior to the Hard Stop Date will carry the same deposit schedule as the existing group.
- Inventory added after the Hard Stop Date will carry the prevailing option period for Individual Reservations. Full legal names and full deposits are due at the end of the option period.

## Final Payment

- Final payment is due seventy-five (75) days prior to sailing for standard departures. Holiday sailings and other select departures require final payment ninety (90) days prior to the sailing date.
- Final payment not received by the due date may result in Group cancellation.
- New allocations or additions to existing groups made after the scheduled final payment due date must be paid in full by the prevailing Individual Reservations option date.

## Credit Cards

- As guests' full legal names are added, credit cards should be provided and cross-referenced to that guest. Travel agency corporate cards may only be used for initial deposit on Affinity groups (\$50.00 USD per stateroom) As guests' full legal names are applied, the corporate card must be refunded and the guest's card cross-referenced.
- Travel agency corporate cards are not accepted for named space or for final payment. A Travel Partner's personal credit card may only be used for initial deposit on Affinity groups (\$50.00 USD per stateroom) or if they are paying for themselves or a friend or family member traveling with the Travel Partner and the history is remarked in detail of the relationship.



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## Cancellation Charges

• To avoid a cancellation charge, a notice of cancellation must be received prior to sailing as required in the below schedule of cancellation charges as of August 1st, 2010.

Cruise Length	Days to Departure	Charges per Person
1-5 Nights	60+	No charges
	59-43	Deposit amount
	42-29	50% of total price (taxes & fees excluded)*
	28-15	75% of total price (taxes & fees excluded)*
	14 or less	No refund except for taxes and fees
6 Nights or longer	75+	No charges
	74-57	Deposit amount
	56-29	50% of total price (taxes & fees excluded)*
	28-15	75% of total price (taxes & fees excluded)*
	14 or less	No refund except for taxes and fees
Cruisetours	75+	No charges
	74-57	Deposit amount
	56-29	50% of total price (taxes & fees excluded)*
	28-15	75% of total price (taxes & fees excluded)*
	14 or less	No refund except for taxes and fees
Holiday Sailings** 1-5 Nights	90+	No charges
	89-64	Deposit amount
	63-43	50% of total price (taxes & fees excluded)*
	42-15	75% of total price (taxes & fees excluded)*
	14 or less	No refund except for taxes and fees
Holiday Sailings** 6 Nights or longer	90+	No charges
	89-64	Deposit amount
	63-43	50% of total price (taxes & fees excluded)*
	42-22	75% of total price (taxes & fees excluded)*
	21 or less	No refund except for taxes and fees

Guests of Celebrity Cruises® are strongly recommended to purchase the CruiseCare® Cancellation and Guest Protection Program. For further information, please contact your Group Advocate.

• Or deposit amount, whichever is greater.

\*\* Holiday sailings are defined as sailings that occur over Christmas and/or New Year's day.

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## Inventory Management

- Travel Partner may add up to the group maximum allowed (fifty (50) staterooms for the DEPOSIT PROGRAM or sixteen (16) for the NO DEPOSIT PROGRAM) if group inventory is available at prevailing rates.
- Requests for additional space beyond the maximum stated above should be directed to the Travel Partner's Group Advocate.
- If requested inventory is not available to groups, however is available to Individual Reservations, inventory may be added at prevailing fares, not to exceed the group maximum (fifty (50) staterooms for an Affinity or sixteen (16) for a Promotional).
- No inventory can be added if the sailing is Code Red.
- Once a group has been reduced to sold, the Travel Partner can add up to the group maximum (fifty (50) staterooms for an Affinity or sixteen (16) for a Promotional) at prevailing fares. Added space will carry the current Individual Reservations option.

## Individual Reservations to Groups Transfers

- Transfers from Individual Reservations into an existing group may be made at prevailing fares. Prior to transferring into the group, the booking will require full legal names/full deposits within the current Individual Reservations option cycle. Transfers must be allocated space.
- Group fares are not protected and GAP may be applied.
- The Travel Partner can transfer bookings to total no more than the group maximum (fifty (50) staterooms for the DEPOSIT PROGRAM or sixteen (16) for the NO DEPOSIT PROGRAM).
- Transfers from Individual Reservations to Groups may not be applicable for Code Yellow sailings and are not applicable to Code Red sailings.
- Benefits earned in Individual Reservations may not be transferable.
- Transferring Individual Reservations bookings to groups below minimum will not be allowed unless transferring in enough bookings to bring the group to at least eight (8) staterooms in total.

## Inventory Reviews

- Celebrity Cruises may contact you at any time to review any unsold inventory. During this review, unsold inventory (inventory without full legal names and full deposits) may be recalled.
- Celebrity Cruises reserves the right to contact you at any time to review group inventory held on sail dates that are at risk of being oversold (Code Red Sailings). During this review, all unsold inventory (inventory without full legal names and full deposits) will be recalled.
- Other than Code Red sailings, a reviewed group will have up to seven (7) business days to add full legal names and payments prior to being reduced to sold.

## Guest Names

- Legal guest names are required as deposits are made or no later than the applicable option date.
- Name changes are allowed on any booking within the group until 150 or 120 days to sailing, dependant on the sailing length. Payments will be refunded if the form of payment is cross-referenced to a guest no longer on the booking. A new form of payment will be required.
- After the Hard Stop date, name changes may be made to all but one of the names listed on the booking, and may be subject to additional charges.
  - Name changes may not be allowed on certain sailings or once the sailing has closed.
  - Name changes will be allowed outside twenty-four (24) hours prior to sailing, but may be subject to additional charges given the following conditions: guests' air has been assigned or documents have been issued.

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## Additional Information

### Tour Conductor Credits

- Cruise-only tour conductor credits are earned on the following criteria and must be applied to a single berth or issued to the Travel Partner in the form of marketing funds:
  - For all itineraries, one cruise-only tour conductor credit is earned for every sixteen (16) full-tariff guests, based on double occupancy.
  - The value of the cruise-only tour conductor credit is determined by the category most sold within the group. If the same number of staterooms has been sold in two (2) or more categories, the value is based on the lowest fare of those categories. If multiple price points exist for the category in which the tour conductor credit is earned, the lowest price point will be used for payment purposes.
  - Singles paying 200% of the full fare count as two (2) guests for tour conductor purposes.

### Lost Stateroom Protection

- Fares and inventory will be protected when the fare or inventory is lost due to an error on the part of Celebrity Cruises. Misquoted fares and fares erroneously loaded into our systems are not protected.
- Fares will also be protected if Celebrity Cruises is contacted within forty-eight (48) hours of the cancellation and the same inventory is available and full legal names and appropriate payments are provided.

### Fare Conversion

- You will have 48 hours after you book to find a lower price. If you do, you will receive 110% of the difference applied to your booking as an onboard credit. This lowest rate must be a rate publicly advertised by Celebrity. Program terms and conditions apply.

### eDocs

All documents issued on or after 03/03/10 will generate eDocs as the default format for guest travel documentation. This includes all existing bookings (groups, individuals & charters) made prior to 03/03/10 and all new bookings made on or after 03/03/10. Printed documents are available upon request for all existing bookings made prior to 03/03/10 and all new bookings made on or after 03/03/10 for a fee of \$35.00 USD per document.

Please note, individual bookings made prior to 03/03/10 that have a guest or agency mailing address added as an alternate address in the booking prior to 03/03/10, will be grandfathered in to receive complimentary printed documents. Group bookings do not apply.

### ChoiceAir Program

Allows guests to purchase their air transportation to and from their cruise with flexibility

- Guests will be able to choose their preferred airline, specific itineraries, seat assignments and shop for the best prices among nearly all published fares.
- ChoiceAir will allow guests to add frequent flyer numbers, place airline special assistance requests and purchase ground transfers at the time of booking.
- On day of travel our fully staffed ChoiceAir support desk will be on hand to assist guests with flight changes or delays. Our professional staff of agents will work with the airline to determine the best point to downline the guest in order to catch the ship without charging additional fees beyond those charged by the airline.
- Guests will be able to book a maximum of eight traveling companions from up to four different cruise bookings in the same ChoiceAir itinerary.
- Guests also can use different credit cards to pay for each booked guest.
- ChoiceAir is available to residents in the U.S. and Canada at a service charge of only \$15 per person for domestic and \$25 for international airline tickets.
- Guests can either purchase ChoiceAir through their travel agent, directly from Celebrity Cruises, or through the new ChoiceAir website: [celebritycruises.com/ChoiceAir](http://celebritycruises.com/ChoiceAir).
- Travel agents also can purchase ChoiceAir for their clients through CruisingPower.com beginning August 3, 2009. Travel Agents can access ChoiceAir through the web at: [CruisingPower.com/bookingtools/ChoiceAir](http://CruisingPower.com/bookingtools/ChoiceAir).

### Dining

- Dining requests will be accepted at the time of the initial booking. Celebrity Cruises will attempt to honor the request. However, dining assignments will be made on the basis of availability at the time of the group finalization.

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## Value Add

- Value Add is permitted up to \$100.00 USD per guest, and must be distributed to all guests equally.
- Value Add requires completion of a Value Add Request Form for each sailing.
- Value Add Request Forms are available on [CruisingPower.com](http://CruisingPower.com)
- Value Add must be requested and approved by the sailing's Hard Stop Date.
- Refunds for cancellation involving Value Add must be made to the guest, not the agency.

## Student Groups

- Celebrity Cruises does not accept student groups. A student group is defined as a group of which fifty percent (50%) or more of the guests are under the age of twenty-one (21). Please contact your Group Advocate for further details and requirements.

## Group Marketing and Promotions

- All marketing materials used to promote your group must be pre-approved by your Celebrity Cruises Sales Representative. All materials must contain a statement identifying the ship's registry. Restrictions on the advertising or promotion of group fares apply.
- The new Celebrity Cruises Group Sales Kit will be available on line at [CruisingPower.com](http://CruisingPower.com)

## Group Amenities Plus (GAP)

- Celebrity Cruises will establish the Groups Amenities Plus program to allow you to customize your group. Selections for the use of GAP points may only be requested for groups above the minimum group size (eight (8) staterooms) and must be made before final payment is due.

## Fares

- Fares quoted are per guest, based on double occupancy. All fares quoted to guests must include Non Commissionable Cruise Fares (NCCF).
- Singles paying 200% of the full fare count as two (2) guests for tour conductor purposes.
- **Changes:** All fares, government fees, schedules, port calls, hours of arrival and departure and special programs are subject to changes without notice. Celebrity Cruises reserves the right to assess fares and charges in effect at the time of booking and amend or add to the content of this brochure at any time.

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## Celebrity Cruisetours

The unique nature of Cruisetour groups requires, in some cases, the use of different guidelines from those that apply to general groups. The following paragraphs describe those different guidelines. Except for the differences described below, the above referenced General Group Guidelines apply to Cruisetour groups as well.

### Tour Limits

- If every member of a group is purchasing the Cruisetour, a single Cruisetour group booking will be created.
- If some members of a group are purchasing the Cruisetour and others are not, two separate group bookings will be created: (a) one (1) for Cruise only; and (b) one (1) for Cruisetours. Europe, South America and Canada Cruisetour groups can have up to ten (10) staterooms total (twenty (20) guests) without any special approval.
- The Travel Partner may have one cruise only and one Cruisetour group per sailing. Group requests beyond these limits may be made and are subject to contracted terms. Please contact a Celebrity Cruisetours representative at **888.307.8401** for more information.
- A Travel Partner can establish the following number of Cruisetour groups: (a) four (4) Cruisetour groups; or (b) twice the number of sailed Cruisetour groups that the Travel Partner has in the prior four (4) quarters, whichever is greater.

### Maximum Group Limits

- A Celebrity Cruisetour group can have up to sixteen (16) staterooms (thirty two (32) guests) without any special approval.

### Option Lengths

- The option periods will terminate at the end of the 180 days from creation or at 180 days from sailing, whichever comes first.
- This option period is subject to an inventory review at ninety (90) days from creation when necessary.

### Cancellation Charges

- To avoid cancellation charges a notice of cancellation must be received prior to the departure date for the Cruisetour as follows:
  - The departure date for a Cruisetour is the embarkation date for the Cruise or the first day of the tour portion of the Cruisetour, whichever is earlier.

Days to Departure	Charges Per Person
75+	No Charges
74-57	Deposit amount
56-29	50% of total price (taxes & fees excluded)*
28-15	75% of total price (taxes & fees excluded)*
14 or less	No refund except for taxes and fees

- Any Changes to the tour segment of the Cruisetour or cancellation of the tour with retention of the cruise may be subject cancellation charges. Travel partners should contact their Partner Advocate for details.

For assistance please contact a Celebrity Cruisetours representative at **888.307.8401**.

**Group Sales/Service • 800.963.0311 • [CruisingPower.com](http://CruisingPower.com)**

Terms and conditions set forth in Celebrity Cruises current brochures are incorporated herein by reference. All Group Policies are subject to change at any time without notice. Additional terms, conditions and limitations apply. Please visit [CruisingPower.com](http://CruisingPower.com) for additional information and updates on Group Guidelines. All fares are quoted in U.S. dollars. Canadian fares will be conveyed at the time of booking.