Cruise Lines Overview

MAJOR CRUISE LINES (90%)
- Carnival Cruise Lines (20%)
- Royal Caribbean International (20%)
- Norwegian Cruise Lines (15%)
- Celebrity Cruises (10%)
- Holland America Lines (10%)

SPECIALTY CRUISE LINES (10%)
- Orient Lines
- Disney Cruises
- Seabourn Cruise Line
- Regency Seven Seas Cruises
- Silversea Cruises
- Crystal Cruises
- Cunard Cruises
- Windstar Cruises
- MSC Italian Cruise Line
- Oceania Cruises

Contemporary Cruises

Value-Packed vacations exceeding and/or rivaling any land-based vacation. These mainstream cruises offer a comprehensive and amenity filled vacation, inclusive of accommodations, meals, and entertainment, in a casual environment. Newer (or extensively renovated) ships offer modern design and comforts, together with lots of open deck and pool space, organized activities, sports, beauty and fitness centers, libraries, shops, lounges, major “Vegas Style” or “Broadway” productions, night life, dancing, music, and comedians. Both sit-down (with some formal nights) and buffet style meals available on every cruise. (Rates from $100 to $200 per person per day)* All cruise lines offer alternative private dining for additional costs. Some cruise lines offer agreements with nationally recognized restaurants such as Johnny Rockets, ESPN Zone, and Baskin Robbins.

Carnival Cruise Lines
Carnival Cruise Lines is the largest and most popular cruise line in the world, with "Fun Ships" operating voyages from 3 to 17 days in length to the Bahamas, Caribbean,
Mexican Riviera, Alaska, Hawaii and the Panama Canal. Known for its festive-yet-casual atmosphere, Carnival offers a variety of on-board dining, entertainment and activity options to suit any mood or taste. From elegant multi-course meals to more casual options like the "Seaview Bistros," alternative dinner-time service and 24-hour pizzerias, along with dazzling Las Vegas-style entertainment and a full slate of morning-til-night activities, a "Fun Ship" cruise offers something for everyone. Additionally, each Carnival vessel features at least three swimming pools, a full gambling casino, on-board duty free shopping, as well as a "Nautica Spa" health and fitness facility, and "Camp Carnival," a complimentary fleetwide children's program hosting 175,000 kids a year. And, Carnival is so confident that guests will have a great time that it offers the industry's only Vacation Guarantee.

Past passengers are considered anyone who has traveled Carnival, Princess or Holland – ask the client. Past passengers may be eligible for upgrades, on board credits or other neat gifts.

Royal Caribbean International
Where in the world would you like to go? Royal Caribbean sails to the sunny Caribbean, enchanting Bermuda, rugged Alaska, festive Mexico, tropical Hawaii, Colonial Canada & New England, legendary Panama, historic Europe, and exotic Asia. And the vessel that takes you to these magical places is a destination in itself. A Royal Caribbean cruise ship is like a recreation center, an entertainment complex, a grand hotel, an art gallery, a health spa, several restaurants and a seaside resort all rolled into one. Where else can you experience gourmet dining, enjoy first class entertainment, be pampered in spacious accommodations, and scale a rock-climbing wall, all under one-roof? So fast-forward past the hassles of arrangements and phone calls, packing and unpacking, straight to the good stuff - your vacation. The things you do not want to be bothered with, Royal Caribbean takes care of. Like a beautiful place to stay at every port. Private islands, fabulous restaurants, Dramatic nightlife. The things you want to choose for yourself, you can. Snorkeling or shopping? Ancient ruins, lush rainforests, historic cathedrals, or golf? The choices are as well rounded as the 360-degree views. When you see the world with Royal Caribbean, you will sail on an unforgettable journey of discovery.

Past passengers are known as Crown & Anchor members. They receive coupons or on-line vouchers.

ROYAL CARIBBEAN & CELEBRITY CRUISES – NEVER DISCOUNT THEIR RATE. Doing so will result in sanctions for the clients and for the agency.

Norwegian Cruise Lines
Norwegian Cruise Line is proud to present Freestyle Cruising to all its valued guests. For the first time ever, enjoy open seating dining where you can dine whenever and with whomever you wish. Don't want to pack formal wear on your vacation? With the new
resort casual evening attire, you no longer have to! And, say goodbye to envelopes and exact change as gratuities will be automatically added to your stateroom account. Now more than ever, cruising is truly hassle free! Norwegian Cruise Line takes thousands of passengers on hundreds of cruises every year. Yet each experience is personal. Each guest individual. Each voyage unique. Their ships are mid-sized, not mega. Big on choices, not on lines. And big on space too, with larger-than-average staterooms and acres of sun-washed decks. You'll find more places to discover. More room to roam.

More places to lose yourself. Norwegian Cruise Line sails the world, with voyages to Alaska, Bahamas, Bermuda, Canada, New England, Caribbean, Europe, Panama Canal and South America. And with the recent announcement of Hawaii sailings, the treasures of the world are just a magical journey away. Discover everything cruising was meant to be. Experience the one-on-one personal attention and talent for pleasing guests. And see why the Norwegian Way is a better way.

Princess Cruises

Princess is one of the most, if not the most recognized cruise line in the world. Today, Princess has raised cruising to a whole new level, with spacious and accommodating ships packed with amenities. With two to three main dining rooms, warm and intimate in scale, and two to three spectacular theatres for a choice of entertainment nightly, you'll always find the freedom to chart your own course. Choose from the widest array of itineraries and ports of call in world-wide cruising. From the Aleutian Islands to the Cape of Good Hope, from the Strait of Gibraltar to the tip of South America, and from the islands of the South Pacific to Alaska's Glacier Bay, Princess traces the coastline of six mighty continents, and drops anchor in over 100 exciting ports.

Past passengers are known as Captain Circle Members. Ask if they have traveled Carnival or Holland for past passenger status.

Premium Cruises

Up-scale cruises for those demanding premium quality vacations. Beautifully appointed and decorated ships are designed to offer greater space and comfort for each passenger in a semi-formal environment. Multi-Million dollar art collections, themed lounges/theatres/and public areas, and a detail oriented staff and crew create an experience of elegance and pampering far removed from any stress or worries. Participate in activities, games, shows, and fitness, or simply relax to refined service and quality food and dining. Priced inclusive of accommodations, meals, and entertainment, premium cruising value still exceeds or rivals the best packages offered by upscale hotels and resorts. (Rates from $150 to $400 per person per day)*
Celebrity Cruises

Until you experience for yourself the world-class style that distinguishes every ship in the Celebrity fleet, you can only imagine the taste of perfectly prepared tournedos rossini or the exhilaration of Celebrity's exclusive AquaSpa programs. Until you personally experience the five-star service for which Celebrity is acclaimed, you won't know what it means to be treated not simply as a passenger, but as an honored guest. Until you experience the pleasure of spending a memorable day in port, then returning to a ship where all the comforts and conveniences you could wish for await you, it will remain just a dream. Come live the Celebrity experience. And allow Celebrity to exceed your expectations. At Celebrity Cruises, the objective is a simple one: present an incomparable cruise experience aboard ships of uncompromising style and sophistication. That is why Celebrity has enlisted the talents of world-renowned ship architects and designers to create a truly extraordinary fleet. Every ship reflects meticulous attention to detail, yet each vessel has its own distinctive style, with its own uniquely inviting public rooms and social spaces. Like observation lounges that transform into discos at night. And intimate lounges where you can sample a hand-rolled cigar. From the moment you step aboard, Celebrity's furnishings, decor and air of understated elegance create a festive, carefree environment to enjoy among new friends, together sharing the Celebrity experience.

ROYAL CARIBBEAN & CELEBRITY CRUISES – NEVER DISCOUNT THEIR RATE. Doing so will result in sanctions for the clients and for the agency.

Holland America Line

Sail away in Five-Star Style. For the ninth year in a row, Holland America Line has been voted "best overall cruise value" by the World Ocean and Cruise Liner Society, the experienced travelers who know cruising best. Service, ambience, cuisine, personal attention - only Holland America offers you such consistent quality and more "five-star" ships than any other major cruise line. Holland America ships are fabulous destinations in themselves, offering everything you would expect in a great resort on land, and more. Master chef, world-renowned Reiner Greubel, a member of the prestigious society Confrérie de la Chaine des Rotisseurs, leads the award-winning culinary staff in the creation of exciting new dining options. Lovingly prepared, exquisitely presented. Life on board your Holland America ship is always exciting, because there's always something happening. Join in a myriad of planned activities, or enjoy quiet time in superb surroundings. Holland America Line offers a five-star resort in 253 ports and scenic cruising areas throughout the world: Alaska, Canada, Caribbean, Europe, Hawaii, Panama Canal, Orient, South America, South Pacific, World Voyages.
Luxury Cruises

For those demanding the finest quality in all respects, luxury cruise ships rate among the best vacations among any resort in the world. A formal atmosphere with nothing but the most refined white-gloved service. Appointed and decorated with the finest quality and care, these ships offer spaciousness, comfort, luxury, and choice, while exploring exotic ports around the world. (Rates from $400 to $1,000 per person per day)*

Crystal Cruises
Think of the farthest corners of the world connected by a smooth and shining sea. Imagine that a floating luxury resort, filled with everything you ever could desire, is waiting to carry you on the journey of your dreams. Crystal Cruises takes pride in navigating that magical highway of the sea, transporting you to the best the world has to offer. Your days and nights on a Crystal cruise are effortless and carefree. You will revel in a wealth of time, a luxurious sense of leisure and ease; your hours are your own, to spend as you see fit. Released from the pressure of schedules and routines, you are free to play, to rest, to mingle and relax - to allow for the luxury of serendipity. Like the open sea, each day is limitless. You can chart a course, then change it at your whim. Let possibility fill the sails of your imagination and see what magic might appear. Crystal Cruises gives you space to stretch out and explore. We have broad, sunny decks to stroll and inviting corners to settle into. There are cozy nooks where you can be alone. You can join a spellbound audience at an exciting Broadway-style show or get together with a few new friends over a frothy cappuccino. Your stateroom is a comforting place to call your own, where you can snuggle in and dream. With skilled and practiced sleight-of-hand, our chefs prepare the finest cuisine from around the world. Our guests may begin a cruise alone, but within days they find themselves greeting new-found friends. There is a spirit of cheerfulness and good humor to be found wherever you are on our ship. Guests say that the real magic of a Crystal cruise. Theres no mystery to it; its simply our commitment to heartfelt service that lets us create an atmosphere of enchantment, every day.

Costa Cruise Lines
Costa Cruises enjoys the reputation of being Europes number one cruise line. The Italian company, with its North American headquarters in Miami, has been hosting passengers since 1948, when the line switched from its business of transporting olive oil to a passenger line. Costa's eleven-ship fleet sails Eastern and Western Caribbean, Mediterranean, Northern Europe, South America, Baltic and Russia, and Transatlantic itineraries. The ships run the gamut from the intimate to the super-luxurious: 800-passenger Costa Marina and Costa Allegra to the 1,928-passenger Costa Victoria. Costa
has just launched the Costa Atlantica to guarantee the utmost memorable cruising experience. This 84,000-ton, 2,112 passenger cruise ship was delivered from Finlands Kvaerner Masa-Yards in Spring 2000. Costas Italian-style hospitality offers clients in-depth travel experiences aboard as well as ashore. Passengers will bask in European-style luxury and sophistication, while sharing their experience with fellow cruisers who are just as likely to hail from Paris, Texas as Paris, France.

CUNARD
Cunard Line Ltd.
The legacy of Cunard...
It was a more civilized era, the golden age of sea travel. Crossing the ocean was a grand event unto itself, the very embodiment of sophistication and privilege. And traveling Cunard was what one naturally chose for such a voyage. Cunard's glorious ocean liners were floating palaces of art deco splendor and Edwardian excess, surrounding guests with every comfort and luxury. They attracted the greatest personalities of the day, from world leaders to movie stars, who sipped champagne at festive black-tie soirees and strolled along graceful promenades attired in their finest apparel. It was the quintessence of luxury travel, and getting there was truly half the fun. Cunard continues this celebration of style with Queen Mary 2 and Queen Elizabeth 2 - proving once again, with Cunard, the journey may be even more magnificent that the destination.

Regent Seven Seas Cruises
The five small to mid-size ships in Regent Seven Seas' six-star fleet include: the newest all-suite, all-balcony Seven Seas Explorer II, The second all-suite, all-balcony ship, the 700-guest Seven Seas Voyager, her sister ship the Seven Seas Mariner, the all-suite Seven Seas Navigator and the French Polynesian Paul Gauguin. In January 2006, A maximum of 198 fortunate guests will explore Antarctica aboard the, Explorer II, on two 11-night expedition cruises. In September 1999, Regent Seven Seas launched its ship, the ms Seven Seas Navigator in the same six-star tradition. And in March 2001, Regent will introduce the world's first all-suite, all-balconied ship, the Seven Seas Mariner. For the first time on any ship, every single guest will be treated to an unprecedented level of expansive personal luxury. Only Regent Seven Seas Cruises offers such a broad spectrum of distinctive vessels and voyages, while upholding an uncompromising standard of cruising excellence throughout, to each destination, aboard each ship. Here are just a few of the great things that make Regent Seven Seas Cruises so distinct:
• Ships cater to only 180 to 700 guests
• All oceanview staterooms, most with private balconies
• Single, open-seating dining and alternative restaurant for dinner
• Complimentary wine with dinner
• Complimentary soft drinks, mineral water & juices
• Complimentary stocked bar in stateroom
Disney Cruise Line
Enjoy legendary Disney service and entertainment, incomparable dining, exciting ports of call, and day after day of wonder-filled adventure. Here, specially designed areas and activities let adults, families, teens, and children play together and separately, creating magical memories that last a lifetime. Start planning your Disney Cruise Line vacation today. What better way to begin than with a Disney cruise vacation? With spacious staterooms, original Disney entertainment and activities, exotic ports and extraordinary onshore excursions, there's something for everyone on Disney Cruise Line®. Discover the Disney Difference. With our legendary attention to detail, amazing adventures for all ages and Disney-style entertainment, a Disney cruise vacation brings magic into your life.

MSC Cruises
"The Finest Italian Hospitality Afloat"

To us, that means the caring, personal attention of an authentic Italian crew. MSC Italian Cruises' staff is on-hand to provide guests with the highest level of service. From a nightly turn-down service to a late-night snack delivered to your private room, no detail is too trivial for your comfort. The Mediterranean is more than just a destination for MSC Italian Cruises, it's our home. That's why we know its ports of call and their famous and secret attractions so well. Both off and onboard, we take great pride in our distinct Italian style. While we offer luxurious modern amenities, we have remained true to our past by maintaining our unique personality. For our guests, that means an authentic service and ambiance that will make you want to return time and time again. If an elegant and refined atmosphere fits your definition of timeless bliss, MSC Italian Cruises will transform your idea of cruising.

Oceania Cruises
Formed in 2002 by luxury cruise industry veterans Joe Watters and Frank Del Rio, Oceania Cruises is the world's largest upscale cruise line. The finest cuisine at sea, award-winning itineraries and outstanding value define Oceania Cruises’ five-star product and have positioned the company as the cruise line of choice for travelers seeking a truly refined and casually elegant travel experience. Our three intimate and luxurious 684-guest ships allow you to explore the world in unequalled style and comfort. Elegant and mid-size, you’ll find the onboard atmosphere is extremely convivial, and with more than 400 staff members at your disposal, you will experience a level of personalized service that is unrivaled. Oceania Cruises appeals to discerning sophisticated travelers in
search of world-class cuisine, unparalleled personal service, and an enriching, in-depth, destination-oriented experience.

**Windstar Cruises**

"Pioneering Line Celebrates 15th Anniversary" Sailing under the banner of its appropriate tag line "180-degrees From Ordinary," Windstar was created in the mid-1980's with the vision to offer an alternative to the typical cruise or resort vacation. The Windstar passenger sees the world from a romantic sailing ship with luxurious accommodations, a casual yet elegant atmosphere, and exquisite service and cuisine. Well known for cruising off the beaten path, throughout 2002 we celebrated our 15th year of sailing to exotic locales and hidden harbors that larger ships cannot access. These stately vessels turn heads from the Mediterranean to the Caribbean to the Far East.

**Silversea Cruises**

Silversea's all-inclusive ultra-luxury vacations appeal to discriminating travelers accustomed to plush accommodations and attentive, individual service. Distinguished by its award-winning all-suite ships and impeccable service, Silversea's all-inclusive fares include round-trip airfare, pre-cruise deluxe hotel stay, all beverages including select wines and spirits, gratuities, port charges, transfers, and a special shoreside event, The Silversea Experience, on select sailings. There are no staterooms here, only suites. Each features a marbled bath and walk-in closet. A cocktail cabinet is continuously stocked with your preferences. Luxury is found in every detail. Cut crystal. Crisp linens and plush bathrobes. Personalized stationery. Bvlgari soap, shampoo and lotions. Silversea offers far-reaching and imaginative itineraries to the Mediterranean, Northern Europe and the Baltic, Africa and exotic Asia, the Far East, South Pacific, South America, the Mexican Riviera, and the dramatic coastline of Canada and New England.

**Group Terms**

Carnival will assign financial penalty to any cabin assigned with names and no money at deadline – never hold a cabin without deposit.

Royal, Celebrity, Holland, NCL, and Princess will release cabins without deposits automatically at deadline. Royal and Celebrity limit the number of groups an agency can have so do not open random groups.

Groups offer points which may be used to reduce rates, lower the number of cabins required, free wine, and other amenities.
General Cruising Information

All seven day cruises depart on weekends. They go Saturday to Saturday, or Sunday to Sunday. All three day cruises leave Friday and return on Monday. Port Canaveral has three day cruises that leave on Thursday and return on Sunday.

These same ships turn around and do four day cruises that go Monday through Friday or Sunday through Thursday. They will do this year round. Royal Caribbean, Carnival, and Disney are the only cruise lines that offer three, four and five day cruises.

The cruise lines reposition the cruise ships during the summer months going to Alaska, Europe and the Northeast US. These ships will do roundtrips May through September. The cruise ships will also depart out of New England doing the Fall Foliage Cruises during September and October.

Otherwise from November to April the cruise ships are mainly doing cruises to the Caribbean and Baja, Mexico. The Caribbean is made up of the Eastern Caribbean, Western Caribbean and Southern Caribbean.

**Western Caribbean** – usually consists of Mexico, the Grand Caymans, Jamaica and Key West, Florida. These islands are a little more third worldish with a heavy Caribbean theme. In doing these sailing you normally visit four islands.

**Eastern Caribbean** – These islands are basically the Saints islands: St. Thomas, St. Martin and St. Kitts. These islands have a European background, usually owned by either the English or the French. These islands are more spread out and you usually only visit three islands on an Eastern Caribbean Cruise.
**Southern Caribbean** – All cruises doing the Southern Caribbean sail out of San Juan, Puerto Rico. These islands consist of Aruba, Barbados, Dominican and some Saints. Because you fly into Puerto Rico you are able to see an island everyday with practically no days at sea.

**Europe** – Mediterranean cruises sail to several of Europe's most beautiful destinations. Each port has its own must-see attractions, including: the Sistine Chapel in Rome, the ancient ruins of Pompeii in Naples, the famous Adriatic fortress in Dubrovnik and the romantic canals of Venice.

**Hawaii Alaska** – Whether you're an adventure seeker or you just want to relax and recharge, Hawaii offers you the best of both worlds. The ultimate playground, the islands of Hawaii boast a myriad of activities on both land and sea, including: snorkeling, scuba-diving, swimming, whale-watching, horseback riding, helicopter tours, hiking, golfing, big-game fishing and, of course, surfing.
All cruise lines do all the same ports. All cruise lines now have their private island. It’s an awesome day on a private island that is exclusive to all the passengers on a cruise ship. There is every type of beach accommodation available. It will range from snorkeling, scuba, massages, parasailing, jet skiing etc. They will serve lunch and have live Caribbean music. The island is usually divided into children beaches and adult beaches.

**Cruise Departure Times**

Most ships depart ports in the afternoon/evening. The times are usually 4:00pm, 5:00pm or 7:00pm. At the end of the sailings, ships arrive in the morning, usually 8:00am. Sailings that depart San Juan, Puerto Rico and some Mediterranean sailings have different times of departure.

**Deposits**

Generally all seven day cruises require deposits of $250 USD per person, four and five day cruises require $200 USD or $150 USD, three day cruises require $150 USD or $100 USD. You must check with the cruise line because these deposit requirements may vary.

**Final Payments**

Final payments are generally due 75 days prior to a seven day cruise departing. Three and four day cruise final payments are usually due 60 days prior to cruise departure. If payment is not made client could forfeit deposit. If client want to cancel after final payment is due they will be subject to penalties. These penalties vary based on the cruise line.

Eight day and more cruise deposits and final payments vary based on the cruise line. Please make sure you check with the cruise line for those dates.

**Categories**

All cruise lines have different types of deck and cabin descriptions. The floors on cruise ships are referred to as Decks and the rooms as Cabins. Each of these decks and cabins have different classifications according to the cruise line. The cabin and deck is commonly referred to as a category. The person that knows the category also knows their cruise price.

- **Room Assignment** – A reservation with a room assignment will be given a particular cabin at the time of booking. Certain like to be certain they know where their cabin will be. This will be appropriate for them since they are given a definite room at the time of booking.

- **Guarantee** – A reservation with a guarantee category is promised to be booked into at least the category for which they pay. What this means, is that they are given the possibility for a potential upgrade at the discretion of the cruise line. Some clients prefer to be given that opportunity for an upgrade.
Sales Pitch Structure

Introduction  Build credibility and discourage objections later on in pitch.
- Make sure to have Name, Telephone (day & evening), and Email
- One of the first and largest cruise sites on the internet
- Tremendous amount of volume – so our prices are the lowest!
- Specialize in cruise and cruises only – we know our product!

Qualifying  PROBE client for their needs on this vacation, LISTEN to answers,
PROBE further, LISTEN and take notes for use later in recommendation and close.

1. Have you cruise on Carnival before?
2. Who will be joining you on this vacation?
3. How many days would you like to cruise?
4. Which one of our itineraries interests you the most?
5. When would you like to sail?
6. Which port would you like to sail from?
7. Would you prefer an inside, ocean view, or balcony cabin?
8. Are you a member of the military (or retired), over 55, or an airline employee?

Quoting & Recommending  Take the qualifying information and apply to all the different values the cruise offers

- Great News! I found you an outstanding value that’s available! Stress how your experience, effort, and CruiseMoms.com’s resources helped find them this value.
- Based on your needs, I’m recommending ____.
- I picked this choice because of the ____ , ____ , and ____.
  o Give specific benefits that match their needs
  o Be very descriptive in discussing benefits that are similar to their wants/needs.
  o Be excited because you found the perfect vacation for them.
  o Remind them how much their partner/family will love them for this.

The Close  Ask for the Money! If they are not objecting, ask for the money! If they agree with anything you say, ask for the money!

- Which credit card would you like to use?
- Would you like to pay in full, or just make a deposit?

If no sale, set up an appointment within 24 hours (you will call them).
Pick up your Phone - 8 Meaningful Conversations a Day

Meaningful Conversations: These conversations range from talking about a future cruise, why they have not booked with your agency, appointment for a future conversation to making a booking.

Develop Rapport: People buy from people they like. From your database, you should have information on the prospect. Bring up a past cruise they did. Did they celebrate a birthday or anniversary recently?

Relationship Selling: Developing a strong relationship is essential to capturing future business! Enter notes into the database for future conversations. Is your prospect a football fan, will they only sail in a balcony, do they have children?

Are they on your email list for promotions? If not, ask if you can add them to your list!

Example of potential clients to call.

1. Local businesses and corporations
2. Local Church and Religious Groups
3. Local Poker, Bridge and Scrapbooking Groups
4. Dance, Music and Wedding companies
5. Anybody in a group who may want to cruise
Introduction

Build credibility and discourage objections later on in pitch.

- Reconfirm their Name, Phone (day & eve), email
- Make sure they have your & our Name, Phone, email
- Tremendous amount of volume – so our rates are the lowest in the industry
- Specialize in cruises and cruises only – we are experts in the industry

Example of opening statement

1. Hello Mary, my name is Tom Jones, I’m responding to your request which you sent us at our website about going on a cruise vacation. Just so you know, our agency deals with all major cruise lines and does a tremendous amount of volume, so you are guaranteed to get the lowest rates in the industry.

Let me give you my name and number. It’s Tom Jones at 1-800-470-6545. Just to double check, I have your name as ___, your phone number as ___, and your email as ___. Are these the best ways to reach you?

2. Hello Mary, my name is Tom Jones. You sent us a request through our website about going on a cruise. I am with CruiseMoms.com. and we specialize in cruises and cruises only – we are experts in the industry.

Just a reminder, my name is Tom Jones and my phone number is 1-800-470-6545. The name and phone number I have is ___.

NOTE: The object of this introduction is to make them feel comfortable and to remind them that you are not a telemarketer, you are responding to their desire to go on a cruise vacation.

Always mention that we are leaders in the industry and that booking through us will enable them to get the lowest cruise prices.

If they start to speak let them talk and do not interrupt them because they might have something very valuable to say. After they finish talking, then you can continue your opening statement.
I would like to take the time to introduce myself and to personally thank you for filling out our vacation quote form on the internet. I received your quote and would love the opportunity to gain your business.

CruiseMoms.com. is one of the fastest growing cruise agencies in the country. We have also been awarded “Cruise Agency of the Year” by Royal Caribbean and Celebrity Cruises two years in a row. We are also an elite status agency with Princess, Holland, and Norwegian Cruise Lines. This entitles us to lower rates then published on the internet as well as extra perks for our clients. We also guarantee the best prices and will match or beat any price you might already have.

As an agent for CruiseMoms.com., I strive to get you the best rate, courtesy upgrades and will give you excellent customer service! If you would not mind answering some questions for me so I can be guaranteed to find the lowest possible rate for you, I would greatly appreciate your time.

1. What is the ship and sailing date of your cruise?
2. How many people are sailing, and is anyone 55 or older?
3. Which category are you interested in? Inside, outside, ocean view, balcony, or suite?
4. Have you received any prices and if so, what is the lowest price?

By the way, if you have already booked a cruise and are still outside of the 75 day deadline for full payment – please contact me as soon as possible to give me the opportunity to save you more on your cruise.

Thank you so much for your time and if you would prefer to call me, to ask any questions you might have I would love to help. Please call me at 800-XXX-XXXX. I would love to get you the lowest price for your cruise. I hope to hear from you soon!

Thank you and have a great day!

Your Name
CruiseMoms.com.
800-XXX-XXXX
email
Qualifying the Client

Qualifying the client is a very important step in the sales process. It is very important to understand what your client’s needs are as well as their likes and dislikes. The more time you spend on the phone with them will heighten the opportunity for you to make your sale. Remember that the more time they spend on the phone with you, will probably mean the less time they spend on the phone with one of your competitors.

NOTE: You are the expert; you must take control of the conversation.

If your client knows the ship and sail date which they want to go on, then your objective becomes a little different from that of a client which knows absolutely nothing. If they know the ship and sail date, then it’s all about the price.

You need to know the following:
- How many people are in the party
- The type of cabin they are looking for
- If they are past passengers
- Price they were quoted and where they got the rate
- Ask if their quote includes port charges and taxes

That is all you need to know. At the point they give you the price, what you should ask them is:

*If I beat that rate, or if my rate is the same and I can give you extra amenities, can I earn your business?*

This is important to say because when you beat their rate and give them extra amenities, you want to be able to remind them that they made a commitment to you.

If they do not know the ship or sail dates they are looking for, you probably know more than them, you are the cruise expert.

You need to ask them the following questions:

*How many people are traveling* – This is important because if there are more than two people and they want more than 2 or 3 in a cabin, the availability becomes an issue. You need to let them know that the cabins with 3 and 4 people in them are the first to be booked. If they want cabins that are next to each other, there may be availability problems as well.

*Are they past passengers* – This is important because there might be past passenger promotions. Ask them what previous vacations they have been on. This will give you an idea as to how much they spend on their vacations.
What type of cabin they are interested in – They have options of Suites, Balconies, Ocean view staterooms, or Interior staterooms.

Do they have a preference of cruise line – Perhaps someone has recommended a specific cruise line to them that you can work with.

NEVER SAY A BAD THING ABOUT ANY CRUISE LINE BECAUSE YOU MIGHT NEED TO PUT THAT PERSON ON THAT CRUISE LINE. THIS IS SALES, NEVER SAY ANYTHING NEGATIVE.

What particular destination or itineraries they are interested in – Regardless of what they say, always tell them that people love that destination and it is very popular.

What dates they are willing to go on the cruise – Based on their response, you should subtly mention that you just looked up that date of sailing and it is going fast. Do not be negative. If it’s a date during:

- January: Colleges are still on break, so January becomes a popular time for people that have children in college.
- February – April: Availability always low because of mid winter recess and spring break.
- May – August: Availability always low because of summertime.
- September – October: School is back in session, it is very popular time for people that do not have children.
- November – December: Holiday seasons, people always book these cruises at least a year in advance and availability is always difficult.

Note: It’s very important to give a response when they give you a date because this will help you close later on using the scarcity or low availability close. This will create the urgency you need to get the deposit. You need to let them know that they need to act fast.

Ask them how they got so lucky in charge of putting this vacation together – The purpose of this is to find out who is the real decision maker. This way you will know the proper person to which you should be speaking and from which to get the deposit.

You can also ask who has told them about the cruise vacation – The reason for this is because if their mother/sister/family member/friend etc. told them, it gives the whole cruise experience credibility that someone they trust likes cruising. Later on in the conversation you can always mention to them that their mother thought cruising was great and you will too.

Ask what type of price range they are looking to spend – If they respond why you are asking that question or the cheapest possible, you should say that you want to make sure that you find a cabin that is within their budget and not get something way too cheap or way too expensive.
Ask if there are any specific activities that they would like to do while on the cruise – Regardless of their answer, every cruise line will have an activity that will fit their needs. You need to know this so when you find them a cruise, you can mention the activity they wanted.

You should end this part by restating what they are looking for. Then say:

If I can find you a cruise that can fit your family’s needs and fits your budget, would you be willing to put down a deposit today?

The reason you should say this is because, just like the airlines, what is available today might not be available tomorrow.

Quoting & Recommending

At this point, you should be on our Amadeus software researching your client’s price. If you are on the phone with the cruise line, you should confirm the rate and get a booking number. See how many cabins are available in that particular category. If it is a limited amount, grab the remaining cabins.

Sometimes you may want to call the client with the cruise line on the phone. This builds credibility and if they have questions, you can answer them directly with the cruise line’s help. You can tell the client that the availability is tight and therefore you have the cruise line on the phone, it also saves time.

You should say one of the following statements:

Great news, we have a special on this itinerary
You are in luck; there are some cabins available at a special discounted rate
I found an awesome deal for you
Great news, right now I can grab a cabin but they are filling up quickly

Then you mention that the cruise line only wants a deposit of $___ and say:

This will secure the low rate and guarantee you and your family the cruise that you have been looking for.

Communicate to the client that you have found a ship and itinerary that you believe matches their needs because of ____, ____, ____. Support specific benefits which meet the needs the client mentioned earlier, during the qualifying stage.

Note: Remember to sell benefits and to use emotional, visual, and auditory power selling words (Fine Dining, Quality Service, White Sandy Beaches, and Great fun for children)
Choose a benefit which matches the client’s needs. For example:
Feature: Balcony
Benefits: A romantic, private breakfast overlooking the soothing blue ocean, Celebrate with your friends on your own private balcony, Marvel at glaciers without having to go up on deck

Discourage new inquiries. Stick to what you have found for them. You do not want to open up a Pandora’s Box.

Communicate that “Our Agency has a special promotional rate” to the client, and compare to the brochure rate, emphasizing the SAVINGS! Note that you quote the BEST Cruise Line Ltd. price right up front because we value our client’s time and money.

ONCE THE CLIENT SAYS ONE POSITIVE THING, SUCH AS “That sounds good” or “My family would love that” or “That’s what I’m looking for”

YOU MUST THEN ASK THE CLIENT THE NAMES OF THE PASSENGERS, THE BIRTHDATES, AND IF THEY ARE GOING TO USE A MASTERCARD OR VISA TO MAKE THE DEPOSIT

CLOSE THEM RIGHT THERE
Closing the Deal

Close the sale by asking for the business and obtaining a deposit on a cabin. Suggested strategies for closing the sale include:

**Choice Close**
Summarize two dates or two types of cabins on a one ship (after you have made recommendations and explained the benefits) and ask the client to make a choice. For example: *Would you like to book the balcony or ocean view stateroom? Or Would you like to go on the 14th or the 21st?*

**Assumptive Close**
Assume the client called you in order to arrange a cruise, and thus (if you have qualified correctly and found a product which meets their needs) is ready to purchase. For example: *How would you like to pay for your deposit, MasterCard or Visa?*

**Credit Card Close**
After a series of yes’s or agreeable statements you ask:
*Which credit card would you like to use to make your deposit today? The cruise line (Carnival, Royal Caribbean etc) accepts Visa, MasterCard, and American Express etc.*

**Scarcity Close**
The scarcity close is often appropriate and highly effective. Communicate the limited availability on the cruise – i.e. limited number of cabins in a category or limited time for that price. For example:
*Currently there are only two cabins left in this category
Four out of six categories are sold out; this sailing is almost completely booked. I strongly recommend that you place a deposit right away.
This special from our agency cannot be guaranteed without a deposit.*

Caution: Honesty is important, phrase scarcity appropriately – Do not be dishonest with the client. Likewise, it is also very important to let the client know that price and availability will likely change for the worse!

**Emotional Close**
Stress reasons for going on the cruise that appeals to the client’s emotions. For example: *Stress-free relaxation is what you will experience on this cruise vacation. How does that sound to you?*

**Blame Close**
Blame the cruise line for the requested deposit. For example:
*The cruise line requires a deposit to ensure a reservation. What credit card would you like to use in order reserve your cabin?*
Closing the deal continued…

Luxury Close
Let the client know they deserve a luxurious, pampering cruise. For example:
You deserve it… It’s your honeymoon,
You deserve it… You work really hard.
What credit card would you like to use to make your deposit?

Note: If you do not attempt to close the sale by asking for the client’s business (i.e. credit card) you are doing the customer an injustice (as well as foregoing a possible sale). If the client is not given the opportunity to make a deposit on a cabin, the cabin may very well not be available at a later time, or the price will likely be higher!

IF THE CLIENT IS NOT READY TO BOOK, YOU MUST MAKE THEM UNDERSTAND THAT MAKING THE RESERVATION ASAP IS VERY IMPORTANT.

SET UP AN APPOINTMENT SO THEY ARE COMMITTED TO TALKING TO YOU AGAIN.
Overcome Sales Objections

Have to talk to my spouse
A lot of customers ask to do that. You should set up an appointment to speak with both of them so that you can discuss the cruise and answer any questions for both of them. Even if you need to call them at night you are better off doing that than waiting until the next day. A sales person always finds time to make another sale.

Too much money
Explain that for $____ they are getting 3+ meals, “hotel-like” accommodations, state of the art transportation to exotic ports of call, and world class entertainment. An unmatched value! Emphasize the low deposit requirements.

Seasickness
The newer ships have a stabilizer which greatly diminishes the movement felt on the ship; however, if still concerned there are a few steps that can be taken to insure the smoothest ride.

- Today’s mega ships are much larger than older, traditional ships and thus motion is significantly reduced.
- A cabin on a lower deck and as far as mid-ship as possible will help minimize seasickness as this is the most stable area on the ship.
- The moderation of alcohol consumption while on board will minimize the risk of seasickness.
- The client’s doctor or pharmacist can provide other options, such as prescription medications to reduce or prevent motion discomfort.
- Over-the-counter motion sickness medications are available (such as Dramamine).
- Some passengers swear by “Seabands” which may be purchased once on board the ship.
- If your client is older, let them know that motion sickness goes down with age and experience on similar type vessels.
- Itineraries within the Caribbean, Alaska, and the Mediterranean usually have very calm waters.

Boredom
There is everything that the client would do on a land-based vacation aboard a cruise ship. Some of the things available which are included in the price:

- Visiting new and exotic ports of call – without packing and unpacking.
- Scheduled tours able to be booked on the ship.
- Casinos
- Shows – Broadway style, Las Vegas Style, dancers, comedy shows, singers.
- Dance Clubs & Live music lounges.
- Choice of dining – dining room meals, 24-hour room service
- Relaxing in the sun by the pool listening to music.
- Water sports at the most exotic ports of call in the world.
Top Ten Sales Tips

**Personalize**
Use customer’s name, break the ice, get personal, use humor.

**Promptness**
Respond to web quotes ASAP.
Return calls, give rates and answers ASAP.

**Enthusiasm**
Smile, be positive, get your client excited about their vacation!

**Qualify Fully – All Needs**
Control conversation and get the facts (who, what, where, when, air, number passengers, etc.
Find out customer’s likes and dislikes.
Ask subjective and open ended questions

**Listen**
Pay attention, hear, understand, and read “between the lines”
Acknowledge and re-affirm customer’s comments. Listen for the client’s real needs!

**Recommend**
You are the expert! Give ONE choice (max two if very similar).
Base recommendations on particular needs of that client.
Support recommendation with specific benefit examples matching customer’s needs.

**Up Sell / Add On**
Give your client the product and category they really want and deserve.
Don’t assume they want the cheapest. What else do they need (hotel, insurance, air deviation)

**Always Ask for Deposit / Close**
You can’t get the sale if you don’t ask!
Practice and know all of the closing strategies – you never know which one you will need.

**Scarcity / Urgency**
Never end call without explaining that prices can go up at any time and likely will.
Customer will be mad at you if you did not advise about price risk!

**Sell Yourself and The Cruise Line Ltd.**
You know cruising! You care! You are their personal specialist.
We are an Elite Agency, guaranteeing lowest rates, knowledge and experience.
Appendix

Glossary

ADD ON A supplementary charge added to the cruise fare, usually applied to correlated air fare, hotel arrangements, land tours etc.

AFT Near, toward, or in the rear of the ship.

AIR/SEA A package consisting of two forms of travel, i.e. air to and from the port of embarkation as well as the cruise itself.

BOOKING A client reservation which has a deposit payment applied with the cruise line.

CABIN The passenger’s room.

CATEGORY A price gradient of similar cabins from the most expensive to the least expensive, or vice versa.

CRUISE FARE The actual cost of the cruise excluding all extras such as taxes, port charges, airfare, gratuities, and the like.

DEBARKATION Exiting from the ship.

DECK PLAN An overhead diagram of ship decks illustrating cabin and public room locations.

DEPOSIT A partial payment of the cruise fare required at the time of booking to secure the cabin being reserved.

EMBARKATION Boarding of the ship.

FORWARD Toward the front or bow of the ship.

FINAL PAYMENT Payment of the full cruise fare plus any necessary agreed extras, such as taxes, port charges, add on, preparatory to issuance of correlated travel documents.

FIRST SITTING The earlier of two meal times in the ship’s dining room.

FREESTYLE Norwegian Cruise Line’s term for open dining arrangements.

GRATUITIES The passenger’s personal expression of thanks (tips) to the ship’s service personnel for services received.

GUARANTEE (GTY) The cruise line’s promise that the passenger will sail on a stated voyage in a specified price category or type of cabin, at an agreed rate on higher than would ordinarily apply for the voyage, which MAY result in an improvement of accommodation at no additional cost.

INSIDE A cabin having no windows or portholes to offer a view of the sea.

LOWER BED A single bed placed at the conventional height from the floor.

MIDSHIPS In or toward the middle of the ship; the longitudinal center portion of the ship.

OFFER The cruise line’s commitment for accommodations then available which may be suitable to the passenger’s needs or wishes.

OPEN SITTING Free access to unoccupied tables in the ship’s dining room, as opposed to specific table assignments.

OPTION The cruise line’s offering of a specific cabin (or guarantee) for a specified period of time during which the passenger decides whether or not to accept. Acceptance is confirmed either by deposit or final payment.

OUTSIDE A cabin having a window or porthole offering a view of the sea.

PASSENGER CONFIRMATION Detailed terms of sale. Includes all pricing details.

PORT The left side of the ship when facing forward.
PORT CHARGES  An assessment collected by the line and paid to the local government authorities for the ports of call.

PORTHOLES  Circular “windows” in the side of the ship.

QUAD RATE  An economical per person rate available to individuals for quadruple occupancy on a guarantee share basis.

REVIEW DATES  A periodic evaluation of the progress of the sale and promotion of a group.

SAILING TIME  The actual hour at which the ship is scheduled to clear the dock and sail.

SECOND SITTING  The later of two meal times in the ship’s dining room.

SHORE EXCURSION  Off-the-ship tours at ports of call for which an extra charge is usually applied.

SINGLE OCCUPANCY  Sole occupancy of a cabin which is designed to accommodate two or more passengers, in which instance a premium is ordinarily charged. The single passenger pays the same total amount as if there were two passengers.

STARBOARD  The right side of the ship when facing forward.

STOPOVER  Leaving the ship at a port of call and rejoining it at a subsequent port of call or upon the ship’s return to the earlier port of call.

TENDER  A smaller vessel, used to move passengers between the ship and shore when the ship is at anchor.

TBA  To Be Assigned.

TRANSFERS  Conveyances between the ship and other modes, such as airports, hotels, or departure points for shore excursions.

TRIPLE RATE  An economical per person rate available to individuals for triple occupancy on a guarantee fare basis.

UPPER BED  A single size bed higher from the floor than usual (similar to a bunk bed) often recessed into the ceiling or wall by day.

WAIT LIST  Not a guarantee, but the cruise line’s endeavor to obtain accommodation for passengers on a first-come-first-served basis when all cabins are presently either, sold, under deposit, or under option.
CONFIRMATION LETTER

Thank you for choosing CruiseMoms.com. We look forward to serving you on your upcoming Cruise Vacation. For your review attached is your cruise confirmation invoice and below is certain applicable terms and conditions. This will serve as your written confirmation and notice of your Cruise Vacation purchase. Please review all the below information and invoice carefully. If you have any questions or concerns, please contact your Cruise Line Ltd’s cruise specialist or its Customer Service department.

Review Information: Passengers are responsible for all correct information. Please pay particular attention to the spelling of your name. Passengers’ names must match the identification used for the Cruise Vacation. It is mandatory that all documentation reflect complete legal names. Verify the accuracy of the cruise ship, sail date, departure date (if different from sail date). Identify each cabin to verify its location and bedding options. Dining is only on a request basis and cannot be confirmed, and is at the cruise line’s discretion.

Required Documentation: CruiseMoms.com. recommends a passport (in some cases a visa also) for all passengers of a Cruise Vacation. It is important that you check with the applicable cruise line to determine which type of identification is required and also visit the U.S. State Department website at http://travel.state.gov/travel/travel_1744.html for more details regarding the applicable government regulations. A passport is required for all international travel including flights between the U.S. and Canada and for Hawaii sailings on Norwegian Cruise Lines. If a passport is not required, an original or certified copy of a birth certificate plus a valid photo identification card issued by a government agency is required. You must bring proof of citizenship and photo identification. A voter registration card or Social Security Card is not considered to be proof of citizenship. Children under 16 years of age do not require a picture ID. For Non-U.S. citizens a valid passport and in some cases a visa may be required. If applicable an original copy of your alien registration card (green card) may be required along with any other documentation required by the countries listed on the itinerary.

Remember to Pre-Register with the applicable cruise line: Please print this e-mail and record your confirmation number in order to pre-register for the Cruise Vacation. Pre-registration must be completed for all passengers online or via fax prior to the Cruise Vacation.

Airfare: Air transportation sold by a cruise line to and from the port city is not included in the purchase of the cruise but may be purchased separately from the cruise. Airfare can be added by calling Customer Service or contacting a Cruise Specialist. Air availability cannot be guaranteed at time of booking unless otherwise confirmed CruiseMoms.com.

Final Payment: The final payment will be deducted automatically by The CruiseMoms.com. up to 7 business days before any third party provider’s (i.e. cruise line) final payment due date in accordance with their policies and using the financial information and card provided by you at the time of purchase/booking and as used for the deposit. The Cruise Line Ltd. or third party providers may accept all major credit cards, as well as cash, checks (personal checks are only accepted 90 days or more prior to the travel date), certified checks and money orders. The Cruise Line Ltd. must be contacted at least 10 days prior to the final payment due date if the final payment method is to be different than the deposit payment method. If final payment is declined, you will be contacted using the provided contact information however, The Cruise Line Ltd. cannot be responsible for any changes or cancellations due to late or failed valid and timely payment. FINAL PAYMENT DATES ARE STRICTLY ENFORCED and is listed on your invoice as “date due.”

Changes: The Cruise Line Ltd. will attempt to accommodate you regarding any changes in the Cruise Vacation such as postponement or deviation from any scheduled sailing or port of call. Please note that per person charges may be applied by both the third party provider and CruiseMoms.com. Please allow three (3) business days for processing any changes and note that fares may increase for changes made after the tickets and/or documents are issued. No changes are considered confirmed
unless a modified written confirmation is received; please contact us if you do not receive a written revised confirmation during these 3 business days. Processing issued tickets may take longer. Notify The Cruise Line Ltd. immediately if changes or corrections are required. CONTINUED ON NEXT PAGE

Cancellation: Each third party provider has individual cancellation policies and respective penalties. It is important that you review such policies and penalties. Upon cancellation, you are required to accurately complete and send a cancellation form and fee to The Cruise Line Ltd. (Form F1-Cnt). No cancellations will be processed without prior written approval. You should confirm our receipt of such cancellation form. You assume full responsibility for any fees occurred while cancellations are processed and any additional third party providers fees. Our policy is to retain 10% of the total Cruise Vacation price to be applied to a future cruise plus any third party providers’ penalties. Such credit must be applied to a future cruise that is equal or greater to the total value of the canceled Cruise Vacation and to be purchased with us and has completed sailing within 12 months of the cancellation date. Such credit is non-transferable and is to be used only by the original canceling passengers.

Travel Insurance: Travel Insurance is strongly recommended! Travel insurance provides protection for the traveler in the event that the trip is cancelled due to certain circumstances and also protection in the event of most medical emergencies, and in some instances, pre-existing medical conditions (for specific inclusions/exclusions, please contact The Cruise Line Ltd. for details).

Please remember that it is your responsibility to arrive at the cruise ship (and airport if applicable) on a timely basis. For further information and additional terms and conditions please access our website at www.lowcruiseprices.com or contact your Cruise Line Ltd.’s cruise specialist or its Customer Service department at 1-800-470-6545 or via email (customerservice@lowcruiseprices.com). In addition, please visit all providers (cruise lines, air, insurance, etc.) websites and brochures for additional information and their policies including penalties.

Thank you again for choosing CruiseMoms.com.

CruiseMoms.com
9762 Kite Dr.
Huntington Beach, Ca. 92646
E-mail jjacobs@lowcruiseprices.com
Cruise Lines Information Sheet

**You must verify commission % rate at time of booking. Rates are subject to change.**

<table>
<thead>
<tr>
<th>CRUISE LINE</th>
<th>RESERVATIONS #</th>
<th>GROUPS #</th>
<th>COMMISSION %</th>
<th>BOOKINGS UNDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carnival</td>
<td>800-282-2386</td>
<td>800-327-5782</td>
<td></td>
<td>301-990-9768</td>
</tr>
<tr>
<td>Royal Caribbean</td>
<td>800-327-6700</td>
<td>800-327-2055</td>
<td></td>
<td>301-990-9768</td>
</tr>
<tr>
<td>Celebrity</td>
<td>800-437-3111</td>
<td>800-437-4111</td>
<td></td>
<td>301-990-9768</td>
</tr>
<tr>
<td>Princess</td>
<td>800-545-4421</td>
<td>same</td>
<td></td>
<td>301-990-9768</td>
</tr>
<tr>
<td>Norwegian</td>
<td>866-625-2582</td>
<td>9852 pin</td>
<td>same</td>
<td>301-990-9768</td>
</tr>
<tr>
<td>Holland America</td>
<td>888-425-9773</td>
<td>same</td>
<td></td>
<td>301-990-9768</td>
</tr>
<tr>
<td>Costa</td>
<td>800-462-6782</td>
<td>800-668-6782</td>
<td></td>
<td>201-567-8500</td>
</tr>
<tr>
<td>Crystal</td>
<td>800-446-6620</td>
<td>same</td>
<td></td>
<td>301-990-7740</td>
</tr>
<tr>
<td>Cunard</td>
<td>800-223-0764</td>
<td>same</td>
<td></td>
<td>301-990-7740</td>
</tr>
<tr>
<td>Disney</td>
<td>888-325-2600</td>
<td></td>
<td></td>
<td>301-990-9768</td>
</tr>
<tr>
<td>OrientLines</td>
<td>800-333-7300</td>
<td>same</td>
<td></td>
<td>301-990-7740</td>
</tr>
<tr>
<td>Regency</td>
<td>800-285-1835</td>
<td></td>
<td></td>
<td>301-990-7740</td>
</tr>
<tr>
<td>Seabourn</td>
<td>800-929-9595</td>
<td>same</td>
<td></td>
<td>301-990-7740</td>
</tr>
<tr>
<td>Silver Seas</td>
<td>800-722-9955</td>
<td>same</td>
<td></td>
<td>301-990-7740</td>
</tr>
<tr>
<td>MSC Cruises</td>
<td>800-666-9333</td>
<td></td>
<td></td>
<td>301-990-7740</td>
</tr>
<tr>
<td>Windjammer</td>
<td>800-327-2601</td>
<td>800-327-2602</td>
<td></td>
<td>301-990-7740</td>
</tr>
<tr>
<td>Windstar</td>
<td>800-258-7245</td>
<td></td>
<td></td>
<td>201-567-8500</td>
</tr>
<tr>
<td>Travel Guard Ins.</td>
<td>800-826-4919</td>
<td><a href="http://www.travelguard.com">www.travelguard.com</a></td>
<td>Agent Link: 00639472</td>
<td>301-990-9768</td>
</tr>
<tr>
<td>Oceania Cruises</td>
<td>800-531-5619</td>
<td></td>
<td></td>
<td>301-990-7740</td>
</tr>
</tbody>
</table>

The Cruise Line Ltd.

**CLIA 00-639472 AGENCY PHONE #301-990-9768**