



NEW REDUCED-RATE UPGRADE BENEFIT CROWN & ANCHOR® SOCIETY



UPGRADES MADE EASY FOR LOYALTY PROGRAM MEMBERS, WITH COMMISSION FOR YOU!

Crown & Anchor Society members are Royal Caribbean's most loyal guests and repeat cruisers. And now we're making it easier for you to offer these valued clients the opportunity — as inventory allows — to upgrade their stateroom accommodations at a reduced rate. Every week we'll send you an email with a list of your clients who are eligible for a reduced-rate upgrade on an upcoming sailing. There's no guesswork and if they choose the upgrade, you deliver an enhanced vacation experience and receive additional commission as well. PLUS there's the potential to earn more on future bookings since guests who upgrade are more likely to select a higher stateroom category on their next cruise. It's a win-win all around.

A SIMPLE WAY TO INCREASE CLIENT SATISFACTION AND EARN MORE
Learn more at www.LoyalToYouAlways.com



FREQUENTLY ASKED QUESTIONS:

1. When does this new Crown & Anchor® Society benefit take effect?

The upgrade program launches on March 16, 2015.

2. How often will the email be sent to travel partners?

There is a weekly email sent to travel partners who have eligible customers on the given sailings where upgrades are available. Upgrades are offered about 45 days prior to departure date.

3. How do I know which customers are eligible?

We will send a weekly email to travel partners who have eligible customers. The email will include name, booking ID, upgrade category and upgrade fee.

4. Which email address will this notification be sent to?

The CAS Upgrade notification will be sent to the primary email address as listed in the agency profile. Please ensure Royal has your primary email address in order to receive this communication.

5. Is the upgrade fee per person or per stateroom?

The upgrade fee is per stateroom.

6. Will my customer receive an email notification as well?

Yes, any eligible CAS member whose email address is in our database and has given us permission to send communication will receive an email notification. For all guests booked via travel partners, the call to action is to call their agent.

7. When will my customer receive the email notification?

All eligible CAS members whose email is on file, regardless of channel booked, will receive the notification 24 hours after we send the email to the travel partner.

8. Will a CAS member receive the additional cruise point per night when upgraded from a balcony to a junior suite?

No. CAS members who are upgraded to a JS will not receive the additional point per night.

