



An Incentive Program that works for you all through the year. Celebrity Cruises Gift Certificate Program

It's no wonder the Individual Incentive has never been as popular as it is today. Cruises are tailor-made for the individual market because they are all-encompassing. And, Celebrity Cruises is the cruise line that does it best. We combine our state-of-the-art hardware on the seas with varied destinations and provide a range of rewards that can accommodate a variety of qualifying levels.

Finally. A premium cruise line which offers Individual Incentive Travel Gift Certificates. Celebrity Cruises' Individual Incentive Travel Certificates are easy to purchase and simple to use. They are designed for companies who wish to develop a reward structure that is:

Flexible • Cost-effective • Easy to Implement • Luxurious

Individual Incentive Travel can be used to motivate and reward as many recipients as necessary. It gives the recipient the option of choosing the time, ship, and itinerary that fits their needs. Our signature elements differentiate Celebrity from the rest of the cruise world, and define the ultimate cruise vacation experience for your guests.

You can establish several different tiers of awards and vary the awards according to points earned by winners. The tiers can be designed for top producers in many ways, such as ship, destination, and even upgraded accommodations. The Incentive Program can be implemented with as many or as few people as you wish to reward.

Here are some great examples of how organizations can use Celebrity Cruises' Individual Incentive Travel Gift Certificates to reward employees, customers, and business partners:

- Recognition for achievement of targeted sales goals.
- Sales contests for distributors, manufacturers, wholesalers and independent representatives.
- Closing tool for a new mortgage for home buyers or car dealer rewards.
- Motivation for non-sales goals such as productivity, safety, attendance, or customer service objectives.
- Loyalty programs, in-store promotions, contests, traffic builders and multi-level sweepstakes.
- Charitable raffles, silent auctions and other means to stimulate donations.
- Casino promotions to generate play or reward top clients.



That's modern luxury.SM



How Easy the Program Works

- Celebrity Cruises offers certificates which entitles one to a cruise for two on 4, 5, or 7 Night cruises. The certificate is inclusive of cruise fare as well as existing government fees, taxes and fuel supplement charges.
- Although certificates are offered specifically for Inside, Ocean View and Veranda staterooms, your recipients may choose to pay a fee to upgrade or to add a 3rd or 4th guest to their stateroom. They can also apply the certificate value towards any other Celebrity cruise by simply paying the difference between certificate value and lowest fare at redemption time (not applicable to any other promo code or promotion).
- When the recipients are ready to make their travel plans, they simply call our redemption service desk at **(888) 837-5676**.

Overview of various awards

CERTIFICATE LEVEL	INSIDE STATEROOM	OCEAN VIEW STATEROOM	VERANDA STATEROOM	DESCRIPTION
Ultra Class	N/A			Valid on 4 & 5 night product offerings as well as 7 night Caribbean, Bermuda, and Alaska (round trip). North America & Puerto Rico Embark Ports. Includes all ship classes including Solstice Class. Blackout dates are last 2 weeks of December including Christmas and New Year sailings.
Ultra Rate	N/A			Valid on 4 & 5 night product offerings as well as 7 night Caribbean, , Bermuda, and Alaska (round trip). North America & Puerto Rico Embark Ports. Includes all ship classes including Solstice Class. Blackout dates are June, July, August and last 2 weeks of December including Christmas and New Year sailings.
Superior Class	N/A			Valid on 4 & 5 night product offerings as well as 7 night Caribbean. North America & Puerto Rico Embark Ports. Includes all Ship Classes including Solstice Class. Blackout dates are last 2 weeks of December including Christmas and New Year sailings.
Superior Rate	N/A			Valid on 4 & 5 night product offerings as well as 7 night Southern Caribbean. North America & Puerto Rico Embark Ports. Not valid on Solstice Class Ships. Blackout dates are June, July, August and last 2 weeks of December including Christmas and New Year sailings.

Key Program Benefits

- The only premium cruise line offering such a flexible and simple to implement program
- Fixed pricing allows the client to budget for the type of cruise reward and quantity desired
- Very limited blackout dates compared to other cruise lines/hotels
- **There is no expiration date on the certificates so your winners don't feel rushed**

Call the Celebrity Cruises' Corporate Sales Team at **(800) 722-5934** or contact your Travel Partner for more information. To order now, please call **(888) 837-5676**

Celebrity X Cruises®
That's modern luxury.™