

Full Ship Charter Case Study

Client Annual Leadership Summit



Client Profile

Client is an international dining establishment serving high quality and imaginative cuisine. The company has been in business over 40 years, with over 300 restaurants in North America and employs more than 30,000 team members.



Attendees receiving the Celebrity treatment



Surprise Balloon Drop on Opening Reception in Main Theater

Attendee Summary

The Leadership Summit consists of:

- General Managers from corporate owned restaurants
- Assistant General Managers from selected restaurants
- Incentive winners who earned the trip based on performance
- Contestants from the company's cuisine challenge
- Company's business partners

Program Overview

- 4-Night aboard Celebrity's Millennium Class ship with 1067 allocated staterooms (2134 double occupancy)
- First time on a cruise ship. Program previously held on land
- Only sailing with 1200 guests. Half of which are spouses of the above mentioned attendees
- Daily general sessions, contests, and cocktail parties

Pre- Contract Concerns & Challenges

- 1) As guests are coming from all over North America, client wants to ensure any flight concerns would not severely impact the cruise schedule
- 2) Concerned only 56% of the ship is expected full and how to create an intimate setting on a large ship
- 3) Concerned about achieving Guaranteed Onboard Revenue Amount¹ due to the low guest count
- 4) Accommodating various regional meetings to be held simultaneously

¹ The Guaranteed Accommodation Amount is based upon the assumption that the Cruise will generate a minimum of \$XXXX in Actual Onboard Revenue



Focused attendees in regional breakout meetings in a specialty restaurant

Overcoming the Concerns & Challenges

- 1) Freedom of the full ship charter allowed client to hold the ship in port for an extra hour accommodating delayed flight holding 12 guests.
- 2) Client's branding campaigns was one of the strongest ever created for a Celebrity Cruises Charter. This resulted in a very intimate setting throughout the ship. At every turn, guests were reminded they were on a cruise solely for their group.
Although there were only 1200 attendees, the charter team and client organized the flow of events in a manner so that guests were always in large groups. Charter's allow you the freedom to customize and have greater control over the cruise's programming.
- 3) The group enjoys fine dining and cocktail beverages. By purchasing a beverage package for all incentive winners, the client quickly eliminated a huge portion of their onboard revenue guarantee. The remaining portion of the target was easily achieved thanks to the consumption in the specialty restaurants, the full service Canyon Ranch Spa, purchases from the various boutique style shops which hold high end product offerings, and our Art Gallery.
- 4) The regional meetings were no challenge for a ship with a large conference room (that can be divided into three separate rooms), a multi-level 1,000 capacity theater, two lounges that can hold up to 200 guests each, three specialty restaurants, and a two level dining room during non-service hours. There were more than enough venues to accommodate the various regional breakout meetings.



Attendees taking on a new adventure in Mexico



Customized entertainment during cocktail party

Feedback from Client

When deciding which ship to choose, the client focused on one that was an adult focused brand. The programming, décor and style of the Celebrity Cruises ships were the perfect fit for an incentive trip/corporate charter. Celebrity Cruises product offering is noticeably different from more commercial - mass market cruise lines in that those lines were very children focused and didn't meet our needs.

The client's post-program survey revealed their incentive winners always wanted to go on a cruise. Even more surprising was that their significant others pushed them harder to win the trip so that they too would have an opportunity to cruise.

"We never imagined how easy yet fulfilling it would be to charter a full ship! The ship's staff was so accommodating and the ship itself was perfect for our needs. This program received the **highest marks** from any program that we've done in the past. The onboard entertainment, food offerings (for a very picky group), and bars & lounges were all so exciting. Furthermore, it was great to experience 3 different destinations in such a short time span. Since most of our guests were arriving from up north during the peak of winter, and were first time cruisers, this cruise was a dream come true for many. I'm sure it will entice them to continue working hard to make next year's incentive trip!"

Why Charter with Celebrity Cruises

- Ship's design, staff and program offerings are premium and adult focused
- New destinations and scenery each day (pack and unpack once). Customize your itinerary: 3, 4, 5+ nights... Whatever you wish!
- Gourmet meals including complimentary 24-hour room service. No need for meal planning
- Exhilarating daily entertainment and extensive shipboard activities
- Luxurious accommodations at sea
- State-of-the-art facilities including, conference, meeting rooms and fitness center- all with modern AV equipment and supplies.
 - Modern AV supplies include: LCD projectors, microphones, podiums, screens, monitors, etc.
 - Onboard production crew and photographer
- Wide range of amenities and turn-down options
- Several Beverage Packages to choose from – Including Non-Alcoholic

Contact our Charter Team today to begin planning an exquisite event unlike any other:

Tom Dougher
Manager, North America Charter Sales
TomDougher@celebrity.com
Cel: (404) 630-0557

Clem Galindo
Manager, International Charter
& Incentive Sales
cgalindo@celebrity.com
Cel: (305) 469-2058

