



## Hold your next incentive trip or meeting with the ocean as your backdrop.

Your Celebrity Cruises package includes:

- New destinations each day (pack and unpack once)
- Gourmet meals including complimentary 24-hour room service
- Crowd-pleasing entertainment from sunup to sundown
- Luxurious stateroom accommodations
- Onboard facilities for conferences and meetings, equipped with modern AV equipment and supplies
- Onboard Event Coordinator and a dedicated Account Executive to assist with your event needs
- Fully equipped fitness center featuring an array of classes
- Wide range of exclusive amenities and turndown options
- Beverage Packages available, both alcoholic and non-alcoholic
- Onboard production crew and photographer
- Beautiful onboard theatre available for larger meetings or award presentations



Celebrity **X** Cruises®

That's modern luxury.<sup>SM</sup>

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## Top 10 Reasons to Choose Celebrity Cruises®, the Leading Premium Product for your next incentive or meeting program.

### 1 CATER TO ADULTS

We cater to adults and accommodate children - which is ideal when rewarding adult incentive winners that may or may not be able to bring their own children.

### 2 Celebrity Cruises is consistently voted among the top cruise lines in the world.

TOP CRUISE LINES FOR MEETING & EVENTS 2014  
*Successful Meeting Pinnacle Award*  
 CRUISE LINE PLATINUM PARTNER AWARD  
*2014 Incentive Magazine*

### 3 GREAT SHORT ITINERARY OPTIONS TO CHOOSE

Celebrity has many 4, 5 and 7 night Caribbean, Alaska, Bermuda, Europe and Galapagos sailings to choose from.

### 4 LARGER STATEROOMS

Larger staterooms inspired and developed with a new standard in stateroom design. 85% of staterooms onboard Celebrity Solstice® have a private veranda.

### 5 AMAZING AWARD WINNING DINING

Ten unique dining venues onboard our Solstice Class ships; Grand Epernay Dining Room, Blu, Tuscan Grille, Silk Harvest, Murano, Bistro on Five, Café al Bacio & Gelateria, AquaSpa Café, Mast Bar & Grill and Oceanview Café & Bar.

### 6 AMAZING ONBOARD VENUES

Exciting Solstice Class venues include Crush, Cellar Masters, Ensemble Lounge, Passport Bar, Quasar, Galleria Tastings, Sky Observation Lounge & Celebrity Central.

### 7 AMAZING ONBOARD EXPERIENCE

Expansive retail offering 18 unique venues onboard, full casinos, Canyon Ranch SpaClub®, state-of-the-art fitness centers - all cardio with your own television, incredible entertainment in every lounge, as well as, all new production shows created specifically for Celebrity Cruises. And - first ever Lawn Club at sea, with a half-acre of real grass on the top deck.

### 8 DEDICATED CONFERENCE AND MEETING SPACE

Freshly designed meeting rooms, leading conference technology, catered coffee breaks and theater and lounges available for private corporate events. This is included in your cruise fare.

### 9 STATE-OF-THE-ART AUDIO/VISUAL EQUIPMENT

Everything you need to run an incredible presentation or event... and again, no additional fee.

### 10 BUSINESS SERVICES AND CONNECTIVITY OPTIONS

Mobile phone service and wi-fi available throughout the ship and in staterooms. Plus, the amazing iLounge<sup>SM</sup> with Apple® products to use.

CANYON RANCH  
*SpaClub®*  
 on CELEBRITY CRUISES.

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## Survey Results asking Meeting Planners Who Chose to Cruise on “What Excited Them Most.”

- Even though their winners visited high-end land/resort properties in the past – a cruise was so much newer and more exciting
- The overall cost savings vs. land ranged from 30-50% savings
- Dining and entertainment, usually biggest challenges for time/cost to a meeting planner are taken care of for them
- Meeting space and standard AV equipment are included in the price
- Destination variety—domestic to international and convenient embarkation ports
- Value - all inclusive, guaranteed budget—cost control; almost always much less expensive than a comparable land program
- Guaranteed cruise pricing no matter where in the world - no currency fluctuation since all onboard is US dollars
- Cruising tends to foster camaraderie and the building of new relationships better than land programs
- A ship’s self-contained environment means less outside distractions
- Flexible meeting rooms, lots of break-out space and cutting-edge technology
- State-of-the-art, fully dedicated meeting space can accommodate theatre-style, classroom-style, and boardroom-style functions
- Most meeting rooms have wireless capability and include advanced multimedia equipment
- Multi-purpose lounges are ideal for receptions, featuring built-in décor and sound systems
- Theatrical elements such as hydraulic lifts, rotating stages and sophisticated lighting equipment in multitiered show lounges add dynamic impact presentations/award ceremonies
- Main dining room, more intimate specialty restaurants and also many other options.
- Guests especially liked 24-hour free room service
- Days at sea provide the perfect opportunity for meetings, breakout sessions and corporate brainstorming
- Guests and spouses who are not attending meetings are free to enjoy the ship’s complimentary onboard activities, dining venues, pool deck and sports facilities
- A cruise offers multi-generational appeal and is a great choice for family programs as well

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## Cruise Events For Every Need.

Top Choices for Meeting Planners

- Incentive Cruises (Pure Incentives)
- Customer Appreciation, Employee Recognition
- Business Meetings
- Conventions and Trade Shows
- Continuing Education, Association Conferences
- Executive Retreats
- Consumer Incentives
- Fund raisers - Universities, hospitals and other organizations
- Full-Ship Charters
- Dockside Charters or "Floating Hotels"



## Shorter Cruises from 4 - 7 Nights

Celebrity Cruises is the only premium cruise line offering 4 and 5-night cruises. Now your employees can stop settling for a contemporary cruise brand and go sail on the ultimate premium cruise line with many options from four to seven nights. Celebrity highly recommends 7-Night cruises for a number of reasons. Not only will you be paying less than a shorter event at a land based hotel/resort but also:

- No additional time out of the office - Typically, 4-night cruises sail from Monday to Friday, while 5-night itineraries depart on Monday and return on Saturday
- Longer cruise means greater motivation - The possibility of a 7-night all-inclusive voyage to an exotic destination is WAY more motivating than a shorter cruise with a less enticing itinerary
- There's more time to relax, explore, bond with colleagues... and meet and brainstorm
- The perfect blend of port days and days at sea to meet your program objectives. Your meeting attendees will appreciate the mix of business and leisure
- Wider variety of itineraries and destinations - on a 7-night cruise, your choice of destinations is unlimited
- Better options of ships - Add a few more nights and you have your choice of an even greater variety of our premium sailing vessels including our Solstice Class

## Chartering the Entire Ship

For the ultimate in camaraderie, your company can take command of a ship of its own. It offers intimacy, flexibility, exclusivity and customization - it's the perfect choice for building corporate identity and fellowship.

Nothing matches the sheer impact of chartering an entire Celebrity Cruises' ship - all can be tailored to better support your program objectives. You have complete freedom to customize the onboard experience. You "own the ship," so virtually every aspect of the cruise can be modified.

- Meal times
- Daily activities
- Enrichment programs
- Entertainment
- Ports of call
- Shore excursions

With just your group onboard, your company can:

- Display the company logo freely throughout the ship
- Customize the ship's daily newspaper to reflect your group's agenda
- Have exclusive use of all onboard facilities and function space, so you can create extraordinary special events and dynamic meetings

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## Benefits of a Celebrity Cruise vs. Land Based Programs

Cruising offers the highest satisfaction rate of all travel alternatives and an incredible value when compared to land-based hotels and resorts.

### Awards and Honors

2014 SUCCESSFUL MEETING PINNACLE AWARD  
*"Top Cruise Lines for Meeting & Events"*

2014 INCENTIVE MAGAZINE  
*"Cruise Line Platinum Partner Award"*

2014 VOTED AMONG THE TOP CRUISE LINES (Large Ship),  
Conde Nast Traveler annual Readers' Choice Awards

2014 "BEST PREMIUM CRUISE LINE" for 3 years in a row  
Travel Weekly's Annual Globe Awards

2014 Celebrity Cruises recognized as "BEST PREMIUM CRUISE LINE"  
by UK trade partners for the 3rd consecutive year, *Travel Weekly's UK annual Globe Awards*

2014 - Celebrity Cruises' 10 main restaurants were each honored  
with a prestigious Wine Spectator "AWARD OF EXCELLENCE"  
*Wine Spectator Restaurant Wine List Awards*

2014 - In the digital publication's first annual editor's choice  
awards, Bon Voyage's cruise experts awarded Celebrity Cruises  
as the cruise industry's best in "BEST NIGHTLIFE" and  
"MOST INNOVATIVE CABINS" *Bon Voyage's Editor's Choice Awards*

2014 - Celebrity Cruises received one of the top five honors in Travel +  
Leisure's World's Best rankings for the "MEGA-SHIP CRUISE LINE"  
category *Travel + Leisure's 19th annual World's Best Awards*

2014 - Western travel agents awarded Celebrity Cruises with  
the overall "BEST ONBOARD DINING" and "BEST REFURBISHED  
SHIP" - *honoring Celebrity Constellation TravelAge West magazine's WAVE Awards*

2014 - Celebrity Cruises was voted to win the top honors in the  
"MEDIUM-SIZED SHIP" and "LARGE SHIP" categories at the  
publication's annual *Agents' Choice Awards* Canadian Travel Press  
magazine's Agents' Choice Awards

2014 - Cruise Critic UK readers honored Celebrity Eclipse as the  
winner of "BEST FROM UK" and "BEST CABINS" in the large ship  
category *Cruise Critic UK Cruisers' Choice Awards*

2014 - Celebrity Equinox received the top spot for "BEST SERVICE"  
and "BEST FOR PUBLIC ROOMS" in the large ship category *Cruise  
Critic UK Cruisers' Choice Awards*

2014 - Condé Nast Traveler's readers recognized four modern,  
luxurious Celebrity ships among the top ten in the world in  
the large ship category, which are Celebrity Eclipse, Celebrity  
Equinox, Celebrity Solstice and Celebrity Silhouette Condé Nast  
Traveler's 26th annual "TOP 100 CRUISE SHIPS IN THE WORLD"  
Readers' Poll

2014 - Celebrity Cruises recognized as "BEST PREMIUM CRUISE  
LINE" by UK trade partners for the third consecutive year  
Travel Weekly's UK annual Globe Awards

2013 - Travel Weekly readers honored Celebrity Cruises as the  
"BEST PREMIUM CRUISE LINE" for the sixth consecutive year  
Travel Weekly's 11th annual Readers Choice Awards

2013 - Celebrity Cruises was awarded "BEST CRUISE LINE IN  
EUROPE" for the fourth consecutive year Travel Weekly's 11th  
annual Readers Choice Awards

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## What's Included:

	Cruise	Resort
SLEEPING ROOMS (SOME WITH ROBES, MINI-BAR, SAFE, VCR AND MORE)	X	X
TRANSPORTATION TO MULTIPLE DESTINATIONS (PACK/UNPACK ONCE)	X	
COMPLIMENTARY PRIVATE COCKTAIL PARTIES	X	
SEATED BREAKFAST/LUNCH/DINNER WITH AMPLE MENU CHOICES IN A VARIETY OF VENUES	X	
COMPLIMENTARY 24HR. ROOM SERVICE	X	
DAILY SNACKS. BRUNCHES	X	
USE OF BEAUTIFUL PUBLIC ROOMS FOR PRIVATE EVENTS (NO DÉCOR BUDGET NEEDED)	X	
COMPLIMENTARY MEETING SPACE AND FUNCTION ROOMS	X	
VARIETY OF COMPLIMENTARY ACTIVITIES FOR EVERYONE... ATTENDEES, SPOUSES/CHILDREN	X	
NIGHTLY ENTERTAINMENT--PRODUCTION SHOWS, CABARET, DANCING, COMEDY, KARAOKE	X	
CASINO GAMBLING, ENRICHMENT LECTURES, SPORTS AND DECK GAMES	X	
COMPLIMENTARY STANDARD AV EQUIPMENT ONBOARD	X	
HEALTH & FITNESS CLUB - NO COST	X	
FIRST-RUN MOVIES - NO COST	X	
DUTY-FREE SHOPPING ON PREMISES	X	
DUTY-FREE LIQUOR/WINE PRICES	X	
24-HR MEDICAL SERVICES ON PREMISES	X	
SCHEDULE OF DAILY ACTIVITIES DELIVERED DAILY	X	
DOCUMENT WALLET, BAG TAGS, PORT INFO/TIPS BROCHURE	X	
GRATUITIES AND GOVERNMENT TAXES AT FIXED PRICED	X	
CITY/STATE AND OCCUPANCY TAXES ON F&B		X

## Offered Incentive Programs

### Individual Incentives

- Choice and flexibility
- Minimum administration & budget
- Convenience to the winner
- Family vacation privacy

### Group Incentive Travel

- Highly promotable with enormous emotional appeal
- Camaraderie and networking opportunities
- Safe and secure (everyone travels together)
- Unique way to reward and acknowledge employees

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## 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.

**Modern LuXury**  
is:



**Cruise Gift Certificate**

**First Class Cruise Gift Certificate Inside Stateroom**

- Valid for two on a 4, 5 or 7-Night cruise, North America & Puerto Rico embarkation ports
- This certificate entitles you to a cruise for two aboard a Celebrity cruise ship\*
- Inclusive of cruise fare, as well as existing government taxes and applicable fuel supplement charges.\*\*

**GUEST INFORMATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Booking #: \_\_\_\_\_

Please see the reverse side for terms and conditions of this award.

\*Certificates may be valid for only certain Celebrity vessels.  
\*\*Newly created government taxes and newly created supplements or surcharges are not covered by the certificate and will be due from the holder of the certificate.

Now Selling  
Gift Cards



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## Why Sail Celebrity Cruises®

- Extraordinary Service: Service that is smartly attentive, not tediously formal
- Expansive Activities: We provide a vast array of choices that let your passions lead the way for you to dive into fun with an expansive onboard activities program.
- Exceptional Dining: Enjoy menus crafted by a James Beard nominated chef that change each evening. All with the flexibility to dine when you wish.
- Luxurious Rooms: Rooms designed with all the right tasteful details
- The Lawn Club: A freshly manicured lawn where you can enjoy casual outdoor activities in a decidedly Country Club atmosphere.
- Celebrity iLounge<sup>SM</sup>: This modern lounge consists of three main areas: a series of contemporary MacBook® workstations where you can check your e-mail, or use for business purposes.
- Exhilarating Entertainment: Whatever your entertainment preference - we've got a performance for you.
- Canyon Ranch SpaClub® is the most luxurious spa facility at sea.
- Highest Rated Fleet: Highest-rated ships in the world - Berlitz and Condé Nast Traveler's annual readers' survey ranking.
- Thoughtful details mainly focused on guest experience and ambiance
- Every need and desire fulfilled with one staff member for every two guests
- Every detail is taken care of, with personalized attention from our concierge, to your bed being turned down at night.
- Butler service in all suite staterooms, to best meet your needs
- The only premium cruise line to offer Concierge Class staterooms.
- The only major cruise line to have a 96 guest charter go to the Galapagos Islands on Celebrity Xpedition®.
- Award-winning gourmet cuisine, allowing you to sample a vast assortment of cuisine from diverse selection of surroundings.
- The Celebrity Enrichment Program offers renowned guest speakers/lecturers, about topics such as Pilates and Acupuncture.
- Offers Shore Excursions for every interest and age group to renew sights, sounds, tastes and textures.

Call the Celebrity Cruises' Corporate Sales Team at 800-722-5934 or contact your Travel Partner for more information.

Please visit [www.celebritycorporatekit.com](http://www.celebritycorporatekit.com) for even more great reasons to sail Celebrity Cruises®.

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