



# GROUPS YOUR WAY!

## Launching 9/3/08



**GROUPS YOUR WAY IS ROYAL CARIBBEAN INTERNATIONALS® ALL NEW GROUP BOOKING POLICY THAT WAS DESIGNED WITH FEEDBACK FROM OUR VALUED TRAVEL PARTNERS TO OFFER MORE FLEXIBILITY TO MARKET AND SELL CRUISES, YOUR WAY!**

### The Right Tools for Increased Group Business

#### Rates

- Locked in Rates that allow more time to market and sell your groups

#### Flexibility

- Hold space for extended periods of time

#### Convenience

- Don't wait to book your group! The Groups Your Way policy goes into effect in October 2008, but you don't have to wait until then to take advantage of all the exciting benefits of this policy, book your group today and benefit from the flexibility and convenience of Groups Your Way!
- Instantly create group bookings, allocate staterooms and manage payments online 24 hours a day, 7 days a week with the new CruiseMatch booking solution available on CruisingPower.com in October 2008
- Request seating arrangements, apply GAP points and take advantage of some of the industries leading online tools and solutions using the Group Travel portal on CruisingPower.com

#### More Options

- Several different ways to book groups based on the number of staterooms you wish to hold

##### Option 1: Hold up to 16 Staterooms

- No upfront deposit
- 180 days to sell the space
- Names and deposits due at 180 days from creation

##### Option 2: Hold more than 16 staterooms

- \$50 deposit per stateroom due 30 days from holding group space
- Hold space at original rate for up to 180, 120, or 90 days prior to sailing as long as sufficient staterooms have been sold
- Scheduled space review dates :
  - 180 days from creation
    - sell at least 20% of your space to keep all unsold inventory
    - If less than 20%, reduce unsold space by 50%
  - 360 days from creation
    - Reduce unsold inventory by 50%
  - 240 days from sailing
    - Reduce unsold inventory by 50%
  - 180, 120 or 90 days from sailing (depending on sailing length)
    - Reduce all unsold inventory

##### Option 3: Hold more than 50 staterooms or Ship Charters

- A group partner will be assigned for travel partners seeking to book groups over 50 staterooms. They will help you custom-tailor a sales time line to meet your needs.

Travel Partners will be able to take advantage of the new Groups Your Way policy for new and most pre-existing groups in September 2008, by calling a Royal Caribbean International® group partner advocate.

Stay tuned to Cruising Power and VIP Cruise Pass for all the latest information and releases regarding this exciting policy. If you have a specific question you would like answered feel free to send it to [groupyourway@rccl.com](mailto:groupyourway@rccl.com).

**We look forward to earning your group business One Group at a Time**

