Celebrity Cruises

Cruise Line Segment: Premium

CONTACT INFORMATION	
Head Office Address:	1050 Caribbean Way, Miami, FL 33132
Consumer Website:	www.celebritycruises.com
Celebrity Five Star Academy	http://www.cruisingpower.com/
Agent Website / Online Reservation:	thecelebritycommitment.com
Reservation # ("StarDesk"):	866-752-4752; CelSTARTrellis@celebrity.com
Reservations # Book & Go: (for explorations/packages/river cruise bookings)	888-601-5086

COMMISSION STRUCTURE

Effective January 26, 2017:

16% Commission at source for all new bookings made in 2017. This applies to all ships and destinations and will be retroactive to January 1st, 2017.

16% on corporate Expedia Exclusive Staterooms groups.

ABOUT THE SUPPLIER

- Modern Luxury
- Innovative design
- Thoughtful details
- Impeccable service
- Enriching programming
- World-class cuisine experienced cruisers love

KEY CUSTOMER DEMOGRAPHIC

- 25 plus
- Affluent, average household income $100,000+
- Youthful , vibrant, confident and energetic
- Desires thoughtful details and modern, stylish surroundings (Example: W hotels, Audi, Apple, etc.)
- Appreciates world-class cuisine, wine & impeccable service
- Seeks elevated personal experiences; Willing to pay just slightly more for impeccable service

TOP 6 MAJOR SELLING POINTS

- Superlative Service
- Award winning ships
- Innovative Designs with sexy, stylish spaces (i.e. the Lawn Club)
- Award winning cuisine and wine program
- Unique itineraries with more overnights
- Our partnerships: Canyon Ranch Spa, Apple, Moveable Feast, Ben Fogle Adventure Excursions, etc.

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DESTINATIONS

Destination Highlights:

- Stopping in ALL 7 Continents in 2017/2018
- Unique Signature Event Sailings (overnights for global events like Mardi Gras, The World Cup, The British Open, etc.)
- Destination-oriented enrichment on board
- The only Premium Cruise line in the Caribbean year-round (especially during the summer months) with Summer Camp at Sea for kids (featuring enriching STEM programming and Autism Friendly staff)
- 3 Ships sailing year round in Galapagos

Destinations Include:

- Europe
- Alaska (with Cruisetour options)
- Caribbean
- Asia
- Hawaii
- Australia/New Zealand
- Canada/New England
- Panama Canal
- South America
- Galapagos (with Peru/Machu Picchu option)

Primary Contacts

Region	Contact	Cellular	Email
EAST			
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