Cunard Line

ECSC Cruise Line Segment: Deluxe

CONTACT INFORMATION	
Head Office Address	24303 Town Center Drive Ste. 200, Valencia , CA 91355
Consumer Website	http://www.cunard.com/
Agent Website / Online Reservation	http://www.onesourcecruises.com
Reservation #	800-728-6273

COMMISSION STRUCTURE

Commission Amount	Item
15%	on all cruises
5%	on pre/post hotel packages

ABOUT THE SUPPLIER

Since 1840 Cunard Line has been synonymous with the quest for new discoveries and the quintessence of British finesse, operating *The Most Famous Ocean Liners in the World* ®. Today Cunard epitomizes *The New Golden Age of Ocean Travel* with timeless voyages on its flagship Queen Mary 2, the elegant Queen Victoria, and the stylish Queen Elizabeth. The luxury of Cunard is also a heightened sense of occasion and refined social atmosphere. Yes, we have formal nights, and we love them, because a bit of formality and tradition makes people feel important. Stepping aboard a Cunard Queen makes you feel special, that you've arrived.

KEY CUSTOMER DEMOGRAPHIC

Demographics

- Married Affluent Adults (age range: 45-85)
- Average Age: 64
- HHI: $80K++
- Experienced travelers and cruisers who travel internationally
- Well Educated: College++

Psychographics

- Mature, worldly and sophisticated travelers who enjoy the finer things in life and whom aspire to appreciate meaningful experiences like gourmet dining, wine tasting, musical theatre and literature.

TOP 6 MAJOR SELLING POINTS

Famous Ships.
At Cunard we are very proud of our history, our heritage and our legacy! In fact, we invented cruising! Cunard is a modern brand that holds true to our traditions. Our flagship, Queen Mary 2, is the only ocean liner sailing today. She sails the original Transatlantic crossing 21 times in 2018 from May to December, 7-nights, between New York and Southampton. And when she sets sail on June 3 it will be a landmark moment in Cunard history: her 300th crossing since she entered service in 2004. Every voyage with a sold out kennel, by the way!

Our two Pinnacle Class ships, Queen Victoria and Queen Elizabeth, will soon be joined by a new sister in 2022 offering the state of the art grace and elegance Cunarders have grown to love. Cunard ships provide luxury on a grand scale and

the design and craftsmanship of the vessels is an important aspect of the experience.

Iconic journeys.
From short getaways to our famous Transatlantic Crossings or full World Voyages each itinerary balances days of discovery ashore with blissful indulgence and exploration at sea. In 2019, discover our new Alaska itineraries with six charming ports to explore, all from the comfort of elegant Queen Elizabeth. Feast your eyes on towering glaciers and ice fields, native wildlife and national parks with full days in port. Or sit back, relax and absorb stunning views on deck or from your own private balcony. With as much or as little to do as you please, your only decision is where to begin.

White Star Service.
No one embodies the spirit of Cunard more than our crew. In 2018 we rolled out the next chapter in our White Star Service with new standards of excellence, both on board and ashore. Our service credo speaks to how we do everything:
We are Refined. We serve with style and attention to detail.
We are Thoughtful. We think and care with imagination.
We are Charismatic. We speak and act with charm and confidence.
We are Proud. We represent Cunard with passion and pride.

Unique Event Cruises.
Join one of our specially created event cruises in 2018 and 2019, tailor-made to bring popular themes to life, including Transatlantic Fashion Week, Voyage du Vin (celebrating more than 400 wines from 23 countries), World Space Week and Journey of Genealogy with Ancestry. Plus there are many more exciting events available through our Cunard Insights® onboard enrichment programming designed to enlighten and entertain. Our lineup includes Esteemed Luminaries, Historians, Explorers, Diplomats, Politicians, Scientists, Astronauts, Artists, Musicians, Authors, Poets and even Celebrities and Movie Stars.

Well-deserved Time for You.
Step into a spacious, uncrowded world where the pace is set by you. Cunard guests feel the freedom and the luxury of time to disconnect, decompress and dream. Time is yours to do as much or as little as you wish. Enjoy a lazy film afternoon in the theatre, stargaze from the promenade deck, join a pub quiz, delve into your interests, perhaps join a fencing lesson or bridge class, curl up in a cozy lounge with a good book, or simply recline on a sun lounger by the pool - the choice is yours.

Grill Suites.

Grill Suites are the epitome of the Cunard experience… an experience that demands nothing of you – no compromise or complexity. Attentive service and space to relax in luxury are signature traits that you expect and deserve. Your concierge team will go to great lengths to take care of your every personal need. On your arrival you will find fresh fruite, flowers, champagne waiting on ice and your cases in your walk-in wardrobe, a stocked complimentary bar in your suite, and choice of nine plush pillow types from the Pillow Concierge menu. The finest ingredients, prepared by the very best chefs, makes every meal at your private table in the Grill restaurant a culinary event.

DESTINATIONS

Transatlantic Crossings, Mediterranean, Northern Europe & British Isles, Scandinavia, The Baltic & Iceland, Atlantic Isles and Canaries, Panama Canal, Caribbean & Mexican Riviera, USA (including Hawaii) & Canada, Short Getaway Voyages, Full World & Exotic Voyages.

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PRIMARY CONTACTS

Canada Region

Name	Region	E-mail
Cindy Schell	Alberta, Saskatchewan, Nunavut, and the Northwest Territories	cschell@princesscruises.com
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USA Region

Name	Region	E-mail
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Korey Seegmiller	California (North Central): Santa Clara, Stanislaus, Merced Counties, San Jose, Modesto, West Contra Costa County, Alameda County, and East Bay.	kseegmiller@princesscruises.com
Betsy Sullivan	California: East Contra Costa, Amador, Mono, Tuolumne, Calaveras, North San Joaquin, Sacramento, El Dorado, Placer, and Eastern Yolo, Counties.	bsullivan@princesscruises.com
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Name	Region	E-mail
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Name	Region	E-mail
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