Princess Cruises

ECSC Cruise Line Segment: Premium

CONTACT INFORMATION	
Head Office Address	24305 Town Center Drive, Valencia, CA 91355
Consumer Website	http://www.princess.com/
Agent Website / Online Reservation	http://www.onesourcecruises.com
Reservation #	Canada: 800-788-4000 USA: 800-421-1700

COMMISSION STRUCTURE

Commission Amount	Item
15%	on all cruises
5%	on pre/post hotel packages and cruise tour modifications

ABOUT THE SUPPLIER

Princess Cruises offers guests comfortable elegance with freshly prepared cuisine on relaxed, rejuvenating retreats at sea.

KEY CUSTOMER DEMOGRAPHIC

- For Alaska, Europe and exotic destinations: A45+, HHI$75k+, married
- For Caribbean & Mexican Riviera: A35-64, HHI$50k+, married or unmarried

TOP MAJOR SELLING POINTS

- When selling Princess, you're selling the brand and not a particular ship. Our three brand pillars are our service, ships and destinations. Below are examples of each pillar.
- Service - Princess offers the service of a consummate host®. Warm, welcoming and consistent service. Great tasting food, freshly prepared.
- Ships - Offer the comfort of a relaxed, rejuvenating retreat at sea. Comfortable elegance, signature Escape Venues include: Movies Under the Stars®, Piazza-style atriums, The Sanctuary and Lotus Spa.
- Destination Expert - Worldwide variety of 150 distinct itineraries visiting over 300 ports of call on six of the seven continents. Diverse shore excursion options, carefully selected to offer the key highlights of each port.

DESTINATIONS

Worldwide variety of 150 distinct itineraries visiting over 300 ports of call on six of the seven continents. Local expertise and shore excursions.

Princess Cruises

PRIMARY CONTACTS

Canada Region

Name	Region	E-mail
Cindy Schell	Alberta, Saskatchewan, Nunavut, and the Northwest Territories	cschell@princesscruises.com
Mavis Lau	Vancouver, Richmond and Burnaby, BC	mlau@princesscruises.com
Wade Mendard	British Columbia and the Yukon	wmenard@princesscruises.com
Karen McColl	Western Ontario	kmccoll@princesscruises.com
Christine Kelly	Eastern Ontario and Atlantic Canada	ckelly@princesscruises.com
Emilie Giguere	Quebec and New Brunswick	egiguere@princesscruises.com

USA Region

Name	Region	E-mail
Monika Pasquerello	Alabama, Georgia, FL Panhandle	mpasquerello@princesscruises.com
Kelly Herlein	Alaska, Oregon, Washington: Southeast & Southwest; WESTA	kherlein@princesscruises.com
Larissa Hass	Arizona	lhass@princesscruises.com
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
Amanda Jordan	California: Orange County	ajordan@princesscruises.com
Caron Clay	California: Riverside and San Bernardino Counties and Hawaii	cclay@princesscruises.com
Andrea Sopinanukkul	California: S. Bay, Carson, Lakewood, Downey, Whittier, Norwalk, City of Industry, Bellflower, Montebello, Monterey Park, Diamond Bar, Pomona, W. Covina, Compton, Paramount, Cerritos, Pico Rivera, Hacienda Heights, Culver City, Inglewood, Los Angeles, Bakersfield, Lancaster, Palmdale, Pasadena, and East San Gabriel Valley.	asopinanukul@princesscruises.com
Laura Moore	California: San Diego, Imperial County	lmoore@princesscruises.com
Megan O'Toole	California: San Francisco (Market St. & south), South San Francisco, San Mateo County, The Peninsula, Santa Cruz County, Monterey County, San Luis Obispo, Santa Maria - (Central Coast), Fresno and Visalia	motoole@princesscruises.com
Jim McBride	Chicago Metro; Northern and Downstate Illinois; Wisconsin (excluding La Crosse and Eau Claire), MAST	jmcbride@princesscruises.com

Princess Cruises

TBD	Colorado, Montana and Wyoming	TBD
Robert Rose	DC, Maryland, Delaware and Southern New Jersey	rrose@princesscruises.com
Name	**Region**	**E-mail**
Judy Kale	Eastern and Central Pennsylvania	jbliss@princesscruises.com
Ted Knight	FL: Central, Orlando, Lakeland, Ocala, The Villages, Jacksonville, Daytona Beach.	tknight@princesscruises.com
Mary Irene Jencen	FL: Miami, South Broward County & the FL "Keys"	mjencen@princesscruises.com
Gail Freedman	Florida: North Broward County, Pompano Beach, South Boca Raton	gfreedman@princesscruises.com
Charlotte Tom	Florida: Palm Beach County, Jupiter, Fort Pierce, Melbourne, Vero Beach, North Boca Raton and Delray Beach	ctom@princesscruises.com
Jamie Fugardi	Florida: St. Petersburg, Tampa, Clearwater and Sarasota & Venice, Fort Myers, Naples, Marco Island and Bonita Springs	jsiani@princesscruises.com
Bret Gove	Idaho, Utah, Nevada, New Mexico and Spokane, WA	bgove@princesscruises.com
Joseph Seeb	Iowa, Minnesota, North Dakota, South Dakota, Eau Claire and La Crosse Wisconsin	jseeb@princesscruises.com
Robbi Spector	Kansas, Missouri: Western, Oklahoma, and Nebraska	rspector@princesscruises.com
Celeste Pevahouse	Louisiana, Tennessee, Mississippi, and Arkansas	cpevahouse@princesscruises.com
Connie Wallace	Massachusetts, Vermont, New Hampshire Maine and Rhode Island	cwallace@princesscruises.com
Annmarie Laskaros	New York: Long Island, Brooklyn, Queens, Staten Island and Central NJ	alaskaros@princesscruises.com
Kate Carideo	New York: Manhattan, The Bronx, Westchester, Hudson Valley, Connecticut, and Bergen and Passaic Counties NJ	kcarideo@princesscruises.com
Debby Hege	New York: Upstate	dhege@princesscruises.com
Lynne Herr	North Carolina & South Carolina	lherr@princesscruises.com
Dave Circo	Northern and Central IN and the state of MI	dcirco@princesscruises.com
Madeline Costa	Ohio: (not including greater Cincinnati area)	mcosta@princesscruises.com
Dana McCullough	San Francisco, the North Bay, Napa, Solano, Western Yolo Counties & Northern California Counties excluding Sacramento County	dmccullough@princesscruises.com
Selina Luketic	Southern California: West Los Angeles, San Fernando Valley, Ventura County, Santa Barbara County	sluketic@princesscruises.com
Amy Alford	St. Louis, Central & Eastern Missouri, Southern Illinois, Southern Indiana (Evansville), Kentucky, South West Ohio (Cincinnati)	aalford@princesscruises.com
Jill Forde	Texas: Central, South Eastern & Southern: Houston, San Antonio, Austin, Corpus Christi, Rio Grande Valley, Beaumont, Leisure Travel Alliance	jforde@princesscruises.com

Princess Cruises

Scott Moon	Texas: Dallas, Fort Worth, Lubbock, Amarillo, El Paso and all North Texas	smoon@princesscruises.com
Alisa Roberts	Virginia, West Virginia and Western Pennsylvania	aroberts@princesscruises.com