Preferred Supplier

Uniworld Boutique River Cruises

CONTACT INFORMATION	
Head Office Address:	17323 Ventura Boulevard, Los Angeles, CA. 91316
Consumer Website:	uniworld.com
River Cruise Specialist:	http://uniworldcruises.ca/agency/river-cruise-specialist (Log-in Required)
Agent Website / Online Reservation:	www.uniworldcruises.ca (Canada) www.uniworld.com (US)
Canada/USD reservation #:	1-800-733-7820

COMMISSION STRUCTURE	
Commission Amount	**Item**
18%	All cruise fares
5%	Air
10%	Pre-/post-hotels and insurance

ABOUT THE SUPPLIER

Uniworld Boutique River Cruise Collection—the world's only authentic boutique cruise line™—features luxurious ships with an average capacity of 130 guests, exclusive excursions, gourmet cuisine, and the highest staff-to-guest ratio in the river cruise industry. Based in Los Angeles, California, Uniworld offers truly all-inclusive itineraries in Europe, as well as voyages in Russia, China, Vietnam and Cambodia, India, and Egypt—a total of 22 rivers in 29 countries worldwide. Uniworld is a member of CLIA and is highly regarded by discerning travelers, media, and cruise industry experts.

DESTINATIONS

Europe, Russia, India, China, Vietnam, Cambodia, and Egypt

GLOBAL HALLMARKS OF DISTINCTION

Uniworld is committed to upholding the highest standards of excellence in luxury boutique river cruising.

- **EXPERTISE:** With decades of hospitality and nautical expertise, Uniworld created the world's only floating luxury boutique hotels.
- **IMPECCABLE SERVICE:** Uniworld provides impeccable service and unmatched personal attention, with the highest staff-to-guest ratio in the entire river cruise industry.
- **LUXURIOUS, UNIQUELY DESIGNED SHIPS:** Each uniquely decorated Uniworld ship is designed to be as one-of-a-kind as our guests and as inspiring as the destinations we visit.
- **LUXURY HOTELS:** Uniworld carefully selects the finest luxury hotels, ensuring a seamless experience from onboard to onshore.
- **EXQUISITE CUISINE:** Uniworld has crafted a special dining experience for the most discerning of palates, featuring world-class meals prepared with ingredients sourced from farmers' markets.
- **CULTURAL CONNECTIONS:** Uniworld guests enjoy cultural connections with innovative onshore and onboard programs tailored to provide a 360-degree perspective of each destination.

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TRULY ALL-INCLUSIVE BOUTIQUE RIVER CRUISES IN EUROPE

Uniworld's all-inclusive European river cruises provide unsurpassed comfort and convenience as travelers venture through the Old World in luxury and style. Discover the all-inclusive ease of Uniworld's beautiful, one-of-a-kind floating hotels—there's simply no better way to experience Europe.

- The highest staff-to-guest ratio in the river cruise industry
- The most luxuriously appointed riverview staterooms and suites
- All gratuities onboard and onshore
- All scheduled airport transfers
- All meals onboard
- Unlimited beverages onboard including wines, beers, spirits, and soft drinks
- Hosted excursions with options to personalize, including Choice Is Yours
- Internet and Wi-Fi access onboard

KEY CUSTOMER DEMOGRAPHIC

Demographics:

- Age 45+ years old, with the majority over 55 years old
- Most are married and travel with their spouse or companion; however, we are starting to see more single travel and families interested in multigenerational travel
- College educated; may have earned an advanced degree
- Many are entrepreneurs or business owners
- Annual household income $100K plus
- Avid travelers: past ocean cruise and escorted tour clients
- Belong to different group affiliations (affinity and association, including university alumni, family reunions/multigenerational, special interest clubs, etc.)

Psychographics:

- Well-traveled; enjoys the international travel experience, as well as trendy/experiential travel options
- Art/music/history/horticulture enthusiasts; food & wine connoisseurs
- Looking to enjoy a relaxed atmosphere onboard; likes to explore on their own but also enjoys shore excursions with other guests; desires/wants choices/options in planning vacations; looking for off-the-beaten-path itineraries and themed cruises
- Likes to avoid big crowds; enjoys a low-key/personalized experience
- Watches early evening news and likes to be informed; reads newspaper daily; may read travel, personal finance, and epicurean magazines

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PRIMARY CONTACTS				
Name	**Region**	**Title**	**Phone**	**Email**
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