

ROYAL CARIBBEAN INTERNATIONAL® ONGOING TRAVEL AGENT APPRECIATION EFFORTS

- **VIP CruisePass**

Get connected to all the latest Royal Caribbean International® news and offers by downloading your personalized VIP CruisePass which will send alerts directly to your desktop. You'll be the first to know about Special Offers, Weather Alerts, Itinerary Updates and more.

- **eConnect**

Create vivid, compelling Royal Caribbean International® emails and e-quotes with eConnect. Simply search by date, ship or destination. Select up to five products and send the most interactive personalized emails or e-quotes directly to your clients. Available in text or HTML formats.

- **Personalized eMarketing**

Now Travel Agents can leverage Royal Caribbean's powerful eMarketing tools and make them your own. Customize the award-winning Cruise Planner or Explorer Video Newsletters for Europe and Caribbean by requesting a personalized URL. Royal Caribbean will brand them with your agency's contact information, complete with links to your agency's existing website.

- **NextCruise – Future Onboard Bookings**

NextCruise allows vacationers to book their next Royal Caribbean vacation while on-board and receive up to \$200 in onboard credits for their next cruise. Now your clients have the option to either choose a specific ship and sail date and provide the necessary deposit or simply pay a \$100^{USD} non-refundable deposit without having to commit to a specific ship or sail date with no expiration. Both options provide your client with their onboard credit and you get full commission and revenue credit for the reservation. In addition, for the guest who makes a cruise booking on-board, we will present them with a certificate which they can present to a friend or family member. The certificate will enable their friend or family member to book the same ship and sailing date within 30 days of issuance, and they too will enjoy the same onboard credit offer. Finally, travel agents can now apply FIT reservations made onboard toward a group. This new policy will enable the guest to retain the onboard credit they earned for booking onboard and you as the travel agent, may also offer the relevant group amenities to these guests.

- **Long Format TV**

Royal Caribbean's TV infomercial is now available for travel agents to personalize and use to build their business. Within the 28-minute infomercial are three call-to-action sections in which the travel agent can incorporate their logo, web address, phone number and custom visuals and messages. A new 1-minute infomercial is also now available. Contact your Customer Business Development Manager to order today.

- **Gift Certificate Program**

Great gift-givers give the gift of adventure with new Royal Caribbean Gift Certificates. Available in denominations of \$50, \$100, \$250 and \$500 (USD), they can be used toward the purchase of a Royal Caribbean International® cruise vacation or for onboard credit toward the spa, gift shop and more.

- **Royal Caribbean's University of WOW**

Royal Caribbean International® announces a new, state-of-the-art and fully interactive adult learning tool that will make you a Royal Caribbean Expert. Achieve up to three different levels (Apprentice, Specialist and Expert) and learn all that Royal Caribbean has to offer. Great incentives and rewards are available, so check it out today.

- **Military Rates Program**

Military rates are now available for all travel agents to take full advantage of and are available on select sailing dates throughout the year. Be sure to ask for Promotion Codes beginning with (MIL).

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- **Corporate, Meeting and Incentive Website**

Visit <http://www.royalincentives.com> to learn more about opportunities with booking Corporate, Meeting and Incentive cruises with Royal Caribbean International®.

- **Group Travel Protection**

Let us do the work for you – Starting in June 2007, Royal Caribbean International® will offer Group Travel Protection for your clients.

- **Royal Retention Program**

Royal Caribbean now provides you with the ability to follow-up with your clients who have Royal Caribbean “dollars” in their pockets in the form of future cruise credits and certificates. You can visit Insight to download a list of your clients who have dollars to spend. This will be provided to you with the guest’s first and last name, certificate number, booking ID, expiration date, dollar or percent value and reason for the certificate. Just another great tool we provide so you can follow-up with your clients and encourage them to book today.

- **New GAP Amenity**

Royal Caribbean is proud to announce our newest GAP amenity so you can provide further value to your Group clients. Onboard Credits are now available on the new and improved GAP list. Check out all of our GAP amenities at CruisingPower.com today.

- **Sendable Deck Plans**

Wow your clients by sending them their own set of deck plans. Print, fax or e-mail a specific deck plan or all deck plans for their respective ship by visiting CruisingPower.com today.

- **Welcome Home Letters**

Royal Caribbean takes pride in doing all we can to encourage your clients to book another Royal Caribbean cruise vacation once they return home. This is why we send Welcome Home Letters within two weeks of your clients returning home offering them a \$50 coupon if they book again within the next 6 to 8 weeks. Even better, we have now customized the Welcome Home Letters to contain your agency specific name and phone number so your clients call you to book.

- **New Exotics Group Policy**

Booking groups on Royal Caribbean’s Exotic Products has never been easier with the new Exotics Group Policy. For all Royal Caribbean International® South America, Asia, Australia/New Zealand, Hawaii and Transatlantic sailings, you can now block a group of up to 50 staterooms and lock in the inventory and price for up to 300 days. After holding the inventory for 150 days, you must have sold at least 8 staterooms in order to keep the balance of your group inventory and original rate for another 150 days or 210 days prior to sail date, whichever comes first.

- **New Travel Agent Locator**

Now clients will be able to find your agency quicker and easier through RoyalCaribbean.com with the newly enhanced Travel Agent Locator. New features will allow you to create or modify your agency's on-line profile, where you can provide detailed information and upload your agency logo. The Travel Agent locator will also provide University of WOW Graduate Levels.



Get out there.®