



# *Annual Fall Product Meeting*

**JOHN WINTERS**

*Business Development Manager*

**[jwinters@rccl.com](mailto:jwinters@rccl.com)**



*eTools will help you build  
your business !!*

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*CruisingPower.Com*

# Objectives

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By the end of today's session, you will be able to:

- ✓ Learn how to set up a profile for CruisingPower.com
- ✓ Log into CruisingPower.com
- ✓ Navigate yourself through the web-site

Cruisingpower.com is Royal Caribbean International and Celebrity Cruises's award winning Travel Agent only website.



Everything that you need from us is available right on the site including:

- CruiseMatch
- Ordering Brochures
- Itineraries and maps
- Shore Excursions
- Virtual ship tours
- CruiseWriter
- Promotion opportunities
- Complete suite of eTools
- Stateroom sizes / configurations
- Customized e-Cards
- Travel Agent Reduced Rates
- Deployment
- Marketing images
- Answers to your frequently asked questions

Go to your internet browser and log on to:

**Cruisingpower.com**

# How to Register for CruisingPower.com



CRUISINGPOWER.COM

USERNAME:


PASSWORD:

☒ Remember Me

LOGIN

Not Registered? REGISTER HERE

[Forgot Username or Password?](#)

[UK Site](#) 

## Welcome to CruisingPower.com

Step 1 – 2 – 3 – 4 – 5 – 6

Welcome, Travel Partners:  
CruisingPower.com was designed exclusively for you, with the tools and Information you need to answer your clients' questions, quickly and easily.

**A few things to know before you register:**


- When you set up your account, you'll be asked to create your own personal username and password.
- You will need to read and agree to the terms of the CruisingPower.com Registration Agreement.
- Each agency must have one person designated as the administrator. This person should be someone in a managerial position and expected to be with the agency for the long term.
- When you finish this registration process, an e-mail will be sent to your agency's administrator indicating your account is ready to be authorized. Please note, you will be able to access CruiseMatch® Online only after your account has been authorized, which may take up to 24 hours.

**Language Selection**

The language you select on this page will be used for the rest of the registration process. However, it will not apply to other pages on CruisingPower.com or future communications from us.



Select a Language for the registration process:

To  
register

Celebrity X Cruises®  Not Registered? [REGISTER HERE](#)

CRUISINGPOWER.COM

USERNAME:  PASSWORD:  ☒ Remember Me [LOGIN](#)

 **ALERT:** [Tropical Weather Update](#) [Forgot Username or Password?](#) [UK Site](#) 

Fill in User Name and Password



Get out there.®





**MORE BUSINESS. MORE CUSTOMERS.  
MORE VISIBILITY.**

Grow your business with our  
newly enhanced [Travel Agent Locator](#). ▶



**Celebrity Solstice**  
is ready for booking.

Celebrity X Cruises®

INTRODUCING



**Climb the ranks of  
WOW. And WIN!**

*Increase your expertise  
with online training*



**GROW YOUR  
BUSINESS WITH OUR  
NEWLY ENHANCED**

[Travel Agent Locator](#). ▶



# New Front Page of CruisingPower.com

Celebrity **X** Cruises®



CRUISINGPOWER.COM

FIND A CRUISE ▼

TRIP DETAILS ▼

BOOKING TOOLS ▼

SELLING TOOLS ▼

WORKING WITH US ▼

Welcome Nancy Baumann! Agent for CRUISINGPOWER

LOG OUT



**BOOK YOUR CLIENTS ON AN  
ALASKAN OR EUROPEAN CRUISE TOUR  
AND THEY CAN RECEIVE UP TO A  
\$200 ONBOARD CREDIT!**

## OUR BRANDS

### Why Celebrity Cruises?

Celebrity Cruises: consistently rated one of the world's finest cruise lines. Find why a Celebrity Cruise vacation is right for your client.

[Find a Cruise](#) [See Special Offers](#)

### Why Royal Caribbean Int'l?

Royal Caribbean International offers vacation adventures for explorers of all ages. Discover why your client should get on board with Royal Caribbean International.

[Find a Cruise](#) [See Hot Deals](#)

## ANSWERS & INFO

### Latest News:

[Celebrity Cruises](#)

[Royal Caribbean International](#)

[Celebrity Triple Star](#)

[Azamara Presentation \(18 MB\)](#)

### Quick Reference:

Celebrity Cruises

Select One

VIEW

Royal Caribbean International

Select One

VIEW



START A NEW  
RESERVATION

RETRIEVE  
RESERVATION

Start your search here.

\* Required Information

\* Nancy Baumann

☒ Individual

\* Brand

Ship Name

\* Region

\* Gateway

\* Occupancy

\* Day

Month/Year

☐ Include Cruisetours

SEARCH

CruiseMatch



# Find a Cruise



CRUISINGPOWER.COM

FIND A CRUISE▼

TRIP DETAILS▼

BOOKING TOOLS▼

SELLING TOOLS▼

WORKING WITH US▼

Search Promotions

Search Itineraries

See Our Ships

Welcome Tami Blanco! Agent for CRUISINGPOWER

LOG OUT

Introducing Celebrity Solstice<sup>SM</sup>  
– in a class all its own. [Learn More.](#)



The above artistic renderings reflect the proposed design and layout of Celebrity Solstice. Design and layout subject to change without notice.



# Find a Cruise, See Our Ships

## See Our Ships

Our combined fleet consists of more than 20 vessels, with several more on order, and we are taking travelers to more locations every year. With one of the youngest fleets in the industry, we are introducing boldly innovative ships in three distinct classes – *Voyager*, *Millennium* and *Radiance*.

### Celebrity Cruises

#### Century Class

[Century](#)  
[Galaxy](#)  
[Mercury](#)

#### Millennium Class

[Constellation](#)  
[Infinity](#)  
[Millennium](#)  
[Summit](#)

#### Xpedition Class

[Celebrity Xpedition](#)

#### Journey Class

[Azamara Journey](#)  
[Azamara Quest](#)

#### Solstice Class

[Celebrity Solstice](#)

### Royal Caribbean International

#### Freedom Family

[Freedom Of The Seas](#)  
[Independence Of The Seas](#)  
[Liberty Of The Seas](#)

#### Voyager Family

[Adventure Of The Seas](#)  
[Explorer Of The Seas](#)  
[Mariner Of The Seas](#)  
[Navigator Of The Seas](#)  
[Voyager Of The Seas](#)

#### Radiance Family

[Brilliance Of The Seas](#)  
[Jewel Of The Seas](#)  
[Radiance Of The Seas](#)  
[Serenade Of The Seas](#)

#### Vision Family

[Enchantment Of The Seas](#)  
[Grandeur Of The Seas](#)  
[Legend Of The Seas](#)  
[Rhapsody Of The Seas](#)  
[Splendour Of The Seas](#)  
[Vision Of The Seas](#)

#### Sovereign Family

[Majesty Of The Seas](#)  
[Monarch Of The Seas](#)  
[Sovereign Of The Seas](#)

#### Empress Of The Seas

[Empress Of The Seas](#)



# Find a Cruise, See Our Ships, Freedom of the Seas



Go to:

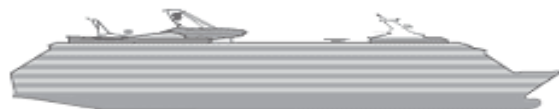
Freedom Of The Seas

See Also:

[Search Promotions](#)

## Freedom of the Seas<sup>SM</sup>

Deck Plans from 11-Nov-2007 to 26-Apr-2009



[Deck Two](#)  
[Deck Three](#)  
[Deck Four](#)  
[Deck Five](#)  
[Deck Six](#)  
[Deck Seven](#)

[Deck Eight](#)  
[Deck Nine](#)  
[Deck Ten](#)  
[Deck Eleven](#)  
[Deck Twelve](#)  
[Deck Thirteen](#)

[Deck Fourteen](#)  
[Deck Fifteen](#)

Fax, print or e-mail these deck plans.



[Virtual Ship Tour](#)

[FIND CRUISES FOR THIS SHIP](#)

### Ship Facts

**Occupancy:** 3,634  
**Tonnage:** 160,000  
**Length:** 1,112 feet  
**Beam:** 126.64 feet  
**Draught:** 28 feet  
**Cruising Speed:** 21.6 knots  
**Ship's Registry:** Bahamas

### Destinations

**This ship sails to:** Caribbean

### Ship Features

#### Highlights

FlowRider surf simulator, H2O Zone, full-size boxing ring, barber shop, ice-skating rink, rock-climbing wall, 9-hole miniature golf course, golf simulators, theme bars, Ben & Jerry's ice cream, Boleros Latin-themed lounge, Royal Promenade (open 24 hours), extensive WiFi capabilities and connectivity for cell phones, full-sized flat-screen TVs in every stateroom, theme bars and lounges, Adventure Ocean youth facilities, Johnny Rockets, Sorrento's pizza and other specialty restaurants.

Learn more about the [public rooms](#).

### STATEROOMS

<b>RS</b>	<a href="#">Royal Suite</a>
<b>PS</b>	<a href="#">Presidential Family Suite</a>
<b>OS</b>	<a href="#">Owner's Suite</a>
<b>FS</b>	<a href="#">Royal Family Suite</a>
<b>GS</b>	<a href="#">Grand Suite</a>
<b>JS</b>	<a href="#">Junior Suite</a>
<b>D1 D2</b>	<a href="#">Superior Oceanview Stateroom</a>
<b>E1 E2</b>	<a href="#">Deluxe Oceanview Stateroom</a>
<b>FO</b>	<a href="#">Family Oceanview Stateroom</a>
<b>F</b>	<a href="#">Large Oceanview Stateroom</a>
<b>H I</b>	<a href="#">Oceanview Stateroom</a>
<b>PR</b>	<a href="#">Promenade Stateroom</a>
<b>FI</b>	<a href="#">Promenade Family Stateroom</a>
<b>FI</b>	<a href="#">Family Inside Stateroom</a>
<b>L M N Q</b>	<a href="#">Interior Stateroom</a>

# Trip Details



CRUISINGPOWER.COM

FIND A CRUISE▼

TRIP DETAILS▼

BOOKING TOOLS▼

SELLING TOOLS▼

WORKING WITH US▼

Transportation +

Itinerary Changes +

Alerts

Quick Reference +

Groups +

Welcome Tami Blanco! Agent for CRUISINGPOWER

LOG OUT



Get out there.®



**BUSINESS. MORE CUSTOMERS.**

# MORE VISIBILITY.

Grow your business with our  
newly enhanced Travel Agent Locator.➔



# Booking Tools



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FIND A CRUISE▼

TRIP DETAILS▼

BOOKING TOOLS▼

SELLING TOOLS▼

WORKING WITH US▼

Cruise Match

Dining Management

Insight

Online Payments

Partner Booking Link

Guest Documentation

Gift Certificates

Coupon Redemption

Shore and Land Excursions

Purchase Gifts

Air Arrangements

Agent for CRUISINGPOWER

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Get out there.®



RE CUSTOMERS.

SIBILITY.

ent Locator.▶

EXPERIENCE OUR BRANDS

ANSWERS & INFO

✉ (2) Bulletin Board Messages. (0) New.



# *Booking Tools, Online Coupon Redemption*

Booking Tools :: Online Coupon Redemption

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## Online Coupon Redemption

To redeem a coupon, a Future Cruise Certificate or another type of discount, enter your client's Booking ID.

Booking ID:

CANCEL

SUBMIT

Crown & Anchor Society Members

Members of the Crown & Anchor Society who are at the Diamond or Platinum level may receive special pre-cruise benefits, which are handled exclusively by the Crown & Anchor Society Pre-Cruise Benefits Desk. One additional coupon such as a "dollars off" or onboard credit may also be applied to the pre-cruise benefit.

# Selling Tools



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FIND A CRUISE▼

TRIP DETAILS▼

BOOKING TOOLS▼

SELLING TOOLS▼

WORKING WITH US▼

Welcome Tami B

LOG OUT

## Introducing Celebrity Solstice<sup>SM</sup>

– in a class all its own. [Learn More.](#)



The above artistic renderings reflect the proposed design and layout of Celebrity Solstice. Design and layouts

- Customize Flyers
- Order Collateral
- VIP CruisePass
- eConnect
- Personalized eMarketing
- Personalized Collateral +
- Agency Productivity
- Incentive Travel +
- Sales Promotions +
- Sales & Marketing Kit +
- Image Library +
- Customize Ecards +
- Customize HTML +

### EXPERIENCE OUR BRANDS

#### Why Celebrity Cruises?

Celebrity Cruises: consistently rated one of the world's finest cruise lines. Find why a Celebrity

### ANSWERS & INFO

#### Latest News:

[Celebrity Cruises](#)

[Royal Caribbean International](#)



New.  
**New Passport Requirements**



# Working With us



CRUISINGPOWER.COM

FIND A CRUISE▼

TRIP DETAILS▼

BOOKING TOOLS▼

SELLING TOOLS▼

WORKING WITH US▼

Welcome Tami Blanco! Agent for CRU

+ Experience Our Brands

+ Latest News

Bulletin Board

Contact Us

+ Online Seminars

+ Training & Certification

Scholar Ship Program

Event Management

## Introducing Celebrity Solstice<sup>SM</sup>

– in a class all its own. [Learn More.](#)



The above artistic renderings reflect the proposed design and layout of Celebrity Solstice. Design and layout subject to change without notice.



# *What can CruisingPower.com do for you?*

Brings you greater convenience and flexibility, increased productivity, improved credibility and control, with lower transaction costs and fewer errors!

- Find all of your answers anytime, 24 hours a day – no waiting on hold
- Access to powerful tools and features
- Portal to free publicity
- Up-to-date front page weather alerts
- Purchase gifts and gear or gift certificates for your customers
- Redeem customer coupons on-line

Put YOU in a position of POWER



## *In Conclusion*

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Today we talked about:

- ✓ How to sign up for CruisingPower.com
- ✓ How to navigate through CruisingPower.com
- ✓ What materials are available on CruisingPower.com



# *VIP CruisePass*

# *Personalized eMarketing*

By the end of today's session, you will be able to:

- Create your own personalized web-page and URL
- Send out professional interactive communications
- Have all links tying the customer back to you, not the Cruiseline!

- Personalized eMarketing has a 64% open rate which means out of 100 that are sent, 64 are opened!
- The average booking is \$2500!

# Personalized eMarketing



CRUISINGPOWER.COM

FIND A CRUISE▼

TRIP DETAILS▼

BOOKING TOOLS▼

SELLING TOOLS▼

WORKING WITH US▼

Welcome Tami B

POWER

LOG OUT



Get out there.®



MORE BUSINESS  
**MORE**

Grow your business  
newly enhanced Travel

- Customize Flyers
- Order Collateral
- VIP CruisePass
- eConnect
- Personalized eMarketing**
- Personalized Collateral
- Agency Productivity
- Incentive Travel +
- Sales Promotions +
- Sales & Marketing Kit +
- Image Library +
- Customize Ecards +
- Customize HTML +

MS.  
**TY.**

## EXPERIENCE OUR BRANDS

### Why Celebrity Cruises?

Celebrity Cruises: consistently rated one of the world's finest cruise lines. Find why a Celebrity Cruise vacation is right for your client.

[Find a Cruise](#) [See Special Offers](#)

### Why Royal Caribbean Int'l?

## ANSWERS & INFO

### Latest News:

[Celebrity Cruises](#)

[Royal Caribbean International](#)

- [Celebrity "Starring You" Video](#)



(2)

New.



**New Passport Requirements**

Your clients will need a passport soon.

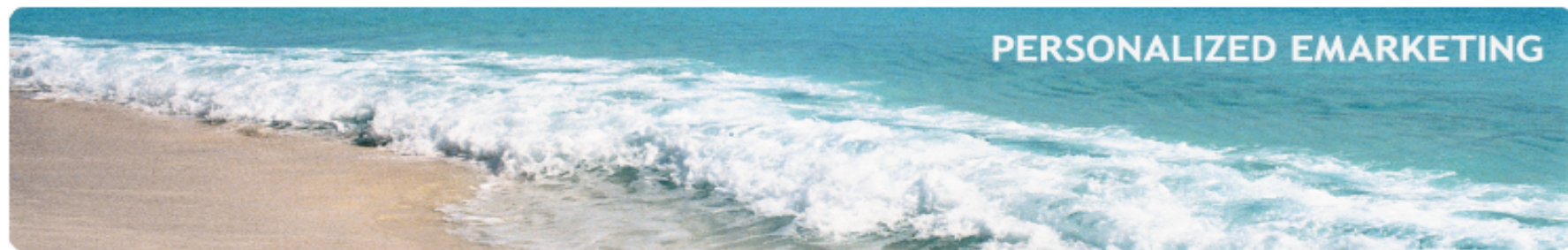




# Step 1: Sign Up for a New Account



CRUISINGPOWER.COM



## User Login

Welcome to Personalized eMarketing, our latest innovation for travel professionals that allows you to send your clients personalized web communications. Login now and you can start sending them immediately.

### My Customized Links

#### Celebrity Cruises



##### Welcome to Celebrity Solstice

Introduce your clients to Celebrity's most innovative class of ships to date by sending them to the Celebrity Solstice website. Packed with features, venues, and backstories that show off this amazing new class of ships, this site allows your clients to get an in-depth look at the new ship that will redefine how they cruise.

[View the Example](#)



##### Century Onboard Experience

Present your clients with Celebrity Century's new website and immerse them in an interactive video experience that will virtually put them in the middle of this newly renovated ship. Wherever your

**Username**

**Password**

**SUBMIT**

☐ Remember Me

[Forgot Username or Password?](#)

[Sign Up for a New Account](#)

**Click  
Here**

## Step 2

### New User Signup

## Fill in the Blanks & Click Submit

Welcome to our new Personalized eMarketing program. It's our latest development for travel professionals that allows you to send your clients personalized web communications about topics they want to know about. Sign up now to begin taking advantage of the new program immediately.

### My Customized Links

#### Celebrity Cruises



##### Welcome to Celebrity Solstice

Introduce your clients to Celebrity's most innovative class of ships to date by sending them to the Celebrity Solstice website. Packed with features, venues, and backstories that show off this amazing new class of ships, this site allows your clients to get an in-depth look at the new ship that will redefine how they cruise.

[View the Example](#)



##### Century Onboard Experience

Present your clients with Celebrity Century's new website and immerse them in an interactive video experience that will virtually put them in the middle of this newly renovated ship. Wherever your clients want to go, whatever they want to do, you can help them envision their cruise like never before.

[View the Example](#)



##### Experience Celebrity's Cruises' Europe

Are your clients interested in Europe? Bring the magic of Europe to them, by allowing cruisers to enjoy virtually every aspect of their trip with Celebrity's new Destinations website. Show your clients the world that's waiting abroad with interactive full-screen videos, 360° panoramas, and a sample of shore excursions.

[View the Example](#)

#### Royal Caribbean



##### Interactive Cruise Planner

Introduce Royal Caribbean to your clients with our Interactive Cruise Planner, full of videos highlighting many exciting activities and adventures. Wherever your clients want to go, this online experience helps visualize the adventure.

[View the Example](#)



##### Explorer eMagazine Issue 2

Let this Explorer eMagazine introduce the beauty of Europe to your clients, enticing them with all that Royal Caribbean has to offer. Each newsletter offers a hidden look at cruising both on-ship and onshore, seen only here. Arriving every few months, each new issue is packed with enough rich content to keep your clients excited about Royal Caribbean.

### Sign up for your personalized eMarketing tools by completing the form below.

\*First Name  \*Last Name

\*Travel Agency Name

\*E-Mail Address

Company Website (<http://www.mycompany.com>)

http://

\*Phone Number  Local: XXX-XXX-XXXX International: XXX-XX-XXXX-XXXX

### Create Your Username and Password

Please choose a personal username and password that you will easily remember. It must have at least 6 characters and may only contain letters A-Z and/or number 0-9.

\*Username

### Create Your Password

\*Password

\*Confirm Password

### Create Your Security Question

\*Security Question  Select a question to answer

\*Answer



# Step 3: Return to Login Page, enter Username & Password



## User Login

Welcome to Personalized eMarketing, our latest innovation for travel professionals that allows you to send your clients personalized web communications. Login now and you can start sending them immediately.

### My Customized Links

#### Celebrity Cruises



#### Welcome to Celebrity Solstice

Introduce your clients to Celebrity's most innovative class of ships to date by sending them to the Celebrity Solstice website. Packed with features, venues, and backstories that show off this amazing new class of ships, this site allows your clients to get an in-depth look at the new ship that will redefine how they cruise.

[View the Example](#)

#### Username

#### Password



Remember Me





## Step 4: Choose your cruise line



LOG OUT

### Select Your Cruise Line

Are you interested in Celebrity Cruises or Royal Caribbean International?



Choose  
one or  
both



## Step 5: Copy & paste your personalized web links



LOG OUT

## START SENDING YOUR CLIENTS PERSONALIZED WEB COMMUNICATIONS TODAY

Three interactive web experiences customized with your name and information have been created for you below. Just copy and paste the links into your email and website to start using them immediately. This is a great opportunity to drive sales by making personal and meaningful connections with your current clients and prospective cruisers.

### *My Customized Links*



#### **Interactive Cruise Planner**

Introduce Royal Caribbean to your clients with our Interactive Cruise Planner, full of videos highlighting many exciting activities and adventures. Wherever your clients want to go, this online experience helps visualize the adventure.

[Preview My Page](#)

#### **My Personalized Link**

<http://experience.royalcaribbean.com/?accountID=NTG2RA&>




**Copy & paste these links and add to emails or websites**


### *My Information*

John Winters  
Travel Agency  
youragency@aol.com  
952-944-0987

This is the information that will appear on your personalized version of the sites. Modifying this information will NOT modify your CruisingPower.com information. You must login to CruisingPower.com to do so.

# *You can ask cruisingpower to email your personalized links to you*

 <b>Cruising Power</b> <donotreply@cruisingpower.com> 11/09/2007 11:28 PM Please respond to Cruising Power <donotreply@cruisingpower.com>	To	jwinters@rccl.com
	cc	
	bcc	
	Subject	Royal Caribbean and Celebrity Cruises Communications

History:  This message has been forwarded.

Thank you for your interest in Celebrity Cruises® and Royal Caribbean International®. Below you will find links to three interactive web experiences customized with your name and information. Simply copy and paste the links into your email or website to begin using this new marketing tool immediately.

Royal Caribbean's Cruise Planner

<http://experience.royalcaribbean.com/?type=personalized&accountID=FYW1FJQ&sid=2>

Royal Caribbean's Explorer eMagazine Issue 2

[http://www.royalcaribbean-explorer.com/0611/?vid=0&tc=8\\_pros\\_0611\\_0&personalized=yes&accountID=FYW1FJQ&vid=0](http://www.royalcaribbean-explorer.com/0611/?vid=0&tc=8_pros_0611_0&personalized=yes&accountID=FYW1FJQ&vid=0)

Royal Caribbean's Explorer eMagazine Issue 1

[http://www.royalcaribbean-explorer.com/0601/?vid=0&tc=8\\_pros\\_0601\\_0&personalized=yes&accountID=FYW1FJQ&vid=0](http://www.royalcaribbean-explorer.com/0601/?vid=0&tc=8_pros_0601_0&personalized=yes&accountID=FYW1FJQ&vid=0)





# Personalized eMarketing

The image shows a leather-bound travel planner. On the left side, there is a spiral-bound notebook with a red cover. The notebook has a note that reads:

*Customer Name's  
BIG Plans*

- Boost my energy
- Soak up some culture
- Go looking for excitement
- Do something **INCREDIBLE**
- Treat the kids
- Say NO to stress

Below the notebook is a small photo of a Royal Caribbean cruise ship sailing on the ocean. On the right side of the planner, there are several cards and notes. At the top, there are three cards: "Voyager Virtual Tour", "Radiance Virtual Tour", and "Alaska Cruisetours". Below these is a card titled "The ONBOARD EXPERIENCE" with a photo of a cruise ship. At the bottom right, there is a yellow note that reads: "Try clicking on **EVERYTHING** in this cruise planner".

**Royal Caribbean INTERNATIONAL**  
Get out there.®

**Call Me Today**  
Tami Blanco  
Tami's World Travel  
800-443-5789  
tblanco@rccl.com  
<http://www.cruisingpower.com>

Share this planner with a friend!  
[Click here](#)



# Personalized eMarketing

## Wallpapers / Screensaver

### Wallpapers

*Download a wallpaper for your desktop! Select a size.*

*When your selected image opens in a new window, save it and set it as your new desktop background.*

#### CARIBBEAN



[800x600](#) [1024x768](#) [1280x1024](#)

#### EUROPE



[800x600](#) [1024x768](#) [1280x1024](#)

#### ALASKA



[800x600](#) [1024x768](#) [1280x1024](#)

### Screensaver

*Download our rotating image gallery as a screensaver!*

*Download the Windows or Mac installer then open it to install your new screensaver.*



- [Windows Version](#)
- [Mac Version \(OS 9\)](#)
- [Mac Version \(OS X\)](#)

[X Return to Planner](#)



### Call Me Today


Tami Blanco  
Tami's World Travel  
800-443-5789  
[tblanco@rccl.com](mailto:tblanco@rccl.com)  
<http://www.cruisingpower.com>

Share this  
planner with  
a friend!  
[Click here](#)






# Personalized eMarketing

 [Return to Planner](#)



 [View Copenhagen by day](#)  
[And see it all differently by night](#)

 [See photos of Europe](#)



## Greetings from Europe

Hej!

That's "hi" in Danish. You've gotta head to Denmark and check out Copenhagen. There's so much history here. Even the Queen can trace her ancestry back to the Viking Age!

[Share this planner with a friend!](#)

[Click here](#) 



## TELL A FRIEND

Like any adventure, sharing this experience is half the fun.  
Just fill out the fields below to email this planner to a friend.

**TO:**

**FROM:**

*E-mail:* \_\_\_\_\_ \*

*Name:* Customer Name \*

*E-mail:* \_\_\_\_\_

*E-mail:* \_\_\_\_\_ \*

*E-mail:* \_\_\_\_\_

*E-mail:* \_\_\_\_\_

*E-mail:* \_\_\_\_\_

*Clear Form*

*Submit*



*Return to Planner*

\* indicates required field

# ***Build your business with Personalized eMarketing***

**Now you can REALLY WOW your customers with direct and interactive marketing around Royal Caribbean International, Celebrity Cruises and Azamara Cruises!**

- Your very own personalized webpage and our trade versions of various marketing tools
- Send out professional interactive e-magazines and videos
- Each e-mail contains YOUR name and agency name, address and even a link to your agency's website
  - NO links to our cruiseline
- Engage clients and their friends with “send to a friend” functionality
- Free! Fast! Easy!
  - Did we say free?



# *eConnect*

# *Send a eQuote within minutes*

- Detailed Cruise Information
  - Itinerary, Staterooms, Ship and Cruiseline information
  - Search by Date / Destination / Price and Alternative Dates
- Beat your competitors by getting complete information into your customers hands sooner
- Send emails or e-Quotes to your customers with links to full client detail
- Offers an easy, non-threatening way to upsell your clients
- Pricing is dynamic so it is updated everytime the link is opened
- Fast! Easy! Free!
  - Did we say free?

- There is a 49% close rate on quotes within 48 hours.

IT'S REVOLUTIONARY.  
IT'S POWERFUL.  
IT'S HERE.

CruiseMatch.

- Customize Flyers
- Order Collateral
- VIP CruisePass
- eConnect
- Personalized eMarketing
- Personalized Collateral +
- Agency Productivity
- Incentive Travel +
- Sales Promotions +
- Sales & Marketing Kit +
- Image Library +
- Customize Ecards +
- Customize HTML +

Way To Book ▶

New.

## EXPERIENCE OUR BRANDS

### Why Celebrity Cruises?

Celebrity Cruises: consistently rated one of the world's finest cruise lines. Find why a Celebrity Cruise vacation is right for your client.

[Find a Cruise](#) [See Special Offers](#)

## ANSWERS & INFO

### Latest News:

[Celebrity Cruises](#)

[Royal Caribbean International](#)

- [Celebrity "Starring You" Video](#)



**New Passport Requirements**

Your clients will need a passport soon.



## eConnect

To search for Cruises, select your preferences from the drop down menus below.  
Customize your search according to destination, date, and cruise line.

### ADVANCED CRUISE SEARCH

#### 1. Where would you like to go and for how long?

Destination:

Itinerary:

Departure Port:

Length:

#### 2. When would you like to go?

☒ Choose a Date ☐ Or, choose a range of dates:

#### 3. Do you prefer a specific Cruise line?

Cruise line:

Ship:

#### 4. Do you qualify for Promotional Fares?

Rate Type:

SEARCH ▶

### MORE SEARCH OPTIONS



#### Search by Destination

Search for your ideal vacation by destination.

Search Now →



#### Search by Price

Use our price search tool to find the lowest prices on your ideal cruise.

Search Now →



#### Celebrity Cruises

Search Only Celebrity Cruises Sailings.

Search Now →



#### Royal Caribbean International

Search Only Royal Caribbean International Sailings.

Search Now →



## Search Results

*Send up to 5 quotes to your customer!*

### YOU SEARCHED:

**Destination:** Caribbean

**Length:** 6 - 9

**Departure Date(s):** Nov 1, 2007 - Dec 31, 2007

**Departure Port:** Miami, Florida

**Cruise Line:** Royal Caribbean International

**Ship:** Any Ship

[SEARCH AGAIN](#)

**Sort Results By:** ☐ Departure Date

☒ Price

☐ Length

[EMAIL](#)

Email	Departure	Destination	Sub Destination	Ship	Duration	Price	Details
<input type="checkbox"/>	Dec 08, 2007	Caribbean	Eastern Caribbean	Liberty of the Seas	7	\$649	<a href="#">DETAILS</a>
<input type="checkbox"/>	Dec 02, 2007	Caribbean	Eastern Caribbean	Freedom of the Seas	7	\$699	<a href="#">DETAILS</a>
<input type="checkbox"/>	Nov 24, 2007	Caribbean	Eastern Caribbean	Liberty of the Seas	7	\$749	<a href="#">DETAILS</a>
<input type="checkbox"/>	Dec 16, 2007	Caribbean	Eastern Caribbean	Freedom of the Seas	7	\$899	<a href="#">DETAILS</a>
<input type="checkbox"/>	Nov 18, 2007	Caribbean	Eastern Caribbean	Freedom of the Seas	7	\$999	<a href="#">DETAILS</a>
<input type="checkbox"/>	Dec 22, 2007	Caribbean	Eastern Caribbean	Liberty of the Seas	7	\$1449	<a href="#">DETAILS</a>
<input type="checkbox"/>	Dec 30, 2007	Caribbean	Eastern Caribbean	Freedom of the Seas	7	\$1849	<a href="#">DETAILS</a>

1

[EMAIL](#)

**Email - Microsoft Internet Explorer** [CLOSE WINDOW]

**Please enter your name and e-mail address below:**

Agent Name:  (Required)

Agent E-Mail Address:  (Required)

Agent Phone:

Agency Name:

Agency Web Site Address:

**Please enter recipient's email address below:**

Recipient's E-Mail:  (Required)

**Additional Comments (Optional):**  
Put any information on future groups, promotions, etc.

Select E-Mail Format: ☐ Text ☒ HTML

☐ I understand that my use of the eConnect Tool is governed by the terms and conditions of the eConnect™ User Agreement. I further understand and agree that this eConnect Tool shall only be used to send 'transactional e-mail' messages (as that term is defined in the federal CAN-SPAM Act). (Required)

Complete all required fields and press "send" >> **SEND**

ROYAL CARIBBEAN INTERNATIONAL



Travel Agent Name (nbaumann@rccl.com) has found a great vacation deal for you that fits your request.

**Comments from Travel Agent Name:**

Put any information on future groups, promotions, etc.

**Please note:** This e-mail was sent from a notification-only address that cannot accept incoming e-mail. Please do not reply to this message.

Please email all enquiries to: [nbaumann@rccl.com](mailto:nbaumann@rccl.com)

---

**Vacation Information: 7 days Caribbean Eastern Caribbean cruise sailing Dec 02, 2007.**

**Itinerary:** Miami, Florida - At Sea - San Juan, Puerto Rico - St. Thomas, Virgin Islands - Philipsburg (St. Maarten), Netherlands Antilles - At Sea - At Sea - Miami, Florida

Use the hyperlink below to see full details on this vacation:

[7 days Caribbean Eastern Caribbean cruise sailing Dec 02, 2007.](#)

## Eastern Caribbean Cruise from Miami, Florida to Miami, Florida



**7 Day Eastern Caribbean** from **\$649**

**Sailing Dec 02, 2007 aboard Freedom of the Seas**

STATEROOM	INTERIOR	OCEANVIEW	BALCONY	DELUXE & SUITE
From	<b>\$699</b>	\$849	\$1,448	N/A
Gov. Fees & Taxes: \$49.76 <i>Prices are in United States currency.</i>				



### ITINERARY

### STATEROOM INFO

### SHIP INFO

### CRUISE LINE INFO

### DEPARTURE DATES



Day	Ports of Call	Arrive	Depart
Sun	Miami, Florida		5:00 PM
Mon	At Sea		
Tue	San Juan, Puerto Rico	3:00 PM	11:00 PM
Wed	St. Thomas, Virgin Islands	8:00 AM	6:00 PM
Thu	Phillipsburg (St. Maarten), Netherlands Antilles	8:00 AM	6:00 PM
Fri	At Sea		
Sat	At Sea		
Sun	Miami, Florida	7:00 AM	

### Highlights:

On a Royal Caribbean cruise you will be treated to adventure on a grand scale. The ships are some of the biggest, brightest and most innovative in the industry. Who else has rock climbing walls onboard? As well, they have tons of open spaces and balcony staterooms. Included in your cruise fare are your accommodations, gourmet meals and snacks, 24-hour room service, and all onboard activities. Alcoholic beverages, laundry and dry cleaning services, spa treatments and shore excursions are also available to you at an extra charge.

## Eastern Caribbean Cruise from Miami, Florida to Miami, Florida



**7 Day Eastern Caribbean** from **\$649**

**Sailing Dec 02, 2007 aboard Freedom of the Seas**

STATEROOM	INTERIOR	OCEANVIEW	BALCONY	DELUXE & SUITE
From	<b>\$699</b>	\$849	\$1,448	N/A
Gov. Fees & Taxes: \$49.76 <i>Prices are in United States currency.</i>				



ITINERARY

STATEROOM INFO

SHIP INFO

CRUISE LINE INFO

DEPARTURE DATES

### Staterooms Available on this Cruise:



#### Inside Stateroom from \$699\*

Two twin beds (can convert into queen-size) and private bathroom.



#### Oceanview Stateroom from \$849\*

Two twin beds (can convert into queen-size) and private bathroom. Some have Pullman beds and can accommodate 3-4 guests.

**Upgrade from Inside stateroom to Ocean View from only \$21 per day!**



#### Deluxe Oceanview Stateroom from \$1,448\*

Two twin beds (can convert into queen-size), sitting area (some with sofa bed), private balcony and private bathroom. Rates vary from deck to deck. Some have a Pullman bed and/or sofa bed and can accommodate 3-4 guests. Some can also accommodate a rollaway bed or crib.

**Upgrade from Ocean View stateroom to Balcony from only \$86 per day!**

### Highlights:

On a Royal Caribbean cruise you will be treated to adventure on a grand scale. The ships are some of the biggest, brightest and most innovative in the industry. Who else has rock climbing walls onboard? As well, they have tons of open spaces and balcony staterooms. Included in your cruise fare are your accommodations, gourmet meals and snacks, 24-hour room service, and all onboard activities. Alcoholic beverages, laundry and dry cleaning services, spa treatments and shore excursions are also available to you at an extra charge.

## Eastern Caribbean Cruise from Miami, Florida to Miami, Florida



**7 Day Eastern Caribbean** from **\$649**

**Sailing Dec 02, 2007 aboard Freedom of the Seas**

STATEROOM	INTERIOR	OCEANVIEW	BALCONY	DELUXE & SUITE
From	<b>\$699</b>	\$849	\$1,448	N/A
Gov. Fees & Taxes: \$49.76 <i>Prices are in United States currency.</i>				


[ITINERARY](#)
[STATEROOM INFO](#)
[SHIP INFO](#)
[CRUISE LINE INFO](#)
[DEPARTURE DATES](#)

## Freedom of the Seas



Experience Royal Caribbean's largest, most innovative ship yet, Freedom of the Seas! This Royal Caribbean International masterpiece of naval engineering features the first-ever onboard surf park at sea; cantilevered whirlpools that extend 12 feet beyond the sides of the ship; the H2O Zone® waterpark, complete with interactive sculpture fountains, ground geysers and a cascading waterfall; their largest rock-climbing wall, with eleven routes and a central spire you can swing around; and so much more! Extensive WiFi capabilities and connectivity for cell phones are also be available, as well as flat-screen TVs in every stateroom. You've got to see this ship to believe it.



### Ship Facts

Entered Service: 2006  
 Year Refurbished: N/A  
 Tonnage: 158000  
 Ship Length: 1112  
 Beam: 184  
 Draft: 28

#### Staterooms:

Interior: 733  
 Oceanview: 244  
 Oceanview with Balcony: 844  
 Wheelchair Access: 25

### Ship Highlights

Casino  
 TV in staterooms  
 Slot Machines  
 Swimming Pools  
     Indoor: 1  
     Outdoor: 4





## Eastern Caribbean Cruise from Miami, Florida to Miami, Florida



**7 Day Eastern Caribbean** from **\$649**

**Sailing Dec 02, 2007 aboard Freedom of the Seas**

STATEROOM	INTERIOR	OCEANVIEW	BALCONY	DELUXE & SUITE
From	<b>\$699</b>	\$849	\$1,448	N/A
Gov. Fees & Taxes: \$49.76 <i>Prices are in United States currency.</i>				


[ITINERARY](#)
[STATEROOM INFO](#)
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## Royal Caribbean



More than a quarter century ago, Royal Caribbean International set sail on a voyage that has taken its ships to the ends of the earth - and made it a leader in providing exciting and memorable cruise vacations to millions of guests along the way.



Don't be fooled by the name. Royal Caribbean's fleet now travels to hundreds of ports of call in some of the world's most breath taking destinations. Destinations that Royal Caribbean visits include favorites such as Alaska, the Pacific Northwest, the Caribbean, Hawaii, and Mexico. They also sail to exotic destinations like Europe, the Bahamas, Bermuda, and Canada/New England.

Royal Caribbean's ships boast some of the most unique and exciting ships in the industry. All ships in their fleet have towering rock climbing walls, elegant dining rooms where guests can savor the fine cuisine, relaxing spas that melt worries away, spacious staterooms, and attentive service every step of the way with their Gold Anchor Service.

## Accommodations



## Eastern Caribbean Cruise from Miami, Florida to Miami, Florida



**7 Day Eastern Caribbean** from **\$649**

**Sailing Dec 02, 2007 aboard Freedom of the Seas**

STATEROOM	INTERIOR	OCEANVIEW	BALCONY	DELUXE & SUITE
From	<b>\$699</b>	\$849	\$1,448	N/A
Gov. Fees & Taxes: \$49.76 <i>Prices are in United States currency.</i>				



ITINERARY		STATEROOM INFO		SHIP INFO	CRUISE LINE INFO	DEPARTURE DATES
Departure Date	Interior	Oceanview	Balcony	Deluxe & Suite		
Nov 18, 2007	\$999	\$1,199	\$1,549	\$2,649	<a href="#">FULL DETAILS ▶</a>	
Dec 2, 2007	\$699	\$849	\$1,448	N/A	<a href="#">FULL DETAILS ▶</a>	
Dec 16, 2007	\$899	\$1,149	\$1,548	\$2,549	<a href="#">FULL DETAILS ▶</a>	

### Highlights:

On a Royal Caribbean cruise you will be treated to adventure on a grand scale. The ships are some of the biggest, brightest and most innovative in the industry. Who else has rock climbing walls onboard? As well, they have tons of open spaces and balcony staterooms. Included in your cruise fare are your accommodations, gourmet meals and snacks, 24-hour room service, and all onboard activities. Alcoholic beverages, laundry and dry cleaning services, spa treatments and shore excursions are also available to you at an extra charge.



## Why use eConnect?

- ✓ Quick, easy quotes
- ✓ Dynamic Pricing
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# *Online Training & Certification*

# *University of WOW!*

**WANT TO LEARN MORE ABOUT ROYAL CARIBBEAN  
INTERNATIONAL® AND HAVE FUN DOING IT?**  
**INTRODUCING THE ROYAL CARIBBEAN INTERNATIONAL® UNIVERSITY OF WOW!**

The online certification program launched on April 1st and will provides a highly interactive, continuous education program covering everything that you wanted to know about Royal Caribbean International®

Including ships, onboard amenities, and complete CruisingPower.com training!

There are three levels of certification currently available in the program: Apprentice, Specialist, And Expert.






*Know what you sell!!!*





- Three levels of certification:
  - Apprentice
  - Specialist
  - Expert
- Program Covers:
  - Ships
  - Destinations and Itineraries
  - Marketing and Sales Tips
  - CruisingPower.com
- Earn 5 CLIA Credits

# University of WOW!      New Expert Plus Level



Module	Progress	%	WOW Points	Completed	Certificate
	<div></div>	100%	137	4/13/2007 9:33:28 PM	 CLICK TO DOWNLOAD
Module	Progress	%	Expert Plus WOW Points	Completed	Certificate
	<div></div>	6%	0		

# New Expert Plus Level

		100%	43	1/31/2008 6:28:00 AM	 <a href="#">CLICK TO DOWNLOAD</a>
		100%	78	2/7/2008 12:04:00 AM	 <a href="#">CLICK TO DOWNLOAD</a>
		100%	73	1/31/2008 2:07:00 AM	 <a href="#">CLICK TO DOWNLOAD</a>
		100%	25	2/6/2008 12:35:00 AM	 <a href="#">CLICK TO DOWNLOAD</a>
	<p>The following must be completed before attempting this Module:</p> <p><b>Geography</b></p>				

- Designation as a Specialist on our Travel Agency Locator
- Recognition logo for your agency's website
- Certificate of completion
- If one person in the office is designated as an expert, the agency may list themselves as a Royal Caribbean Expert.
- Knowledge is Power! Don't let this opportunity sail by you!

*New Group Policy!*

# COMING SOON... GROUPS **YOUR WAY!**

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## *Choose the policy that works best for your group*

- **Promotional Group Policy**
  - Maximum 16 staterooms @ 180 days from creation, reduce to sold
  - Names and full deposits due @ 180 DFC **or** 180, 120, 90 days to sailing
  - (whichever comes first and depending on length of itinerary)
- **Affinity Group Policy**
  - Maximum 50 staterooms 32 maximum staterooms for all products sailing from North East (Bayonne, Baltimore or Norfolk departures)
  - \$25.00 per person deposit due 30 @ days from creation
  - Names and full deposits for sold inventory due at scheduled check points @ 180 days from creation must sell 20% to keep all unsold inventory at original rate. If not, reduce unsold inventory by 50%.
  - @ 360 days from creation reduce unsold inventory by 50%, remainder stays at original rate
  - @ 240 days to sailing reduce unsold inventory by 50%, remainder stays at original rate
  - @ 180, 120 or 90 days to sailing (depending on itinerary) inventory is reduced to sold
- **Groups Larger Than 50 Staterooms**
  - Custom- tailor a mutually agreed upon sales timeline that meets the travel agent's needs.

---

# *Thank you!*

**John Winters**

*Business Development Manager*

**jwinters@rccl.com**

