

grow your business with

first-time cruisers



they're ready

Ready to connect with the people they love and the destinations they visit.

Just imagine all those people who take vacations every year yet have never sailed. Reaching these folks so you can introduce them to cruising is an easy way to grow your business. That's what this guide is all about — showcasing who these potential cruisers are and offering insights into how to get them to come aboard.



In a 2020 survey, 58% of non-cruisers said they were interested in trying an ocean cruise.* They're ready to sail; get ready to tap this market!

*CLIA State of the Cruise Industry Report, 2021

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why sail?

Here are a few reasons that resonate with potential new cruisers*



Getting away from everyday life.

Nearly half consider this to be the number-one motivation to cruise. They're looking to relax and refresh on a vacation with opportunities for both.

A wide range of dining options.

New cruisers love the variety of culinary experiences they've heard about, from a celebratory multi-course meal to the best pizza at sea.



What does a new cruiser want from a cruise line?

If we had to sum it up in one word, **ADVENTURE!**

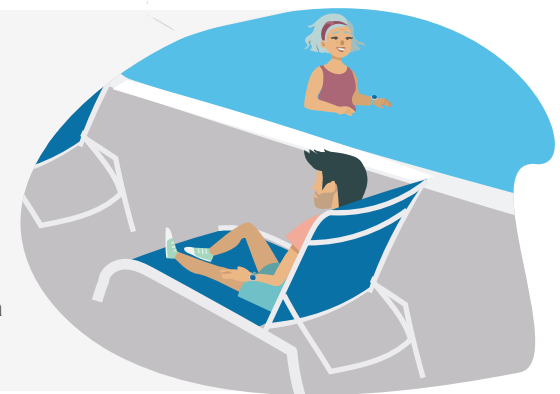


Plenty of fun on the ship and off.

Those surveyed liked the idea of onboard activities their whole group could enjoy separately or together, as well as the fact that cruises offer the broadest range of destinations.

Being taken care of by the best.

New cruisers think it's important to choose a trustworthy brand so they know they'll be well taken care of, with innovative facilities and activities and a sense of occasion on board.



Source: GfK Brand Tracking Annual Report April 2020

breaking down barriers

Sure, there are plenty of misconceptions about cruising out there. But knowing what they are means you can help dispel them and introduce new cruisers to a world of Princess® possibilities.



Princess® cruise vacations vs. land vacations

How does cruising compare to vacations on land? A quarter of non-cruisers agree that a cruise vacation is a better value, and if you look at the chart below with all cruises offer for just one price, you'll see why:

	Cruises	Land Vacations
Award-winning dining included for breakfast, lunch and dinner, featuring made-from-scratch dishes and regional cuisine	✓	
Production shows, comedians, live music and more included	✓	
Multiple ports and endless ocean views	✓	
Child activities included	✓	
Accommodations	✓	✓

a closer look...

perception

"I'm too nervous I'll get seasick."



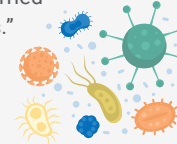
reality

Most new cruisers have **NO PROBLEM** with seasickness! Our ships are so big and have stabilizers – plus we try to navigate around storms – that you may not even notice the ship is moving.



perception

"I'm really worried about germs."



reality

Your health and safety is our top priority, which is why we've developed a comprehensive set of protocols with the world's leading health experts and will continue to adapt them as science evolves.



perception

"I'm concerned about getting stuck because of weather."



reality

We monitor weather patterns and reroute our ships as necessary because we don't want that to happen either. We've also created itineraries that take into consideration evacuating quickly if there's an emergency and have procedures in place to safeguard you while at sea.



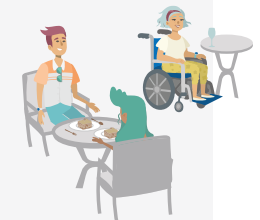
perception



"I don't want to be trapped on a crowded ship."

reality

We get it: Nobody likes waiting in line. MedallionClass® features let you quit the queues. Order food, drinks and more delivered to you and chat with crew – all through our app. Plus our ships have lots of entertainment venues and dining options to choose from!



good for them, even better for you

The perks of booking a Princess® cruise benefit your clients – and you!

1

HOT TIP
More options make it easier to rebook!

Destination Knowledge



Princess sails a fleet of **14 ships** carrying **1.7 million guests** to more than **320 ports** in **100 countries** in 2022. It's the vacation choice that connects you with what matters most – your loved ones, the destinations you visit and even new friends.

2

HOT TIP
Combinable offers mean you can get your clients even greater deals!

Easy Booking



It's a snap, thanks to **POLAR Online®**, the industry's most powerful booking engine. Save your clients money on flexible airfare with **PRINCESS EZair®**. And we've simplified cruise fares to two options: Princess Plus, our best value fare with drinks, Wi-Fi and crew incentive for only \$40 a day (worth \$95 a day), and Princess Savers, our no-frills low fare. See princess.com/cruisedeals for more.

For one-stop sales tools, check out **OneSourceCruises.com**, where you'll find a wide variety of marketing materials for your clients.

3

The Best Loyalty Program At Sea

HOT TIP

If your clients book on board, you get the credit and they get onboard spending money for their next cruise.



We recognize and reward loyalty, which is why we created our **Princess Captain's Circle™** program with all kinds of perks, from discounts to free laundry services. After their first cruise, your clients and their kids automatically join our loyalty program, with kids now enjoying age-appropriate benefits. Your clients will get more as they cruise more, and you'll earn more! (Visit princess.com/loyalty for details.)

4

The game-changer: your vacation, your way



All ships feature **Princess MedallionClass®** next-level technology. That means a streamlined check-in process so you can enjoy your cruise sooner. **TrulyTouchless™** experiences, like your stateroom door unlocking as you approach. And ordering food, drinks and more delivered wherever you are on board. It's easier to sell someone on a cruise vacation if it's as effortless and personalized as this one.

get to know our guests

We've spent a lot of time and resources researching who is more likely to sail with us. We've found that type to be the Meaningful Traveler.

The Meaningful Traveler

seeks connection with loved ones, cultures, new destinations and shared experiences. They like to learn in a hands-on kind of way. Most of all, they have a well-balanced view of life – that it's meant to be enjoyed with those you love. Because they're people who understand this wonderful world is better when experienced together.

As you'll see, Princess delivers on the promise of connection and the experiences the Meaningful Traveler seeks.

Let's dive into more about this audience segment

– who they are, how they like to vacation
and, most importantly, how to reach them.



the meaningful traveler

heavy consumer of



Social



Digital



Print



Likes to read books

moderate consumer of



TV



Podcast



Radio



Median Age

42



Prefers to spend time with family



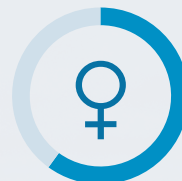
50%

Married



54%

Bachelor's +



60%

Female



25%

Parent



54%

Employed

19%

Grandparent

15%

Retired



Cooks & bakes for fun



Likes to entertain



\$110K

Median Household Income

who is the meaningful traveler?

They're described as:



bucket-list
collectors



people-people who
use travel to connect
with the world



frequent posters on
social media



travelers who have done an
all-inclusive package



curious, open-minded
and thoughtful



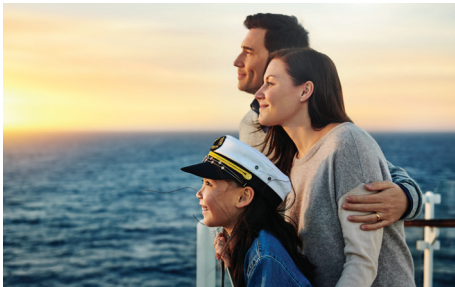
conscientious, pragmatic
and hard-working



valid passport
holders

what does the meaningful traveler believe?

Here's what our research found:



We do things together.



Vacations are for experiencing new things, but in special company.



Time is precious, and vacations should make the most of it.



Vacations differentiate me from my friends.



I want simple choices.



Cruises are easier than other forms of travel.

what does the meaningful traveler want?

The simple things, really:



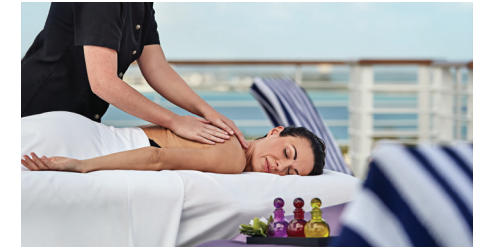
discovery (not thrill)



familiarity, consistency
and safety



ease, minimal stress



to refuel my relationships
and myself



to have everything
taken care of



to get the
best deals



to enjoy fine dining
and shopping

What do they NOT want?

upselling, nickel & diming or making something
harder than it needs to be

what does the meaningful traveler want from a vacation?

And, more importantly, how does Princess® deliver?

what they want

what we offer

experience each destination authentically

cruisetours, which include nights on land for in-depth exploration as well as regional cuisine and entertainment on board

visit must-see landmarks; try something new

award-winning shore excursions, including Discovery Channel™ and Animal Planet™ recommended and exclusive tours, like encountering sloths in Costa Rica and sharks in Hawaii.

know more about the world than when they left home

Encounters with Discovery at SEA that brings local residents and experts on board

to feel rested and relaxed

the Lotus Spa® and The Sanctuary, a spa-like retreat just for adults

reconnect with family and friends

custom group tours and family-friendly accommodations

what they want

what we offer

activities that appeal to the whole family

Discovery at SEA activities inspired by Discovery™ shows and family-friendly excursions, Camp Discovery youth centers and teen lounges, holiday-themed fun like a gingerbread house contest

travel somewhere different for vacation each time

award-winning itineraries at a value

experience new cultures together

destination-themed onboard programs like North to Alaska, featuring local personalities and fresh Alaska seafood, and on Hawaii cruises our Aloha Spirit, with a special festival, ukulele lessons, local culture and more

easy travel and to be taken care of

dining, accommodations and entertainment included in your fare, simplified fare options (Princess Plus and Princess Savers) and crew ready to handle whatever you need

ability to share experiences through social media

fast, reliable MedallionNet® Wi-Fi that lets you post, stream and chat with ease

why Princess®?

It's how effortless and personalized a MedallionClass® vacation is. The choice of two basic fare types. Top-notch partnerships. And more than 50 years of really getting to know the destinations we sail and earning accolades like being #1 in Alaska. It all adds up to what we call the Princess difference... and what guests call the reason to sail with us.



the Princess difference



MedallionClass® smart ships

- ▶ stateroom door that unlocks as you approach
- ▶ having whatever you need (food, drinks, items) delivered wherever you are
- ▶ finding family and friends anywhere on board and messaging them
- ▶ customizing dining with Dine My WaySM reservations
- ▶ TrulyTouchlessTM experiences, such as staggered boarding and contactless payment
- ▶ turn-by-turn shipboard directions
- ▶ MedallionNet® Wi-Fi, the best at sea



Major partnerships

- ▶ Discovery: Discovery at SEA experiences inspired by shows, along with DiscoveryTM and Animal PlanetTM shore excursions, Stargazing, Camp Discovery for kids and even a treehouse built by Treehouse Masters for one of our lodges in Alaska
- ▶ Stephen Schwartz: Original musicals from the composer of Wicked
- ▶ The Voice of the Ocean: TV's popular singing competition comes aboard to provide interactive fun for the whole family

Offerings your clients will love

- ▶ Princess Luxury Bed: created using the latest in sleep science and technology and topped with jacquard-woven sheets
- ▶ freshly prepared gourmet cuisine, including one-of-a-kind Chocolate JourneysSM desserts
- ▶ entertainment for all ages, from the classic light opera meets contemporary hits of Bravo and Encore to Hollywood blockbusters, concerts and sporting events shown on our poolside Movies Under the Stars[®] screen
- ▶ pampering at the Lotus Spa[®] and The Sanctuary, a spa-like retreat only for adults



Princess Plus

Our best value fare features our Premier Beverage Package, Wi-Fi and crew incentive and is available to all guests in all stateroom types. It's worth \$95 a day but guests only pay \$40 a day – an additional value of \$665 for a 7-day cruise. No other cruise line offers as much as we do without restrictions and upsell charges! (Those who want low, no-frills fares can choose Princess Savers.)



We Make it Right: Princess Promise

We pride ourselves on providing guests with great service. Now it's a promise. With the Princess Promise, if guests aren't happy with our onboard service, we'll make it right or refund the value of that service.

Princess® MedallionClass® – your vacation your way

Make your vacation truly yours on a Princess MedallionClass® cruise that features next-level technology. Decide who you interact with and how. Choose exactly when and where you eat, or have food, drinks and other items delivered wherever you are. This personalized service makes everything easier so you can connect with what matters most to you.

It starts with your OceanMedallion™ device

Free to all guests, this quarter-sized wearable never needs to be turned on or off. Take it wherever you go, and see how easy your vacation can be.

Whatever you need, delivered

Want hot chocolate on your balcony? A robe for your stateroom? Pizza as you watch our poolside Movies Under the Stars® screen? Need crew assistance or have a question? Use our OceanNow® service to request whatever you need, wherever you are.

The best Wi-Fi at sea

Stay connected while you unwind with MedallionNet® Wi-Fi. Stream your favorite shows by the pool. Post a picture of a stunning sunset to social media. Or, if you must check your email or log on to work, it's effortless with this fast, reliable service.



Easy stateroom entry

No need to pull out a key card. Your stateroom door unlocks as soon as you approach.

Customize dining with Dine My WaySM reservations

Enjoy complete flexibility when it comes to your meals. You can make reservations for the main dining room or specialty restaurants at your preferred time and pace, share dietary preferences, request a table location and more!

NOTE: Reservation times are based on venue capacity and availability.

Streamline your arrival experience

Completing the OceanReady[®] process before you sail means enjoying your vacation sooner. Not only do you receive your OceanMedallion[™] wearable at home, you also choose your arrival time to expedite check-in. And for the ultimate customized experience, update your profile, and share your preferences.

Reserve activities and view venue attendance

Have the event calendar for your entire voyage handy. Our JourneyView[®] digital planner lets you customize your own itinerary.

Find your way — and your shipmates

Get directions that guide you where you want to go, step by step. Chat with family and friends through the app. Need to find your travel party? Locate them anywhere on board using your smart device or portals around the ship (no internet plan needed).

Games for all ages at your fingertips

Wager real money on all your favorite casino games with Ocean[®] Casino, anywhere on board. And thanks to the new Ocean[®] Sportsbook, bet on major competitions, from professional football to awards shows in real time — a first at sea! Or compete in family-friendly PlayOcean[®] games, like a location-based scavenger hunt.



bringing the world together through travel

Sure we carry guests to more than 320 ports in 100 countries, but what good does it do to visit a place if you don't truly experience it? We craft itineraries and partner with tour operators to immerse our guests in the destinations we go. Here are examples of ways our guests can explore unique places all over the world.



Alaska

"#1 cruise line in Alaska" — more guests choose Princess in Alaska than any other cruise line. Ride on the White Pass Scenic Railway in Skagway, view Margerie Glacier in Glacier Bay National Park, and explore Denali National Park on a cruisetour.

Princess Cruises is an authorized concessioner in Glacier Bay National Park.



Asia

What better way for first time cruisers to explore Southeast Asia than from the comfort of their ship? It's easy to experience varied cultures on award-winning shore excursions.

Australia & New Zealand

"Best Cruise Line in Australia & New Zealand" three times in a row by Travvy Awards. See Fiordland National Park in New Zealand, and snorkel in the waters above the Great Barrier Reef in Australia.



California Coast

Only Princess sails regularly roundtrip from Los Angeles and San Francisco, showcasing the scenic coastline, famed wine country and farm-to-table cuisine of this picturesque region. You may just spot a sea lion or two lounging on the shore.



Canada & New England

Follow the Freedom Trail in Boston for a closer look at the American Revolution, and try a lobster bake in Bar Harbor. In fall, Mother Nature puts on a display to rival the art museums of the world.



Caribbean

"Best Cruise Lines in the Caribbean" by U.S. News & World Report. Soak in the sunshine on top-rated beaches. Dive into local life and crystal-clear waters. Explore Mayan ruins. And experience relaxation defined at our private island resort.



Europe

"Best Cruise Line in Europe" by Women's Choice Awards. Spend the day surrounded by history at the Colosseum in Rome, tasting Russian vodka at Catherine's Palace in St. Petersburg or swapping stories over a pint of Guinness in a Dublin pub.



Hawaii

Only Princess sails roundtrip to Hawaii from North America year-round. Take in the unique charms of four of Hawaii's most famous islands on one cruise – the volcanoes, the surf, the luaus and most importantly the people who call this beautiful place home.

Japan

Voted "#1 International Cruise Line in Japan" by Japan's CRUISE Magazine Readers' Pool. Crafted itineraries coincide with the country's famous festivals, including Golden Week and Kumano Fireworks.



Mexico

The first place a Princess ship visited! After sailing here for more than 50 years, we know how to immerse guests in the culture and cuisine of this festive region. Learn how to make salsa (and dance it) in Mazatlan, and zipline through the rainforest in Puerto Vallarta.



Panama Canal

Princess is the #1 cruise line to the Panama Canal, carrying more guests through this engineering marvel than any other. Transit the locks – the best destination to explore by ship! – and discover what's beyond the canal on an epic journey.



South America & Antarctica

"Best Cruise Line in South America" by Women's Choice Awards. Go where the tango was born along the streets of Buenos Aires, and watch penguins in their natural habitat while sailing along the Antarctica Peninsula.

explore in-depth
with more ashore

What's one criticism of cruising? Not enough time in port. We've upended that with our More Ashore program, which includes late-night departures (9 p.m. or later) and overnight stays, to give our guests the opportunity to enjoy relaxed sightseeing, experience the night life and have more moments they can turn into memories.

St. Petersburg, Russia – overnight stay
Cabo San Lucas, Mexico – overnight stay
Honolulu, Hawaii – late-night departure
Juneau, Alaska – late-night departure

what's next?

Ready to tap into the market of first-time cruisers? We think so. Here are a few tips to make the most of your opportunity with these potential clients.

Review your database to see which clients would be a good fit for Princess.



Booking isn't the end of the job; it's the beginning of a new relationship.



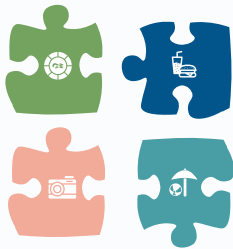
Refer-A-Friend

A client who has sailed with Princess can refer a family or friend who never has. If that referral books a cruise within 24 months, both will get a \$25 reward, and you could get a new client. Unlimited referrals and unlimited potential! See onesourcecruises.com for details.

Future Cruise Sales

The best time to book a client's next cruise is on the current one. Encourage them to take advantage of one of the best future cruise programs at sea. They'll enjoy everything from a reduced deposit to onboard spending money, and you'll receive full commission.

Create a personalized plan to market to the Meaningful Traveler. Treat each marketing channel (social media, email, web, etc.) differently for the best chance at success. And always remember nothing is more important than telling a good story.



Add a personal touch to every interaction.



Next time you're starting to plan a vacation for a client, suggest a cruise!



Remember: How a first cruise goes likely determines whether the client will sail again.



**So what are you waiting for?
Grow that business!**

**Need more
resources?**

- ▲ Contact your local Business Development Manager.
- Visit onesourcecruises.com.

☎ Call 1.800.PRINCESS
(800.774.6237).