PRINCESS®

Cooperative marketing guidelines



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Overview

How can we support you?

We love our retail travel agency partners and because we value our partnership, we want to show our support in every way we can. Like in sharing the expense of consumer initiatives through cooperative marketing funds. And making sure you have easy access to the resources you need to succeed, from brand positioning and messaging to assets like photography, logos, graphics and more.

This reference guide includes the requirements for marketing initiatives that feature your agency and our cruise line and are funded in part by Princess. You'll also find guidance on ensuring the marketing messages align with our brand and comply with reimbursement terms.



The process is as easy as 1-2-3!

1. Plan with your Business Development Manager (BDM).
2. Secure required approvals & Co-op Commitment Letter.
3. Submit your agency invoice with proof of marketing to your BDM.

What documents are required for Co-op reimbursement?

	Email	Online banners	Social media	Direct mail	Events	Print ads	Radio & TV
Co-op commitment letter	• •	• •	• •	• •	• •	• •	• •
Agency invoice	• •	• •	• •	• •	• •	• •	• •
Third-party invoice (if applicable)	•	•	•	•	•	•	•
Proof (i.e., copy of the marketing piece)	•	•	•	•	•	•	•
Postage proof				•			
Event backup (flyer, invitation, confirmed registration, etc.)					•		
Distribution quantities	• •	• •	• •	• •		• •	

• = More than $3,000 | • = $3,000 or Less

Process

Annual Marketing Plans

An Annual Co-op Marketing Plan is required for all Strategic Partners ($1.1M revenue and above) and Premier Partners ($500K to $1.09M revenue) to whom cooperative marketing funds are allocated. Please review your consumer marketing and advertising plan with your Business Development Manager (BDM) or Director of Sales.

Based on sales production, funding requirements and commitment to growth, our Sales team may approve an Annual Co-op Marketing Plan and budget for your agency. For all other agencies, please collaborate with your BDM on marketing initiatives that you would like us to co-fund in advance of execution.



Planning with your BDM

Advance approval of costs and creative is required from your BDM for each Co-op Initiative.

Your BDM will meet with you periodically to help you prepare a marketing plan with tactics, timing and approximate cost of your promotions. Before you proceed with any initiative, you must secure approval in advance of the drop date for both the expenses and the creative. If an approval request is received during/after the campaign's completion date, it is not eligible for reimbursement.

Once Co-op funds are approved by your BDM, a Co-op Commitment Letter will be emailed to you to confirm the details. Please make note of the Commitment Number in addition to keeping the Co-op Commitment Letter for your records until the campaign concludes. Your invoice number will appear in the Reservation Number field of Paymode-X once cooperative marketing payments have been made electronically.

Part 1 — advance approval of co-op funds

After receipt of the BDM Commitment Letter, Princess will reimburse up to 50% of total marketing costs for Princess-dedicated advertisements.

For multiple supplier ads, Princess will reimburse up to an amount equal to the portion of space devoted to our brand.

Part 2 — advance approval of creative

Applies to all co-op marketing that features Princess.

Creative Requirements are on pages 8-9.

Request for reimbursement

An invoice from the agency (with invoice date, invoice number and the agency address as it appears in POLAR Online®) and the Co-op Commitment Letter with back-up documentation must be sent to your BDM within 45 days of the advertising completion or before October 1, whichever is earlier. Invoices received after this date may not be eligible for reimbursement.

Process

Reimbursement guidelines by media

Princess is eager to process the payment for your marketing immediately after it occurs. To ensure prompt handling, please read below to understand the required documentation. Please remember the cost and the creative require advance approval by your BDM.

Upon receipt of the required back-up documents, we'll process your invoice for payment. It's that simple!

Emails

1. Agency Invoice with detail of Co-op amount(s) including send date and number of recipients.
2. Third-party Invoice from email service.
3. Copy of the email and related landing page.
4. Quantity sent (required), open and click-through rate (recommended).

Online banner ads

1. Date range.
2. The online banner or a screen shot.
3. Impressions and click-through rate (recommended).
4. Digital advertising costs will be reimbursed based on the CPM (cost per thousand) negotiated in the media buy. To qualify for reimbursement, the media buy CPM shall not exceed $15. Princess will reimburse up to 50% of the total digital advertising costs, up to a maximum of $7.50 CPM.



Process

Social media

1. Agency Invoice with impressions and click-through counts.
2. Third-party invoice(s).
3. Copy of post.
4. If applying paid support to creative on Facebook, Instagram or Pinterest, the recommended spend is $50-$100 per post; up to 50% of the costs will be reimbursed.

Direct mail

1. Agency Invoice with detail of Co-op amount(s) including date of mailing and number of pieces mailed.
2. Third-party invoice(s) for all that apply: design, printing, postage receipts or refill statements (if metered in-house, include an envelope with imprint of the USPS indicia at $0.00).
3. A PDF of all panels of the direct mail piece.

Trade shows & events

1. Agency Invoice with details including the full cost, the Co-op amount, a description of the event, the event date, the number of supplier participants and the estimated number of attendees.
2. Third-party Invoices including event contracts.
3. Sample of item that promoted or included Princess in the event (flyer, invitation, ad, signage, conference agenda brochure) or an invitation or confirmed registration of the event.

Print ads

1. Agency Invoice (with invoice number and invoice date) itemized with detail of Co-op reimbursement amount(s). For a magazine or newspaper, the circulation or quantity distributed is required.
2. Third-party Invoices from the newspaper or magazine.
3. Tear sheet with header and page number; entire page is preferred as a PDF.

Broadcast ads | Radio & TV ads

1. Agency Invoice (with invoice number and invoice date) itemized with detail of Co-op reimbursement amount(s).
2. Final station affidavit with schedule (dates, times), the number of spots and cost per spot.
3. Third-party invoice(s).
4. Ad sample: URL or script on station letterhead listing Princess as the advertiser.



What's not eligible

Website development, production and search

This expense is not eligible for reimbursement through our Co-op marketing program. In keeping with industry standards, the expense is viewed as a general cost of doing business and should be funded without any direct supplier support. Similarly, organic Search Engine Optimization activity is ineligible for Co-op reimbursement.

Other ineligible items

Free staterooms
Merchandise or gifts
Directories
Sponsorships
Agency stationery and envelopes
Money to spend on board
Cash incentives
Labor costs
Editorials
Fundraisers
Agency invoices
Paid search

Process

When will you receive your payment?

A wire transfer (ACH) to your account is processed about four to six weeks from the date the complete Reimbursement Request with backup documents is received. Electronic payment is the only form of reimbursement available for Co-op. If you are not set up for electronic payments, contact Paymode-X at 1.877.443.6944 (Non-U.S.: +1 207.771.3979) or email at MemberServices@paymode-x.com.



Reasons for payment delays

Incomplete submissions create delays while required documents are collected. A complete submission has:

1. Proof of mutually agreed marketing initiative (signed Commitment Letter or Marketing Plan or email with approval of Commitment Letter or Marketing Plan).
2. Agency invoice (with invoice date and invoice number) and required details based on media type.
3. The third-party invoice (that supports your invoice when total reimbursement amount is greater than $3,000).
4. Proof (PDF of the tear sheet, radio/TV schedule, direct mail sample or event details if total amount is greater than $3,000).

NOTE: If utilizing Paymode-X, Co-op payments will show as “Non Booking” under Reservation Number and will show the Princess PA # in the Reference field.

An agency invoice must be submitted in the form of a PDF and needs to include:

1. Bill to: Correct name and address for Princess.
2. Agency name and address (address must match what is in Princess Cruises’ booking system for the agency).
3. Invoice Date – must be within 90 days.
4. Invoice Number – must be unique and cannot recycle numbers.
5. Detailed description on what is being billed.
6. Date of marketing activity.
7. Total cost of initiative.
8. Cooperative marketing $ amount .
9. Number of recipients, if applicable.

Creative requirements



All Co-op marketing must comply with the Travel Agency policies of Princess and advertise only approved rates as described within the Advertising Pricing Policy section of the Travel Agency policies. To review, please visit OneSourceCruises.com.

To be eligible for Co-op funds, Co-op marketing must comply with the Creative Requirements. (See the Princess® brand book at OneSourceCruises.com under the Sales & Marketing tab.) Marketing that does not comply is not eligible for reimbursement.



All media | Email, direct mail, events, print ads, broadcast ads (radio & TV) must include:

1. Inclusion of an approved Princess logo (in the preferred colors for color ads).
2. Inclusion of the correct use of trademarks and terms and conditions. Refer to OneSourceCruises.com.
3. Include ships' registry: Ships registered to Bermuda.
4. Inclusion of disclaimer by the fare (if fares are shown): Cruise fare includes all taxes and fees. Airfare, surcharges, gratuities, excursions are additional.
5. Inclusion of a general disclaimer:
   NOTE: Disclaimer is determined by type of ad produced and legal restrictions of offer.

Creative requirements



Online banner ad

Advertising must be designed to drive consumers to a brand-specific, exclusive landing page on your agency's website.

Banner and display ads must feature our registered Princess® logo.

Social media

Social media includes Facebook, Instagram, Pinterest, X, YouTube and channels like Snapchat and TikTok. Any creative should comply with Princess brand positioning. Other recommendations:

1. Repurpose content from official Princess Cruises channels as long as you tag our official page as the source.
2. Review content on our Princess Sales Facebook page (www.facebook.com/princessvpsales) and share or repurpose as appropriate.
3. Effective copy should be 100 characters or fewer.
4. When appropriate, please use Princess-specific hashtags like #PrincessCruises.
5. Video should be uploaded using the native video player for each platform.

Search engine marketing

Our keyword search policy does not allow bidding on branded terms such as Princess Cruises. Paid search is therefore not a reimbursable Co-op marketing initiative.

Advertising pricing policy

1. Travel Agency will at all times comply with the following Advertised Pricing Policy. This applies to the offering for sale of Princess® products via any advertising medium, including, without limitation, newspaper, direct mail, magazine, catalogs, flyers, TV, radio, email, internet and internet booking engine.

2. Approved Rates. Travel Agency will advertise only "Approved Rates," as defined below, and must always include only the total cruise price. All rates other than Approved Rates require the express written authorization of Princess before being advertised in any media. Advertising must not contain any message that states, directly or indirectly, that Travel Agency will sell Princess products below Approved Rates or at any special price, discount or reduction not specifically authorized by Princess. The term "Approved Rates" shall mean:

    - The lowest rate provided by Princess that is available to the general public.
    - Rates provided to Travel Agency for short-term promotions that have been expressly authorized by Princess for use in advertising.
    - Rates provided by Princess that are restricted to select guests that meet specified criteria and offered in compliance with the terms of this Agreement.
    - Rates for bookings through Princess' Group Reservation department ("Group Rates") when offered by Travel Agency.

3. Value-added Items. An Approved Rate may be combined with value-added items provided the following conditions are met:
    - The rate charged the guest by Travel Agency cannot be lower than an Approved Rate.
    - The value-added item cannot be a discount off of the Approved Rate.
    - The actual or perceived total value of the value-added item(s) cannot exceed 10% of the cruise rate (including the non-commissionable items).
    - Cash (i.e., onboard credit) and non-cash (such as hotel stays, gift items, shore excursions, etc.) equivalent value-added item(s) can be advertised at any time and such value cannot exceed 10% of the cruise rate (including non-commissionable items).
    - Value-added items cannot be combined with interline fares and may be excluded from other fares at Princess' discretion.
    - Notwithstanding the above, or any other verbiage that is or may be construed to the contrary, Travel Agency may combine cash-equivalent gift cards with an Approved Rate provided that the amount of the gift card does not exceed 10% of the cruise rate (including non-commissionable items).

4. Total Cruise Price. It is the policy of Princess to advertise only the total cruise price. Although government taxes and fees and required cruise fees and expenses will be shown on the invoice for guests who have already been booked, these categories (as well as any other separate category) should not be displayed in any advertisement or display of the price for the cruise. No reference may be made to the non-commissonable items or "port charges" (or anything similar thereto) in Travel Agency's advertising or pricing statements.

5. Regional and Last-Minute Deals. Regional rates and promotions (collectively "Regional Promotions") may be marketed in local newspapers, radio, television, email and direct mail, in the geographic area where the offer applies. Travel Agency understands and agrees that Regional Promotions may not be promoted on the internet, unless the purchasing guest is authenticated by home city for qualification. "Regional Promotions," "Subject to Availability" and/or "Limited Space Available" must be stated in the terms. Travel Agency may not advertise Last Minute Deals in public media, e.g., TV, radio, newsprint, the internet or Travel Agency website.



How & when to market destinations

Market smarter, not harder, by knowing when to focus on specific cruises. Here are the best times to market certain cruises to achieve short-term and long-term goals.

Long-term planning (strategic destination and group planning for future opportunities)

ALWAYS BEST FOR: Alaska, Caribbean, Europe, California Coast, Mexico

Q1 WAVE

- Panama Canal (Fall/Winter)
- Hawaii (Fall/Winter)
- Canada & New England
- Full World Cruise (Next year)

Q2

- Panama Canal (Winter)
- Hawaii (Winter/Spring)
- South America & Antarctica
- World Cruise Segments (Next year)
- Full World Cruise (2 years out)
- Japan
- Southeast Asia

Q3

- Panama Canal (Spring)
- Holiday Sailings
- South America & Antarctica
- World Cruise Segments (Next year)

Q4

- Transatlantics
- Hawaii (Fall)
- Australia & New Zealand

Short-term planning (tactical planning for more immediate destination results)

ALWAYS BEST FOR: Alaska, Caribbean, Europe, California Coast, Mexico

Q1 WAVE

- Canada & New England
- Trans-Atlantic
- World Cruise Segments
- Panama Canal
- New Zealand
- Japan (Q3/Q4)
- Southeast Asia

Q2

- Hawaii (Fall)
- Canada & New England

Q3

- Hawaii (Winter/Spring)

Q4

- Panama Canal (Spring)
- Trans-Atlantic (Fall/Winter)
- Holiday Sailings
- World Cruise Segments (Next year)
- Hawaii (Spring)

Results

Princess supports your marketing efforts in the spirit of growing our respective businesses. After the ad runs, the direct mail is received, the email is blasted, we should harvest the results. In quantifying the efforts of marketing campaigns, we can capture data that helps define trends that guide us in future marketing initiatives.

- What are you going to measure? (e.g., if email, collect the number sent, opened and click-throughs. If direct mail, how many were mailed and how many calls/bookings were generated?)
- Plan on who and how often data will be collected. Weekly is recommended.
- Create a spreadsheet that tracks campaigns with quantity, goal(s), key performance indicators (KPIs) and cost. Measure marketing effectiveness by campaign.
- Discuss your marketing objectives and results with your BDM.

The team at Princess wants to learn and grow with your travel agency, ensuring our cooperative marketing efforts are even more impactful. The results of Co-op marketing are invaluable in guiding future investments. We are committed to assigning resources to your business to drive results that benefit your agency and our brand.



About Princess

Princess | Brand positioning

This is the Princess promise:

Award-winning food, awe-inspiring adventures in port, entertainment that wows. Our friendly crew – and luxurious staterooms – make you feel at home... and always welcome. It's a timeless cruise experience that pairs the features of a large ship with the personalized feel of a small ship.





Key messages

Unique destinations:

With 17 ships, including our newest Sun Princess® and Star Princess®, guests can fulfill their wanderlust to any of 345+ destinations, across all 7 continents.

Elevated hospitality & service:

Our crew are beloved for a reason. They go above & beyond to make everyone feel comfortable and well taken care of.

Premium dining:

From the balcony to the Piazza and everything in between, we have options sure to excite every palate, whether someone is all about craft beverages or local cuisine.

World-class entertainment:

We offer Broadway-style shows, intimate concerts, Movies Under the Stars® and playtime in the Princess Casino.

MedallionClass® experience:

Vacations should always be easy; on Princess, they're even easier. Finding whatever – or whoever – you need is just a few taps away. And the legendary service? It's more personalized... and still as friendly as ever. So you can let go and simply enjoy every moment away.

Connections:

It's easy to use the Princess® app to plan each day, stay connected with fellow travelers or keep in touch with home thanks to the best Wi-Fi at sea.

Time to unwind:

A vacation is what you make it, and sometimes that means "me time." Guests enjoy theirs by the pool, in our fitness center, in the Lotus Spa® or just relaxing in their stateroom. Wellness matters.



About Princess

Who we're talking to

When it comes to our core guest, think fifty-something adults. They're looking to recharge and not just by lounging by the pool (though they like that too). They want unique, spontaneous and lively experiences, just the kind that Princess provides. This is who we're focusing our marketing efforts on, but of course, everyone is welcome to come aboard. Because our favorite people are our Princess cruisers ... of all ages.

Who they are:

Our Audience - Social Voyagers

- Affluent, energetic adults
- Travel enthusiasts who are open to cruise
- Multi-generational families
- Active seniors
- Most are married
- Household income $125,000+
- Working professionals 77%
- Retired 30%
- Homeowners
- College graduates
- Upscale diners
- Outdoor players
- Tech savvy
- Live performance-goers

What they think:

- They're modern, carefree and engaged.
- They value relationships and enjoy connecting and reconnecting with family and friends.
- They value experiences that offer a wide range of activities that will appeal to different interests and appreciate local culture and cuisine.
- They want to be taken care of for a change, and on a Princess® cruise they are.

What they want:

- Discovery (not thrill)
- Unique, spontaneous and lively experiences
- Shared experiences
- Ease, minimal stress
- Familiarity, consistency and safety
- Rest and relaxation
- To feel hosted – that everything is taken care of
- Making the most of their vacations, as time is precious



About Princess

MedallionClass® experience

The MedallionClass® experience guests love is available fleetwide — it's our exclusive tech that sets us apart, making cruising effortless and personalized from start to finish.

Need anything at all?
With a Medallion® device and the Princess® app, guests can...

- Find their friends.
- Find their way around the ship.
- Shop on board and ashore.
- Unlock their door.
- Have food, drinks and more find them.*
- Connect with Guest Services anytime from anywhere with CrewCall™ Chat.
- Embark and disembark their ship.

*NOTE: Complimentary for guests booking with Princess Plus® or Princess Premier®. Additional charges apply for guests booking with Princess standard fare.

About Princess

Tone of voice

We all express ourselves slightly differently with different groups of people, but these expressions should always be bound by a common tone. Our voice isn't just an intrinsic part of the product, it's an external representation of the people behind it. When representing our brand, use the following checklist to ensure an appropriate tone in both the written and spoken word.

Conversational:
We engage with a sense of comfort and natural ease. Our approachable and friendly tone makes you feel valued and part of the conversation, creating a more genuine connection.

Charming:
We captivate with a playful wink and friendly smile, making every interaction feel like a delightful conversation with a friend.

Cultured:
We exude timeless elegance with a touch of warmth, blending sophistication and approachability. Our refined style is aspirational in the ways we invite you to indulge in the finer things, yet always welcoming and genuine so you truly feel comfortable.





About Princess

The use of Princess® logos

Princess has over 60 years of brand equity in our Seawitch brand mark, and that allows us some freedom in how we represent the brand. While the Seawitch should never appear on its own on first use — it should always include the word mark — subsequent instances allow for more flexibility with the Seawitch capably holding down the brand fort. Use of the horizontal or vertical orientation of the full logo or either of its alternate colorways — white or black — depend solely on the needs of any given layout. Regardless of form, however, our logo should stand out and have enough room to breathe.

DO NOT change the color of any part of the logo.

DO NOT remove any part of the lockup (including the registered trademark).

DO NOT combine assets from different lockups.

DO NOT stretch the logo disproportionately.

DO NOT use a logo that does not have ample contrast against the background color or image.

The logos below are the only versions **approved** for use in any travel partner communications.

PRINCESS®

PRINCESS®

The logos below have been **discontinued**. Please do not use these versions of the logo.

PRINCESS CRUISES come back new®

PRINCESS CRUISES come back new®

PRINCESS CRUISES escape completely®

PRINCESS CRUISES escape completely®

PRINCESS®

PRINCESS®

PRINCESS®



Accolades

We're proud of the many honors we've won over the years. Please use these accolades when creating materials for your clients. A full listing can be found at OneSourceCruises.com.

22-TIME WINNER
BEST ALASKA CRUISES
TRAVEL WEEKLY

20-TIME WINNER
BEST CRUISE LINE ITINERARIES
RECOMMEND MAGAZINE

Here are a few examples:

Best in Cruise Lines Alaska
Travel Weekly – (2025-2007, 2005-2003)

Gold Winner – Best Cruise Line – Alaska
Travvy Awards – (2024-2017)

Best Cruise Lines for Alaska Sailings
TravelAge West – (2025-2019)

Best Shipboard Tech
Travel Weekly – (2025-2022)

Cruise Line with Highest Customer Satisfaction
TravelAge West, Editor's Picks – (2024-2013)

Cruise Line Providing Best Travel Agent Support
TravelAge West, Editor's Picks – (2024-2013)

Best Mega Cruise (Sun Princess®)
Condé Nast Traveler – (2025, 2024)

Best Cruise Line – Itineraries
Recommend Magazine – (2025-2017, 2015-2014, 2012-2004)

Best Premium Cruise Line
Cruise Passenger – (2022, 2019, 2017, 2016, 2015, 2014, 2012-2010)

Best Cruise Line for Spa/Wellness
Cruise Passenger – (2022, 2019, 2017, 2016, 2015, 2014)

Best Cruise Ship Excursions
Global Traveler – (2025-2022, 2020-2016)

Best Cruise Line Entertainment
Global Traveler – (2025-2022, 2020-2016)



OneSourceCruises.com

A comprehensive resource with tools is available 24/7 online via OneSourceCruises.com. Visit our Travel Partner website to find a full library of marketing and training resources:

Digital marketing tools

High-quality marketing materials are ready to go. You'll find brochures, videos and social media banners, as well as customizable flyers and more.

Limited-time offers & sales programs

Stay up to date on the latest Princess® promotions and get online access to deals, standard and restrictive pricing. Also find an array of programs to help get your client the best deal.

Brand resources

Find high-resolution photos, corporate logos and more.

Order printed collateral

Brochures, pamphlets, postcards and more are available at your fingertips.

Princess Academy

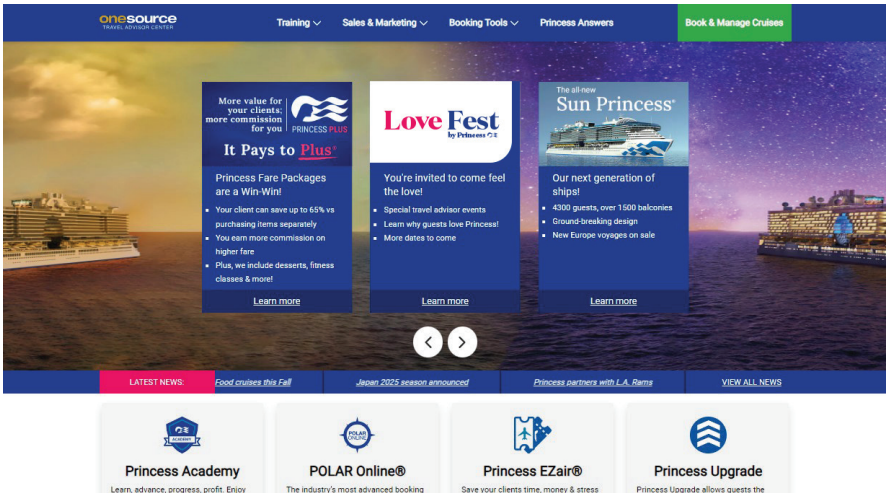
Enhance your expertise by taking our detailed and informative courses for Princess. Each academy offers you the latest knowledge about our cruises – online, on your schedule, when you need it! Once you are the expert, enjoy the rewards of your rank.

Training

From live webinars to time-saving tips, POLAR Online® and in-person events, we strive to make your job easier.

Sales reports

Access sales revenue data to identify market opportunities and sales trends.



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