



PRINCESS
PARTNERS

Your groups, our expertise

More commissions, exclusive discounts, special benefits — there's
a lot to love about the Princess Group Program.



Inside, dive into our two programs — Promotional and Celebration — and
see how easy it is to block, book and manage groups.



Promotional Group Program

Discover what sets us apart

Group discounts

Book groups of 10 or more guests at a reduced rate.

Combinable fares

Nothing beats a double deal. That's why we let you combine groups with all nationwide public fares¹ including limited-time offers, military benefits, future cruise credits and more!

Flexible benefits

Maximize amenity points (up to 6 points) by blocking space early. Your clients will love what that gets them, from onboard credit to a surprise bottle of wine!

Easy tour conductor credit

We keep things simple: You get one tour conductor credit for every 16 full-fare lower-berth guests you book.² This discount can be used for extra client incentives or enhanced agency earnings.

You've got options

You can book and manage up to six groups per month, across all ships and destinations.

Low deposits

Risk-free equals stress-free. Block up to 16 beds with no deposit and no risk for your agency. When you reserve for groups larger than 16 beds, deposited bookings can satisfy the bulk deposit of \$25 per bed.

Competitive advantage

Your clients get more for their travel dollars with group bookings — something your competitors just can't match.

The more the merrier (for you and them)

One of the great things about groups is they sell for you. Clients often encourage family and friends to join them, which reduces client acquisition costs.

Sales bump from the start

Remember that group space is limited, so be sure to book early. It generates extra sales for you and the best stateroom selection for your client. And taking out group space locks in the rate — so if pricing increases, you get a price advantage for your group guests!

Speculative groups

Not part of an affinity group? No problem. You can book those clients as a "speculative group" to take advantage of great benefits.

Reserve early, get more!

Block group space as soon as new programs are released to guarantee inventory, snag group savings and get the most amenity points for benefits.



Scan to learn how to book your Promotional or Celebration Group through POLAR Online[®] and to see group amenity benefits.



Celebration Group Program

Unforgettable moments, unmatched benefits



We love that our guests sail together to celebrate, so we make sure we reward them.



1 in 4 guests sail with us to celebrate a special occasion

So what exactly is a Celebration Group?

Friends or family cruising together to make celebrations like these better:

- Anniversaries
- Birthdays
- Graduations
- Reunions
- Retirements
- Weddings

What is eligible?

- Bookings with at least 10 beds (5 stateroom) but no more than 40 beds. (We'll hold up to 40 beds for 60 days without a bulk deposit.)
- Sailings from 3 to 24 days where group space is available.

Now get to the good stuff!



You can modify first and second guests in a stateroom up to 21 days before sailing.



Benefits include early access to dining reservations in the Princess® MedallionClass® app. Plus, you receive two extra amenity points to choose from a list of benefits, such as cocktail parties or onboard credit.



An Events & Guest Services Supervisor is on board to assist with group needs.

What's the deal with tour conductor (TC) credits² for Celebration Groups?

- Celebration Groups get one tour conductor credit for every 16 lower berth guests booked.
- Groups can use amenity points to lower the TC ratio to 1:14, 1:12 or 1:10, which means earning a credit for every 14th, 12th or 10th guest booked

¹Nationwide public fares do not include flash promotions, resident specials and recipient-only offers. Please contact the Princess Group Department to determine whether a specific promotion applies.

[^]Third- and fourth-berth guests are not eligible.

²Third- and fourth-berth guests are not eligible. A Celebration Group with a reduced TC ratio can earn a maximum of 12 TC credits.

Your next group event starts with Princess

Let us bring your vision to life, whether it's for a high-impact sales event or an unforgettable celebration.

How can we help your group succeed? We're glad you asked...

- Offer incentives to your clients to get them to book.
- Share co-op advertising and customizable itinerary flyers to promote your group at no cost. (Just ask your Business Development Manager!)
- Assist with meeting spaces and organizing social events.
- Make it easy to give the perfect gift through online ordering.
- Your group may qualify for a shore excursion discount! A 10% group discount is available on most published Princess® shore excursions for groups of 16 guests or more. (Email princessgroupsupport@princesscruises.com for details.)

FEATURE	PROMOTIONAL GROUP	CELEBRATION GROUP	BENEFITS
Allotment	Hold a min. of 10 beds and a max. of 250 beds of guaranteed group inventory. Groups of 252+ beds require Business Development Manager assistance.	Guaranteed inventory for 60 days, 10 to 40 beds on allotment	Personalized: Takes a tailored approach to working with our groups program regardless of group size, with sufficient time to successfully promote space.
Amenities	Receive amenities from the 1st booking. Receive amenities on bookings even after group space is fully booked based on eligible promos or recalled.*	Two additional GAP points (flexibility to pick the faves) & early access to reservations through the app.	Possibilities: Freedom to choose the incentives that matter most, whether onboard credit or extra agency commission ... the choice is yours!
Bulk deposit	\$25 per bed for groups with greater than 16 beds	No bulk deposit up to 40 beds	Value: Ability to secure group space with low-to-no upfront cost without penalty while you work to promote group.
Protect guest amenities	Guest amenities are guaranteed from first guest booked within the group.	Guest amenities are guaranteed from first guest booked within the group.	Risk-free: Provides your clients value with no money out of your pocket.
Double name changes	No complete name changes	Yes, up to 21 days prior to sailing	Flexibility: Allows you to modify name within a small group should a last-minute change be needed.

Growing your group business

Where should you look? In a word (or, rather, two): affinity groups. They share common interests and have established communication streams you can leverage. Grow your business and earn higher commissions with this untapped gold mine:

- Women's groups
- Service & religious groups
- Weddings
- Business incentive groups
- Multi-generational family groups and reunions
- Health & wellness groups
- Athletic organizations
- Food, history & art enthusiasts

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