



PRINCESS CRUISES



with drinks[†], wi-fi[#] & gratuities[‡] included

Best. Sale. Ever. (12/11/19 - 2/29/20)



with drinks, wi-fi & gratuities

Value proposition

Here are factors, beyond the \$95/day value, that illustrate why this is the Best. Sale. Ever.

The competitive advantage of the Best. Sale. Ever.		
	Princess Best. Sale. Ever.	What the other cruise lines offer
No Hidden Fees	✓	Additional charge for drinks, including tips
Offer applies to all stateroom type	✓	Offer varies with choice of stateroom type
Simple "one-choice" offer	✓	Offer typically has multiple variations and substitutions
Simple Promo Code Selection	✓	Multiple promo codes for Travel Advisor to sort through to find what their client wants
Premier Beverage Package & Unlimited Wi-Fi	✓	Some offer a lower-tier drinks package or minute-based Wi-Fi
Offer available in all categories, and includes 3 rd /4 th /5 th berths!	✓	Many don't offer perks to upper berths

There's never been a better time to book than during the Princess Cruises Best. Sale. Ever. Not only is this an offer we've never done before, but also it's worth \$95 of value per day. So that means a 7-day cruise includes \$665 of additional value. Give your clients the most for their money — and their vacation time – with Princess.

Why is this our best sale ever? Because it includes:

- No hidden fees
- Premier Beverage Package with tips[†]
- Unlimited Wi-Fi[#]
- Full gratuities paid on your behalf[‡]
- All destinations
- All cruises 3 days and longer
- All stateroom categories