



**CUNARD®**

Grow your  
luxury sales  
*with*  
Cunard.®



Dear Valued Travel Partner,

Cunard's legendary voyages can amplify your business and inspire travelers to elevate their vacations.

Please use this helpful selling guide to unlock the benefits you and your clients deserve:

- ◆ A monthly planning calendar of limited-time offers, important booking dates and product launches
- ◆ A detailed 2019-2020 Cunard voyage planner
- ◆ Insights into Cunard Academy and your Free Graduation Voyage
- ◆ Insider tips on what makes Cunard such a unique experience
- ◆ Meet our guests and learn who Cunard appeals to the most
- ◆ Exclusive benefits you can combine for your clients
- ◆ Support from your personal Business Development Manager

Let us show you how to expand your horizons – Only on Cunard.™

Sincerely,



John Chernesky  
Vice President, North America Sales



Steve Smotrys  
Director, North America Sales

# Why Cunard?

Iconic ships. Where guests feel special, inspired and free.



## *Special.*

### Our famous White Star Service.™

Service and attention to detail, which go above and beyond expectations — with one crew member for every two guests.

### Signature Cunard experiences.

Guests are invited to experience everything from our famous Afternoon Tea to our spectacular Gala Balls.

## *Inspired.*

### Iconic journeys.

From short weekend getaways to the iconic Transatlantic Crossing or full World Voyages, all on world-famous ships.

### Amazing entertainment.

An opportunity to get up close and personal with inspiring speakers and leading performers from around the world.

### Unique event cruises.

Such as Transatlantic Fashion Week and World Space Week.

## *Free.*

### Escape to uncrowded spaces.

Cunard ships offer more space per guest than other ships of similar size.

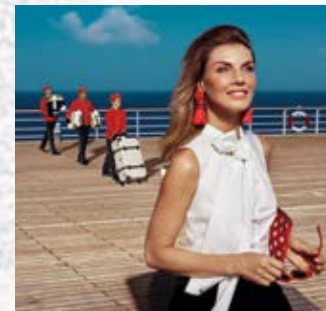
### Dress up or relax, their choice.

The opportunity to dress up and dine in style or to relax in more casual surroundings.

### Time for you.

Guests can enjoy the view, relax with a book, or learn about wine tasting, painting, or a new dance step. It's entirely their choice.

## *Only on Cunard.™*



# Who are our guests?

Discover how to find a Cunard guest in your database.



## Cunarders.

People who have sailed with us before.

Mid 60s  
most likely  
retired

- ◆ Well-traveled, loyal and glamorous
- ◆ Drawn to well-known, reliable brands with a reputation for high standards
- ◆ Interested in arts and culture — attending theater shows, dance productions and exhibitions



24% book 12+ months in advance

11 nights average cruise length

special.	inspired.	free.
They enjoy a sense of occasion, service, quality and the opportunity to dress up for dinner and gala evenings.	They like discovering inspiring people, places and pursuits — the onboard experience is as key as the destination.	They see Cunard as an escape to an uncrowded world. They value the freedom to do as little or as much as they please.



## Cruisers wanting more.

Regular cruise-goers who haven't chosen Cunard before.

Mid 50s  
with half still  
working

- ◆ Cultured with a love for the outdoors
- ◆ Appreciate brands which are known for quality and imply status
- ◆ Enjoy pursuits such as classical music concerts and gallery exhibitions



17% book 12+ months in advance

9 nights average cruise length

special.	inspired.	free.
Emphasis here is on personal service and gourmet dining experiences.	They enjoy the romance of being at sea and going somewhere new, as well as socializing with like-minded people.	They value flexibility and choice, so need to be reassured that there is plenty to do on board.



## Non-cruisers who would love us.

Experienced travelers considering their first cruise experience.

- ◆ Sociable, curious and environmentally conscious
- ◆ Like quality brands with a slightly more contemporary attitude
- ◆ Have a keen interest in arts and culture, but also seek to broaden their horizons or learn new skills



32% of Non-cruisers in North America have heard of Cunard and would consider the brand. We have opportunities to educate and grow this group.

special.	inspired.	free.
They enjoy the iconic status of Cunard's ships. They expect great service and luxury dining experiences.	The itinerary, range of destinations and the balance of sea/port time are key influencers.	Space and time to relax is key and they appreciate an open schedule with many activity options.



## Those wanting the very best.

People from across all the other groups, who want and can afford the ultimate in luxury — Cunard Grill Suites.

- ◆ Drawn to high-end, successful, accomplished brands
- ◆ Enjoy pursuing unique experiences and opportunities in life



special.	inspired.	free.
The feeling of belonging to an intimate and exclusive club is fundamental to this group.	They enjoy being in the presence of accomplished, like-minded individuals, and having exclusive access to unique experiences.	Flexible dining, private lounges and deck areas, and nothing ever being too much trouble will help this audience relax on their own terms.

# Benefits you can combine.

Cunard offers you the ability to combine almost all of our promotions with almost all of our programs.

Use the combinable options below to enhance your Cunard bookings and ensure the best value for your clients — and profit for YOU!

## Group GAP Points

Take out an array of your own agency groups

Combines with all these components:

### Limited-Time Offers

View calendar for offers

+

### Military Benefit

Up to \$250 Onboard Credit per person

+

Book Cunard and your clients can combine all of these amenities

### On Board Future Cruise Sales

Up to \$400 Onboard Credit per person

+

### Shareholder

Up to \$250 Onboard Credit per person, Reduced Deposit

+

### Cruise Sales

Up to \$300 Onboard Credit per stateroom plus \$50 Bonus Commission

## Earn more commission

Why onboard bookings could earn you more commission:

- ◆ When your clients book their next voyage on board, you receive the commission
- ◆ The average booking value increases when guests book on board
- ◆ Guests who book on board book a higher grade of stateroom

For more details, talk to your Business Development Manager or reference our Travel Professional Reference Guide available on [OneSourceCruises.com](http://OneSourceCruises.com).

# Plan your cruise sales.\*

1 Jump-start bookings into an affinity group.

2 Stimulate interest in new offers and values when Cunard launches a new Limited-Time Offer.

3 Create a sense of urgency and remarket to unclosed leads and inquiries at the end of a Limited-Time Offer window.

4 Entice clients who attend an in-person event to take action.

5 Time cruise sales to open when you send marketing and include the benefits in your value statement.

Keep track of your scheduled cruise sales here.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

\*Cruise Sales not combinable with Cunard "short sales".

# Calendar of limited-time offers.\*

Please enjoy this month-by-month calendar to plan ahead and reach your quarterly and annual goals. Stay on top of Limited-Time Offers, and focus on key trade and product launches, Special Event Cruises and important booking dates.

Ask your Business Development Manager or visit [OneSourceCruises.com](http://OneSourceCruises.com) for sale details.

World of Adventure Sale – 9/16/18–2/28/19

Upgrades on Us – 12/1/18–2/28/19

Spring Savings Event – 3/1/19–5/30/19

Big Balcony Event – 5/31/19–8/28/19

Three for All – 9/6/19–11/19/19

Holiday Savings Event – 12/4/19–1/2/20

Discover more Cunard short sales and offers in each calendar month.

\*Sale names and dates are subject to change. This calendar is for planning purposes only. Sale details can be found on [OneSourceCruises.com](http://OneSourceCruises.com) once the sale has been announced.





















# October 2019



SUN	MON	TUE	WED	THU	FRI	SAT
 Amsterdam, The Netherlands		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>  Big Band Ball 4 nights (Q927)	<b>5</b>
<b>6</b>	<b>7</b>	Three for All – 9/6/19–11/19/19		<b>9</b> Yom Kippur	<b>11</b>	<b>12</b>
<b>13</b>	<b>14</b> Columbus Day	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> Halloween		

Check OneSourceCruises.com for helpful Three for All selling tools, like eFlyers, Banner Ads, Advertising templates and more.

Plan your profitable group voyages with special amenities.

Remind guests that planning their next voyage while onboard is easy.

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Pair the energy of a 17-piece Big Band Ball with the refreshing appeal of a short break in Amsterdam on a specially themed voyage.

Sale names and dates are subject to change. This calendar is for planning purposes only.







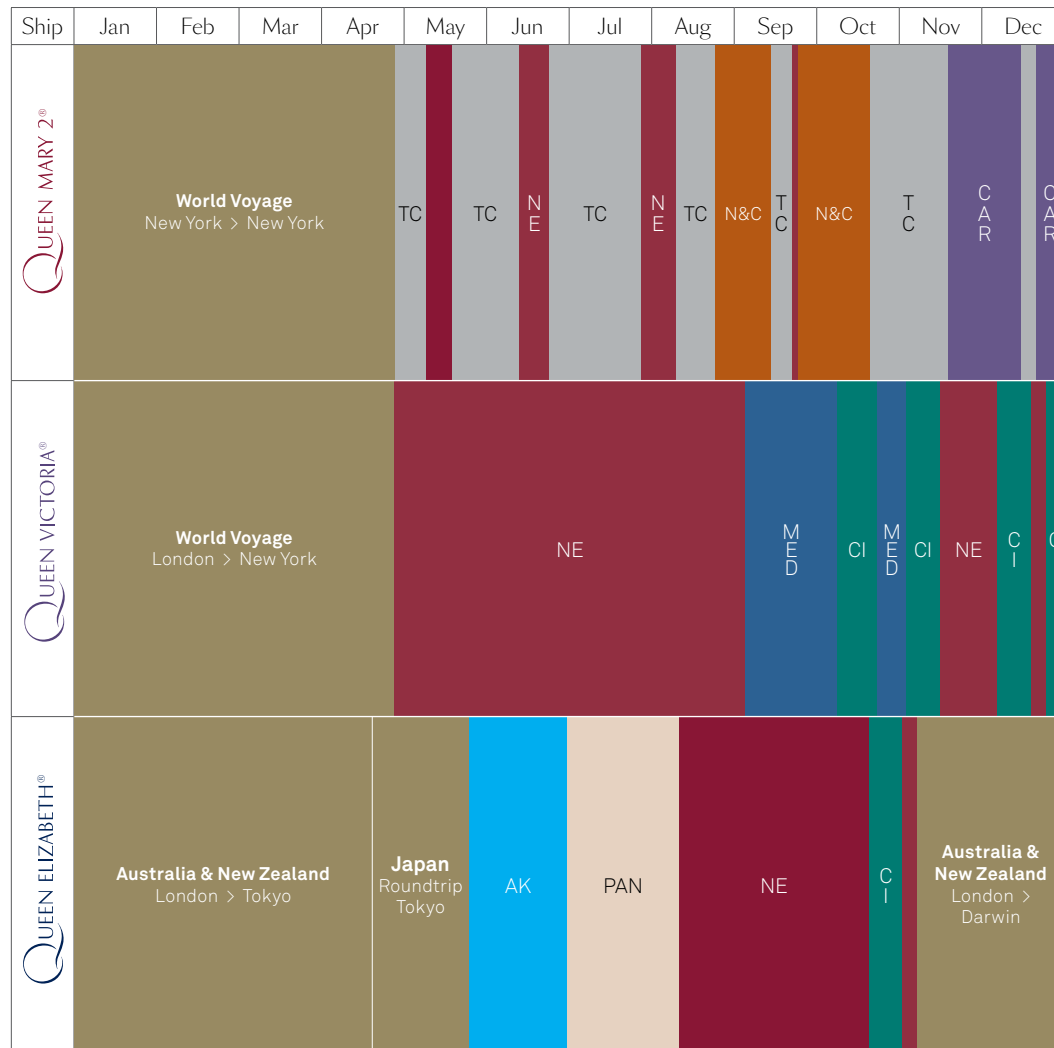
# Voyage Planning Calendar.

See where we are sailing.

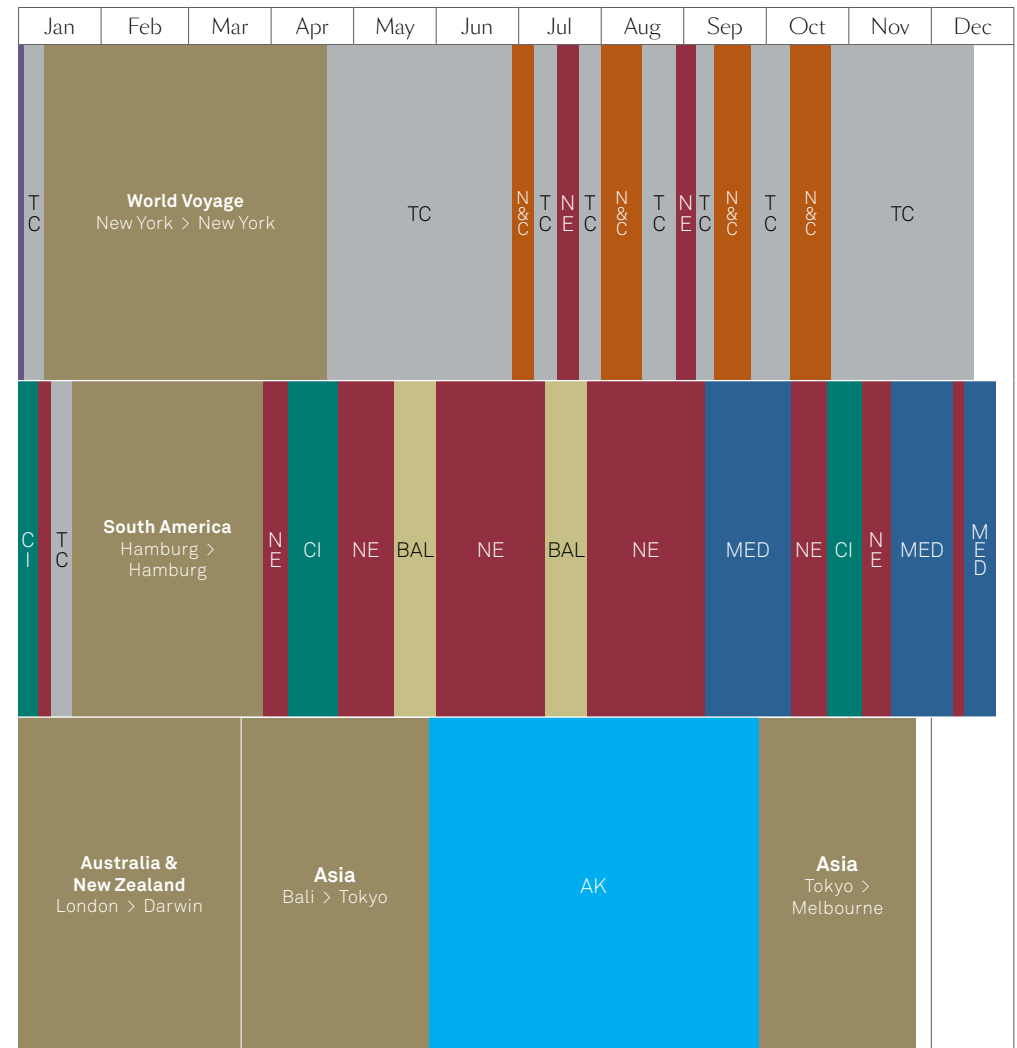
- World/Exotic Voyages
- NE – Northern Europe
- TC – Transatlantic Crossing
- N&C – New England and Canada

- CAR – Caribbean
- MED – Mediterranean
- CI – Canary Islands
- BAL – Baltic
- PAN – Panama Canal
- AK – Alaska

2019



2020





# Cunard Academy.



## Become a Cunard Commodore.

Our detailed and informative courses will empower you with the tools to maximize your sales, inviting clients to come back again and again. Visit our dedicated travel advisor portal at [OneSourceCruises.com](http://OneSourceCruises.com) and choose from a selection of modules to tailor your own training at your own pace.

Cunard Commodores enjoy exclusive access to:

- ◆ Insider eNewsletter
- ◆ Loyalty Member Onboard Benefits
- ◆ Recognition and valuable rewards as you “move up the ranks”
- ◆ **A Free Graduation Voyage on a Cunard Queen\***



# Marketing tools.

[OneSourceCruises.com](http://OneSourceCruises.com) is your one-stop online portal for all the sales and marketing tools to sell Cunard effectively.



- ◆ Our exclusive Travel Professional Reference Guide
- ◆ 2019-2020 Voyages calendar
- ◆ A step-by-step guide to make and modify bookings online
- ◆ Training videos and sales toolkits, including eFlyers and more
- ◆ Digital banners and co-op ad templates

Visit [OneSourceCruises.com](http://OneSourceCruises.com) to see what we have for you.

\*In order to qualify for travel advisor and agency rewards for Cunard Academy, the agency must be a producing agency for Cunard. For this purpose an agency will be considered producing for Cunard if a minimum of one active deposited booking is opened within the last 365 days.



# Ready to learn more?

We have multiple resources to keep the knowledge flowing, even after you complete Cunard Academy.

Call your Business Development Manager to:

- ◆ Schedule an in-office visit or webinar for in-depth training
- ◆ Find out where you can arrange a ship tour
- ◆ Review available groups, amenities, combinability
- ◆ Help build an annual marketing plan
- ◆ Go over the groups and amenities available to your agency or consortium
- ◆ Review Limited-Time Offers for promotions
- ◆ Inquire about our excellent Travel Advisor rates – also available on OneSource under Cunard Deals
- ◆ Help you plan, promote and profit from selling Cunard

Contact your local Business Development Manager.

## Together let's make this our best year yet!



*We are proud to have received these prestigious awards:*



**OneSourceCruises.com** is your one-stop  
online portal for all the sales and marketing  
tools you need to effectively sell Cunard.

Visit [OneSourceCruises.com](http://OneSourceCruises.com),  
contact your Business Development Manager,  
or call Cunard at (800) 528-6273.