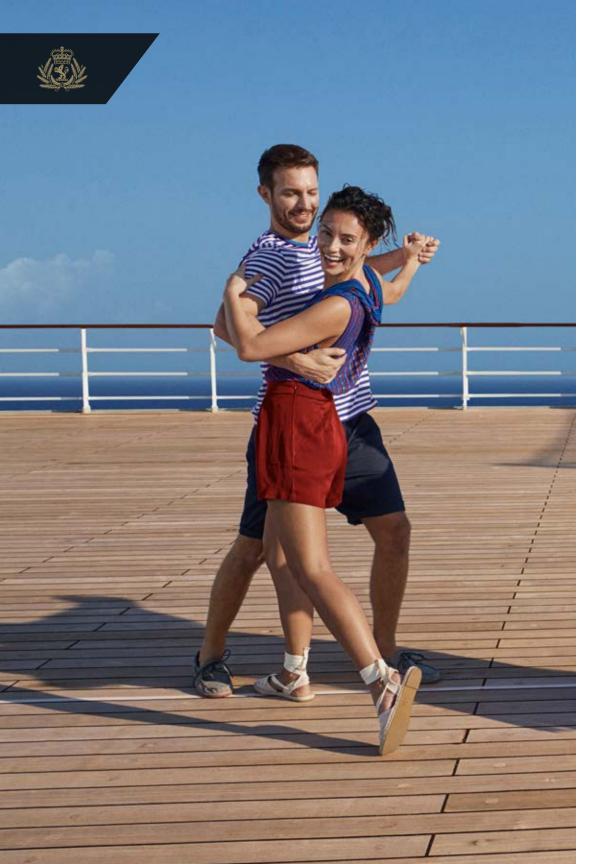


Grow your luxury sales with Cunard.



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.sm







Who are our guests?

Discover how to find a Cunard guest in your database.









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





special.

The feeling of belonging to an intimate and exclusive club is fundamental to this group.

inspired.

They enjoy being in the presence of accomplished, like-minded individuals, and having exclusive access to unique experiences.

tre

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:

Book Cunard

and your clients

can combine all of these amenities

Limited-Time Offers

View calendar for offers

Military Benefit

Up to \$250 **Onboard Credit** per person

+

Future Cruise Sales

Up to \$400 **Onboard Credit** per person

On Board

Shareholder

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

Cruise Sales

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

For more details, talk to your Business Development Manager or reference our Travel Professional Reference Guide available on OneSourceCruises.com.

Plan your cruise sales:

Jump-start bookings into an affinity group.

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

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

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

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.	

For more information, please contact your Business Development Manager,

*Cruise Sales not combinable with Cunard "short sales"

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 once the sale has been announced

January 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
only Cunard westbound of the globe: 10	ueen Victoria® is the I Queen to sail a full circumnavigation of 07 nights, 23 countries, of a lifetime.	New Year's Day World of Adventur Upgrades on Us -	2 e Sale – 9/16/18–2/28/1 12/1/18–2/28/19	9	Start the year off right with Cunard training. Check out Cunard Academy on OneSourceCruises.com to start, continue or refresh your courses.	5	☐ Order your Cunard collateral and Brochures from OneSourceCruises.com including Stationery, Postcards, and more. ☐ Plan your groups with
6	Alaska launch — Check OneSourceCruises.com for new Alaska selling tools including the 2020 Alaska Overview.	8 Queen Mary 2* turns 15!	9	10	11	12	Destination Marketing Tools on One Source and book on POLAR Online, all available on OneSourceCruises.com Review your bookings to recommend travel. Cunard® CompleteAir is
13	14	15	16	17	18	19	available 11 months out.
20	21 Martin Luther King Jr. Day	22	23	24	25	26	
27	28	29	30	31		Queen Victoria Norway	Cunard invented the world cruise and has the most extensive

options of any other line.

February 2019



		MON and free gratuities in a pri ea. Only in the Grill Suite nard.™		WED	THU	FRI 1 Chinese New Year Sale 2/1/19–2/8/19 Upgrades on Us – 12/2	SAT 2 8/18-2/28/19	☐ Remember to schedule your Cruise Sale dates, Upgrades on Us ends February 28th! ☐ Questions? Give your BDM a call to talk through your sales strategy for Cunard.
	3	4	5 Chinese New Year	6	7	8	9	Strategy for Curiard.
s only.	10	11	12	13	14 Valentine's Day	15	16	
 Ihis calendar is for planning purpose 	17	18 Presidents' Day Plan for a Presidents' Day Sale!	19	20	21	22	23	
sale names and dates are subject to chang	24	25	26	27	28	Cunard® is the No. 1 M Ocean Cruise Line in Travel + Leisure's 2018 World's Best Awards readers' surve	WORLD'S BEST AWARDS	

March 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
Dance Theatre Tasmania voya	ard® and the renown e will launch an inau age featuring bespoke rkshops and Insight	gural six-night e performances, s talks.	lian Dance Theatre		Spring Savings 3/1/19-5/30/19	2 Event -	☐ Up to 5% Bonus Commission on 2020 Alaska during the Spring Savings Event! ☐ Email at least 10 people about a
3	4	5	6	7	8	9	Special Event cruise. Check OneSourceCruises.com for new selling tools like eFlyers, Banner Ads, Advertising templates
10	11	Australian Dance Theatre 7 nights (Q910)	13	14	15	16	and more.
17 St. Patrick's Day Plan for a St. Patrick's Day Sale!	18	19	20	21	22	23	
24	25	26	27	28	29	30	
31	World Voyage. Cui	y to start planning for a nard Queens sail Full W th America, Australia, A	orld Voyages	Au	Que	en Mary 2, Sydney, Australia	

April 2019



SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
New York	Spring Savings Event					
7	8	9	10	11	12	13
14 Queen Mary 2* launches the first of 19 Transatlantic Crossings between NYC and London – stopovers in Hamburg. and Le Havre.	15	16	17	18	19	20
21 Easter	22	23	24	25	26	27
28	29 Queen Elizabeth® will be sailing in Asia during Golden Week. Japan Golden Week 4/29/19–5/03/19	30				London

☐ Up to 5% Bonus
Commission on 2020
Alaska during the
Spring Savings Event!

□ Cneck
OneSourceCruises.com
for new selling tools.

Crossing season has started! Conveniently connecting two of the most iconic cities, New York and London, a Transatlantic Crossing is also a great alternative to flying. Combining a Crossing with a land vacation is an excellent option.

16

May 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
Cunard has joi GENERATIONS	he Greatest Generation. ned with The Greatest Foundation to honor		1	2	3	4	☐ Up to 5% Bonus Commission on 2020 Alaska during the Spring Savings Event!
-	WWII combat veterans ntic Crossing aboard	LAMAY.	Japan Golden Week 4/29/19–5/03/19 Spring Savings Event -	- 3/1/19–5/30/19			☐ Take this time to complete our Future Voyage Sales Program Course at
5	6	7	8	9	10	11	OneSourceCruises.com.
Cinco de Mayo							☐ Have clients that want to sail to Asia next year? Now is the time to book with Cunard and ask about our competitive air rates.
12 Mother's Day	13	14	15	16	17	18 Armed Forces	
Plan for a Mother's Day Sale!						Day	
19	20	21	22	23	24	25	
ige. mis calemoaris on planning	victoria Day 200th Anniversary of Queen Victoria's birth. Encourage guests to celebrate Victoria Day onboard!				Greatest GENERATIONS Foundation Crossing 7 nights (M914)		
26	27 Memorial Day	28	29	30	31		Active, veteran and retired military personnel can
odie names and dates a	Plan for a Memorial Day Sale!				Big Balcony Event 5/31/19-8/28/19	Aomori, Japan	receive up to \$250 per person in Free Onboard Credit on any cruise, any time of the year!

June 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
After 20 years returns to Ala remarkable 10 Vancouver itii	ska with)-night roundtrip			Hubbard Glacier, Alaska	Big Balcony Event – 5/31/19 – 8/28/19	1	 □ Check-in with your clients that have sailed to Alaska and introduce them to Cunard. □ How is your Cunard Academy training
2	3	4	5	6	7	8	going? Become a Cunard Commodore and sell one Cunard cruise to receive a Free Graduation Voyage!
9	10	11	12	13	14	15	
16 Father's Day Plan for a Father's Day Sale!	Attend the Luxury Travel Advisor Cunard Webinar.	18	19	20	21	22	
23	24	25	26	27	28	29	
30	Golden Lion Pub	A lavish refit has eleva to even greater height new spa concept as w the Golden Lion Pub a	s. Look for a brand- ell as fresh touches at		Mareel Spa	Royal Arcade	

July 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
	1 ** Canada Day Big Balcony Event - 9	2 5/31/19 – 8/28/19	Your clients can now celebrate Independence Day Celebrations with voyages on both the East and West coasts.	Independence Day Plan for an Independence Day Sale!	5	6	☐ Check OneSourceCruises.con for helpful Big Balcony Event selling tools like eFlyers, Banner Ads, Advertising templates and more.
	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26 Queen Mary 2 and Queen Elizabeth Royal Rendezvous in Halifax.	27	
28 Fashion Week Cruise 7 nights (M922)	29	30	31	Your clients can mak their own fashion statements on the Transatlantic Fashion Week Crossing.			In a welcoming settir where everyone feels special and there are activities for every interest, new to cruis clients are perfect for Cunard!

ting els iise

August 2019



SUN	MON	TUE	WED	THU	FRI	SAT	-
English Nati "Dance the A Crossing wil	nip with the prestigious onal Ballet, the first-evo Atlantic" Transatlantic I feature extraordinary es and dance workshop			1 Big Balcony Event –	2 - 5/31/19 – 8/28/19	3	☐ Make your sales that much richer by planning your Cunard Cruise Sale. ☐ Questions? Give your BDM a call to talk through your sales
4	5	6	7	8	9	10	strategy for Cunard. Arrange weddings and vow renewals for your clients for the ultimate celebration.
Three Queens in Southampton Dance the Atlantic 7 nights (M924)	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29 Labor Day Sale 8/29/19 – 9/5/19	30	31	

September 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
1 Labor Day Sale 8/29/19 – 9/5/19	2 Labor Day	3	4	5	Voyage du Vin 14 nights (V922) Three for All – 9/6	7 /19–11/19/19	☐ Be on the lookout for our 2021 Voyage Program Release and get your groups prepared for the best value-adds and early choice of available staterooms. Check OneSourceCruises.com
8 National Grandparents' Day	9 Cunard has experiences for the whole family. Plan your guests' multi-generational travel today!	10	11 Patriot Day	12	13	14	for all the benefits. Work your marketing plan and send our customizable eFlyers found on OneSourceCruises.com
Anthony Inglis and The National Symphony Orchestra 7 nights (M929A)	16	17	18	19	20	21	
22	23	24	25	26 Space Week 8 nights (M930F)	27	28	
29	30 Rosh Hashana	31	Illuminations, Queen Mary 2		Tell your clients ab Illuminations, the v first planetarium at transforms into a c cinema and audito	vorld's sea-which leluxe	

October 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
Amsterdam, The Netherl	lands	1 Three for All – 9/6/19-	2 -11/19/19	3	Big Band Ball 4 nights (Q927)	5	☐ Check OneSourceCruises.com for helpful Three for All selling tools, like eFlyers, Banner Ads, Advertising templates and more. ☐ Plan your profitable group voyages with
6	7	8	9 Yom Kippur	10	11	12	special amenities. Remind guests that planning their next voyage while onboard is easy.
13	14 Columbus Day	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31 Halloween			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.

November 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
Court Theatr	een Elizabeth®	Royal Court Theatre, Queen Elizabeth			1 Three for All – 9/6/19–11/19/19	2	☐ Keep up to date on your training and look for new Cunard Academy refresher courses on OneSourceCruises.com ☐ Contact your Business Development
3	4	5	6	7	8	9	- Manager to review your strategies to achieve your Cunard goals.
Literature Festival at Sea 7 nights (M936)	11 Veterans Day	12	13	14	15	16	
17	18	Cunard and Southampton Centenary marks 100 years of sailing from Southampton.	20	21	22	23	
24	25	Black Friday/ Cyber Monday Sale on select 2020 voyages 11/26/19 - 12/3/19	27	28 Thanksgiving Day	29	30	With purpose-built meeting spaces, a Cunard cruise is a better value for meetings.

December 2019



SUN	MON	TUE	WED	THU	FRI	SAT	
1	Black Friday/ Cyber Monday Sale on select 2020 voyages 11/26/19 - 12/3/19	3	4 Holiday Savings E	5 vent - 12/4/19-1/2/20	6	7	☐ Check OneSourceCruises.com for helpful Holiday Saving Event selling tools, like eFlyers, Banner Ads, Advertising templates and more.
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23 Hanukkah	24	25 Christmas Day	26	27	28	
29	30	31 New Year's Eve		Happy New Year! Make 2020 your best Cunard sales year yet.			

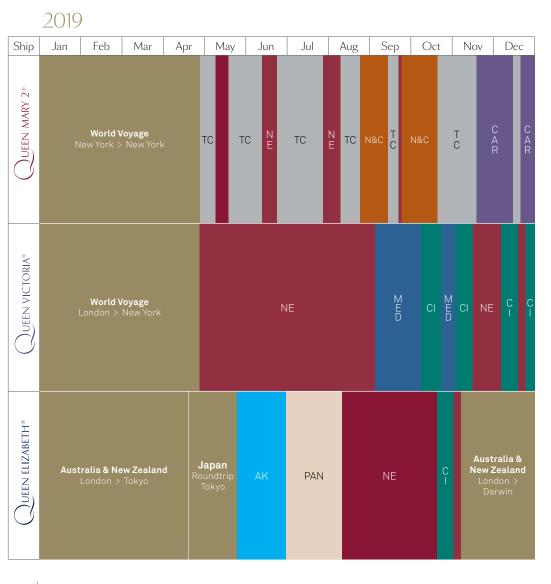
Voyage Planning Calendar.

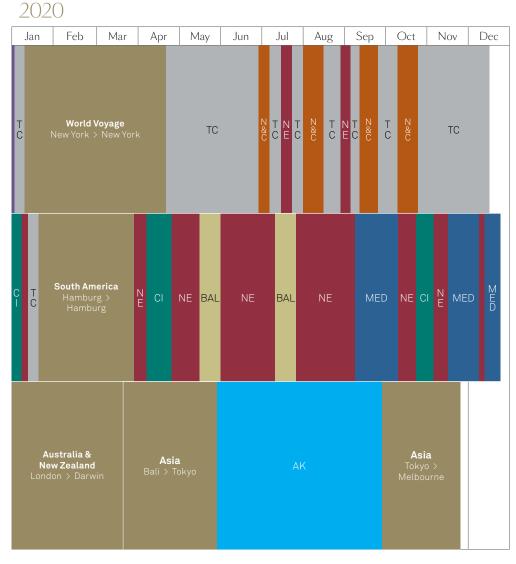
See where we are sailing.





CAR - Caribbean





BAL - Baltic

Develop your Cunard Marketing Plan.

Here are some tips to get you started.

1	Durcuan	niche or	idea vou	are excited	about
١.	i uisuc a	HICHE OF	iuca you	are excited	about

Look for affinity groups who would love our themed Special Event Cruises. Combine a Classic Transatlantic Crossing with other European itineraries, tours, and river cruises — or offer as an alternative to flying. Celebrate milestones and personal events aboard a Cunard Queen, where every day is a special occasion.

2. Locate the legendary Cunard journeys that inspire you.

Order our Voyage Calendar from OneSourceCruises.com. This piece provides a chronological sailing schedule so you can follow our Cunard Queens as they roam the globe and choose the ones you can recommend to your qualified clients.

3. Review Cunard's Sales Programs, current Limited-Time Offers and combinability of promotions.

Refer to OneSourceCruises.com for the most current details and marketing tools.

4. Place your advertising and include value statements and a call to action.

Prepare bullet points to include the Booking Window, Sailing Dates, Offer Overview, Package Inclusions, Rate Code and Terms & Conditions. If your campaign is several weeks in length, schedule your remarketing and end-of-campaign placements as well.

5. Schedule your Cruise Sale to begin on the same day as your campaign starts.

You can also double the booking window by scheduling two Cruise Sales back to back. Prepare your clients with a Save-the-Date email or social media notice.



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 and choose from a selection of modules to tailor your own training at your own pace.

Cunard Commodores enjoy exclusive access to:

- CUNARD • Insider eNewsletter **ACADEMY**
- Loyalty Member Onboard Benefits
- Recognition and valuable rewards as you "move up the ranks"
- A Free Graduation Voyage on a Cunard Queen*

*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.

Marketing tools.

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 to see what we have for you.









Together let's make this our best year yet!











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.

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, contact your Business Development Manager, or call Cunard at (800) 528-6273.