



CELEBRITY VS. LAND BASED RESORTS

CELEBRITY CRUISES	HOTELS/RESORTS
OVERALL	
Exciting, new, aspirational destinations	Everyone has stayed at a hotel/resort
Luxury, adult-focused cruise line that also welcomes families	Varies
Self contained floating resort, spectacular views	Depends on location
All space is walkable within minutes	Golf carts required
Small to medium sized luxurious ships, perfect for groups and high-level tier MVPs	Varies
Luxurious accommodations with Personal Retreat Host	Varies
Strong wellness partnerships featuring F45 Training and Peloton on board	Varies/Resort Fee
DESTINATIONS	
Over 320 ports and 80 countries with thousands of shore excursions and customizable tour options	Same location with limited activities
Corporate social responsibility	Varies
SERVICE	
Forbes Service standards	Limited
Staff to guest ratio of nearly 2:1	Experiencing labor shortages
MEETING	
Complimentary dedicated meeting space	Large additional charges
Complimentary state-of-the-art A/V equipment built-in	Large additional charges
Complimentary Wi-Fi	Upcharges
Included cocktail parties for the group with complimentary beverages and chef's choice of hot and cold hors d'oeuvres	Additional charges plus high F&B minimums
Indoor and outdoor function space with breathtaking ocean views	Varies; Additional fees to outdoor venues

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COST	
Gratuities included	18-20%+ gratuity fees
No additional charges for alcohol, bottled water, coffee, snacks	Extra charges hit sales budget
No hidden costs for meeting space	À la carte
No resort fees for a savings of up to 30% vs. land-based	Fees apply
No F&B minimums	Applicable
Ship has all the entertainment & activities needed so no Uber or taxi fees adding up	Extra charges hit budget
DINING & BEVERAGE	
Meals included	Additional charges/minimums
Multiple dining options on board. Meeting Planner does not have to plan menus or find outside restaurants	Limited choices
ENTERTAINMENT & ACTIVITIES	
Best team-building environment as group is all on board	Guests scatter at night
Ease of planning group get-togethers with variety of pre-arranged activities and pre-crafted dining menus	Meeting planner does all
Pools, smoke-free casino, spa, numerous lounges, and duty-free shops all on board	Varies, limited/ no duty free shops
Award-winning on board entertainment included	Additional transportation required



CALL 1-800-771-3873
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