



## Full Ship Charter FAQ's

### 1. What are the benefits of chartering a Celebrity Cruises Cruise Ship?

- Complete customization of your program and itinerary
- Unlimited branding opportunities
- Prestige & Exclusivity - People feel honored and excited when they board a privately chartered ship
- Undivided Attention from the Ship's Staff - entire staff and crew devote 100% of their attention and resources to you and your program

### 2. What are the types of Full Ship Charter programs?

**Corporate** - A company purchases all staterooms for a meeting or incentive program and provides those staterooms at no charge to its employees, customers or vendors.

- Meetings & Conferences
- Product Launches
- Fundraisers
- Incentive Programs
- Tradeshow

**Affinity or Promotional (Re-Sale):** An organization charters the ship with the intention to re-sell staterooms to consumers sharing a common interest OR as a general Re-Sale to non-related consumers. The client will usually create unique onboard programming and will charge a premium for the exclusive opportunity. The primary categories of affinity or promotional (Re-Sale) programs are:

- Music & Entertainment
- Lifestyle
- Fan-conventions
- Religious

### **3. What are the primary components of a successful Re-Sale program?**

- A passionate fan-based is the key to a resale charter
- Extremely strong affinity or cult-like following
- Entertainment or charitable component
- Ability to market to & reach intended audience
- Exclusive and/or unique customized onboard experience

### **4. How far in advance should an organization charter the ship?**

Celebrity Cruises does not typically consider Full Ship Charter requests within 12 months of the requested sail date and/or for those sailings booked above a pre-determined threshold. Most clients charter one year in advance and some as far out as two or more years.

Particularly for Re-Sale business, it is in the best interest of the client to allow ample time to promote the charter (12 + months). The cost of displacing booked guests will be a factor for any “open” sailing and will generally be lower if the charter is contracted farther out.

### **5. How much does it cost to charter the entire ship?**

The charter rate will be based on full double occupancy regardless of how many people sail, and pre-paid gratuities based on double occupancy. The client will be responsible for meeting an onboard revenue target and taxes & fees based on the actual number of guests that sail.

Pricing varies based on ship, sail date, itinerary and level of customization.

### **6. What does charter pricing include and/or not include?**

Charter pricing includes:

- ship accommodations
- ocean transportation
- most meals
- most non-alcoholic beverages
- most entertainment aboard the ship

Charter pricing does NOT include:

- air transportation

- transfers to and/or from the vessel
- optional shore excursions and/or private arrangements requested for site inspection trips
- meals and accommodations ashore
- certain beverages
- casino gaming
- photographs
- gratuities (shipboard or shoreside portage)
- telephone calls or internet services
- specialty restaurant charges
- purchases from ship stores
- items of a personal nature (medical services, laundry, spa or salon treatments)
- meeting break or special event set-up fees
- technical and broadcast fees when applicable
- expedited shipping fees for documents
- customization of documents

**7. Are there other standard charges to be considered?**

To maximize value, the number of participants should be close to the double occupancy capacity of the ship under consideration. Should the chartered sailing fall below full double occupancy level, the client is responsible for meeting or exceeding a certain onboard revenue expectation.

**8. What types of onboard customization affect the charter price and or may result in incremental fees post-contract?**

The charter rate provided to the client will be based on our standard product. Any requested change to standard operation may impact the charter rate or result in incremental fees. Examples are:

- Requests to close any revenue center (ex: casino, bars, art auctions, etc.)
- Requests to significantly change menus
- Custom itinerary requests that impact fuel, port fees, security, etc. and/or changes to contracted itinerary requested post-contract
- Custom itinerary requests to remain alongside for an extended period
- Food & Beverage events not offered on a non-chartered sailing
- Customized entertainment requests

- Incremental power supply and/or connectors required for customized onboard performances
- Tender services requested above Celebrity Cruises standard
- Special services such as: fireworks, flyovers, banners, decorations, etc
- Requests to provide special products onboard during the charter

## **9. What type of itinerary customization can be considered?**

The simplest type of itinerary customization involves changing ports of call within an itinerary while keeping the departure/arrival city and dates as scheduled. All itineraries from the U.S. must involve at least one foreign port of call. Incremental costs associated with the custom itinerary request will be included in the initial charter quote and/or provided as an optional line item. A more complex itinerary change involves creating a unique itinerary length by combining all or a portion of several cruises without changing the departure / arrival city. For example, a 7-night sailing may be created by combining 3 and 4-night sailings or a short itinerary may be created by splitting a 7-night sailing into two sailings (a 3 night and a 4-night) if Celebrity Cruises is willing to sell the resulting unique itinerary. While possible, significant costs may apply for this type of itinerary change and it is always best to find an existing itinerary whenever possible. Opportunities that involve repositioning ships from regularly scheduled departure / arrival cities, and particularly those that involve a request to turn the ship in a port of call that we don't typically use, may or may not be possible. A considerable amount of time is needed to research, and significant incremental costs will most likely apply. Cruises to Nowhere are not typically considered due to tax implications.

## **10. What are the standard payment terms of a Full Ship Charter?**

### **Option 1: Staggered Payments with Letter of Credit**

- 10% of charter rate and pre-paid gratuities at contract signing
- 30% of charter rate and pre-paid gratuities at 7 months prior to sailing
- 30% of charter rate and pre-paid gratuities at 5 months prior to sailing
- 30% of charter rate and pre-paid gratuities at 3 months prior to sailing
- Pre-paid taxes and requested amenities at 3 months prior to sailing
- An Irrevocable Stand-By Letter of Credit at contract signing

### **Option 2: Payment in Full at Contract Signing – No Letter of Credit**

- 100% of charter rate and pre-paid gratuities at contract signing
- Interest credit earned to be provided as a shipboard credit on the charter

- Payment is non-refundable.

Payment for per person taxes & fees, expected OBR penalties (if applicable), requested amenities and other miscellaneous fees relating to customization will be required 30 days prior to sailing and/or prior to the release of documents. Requests for alternate custom payment arrangements may be considered and must be discussed with the responsible Charter Sales Manager. All payments to be made U.S. Dollars unless otherwise agreed.

#### **11. What is an Irrevocable Stand-By Letter of Credit and why is it required?**

An Irrevocable Stand-By Letter of Credit is issued by the client's bank and confirmed by a bank designated by Celebrity Cruises to confirm the client's ability to perform under the terms of the contract. If the client's bank is rated BBB or higher by both S&P and Moody's, a confirmation is not required. As the beneficiary, Celebrity Cruises is able to draw upon the LOC to collect payment should the client default on the Agreement. The LOC is required from contract signing and is held for 60 days post-sailing to insure all balances are paid and that there have not been damages to the ship. The LOC is reduced each time a payment is received but held at a pre-determined threshold until the agreed upon expiration date.

The Letter of Credit is required with a Full Ship Charter Program because Celebrity Cruises loses all ability to market and sell the chartered sailing once an Agreement is signed. Should the client default on the Agreement, we would most likely not have the ability to fill the ship and would suffer significant financial loss.

#### **12. Once an Agreement is signed by the client, can the program be cancelled, or can the client relinquish staterooms?**

Unlike a large group contract, there is no provision in the Full Ship Charter Agreement that allows for cancellation of the program and/or for any number of staterooms. A client cannot choose to change to a large group once signed as a charter.

**13. Can Celebrity Cruises handle the fulfillment of the program for the client?**

No. The client must have the ability to handle or work through a travel partner to market the program, answer questions, accept payment (if applicable), assign staterooms, etc.

**14. Is a client required to have a history of chartering?**

Not necessarily - although we do prefer:

- A history of chartering ships of a similar size with us or our competitors
- A history of sailing as a large group with growth from year to year
- A history of promoting and selling large land programs on a similar scale

**15. Do charter quotes contain commission for our travel partners or incentive houses?**

Full Ship Charters are quoted on a net basis and do not include commission. The agency or incentive house must determine the value of their services and add that to the quotation before presenting to the client.

**16. Do charter programs count toward agency goals?**

Full Ship Charters are not considered when calculating agency goals and/or overrides.

**17. How should the client price the staterooms in a Re-Sale Full Ship Charter?**

The client is responsible for determining the pricing model for a Re-Sale Full Ship Charter program. Celebrity Cruises cannot legally advise the client how to price staterooms on a chartered sailing.

**18. Can an agency or client receive marketing support or co-op on a chartered sailing?**

No. The client is responsible for the marketing program of the chartered sailing. Existing brand collateral can be provided to assist with promotion.

## **19. What is the process for requesting a charter quote?**

The Full Ship Charter Qualification form should be used as a guide by the ISR, SAM or KAM in determining whether or not the business is viable and worth pursuing. This form is an internal document and should not be forwarded to agency partners or incentive houses. The form should be completed as thoroughly as possible and presented via email to the National Charter Sales Manager. A properly qualified lead will be reviewed and followed up on with the client, agency or incentive house directly by the NCSM.

The agency may also contact our Corporate Sales Desk to qualify the business and/or to request a quote at 1-800-722-5934 (Charter Referral Fee will not apply). We do not provide quotations without complete client information.

## **20. How long does it take to receive a Full Ship Charter quote?**

Once business has been properly qualified, it takes approximately one to two business days to receive a formal proposal on standard requests. Customized requests can take significantly longer depending on the level of customization.

## **21. Who do I contact internally for assistance and quotes?**

### **Tom Dougher**

North America Charter Sales Manager

E [tomdougher@celebrity.com](mailto:tomdougher@celebrity.com)

T 404-630-0557

### **Alexis Puma**

International Charter Sales Manager

E [apuma@celebrity.com](mailto:apuma@celebrity.com)

T 206-930-3446

## **22. Who handles Large Groups?**

Meeting and/or Incentive group quotation requests are addressed by the Corporate Sales Team at 1-800-722-5934.

Affinity and Promotional group quotation requests are addressed by the High Complexity Group Department at 1-800-963-0311.