



CELEBRITY VS. CONTEMPORARY CRUISE BRANDS

CELEBRITY CRUISES	CONTEMPORARY CRUISE BRANDS
OVERALL	
Small to medium sized luxurious ships, perfect for groups and high-level tier MVPs	Typically 2-3x larger
Luxury, adult-focused cruise line that also welcomes families	Child-focused
All space is walkable within minutes	Longer walk between venues
Appropriate and intimate public spaces with a staff-to-guest ratio of nearly 2:1	Increased capacity 2-3x more guests
Luxurious suites with dedicated Personal Retreat Host in each	Limited to no suites with butler service
World-renowned interior designers outside cruise industry	Varies
World-renowned spa and well-equipped fitness center	Varies
Strong wellness partnerships featuring F45 Training and Peloton on board	Varies
DESTINATIONS	
Over 320 ports and 80 countries with thousands of shore excursions and customizable tour options	Varies
Corporate social responsibility	Varies
SERVICE	
Forbes Service standards	No
Staff to guest ratio of nearly 2:1	Varies
MEETING	
Complimentary meeting space and A/V equipment	Varies

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COST	
No hidden costs—majority of program fees included in fare	Varies
Included Cocktail parties for the group with complimentary beverages and chef's choice of hot and cold hors d'oeuvres	Varies; upgrade options required
Wi-Fi and gratuities included	Varies
Beverages included - no entertainment charges for buying drinks for fellow employees	Most additional charge
Specialty coffees and teas included daily	Most additional charge
DINING & BEVERAGE	
Beverages (alcohol, bottled water, specialty coffees and teas, soda) included in fare	Additional charge
Meals & menus inspired by a Michelin star chef	Varies
ENTERTAINMENT / ACTIVITIES	
Private group and social responsibility custom shore excursions	Varies

