



with **drinks, wi-fi  
& gratuities**



## Options for guests booked PRIOR to Best. Sale. Ever.

Best Sale Ever is such great value that we anticipate it may generate more than the usual amount of requests from guests who want in on the action. Below, you will find tips and online tools to facilitate these conversations and make referring or upselling as smooth as possible.

### Upgrading cruise offers to include Best. Sale. Ever. Amenities

When we compare the fare for Best Sale Ever with our previous sales, we see that the vast majority of guests still have the best fare for their cruise. However, if your clients would like add some or all of the Best. Sale. Ever. amenities, while keeping their existing fare and amenities, they can do so for a modest upcharge using Offer Codes (shown below) through POLAR Online, Amadeus or SABRE.

Coupon Code	Amenities Added	Cost per person*
BEST3	Drinks, Wi-Fi, and Gratuities	\$40 per day/per person
BEST2DG	Drinks and Gratuities	\$30 per day/per person
BEST2DW	Drinks and Wi-Fi	\$25 per day/per person
BEST2WG	Wi-Fi and Gratuities	\$25 per day/per person

\*Cost in USD. See chart on reverse page for CAD pricing

For example, a guest booked on the Princess May Sale, would have received and onboard credit and gratuities. Using the offer code BEST2DW gives them the Premier Beverage Package and unlimited Wi-Fi for just \$25 per day per person!

You'll find a quick reference guide of recommended upsell Offer Codes to apply amenities for each of our prior sales on the next page.

### Guidance for clients who ask about referring

A small percentage of booked guests may find their cruise fare has gone down, and in that case, referring is available as usual. In these instances, we offer the following advice as an alternative to referring:

- **Suggest upgrade opportunities** – i.e. look for a higher cabin category at the same fare with the Best. Sale. Ever. value adds. You keep your commission and your clients gets more value. WIN, WIN!
- **Upsell** – Take advantage of what they already have, and get more value at a nominal price.
- **Caution your client** – Referring will result in your client losing amenities not covered by Best. Sale. Ever. – in particular Onboard Credits, Air Credits and Stateroom Upgrades.

*See reverse side for more information*

## What if your client purchased these amenities separately?

For booked guests who bought the same amenities a la carte in Cruise Personalizer, such as a Premier Beverage Package, you should use the offer codes above. In these instances, travel advisors are able to apply the relevant offer code for the same amenities – and in many cases, this can generate savings for your client, plus the upcharge is added to the fare, you earn more commission!

### **Self help – apply the code for your clients – no need to call Princess:**

- Applying Best Sale Ever amenities on top of existing cruise fare. Use an Offer Code in POLAR Online, Sabre or Amadeus.
- Referring from old promo to Best Sale Ever
- Removing an a la carte Special Service Item and replacing with an Offer Code

### **When to call Princess:**

- Guests want to refare but has an air discount applied to their booking and guest wants to retain existing flights.

## How to apply codes to existing bookings In POLAR Online at OneSourceCruises.com:

1. Select your guest's booking from the MANAGE BOOKINGS option in POLAR Online
2. Access Booking Information screen
3. In the OFFER CODE section, type in one of the offer codes above and click submit. This will adjust the fares and add the amenities

*(Amadeus and SABRE also have offer code options)*

A quick reference list of sales launched prior to Best. Sale. Ever. with upsell amenity options and charges is below.

Promo Code	Sale	Sale Offer	Upsell Items	USD Per Person Cost/Day	CAD Per Person Cost/Day	Offer Code
N5*, K5*	May Sale	OBC, Gratuities	Drink, Wi-Fi	\$25/day	\$32.5/day	BEST2DW
N6*, K6*	Sip & Sail	Drinks	Wi-Fi, Gratuities	\$25/day	\$32.5/day	BEST2WG
N7*, K7*	Landmark	OBC	Drinks, Gratuities, Wi-Fi	\$40/day	\$52/day	BEST3
N9*, K9*	3-for-Free	OBC, Gratuities, Stateroom location upgrades	Drink, Wi-Fi	\$25/day	\$32.5/day	BEST2DW
NY*, KY*	Anniversary	OBC, Wine & Dine, Stateroom location upgrades, EZair discount on Summer Trades	Drinks, Gratuities, Wi-Fi	\$40/day	\$52/day	BEST3
NYC, KYC	Anniversary + Cyber	OBC, Wine & Dine, Stateroom location upgrades, EZair discount on Summer Trades, Wi-Fi	Drinks, Gratuities	\$30/day	\$39/day	BEST2DG
NL1, KD1, FE*, YI*, YT*	Fare-only	—	Drinks, Gratuities, Wi-Fi	\$40/day	\$52/day	BEST3