

Oceania Cruises - 2016 Promotion & Pricing Strategy

PROMOTION PHILOSOPHY – TO REWARD THOSE WHO BOOK EARLY

Oceania Cruises is eager to assist you in closing sales, generating more business and rewarding your clients for booking early while also providing compelling value. We are creating several ways to achieve this philosophy: through our **Quarterly Price Changes** and the introduction of **OLife Choice**.

QUARTERLY PRICE CHANGES

We will review the occupancy of each sailing at the end of each quarter (March 31, June 30, September 30 and December 31). Fares will be increased for those sailings that are filling up which means your clients will get the best price by booking early. Leading up to our price changes will be the perfect time to encourage your clients to book so they do not risk paying more for their desired cruise.

OLIFE CHOICE

In this competitive environment, we need to continue to offer extraordinary value. Effective January 1, 2016, Oceania Cruises launch *OLife Choice* – Free Internet plus a choice of one of three amenities – in all categories and on most sailings. Please see details below.

OLife Choice includes **FREE Internet** (one sign-in per stateroom) – **PLUS**

- **FREE Shore Excursions** based on length of sailing (excluding Oceania Choice, Executive Collection and Exclusive excursions)
 - Up to 9 Days = 3 FREE Shore Excursions
 - 10 to 13 Days = 4 FREE Shore Excursions
 - 14+ Days = 5 FREE Shore Excursions

OR

- **FREE House Select Beverage Package** (wine and beer with lunch and dinner)

OR

- **FREE Shipboard Credit**
 - Up to 9 Days = \$300 Spending Credit (shipboard credit) per person
 - 10 to 13 Days = \$400 Spending Credit (shipboard credit) per person
 - 14+ Days = \$500 Spending Credit (shipboard credit) per person

APPLICABLE VOYAGES

RIVIERA – April 11, 2016 to May 28, 2017 voyages

MARINA – May 14, 2016 to May 21, 2017 voyages

REGATTA – May 10, 2016 to May 10, 2017 voyages

INSIGNIA – July 1, 2016 to June 20, 2017 voyages

NAUTICA – April 28, 2016 to May 24, 2017 voyages

SIRENA – April 27, 2016 to July 7, 2017 voyages

COMBINABILITY | *OLife Choice* is combinable with the following programs:

- Groups
- Onboard Sales Savings
- Oceania Club Benefits
- Canadian Resident Specials
- American Express Cruise Privileges Program
- National Accounts “Your World Exclusives” Amenity Program



SHORE EXCURSION OPTIONS | Your clients will have an array of options to choose from for their free excursions. In any given port there will typically be at least two choices. The only excluded excursions are those that fall within our Oceania Choice, Executive Collection or Exclusives selection. Excursions must be booked in advance. Credits will not be offered for non-use of the shore excursion amenity.

BEVERAGE PACKAGE DETAILS | The beverage package included in *OLife Choice* will be the House Select package which includes an unlimited wine and beer with lunch and dinner.

LET'S PUT A GROUP TOGETHER! | We encourage you to secure a group if you feel you have a promotional opportunity for multiple bookings on a specific sailing. We are also very open to special negotiations for proven affinity groups.

A group is a lucrative and efficient way to develop business by building on an affinity or passion point for clients. Our group program offers opportunities for added amenities in addition to the *OLife Choice* programs, as well as earning opportunities for you. Please contact your Regional Sales & Marketing Director or Business Development Manager to review the options.

MARKETING TOOLS | We believe these are incredible offers to grow our mutual business. Please visit our online Travel Agent Center to access all the tools readily available to promote our programs.

- Editable HTML
- PDF Flyer

As always, you can also contact any member of our sales team. We are eager to help you leverage this program and drive more sales. If there is anything we can do to assist you, please feel free to contact the Sales Resource Center (855-OCEANIA or 855-623-2642, prompt 4

FAQ'S

Q: *There are three available amenity options with OLife Choice. Can the guests select different amenity options? In other words, can one guest request the Beverage Package and the other Shipboard Credit?*

A: Each guest in the stateroom must select the same option. For example, both must select the Shipboard Credit.

Q: *The included beverage package is the House Select. Can a guest upgrade to the unlimited package?*

A: If a guest wishes to upgrade to the unlimited/ Prestige Select package which includes premium spirits, they may do so once on board for an additional charge of \$20 per person per day.

Q: *My guest booked prior to December 31 and has the OLife Early Booking Advantage promotion. May they switch their shore excursions for one of the other OLife Choice options – Beverage package or Shipboard credit?*

A: Yes, they will retain their *OLife Early Booking Advantage* FREE gratuities and FREE internet and then can just switch the Shore excursions for one of the other options.

Q: *My clients are not sure which amenity they want. When do I have to let you know?*

A: If your clients are not sure, the booking will default to the Shipboard Credit amenity. You can let us know if they want either of the other two options (beverage package or shore excursions) by final payment.

Q: *I had an existing group with OLife Early Booking Advantage. Am I now able to promote that offer?*

A: Yes! If you secured the group before December 31 you have locked in the price and *OLife Advantage* amenities (Free Internet, Shore Excursions and Pre-Paid Gratuities) for the life of the group. Now with the introduction of *OLife Choice*, you may offer your clients the option of the Beverage Package or Shipboard Credit. In other words, you have the best of all worlds by being able to offer them a choice of amenities while still retaining the Pre-Paid Gratuities and Internet. This can all be done with your existing group. When calling in your bookings, our Cruise Specialists place your new bookings with the *OLife Choice* amenities in your applicable group.