



## Oceania Cruises Amenity Partnership Program



We are delighted to introduce a new program – the Oceania Cruises Amenity Partnership Program (OCAPP), which will offer you, our valued travel partner, FREE pre-paid gratuities on select 2017 and 2018 published sailings for bookings made as of October 1, 2016. In addition, travel partners will have an earning opportunity via our OCAPP Awards. It will be a turn-key, rewarding program for your agency as well as your clients.

Please read below for details to learn how this program will benefit you.

**Why are you launching the Oceania Cruises Amenity Partnership Program?** | We recognized that travel partners use the Oceania Cruises group program primarily to access amenities for their clients, to remain competitive and to differentiate themselves. We wanted to continue to provide those benefits yet simplify the way agencies can avail themselves of the amenities. Therefore, OCAPP will replace our “speculative” or promotional group process. We will still have a group program, but it will be for affinity and hosted groups. More details on the affinity group program are noted below.

**How will OCAPP work?** | OCAPP is an enhancement of the current Oceania Cruises Your World Exclusives (YWE) offered through our preferred consortia/national account partners. A unique set of sailings have been selected and all agencies affiliated with that consortium can offer their clients free pre-paid gratuities on those select sailings. We are enhancing the current YWE from \$200 Shipboard Credit to pre-paid gratuities – a much better value for your esteemed clients.

**How do I book?** | Just as the current YWE program works today, the pre-paid gratuities will be added automatically to eligible sailings based on your agency profile and consortium affiliation. You do not have to do anything.

**Wow – easy enough but how do I know which sailings are YWE and offer PPG?** | Our Sales Resource Center can provide that information and your consortia will also have it accessible on their agent intranet site.

**What are the effective dates?** | OCAPP and the respective YWE enhanced program is available for sailings as of January 1, 2017 bookings made after October 1, 2016. In other words, for any 2016 cruises, you will continue to make bookings through your established groups and also current YWE program. For any 2017 bookings, you will leverage the new program.

**How long are the OCAPP PPG amenities via my consortia’s Your World Exclusive program available for?** | The FREE PPG amenity is available on your consortia’s selected cruises up to sail date. They are also available for all categories, subject to availability.

**Will this amenity program be combinable with other Oceania Cruises offers?** | We know it is important to offer as much combinability as possible. Therefore, we are pleased to advise that OCAPP is combinable with all public offers as well as Past Guest, Canadian Resident Specials and Single Supplement offers. We will not be able to make it combinable with Amex Cruise Privileges Program, Affinity Groups, consumer event or private sale offers, or special rate offers such as Travelzoo, Holiday Sales (e.g. Memorial Day, Labor Day, etc.).



**What are OCAPP Awards?** | OCAPP Awards are an additional earning opportunity for each agency in conjunction with the enhanced YWE pre-paid gratuities program.

On their respective YWE voyages, an agency may earn awards based on a minimum number of sold berths (typically 15) on that specific sailing. All bookings made on that sailing (in category C or above) by your agency will automatically be counted towards the award. The award amount varies by cruise and can be shared with you by our sales team. A maximum of four awards may be earned on a single sailing. Again, you earn awards on your respective YWE sailing – not all sailings.

**Does my agency have to track bookings to earn the OCAPP Awards?** | No, we will do all that for you, and your Account Executive can update you at any given time as to how many bookings you need on any applicable YWE date to earn your award. We will calculate the award and payment, once earned, automatically.

**Will Canadian agencies be paid their award in USD or CAD?** | All awards will be paid in USD.

**What will happen to my “spec/ promotional” groups?** | Keep in mind that this program is for your bookings on cruises from January 2017 onward. For all your bookings for 2016 voyages, keep booking into your spec/promotional groups or your YWE dates. All 2017 or 2018 promotional groups with zero bookings will be cancelled on September 30 and again you will be able to leverage your new enhanced YWE cruises for amenities. We will send you a listing of the groups that will be cancelled in advance. If your 2017 and 2018 “special/promotional” group has bookings, we will reduce the allotment to the sold inventory and all the amenities will be protected for those bookings. If you have questions on your group program, please contact our Sales Resource Center.

**What are the benefits of OCAPP versus the current Spec/Promotional Group?**

- OCAPP gives a unique selling opportunity and exclusive amenity - pre-paid gratuities where as some group dates did not offer such a rich program.
- OCAPP offers pre-paid gratuities across a wide range of sailings combinable with the current public offer.
- You can make bookings in any category with no allotment restrictions.
- There is additional earning opportunity with OCAPP Awards.
- There is reduced administrative work for your agency.

**So does that mean Oceania Cruises will no longer offer a group program?**

We will continue to offer a group program, but only for qualified hosted or affinity groups. We are eager to work with you on these types of groups. The most common affinity groups are culinary, wine, associations, banks, religious groups, private clubs, educational groups, family group, agency escorted or pied piper groups.

These groups will be organized and negotiated via your Regional Sales & Marketing Director or Business Development Manager.

Please do not hesitate to contact your Regional Sales & Marketing Director, Business Development Manager or Account Executive if you have any questions on this new exciting program.

