

Grow your business with Princess

See how easy it is to work with this leading premium cruise line



We are thrilled to welcome you into the Princess family as a travel advisor.

We want you to be successful with Princess, whether you've been working with us forever or are brand new to the industry. Our team has created a one-stop shop for everything you need. This kit provides you with all the Princess resources right at your fingertips – from Princess Academy, our award-winning training program that turns you into a destination expert, to the tools you'll use to share the world of Princess with your customers.

Please join us for our webinar series “Connect with Princess,” which highlights what's new and exciting. If you don't already, [follow Carmen on Facebook](#).

We appreciate all of your support.

Carmen

Carmen Roig
Vice President of Sales,
Princess Cruises

Elena

Elena Rodriguez
Director of Sales, National Accounts
Princess Cruises



Welcome to the Princess® family

What began more than 55 years ago with a single ship and a sailing to Mexico has grown into a fleet that takes guests around the world.

It's been quite a journey, full of moments that have brought us, our guests and the destinations we visit closer together. What has carried us through is teamwork, from the caring crew on our ships to the partners who introduce new cruisers to our brand. Partners like you.

We know that what really matters are the connections we make. So at Princess, when we say "team" what we really mean is "family."

Welcome to the family.



What you'll find in this guide

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How to succeed with Princess

We give you everything you need to grow your business with us. An award-winning training program called Princess Academy. A wealth of marketing tools and tips all together online at the OneSource Travel Advisor Center ([OneSourceCruises.com](https://www.1sourcecruises.com)). We want to make it as easy as possible for you to succeed because your success is our success.



So where do you start?
With these three easy steps:

1 Get to know Princess.

At the heart of what we do is connecting our guests with the people they sail with and the places they go. That's why they – and we – travel. To come away with connections that last a lifetime. Keep reading for more about what makes Princess special, from our service and the MedallionClass® experience to our partnerships and programs, and who the Princess guest is.

2 Get to know our tools.

Leverage the resources we provide to put yourself in a better position to sell. That could be by becoming an Alaska cruisetour expert through the Princess Academy, gaining a competitive advantage through our Group program that offers amenities, incentives and combinability and, of course, learning all you can about MedallionClass cruising, which sets us apart from the rest.

3 Get motivated.

What's in it for me? The answer is simple: more business! Connecting your clients with cruises they love means customers who are more satisfied, and satisfied customers like to tell others to come aboard too. That's more residual business for you and a lifetime of value.

The next step?

Register with us at [OneSourceCruises.com](https://www.1sourcecruises.com). We make it easy – promise. Just keep reading!

Why Princess?

It's how special a MedallionClass® vacation can make you feel. The choice of three fare types. Top-notch partnerships. And more than 50 years of really getting to know the destinations we sail and earning accolades like being #1 in Alaska. It all adds up to what we call the Princess® difference... and the reason guests choose to sail with us.



The Princess® difference



MedallionClass® smart ships

- ▶ Stateroom door that unlocks as you approach
- ▶ Having whatever you need (food, drinks, items) delivered wherever you are
- ▶ Finding family and friends anywhere on board and messaging them
- ▶ Customizing dining with Dine My WaySM reservations
- ▶ TrulyTouchlessTM experiences, such as easy embarkation and contactless payment
- ▶ Turn-by-turn shipboard directions
- ▶ MedallionNet® Wi-Fi, the best at sea



Major partnerships

- ▶ Discovery: Discovery at SEATM experiences inspired by hit programs, along with DiscoveryTM and Animal PlanetTM shore excursions, Stargazing, Camp Discovery for kids and even a treehouse built by *Treehouse Masters* for one of our lodges in Alaska
- ▶ Stephen Schwartz: Original musicals from the composer of *Wicked*
- ▶ *The Voice of the Ocean*: TV's popular singing phenomenon comes aboard to provide interactive fun for the whole family

Offerings your clients will love

- ▶ Princess Luxury Bed: created using the latest in sleep science and technology and topped with jacquard-woven sheets
- ▶ Freshly prepared gourmet cuisine, including one-of-a-kind Chocolate JourneysSM desserts
- ▶ Entertainment for all ages, from the classic light opera meets contemporary hits of *Bravo* and *Encore* to Hollywood blockbusters, concerts and sporting events shown on our poolside Movies Under the Stars[®] screen
- ▶ Pampering at the Lotus Spa[®] and The Sanctuary, a spa-like retreat reserved just for adults



Introducing Princess Premier

This new premium add-on package includes top-shelf drinks, multi-device Wi-Fi, specialty dining, unlimited photos, daily crew appreciation and a first-of-its-kind stateroom gaming experience called Princess Prizes. The total value is \$156 per day, but the cost is only \$75 per day – savings of more than 50%!

Learn more about all our fare options on pages 13–14.

Get to know the Princess® guest

How can you market to potential cruisers without learning more about the people who love to sail our ships? You can't. So let's take a closer look at who connects with Princess and why. They're special people you'll be happy to know.



Meet the Meaningful Traveler

We've done a lot of research, and the type of person most likely to sail with us is someone we call the Meaningful Traveler.

The Meaningful Traveler is all about connections — like us! — whether that's with loved ones, the people they meet on their travels or the destinations themselves. There are lots of things we can tell you about them, like who they are (people people), what they believe (that vacations should make the most of time away) and what they want (to refuel themselves and their relationships). But the most important thing is that they understand this wonderful world is better when experienced together.

Want details about the Meaningful Traveler?
Check out our [Brand Book](#) on OneSource.

What motivates the new cruiser

The guests who come aboard our ships for the first time are seeking adventure, but not just any kind. They want to be well taken care of. (No roughing it!) Lots of options, from activities to food. Especially food. They're looking to get away from the day-to-day and travel to a variety of destinations with their favorite people. In short, everything a cruise offers appeals to them; they just need someone to make the sale.

Want details about new cruisers?
Check out our [New to Cruise Pamphlet](#) on OneSource.

Find all you need at **onesource**

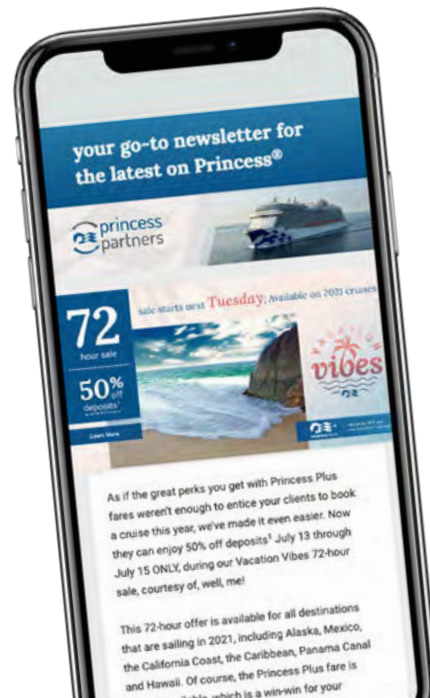
What's Princess OneSourceSM, you ask? The name says it all (almost): It's our one-stop shop for travel advisor support. It's super intuitive, efficient – even mobile-friendly! – with commonly used features and tools that make your job easier. Who wouldn't want that?

OneSource has everything from sales programs designed to help you grow your business [Learn More](#), to Princess Academy, Princess' award-winning travel advisor training program [Learn More](#). Plus you can access POLAR Online, our tool for making and managing bookings [Learn More](#), sales tools that save you time and help you better serve your clients [Learn More](#), any help you need [Learn More](#) and so much more!

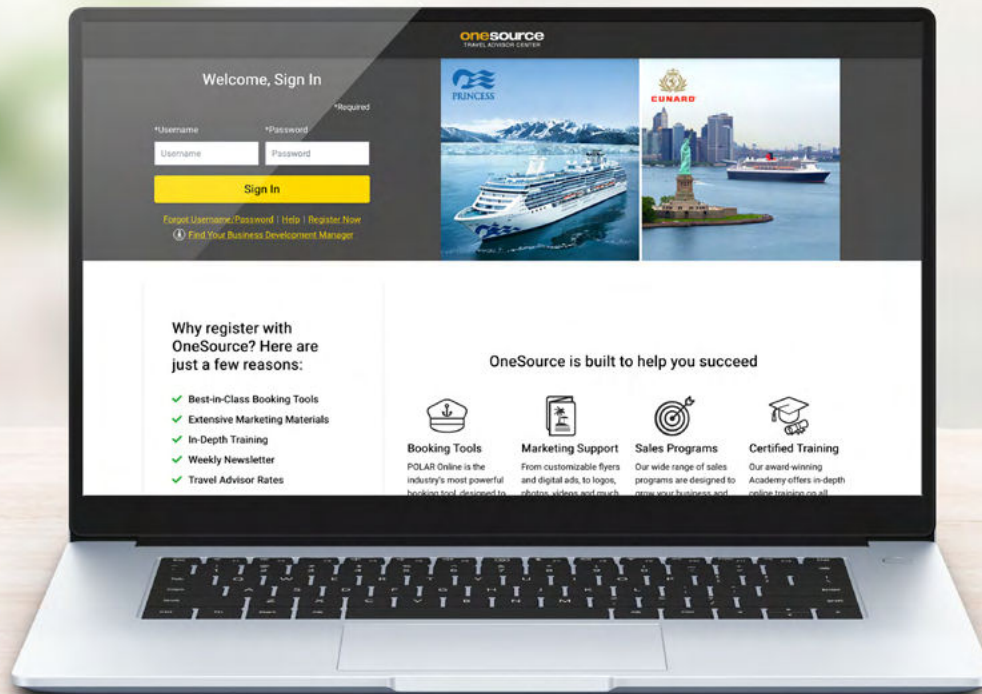
But first... you must register at [OneSourceCruises.com](https://www.ONESourceCruises.com). Because that's the key that unlocks all these resources:

- ✓ Best-in-class booking tools
- ✓ Marketing materials
- ✓ In-depth training
- ✓ Weekly newsletter
- ✓ Travel advisor rates
- ✓ Detailed sales reports
- ✓ Online chat support
- ✓ And that's just the beginning!

[OneSourceCruises.com](https://www.ONESourceCruises.com)



Registering with OneSource is easy!



To access all the great resources of OneSource, contact your host agency to set you up. Here's what you'll need to share:

- ✓ Letter on agency letterhead (with signed authorization from owner or manager) stating intent to create a new agency account
- ✓ Completed IRS W-9 form (for U.S. agencies)
- ✓ Proof of business: copy of ACC/IATA, CLIA, certificate or business license

[OneSourceCruises.com](https://www.OnSourceCruises.com)

Study and soar at the Princess Academy

PRINCESS
ACADEMY

What better place to become an expert than at the Princess Academy, our award-winning travel advisor training program. Gain an edge over the competition, grow your business and earn rewards, including a free cruise!

This is where you can become a Princess Academy Commodore, rewarded with a free graduation cruise*, Elite-level Captain's Circle benefits, priority placement in our Online Travel Advisor Locator and CLIA credits toward ACC or MCC. Plus you get a certificate of achievement and continuing education credits from The Travel Institute and Association of Canadian Travel Agencies.

But that's not all the Princess Academy offers. Here you'll find our popular sales expert and Alaska expert programs, and you can:

- ▶ Explore the sales cycle from a customer-centric approach
- ▶ Identify your specialty
- ▶ Cultivate client relationships
- ▶ Learn how to sell your expertise to potential clients
- ▶ Discover the value of upselling
- ▶ Build and maintain relationships to generate repeat business

*Restrictions apply. See [OneSourceCruises.com](https://www.1sourcecruises.com) for more information.

"The ability to form, manage and plan group cruises with Princess is a pleasure! I love that when my clients are cruising with me or independently and they purchase FCC I am emailed immediately and kept in the loop!"

- Sandra N., CTA CTS



Learn More



The coolest things about POLAR Online[®]

POLAR Online, the cruise industry's best booking tool, lets you tap in to our in-house reservation system. (Pretty cool, huh?) Read on for more ways POLAR Online can make your business better and your life easier.

- ▶ It has time-saving features, like access to all fares and other travel info.
- ▶ You can set up a cruise sale in just two easy steps.
- ▶ You can block space and manage reservations for 10 or more once new programs are released through the Princess Group Program. Perks include exclusive group fare discounts and generous amenity points.

To block and manage your group business — and add amenities — through POLAR Online, visit our Travel Agent Center at [OneSourceCruises.com](https://www.ONESOURCECRUISES.COM).



Have OneSource questions? We have a chat for that, too!

Our OneSource Chat feature is available 8 a.m. – 5 p.m. Mon-Fri, and can handle an array of OneSource-specific requests, including agency registration, agency profile transfers, logon issues and web page navigation or functionality issues. In the event OneSource Chat is closed temporarily, due to high call volume, please email OneSourceAssistance@princesscruises.com

[OneSourceCruises.com](https://www.ONESOURCECRUISES.COM)

Let's chat

POLAR Online[®] Chat for live support and NO bots! Just visit [OneSourceCruises.com](https://www.ONESOURCECRUISES.COM) (6 a.m. to 6 p.m. PT) seven days a week — you can get answers faster and get back as much as 60% of your day!

Here are the top six uses travel advisors have for POLAR Online Chat:

- 1 How to log in and access the OceanReady[®] process to help clients get prepared to sail
- 2 Extending the deposit date
- 3 Learning how to change or reinstate a booking, apply FCCs or change a stateroom
- 4 Learning how to change or apply the pause option
- 5 Diving into details about CruiseHealth[™]
- 6 Getting confirmation of payments

[Learn More](#) "how to" videos & instructions

Help yourself with sales & marketing resources

At Princess, we want to be the easiest cruise line to work with. That's why we have sales and marketing tools designed to help you better serve your clients, grow your business and save you time in the process. It's a win-win-win! Best of all, you can access these resources 24/7: customizable flyers, digital ads, logos, photos, videos and more.

Here's a sneak peek at a few of things you'll find.



Destination help:

Think detailed itineraries. Sailing schedules. Customizable flyers, videos and more for every destination we visit.

Collateral cache:

Brochures are only the beginning. We've put all the latest sales tools in OneSource, including digital materials.

Design expertise:

Our in-house team has created everything you need to market effectively: logos, on-brand images and other resources.

Co-op marketing:

Everything you need to know to request and get reimbursed for approved co-op marketing funds.

[Learn More](#) to Sales & Marketing tab

Advice on what to market when

It's impossible to promote all cruises all the time. You've got to think strategically. We're sharing what we've found that works: the best time of year to market certain trades, prioritized by market share.

Strategic

Wave (Dec/Jan/Feb)

- ▶ Alaska
- ▶ Europe (Summer)
- ▶ Summer Caribbean
- ▶ Panama Canal
- ▶ Canada & New England
- ▶ Exotics (Fall/Winter)
- ▶ World Cruise & Segments

Mar/Apr/May

- ▶ Caribbean (Fall/Winter)
- ▶ Panama Canal (Winter)
- ▶ Mexico (Fall)
- ▶ California Coast (Fall)
- ▶ Exotics (Winter)
- ▶ World Cruise Segments

Jun/July/Aug

- ▶ Europe
- ▶ Caribbean (Winter/Spring)
- ▶ Panama Canal (Winter)
- ▶ Mexico (Winter)
- ▶ holiday sailings

Sept/Oct/Nov

- ▶ Alaska
- ▶ Europe
- ▶ Caribbean (Spring)
- ▶ Exotics (Fall/Winter)
- ▶ World Cruise

Tactical

Wave (Dec/Jan/Feb)

- ▶ Europe (Spring)
- ▶ Caribbean (Winter/Spring)

Mar/Apr/May

- ▶ Alaska
- ▶ Europe (Summer/Fall)
- ▶ Summer Caribbean
- ▶ Panama Canal (Fall)
- ▶ Canada & New England
- ▶ Mexico
- ▶ California Coast
- ▶ Exotics (Fall)

Jun/July/Aug

- ▶ Caribbean (Fall)
- ▶ Panama Canal (Fall)
- ▶ Mexico
- ▶ California Coast (Fall)
- ▶ Exotics (Fall/Winter)
- ▶ World Cruise Segments
- ▶ holiday sailings

Sept/Oct/Nov

- ▶ Caribbean (Winter)
- ▶ Panama Canal (Winter)
- ▶ Mexico (Winter)
- ▶ California Coast
- ▶ Exotics (Winter)
- ▶ World Cruise Segments

Boost your sales with these programs

We get it. Sometimes you need a little help to make that sale or gain that new client or just encourage that client you already have to try Princess. Our sales programs give you the extra oomph you need to turn an “I’m not sure” into a “let’s book it.” [Learn More](#) to Sales Programs



Military Personnel Benefit

Do your clients have past (or current) military service in the U.S. or Canadian militaries? Princess appreciates those who have served. As a sign of our gratitude, active, veteran and retired military personnel enjoy up to \$250 in FREE onboard spending money on any cruise, any time of the year.* [Learn More](#)

Refer-a-Friend

Encourage your clients to refer new guests to Princess. They'll each earn \$25 in onboard spending money when the referral makes a booking, even if they don't sail on the same voyage, and you might just pick up new clients. You can refer as many new guests as you like and receive unlimited rewards!* [Learn More](#)

Best group program in the industry!

Your host agency can block group space – up to 16 beds with no deposit and no risk for the agency*. That maximizes commissions while offering benefits to clients, including exclusive group fare discounts and amenity points for special perks and incentives. We even have a new Celebration Group program tailored to clients celebrating a special event on board.

The silver bullet: limited-time offers

Everybody loves a deal, and we offer some good ones throughout the year. Pump up those sales with the added push an LTO gives you. Learn more about our promotions. [Learn More](#)

*Restrictions apply. Please refer to OneSourceCruises.com for more information.

More ways to sell Princess + earn more commission

Book clients with Princess Standard, our base fare, or increase your commission by selling Princess Plus[^] and the new Princess Premier^{^^} with the most popular items included in the fares.



PRINCESS PREMIER

6 items for \$75 per day – a value of \$156 per day!

Drinks:

Our Premier Beverage Package includes everything our Plus Beverage Package does, as well as drinks up to \$18 each with a premium selection of spirits, cocktails and wine by the glass.

Specialty dining:

Enjoy two nights of upscale dining at our award-winning specialty restaurants.

Multi-device Wi-Fi:

Why stop at one device when you can get the best Wi-Fi at sea for four! Then you don't have to choose between devices to stream, video chat and post photos.

Princess Prizes:

Get unlimited chances to win everything from onboard spending money to free cruises. One in four spins wins!

Crew appreciation:

Our crew still gets their due; we just pay this fee on your behalf.

Photo package:

Receive unlimited digital images taken by our onboard photographers and three prints of your favorites.



PRINCESS PLUS

3 items for \$50 per day – a \$95 value per day!

Drinks:

Our Plus Beverage Package includes: fountain sodas, specialty coffees and teas, cocktails, wine and beer and more up to \$12 each. With bar service charges included!

Single-device Wi-Fi:

Stay connected to whatever you need on one device – social media, email, info, family and friends back home.

Crew appreciation:

We make sure the crew who takes care of everyone is taken care of by paying this fee.



PRINCESS STANDARD

Don't need extras? Choose our base fare.

Sail with something for everyone

Your choice of good, better or best value

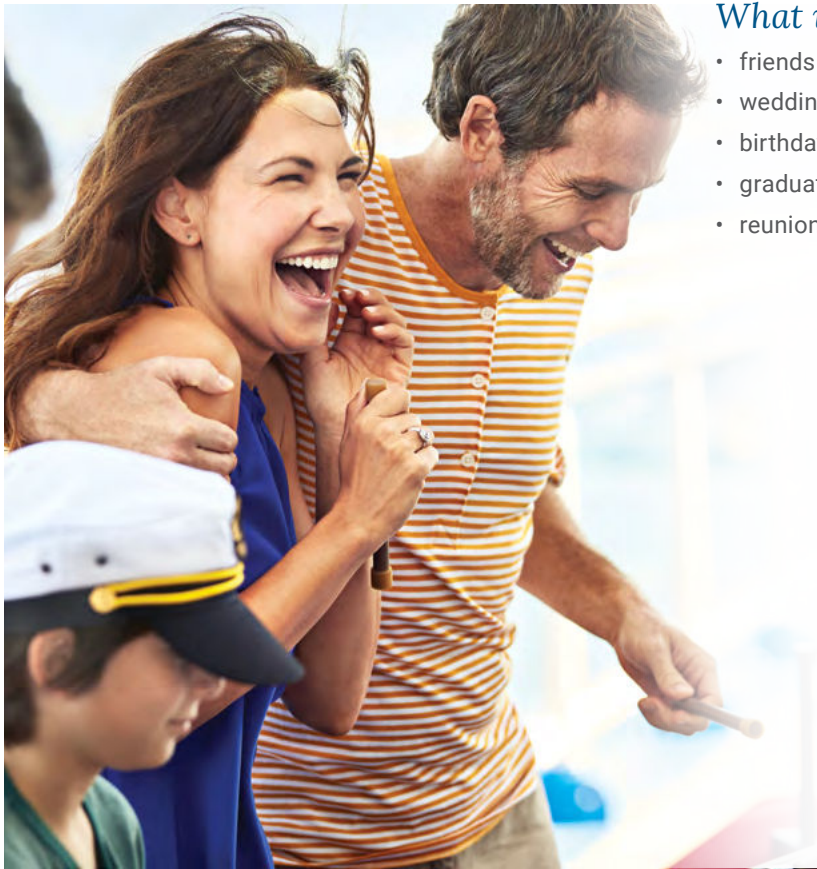
PRINCESS STANDARD	PRINCESS PLUS	PRINCESS PREMIER
<ul style="list-style-type: none"> ✓ Princess® dining, accommodations and entertainment ✓ MedallionClass® experience ✗ Beverage package not included ✗ Wi-Fi not included ✗ Crew appreciation not included ✗ Specialty dining not included ✗ Photo package not included ✗ Princess Prizes not included 	<ul style="list-style-type: none"> ✓ Princess® dining, accommodations and entertainment ✓ MedallionClass® experience ✓ Plus Beverage Package (drinks up to \$12 each) ✓ Wi-Fi (1 device per guest) ✓ Crew appreciation ✗ Specialty dining not included ✗ Photo package not included ✗ Princess Prizes not included 	<ul style="list-style-type: none"> ✓ Princess® dining, accommodations and entertainment ✓ MedallionClass® experience ✓ Premier Beverage Package (drinks up to \$18 each) ✓ Wi-Fi (up to 4 devices per guest) ✓ Crew appreciation ✓ 2 specialty dining meals per guest ✓ Photo package (unlimited digital + 3 prints) ✓ Princess Prizes
<p>Total Value \$95 per day</p>	<p>Total Value \$156 per day</p>	<p>Total Value \$156 per day</p>
<p>Your Cost: \$50 per day</p>	<p>Your Cost: \$75 per day</p>	<p>Your Cost: \$75 per day</p>
<p>Overall savings of 48%!</p>	<p>Overall savings of 48%!</p>	<p>Overall savings of 52%!</p>

Upsell your clients to earn more commission.

[Learn More](#) about our fare types.

Introducing the new Princess® Celebration Group program

Whether it's a birthday, anniversary, reunion or another occasion, our new group program lets you celebrate a special event on your cruise with your choice of incredible perks. Your celebration just got better when cruising together.



What is a Celebration Group?

- friends or family traveling together
- wedding parties
- birthday celebrations
- graduation parties
- reunions

Eligibility:

- Available for residents of the U.S. or Canada who set up new groups on November 15, 2021, or after.
- Minimum of 5 staterooms, maximum of 20 staterooms held for 60 days from group creation. Maximum size for groups is 99 staterooms.
- Celebration groups may be created on cruises of 3 to 24 days where group space is available.

Celebrations plus extra perks to choose from



Princess Plus
group pricing with
drinks, Wi-Fi and crew
appreciation included.



A Loyalty & Events
Manager available
on all ships.



Get two amenity
points more than
a standard group.

Early access to
Dine My WaySM
reservations.

And more!

[Learn More](#)

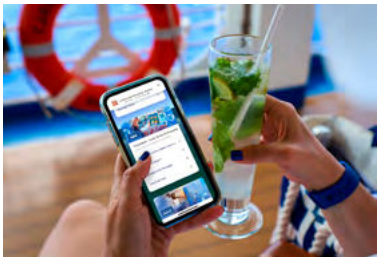
Get to know Princess

You can't sell what you don't know, so let's introduce you to Princess: our ships and the MedallionClass® technology that makes sailing on them effortless and personalized.



Home away from home

Each ship cuts an impressive figure as your clients first approach the big, white vessel at the pier. It doesn't take long, however, to get comfortable aboard. Guests find their favorite spots and get to know our crew. They enjoy spending time together and making new friends. They recharge each night on the Princess Luxury Bed. And soon this big floating city starts to feel like home.



Your vacation your way

We want cruising to be as easy and customized as possible. That's why all our ships offer the MedallionClass experience and the ability to create the vacation you want. Whether it's planning their days and dining, ordering food and drinks delivered wherever they are or finding loved ones anywhere on board, your clients will love MedallionClass cruising.



Immersive experiences

Our ships are like playgrounds in the best possible way, offering options for any interest. Dining choices that range from local eats to high-end restaurants. Learning about the world through Discovery at SEA™. And engaging entertainment, like helping crown *The Voice of the Ocean*.



Sky Suites – great service and our largest balcony

Amenities and a dedicated Suite Experience Manager are just the beginning. Each Sky Suite hosts up to five guests and features a 270-degree panorama. A more than 1,000-square-foot continuous balcony – the largest in our fleet – invites guests to relax privately or host their own celebrations or catered events.



Club Class – Mini-Suites with exclusive VIP touches

Club Class has all the standard features of a Mini-Suite along with upgraded amenities, such as a complimentary wine set-up on embarkation day. What's more, each night guests enjoy Club Class Dining, an exclusive dining area that offers faster seating, additional menu options, dedicated wait staff and tableside preparations.

Explore more of our ships. [Learn More](#)

Princess® MedallionClass® – your vacation your way

Make your vacation truly yours on a Princess MedallionClass cruise that features next-level technology. Choose exactly when and where you eat, or have food, drinks, other items and even services delivered wherever you are. It makes everything easier so you can connect with what matters most to you.

It starts with your Medallion® device

Free to all guests, this quarter-sized wearable never needs to be turned on or off. Take it wherever you go, and see how easy your vacation can be. You can access features through an app on your mobile device, your stateroom TV, portals around the ship or a request to a friendly crew member. Choose what's easiest for you.

Whatever you need, delivered

Want hot chocolate on your balcony? A robe for your stateroom? Pizza as you watch our poolside Movies Under the Stars® screen? Need crew assistance or have a question? Use OceanNow® delivery to request whatever you need, wherever you are.

The best Wi-Fi at sea

Stay connected while you unwind with MedallionNet® Wi-Fi. Stream your favorite shows by the pool. Post a picture of a stunning sunset to social media. Or, if you must check your email or log on to work, it's effortless with this fast, reliable service.

Discover more reasons to love MedallionClass cruises.

[Learn More](#)



Easy stateroom entry

No need to pull out a key card. Your stateroom door unlocks as you approach.

Customize dining with Dine My WaySM reservations

Enjoy complete flexibility when it comes to your meals. You can make reservations for the main dining room or specialty restaurants at your preferred time and pace, share dietary preferences and more!

NOTE: Reservation times are based on venue capacity and availability.

Streamline your arrival experience

Completing the OceanReady[®] steps before you sail means enjoying your vacation sooner. Not only do you receive your Medallion[®] wearable at home, you also choose your arrival time to expedite check-in. And for the ultimate customized experience, update your profile, and share your preferences.

Bookmark activities and view venue attendance

Have the event calendar for your entire voyage handy. Our JourneyView[®] digital planner lets you customize your own itinerary.

Find your way — and your shipmates

Get directions that guide you where you want to go, step by step. Chat with family and friends through the app. Need to find your travel party? Locate them anywhere on board using your smart device or portals around the ship (no internet plan needed).

Games for all ages at your fingertips

Wager real money on all your favorite casino games with Ocean[®] Casino, anywhere on board. And thanks to the Ocean Sportsbook, bet on major competitions, from professional football to awards shows in real time — a first at sea! Or compete in family-friendly PlayOcean[®] games, like a location-based scavenger hunt.



Discover more reasons to love MedallionClass cruises.

[Learn More](#)



A world of possibilities on board

Vacations are all about doing what you want, and nowhere is that truer than our ships. Regardless of your clients' interests – food, fun, relaxation, etc. – they'll find something they love to do on board. Learn more about our onboard experience. [Learn More](#)



The dish on dining

Our dining complements each cruise with fresh flavors, made-from-scratch dishes and a taste of regionally sourced ingredients. Crafted by our team of chefs, our casual bites, local favorites and specialty dining satisfy every palate. Awarded "Best Cruises for Food Lovers" by *Food & Wine Magazine*. Learn more about dining, drinks and partnerships that'll have your clients craving more.

[Learn More](#)

Relax, it's a vacation

No one goes on vacation to be stressed out, so our ships make sure there are plenty of opportunities to kick back. The Lotus Spa® offers everything from massages to mani-pedis. The Sanctuary is a top-deck space designed as an oasis for adults. Stress-busting through exercise? We've got state-of-the-art fitness centers too. And our Princess Luxury Bed makes sure all our guests get a good night's sleep.

Entertaining ways to pass the time

Broadway-style productions. Poolside movies under a canopy of stars. Enriching programs that offer a new perspective on the places we visit. Sailing with Princess means days and nights as engaging or relaxing as guests want them to be. Just see what we have in store for your clients. [Learn More](#)

Just for kids



Princess has partnered with Discovery™ to develop programming and wonder-filled centers for our cruisers ages three to 17. At Camp Discovery, younger kids have the Treehouse as their space to play while older kids call the Lodge home. And teens hang out at the Beach House, a place of their own.. Read about

kid-friendly cruising. [Learn More](#)

Saying "I do!" to a Princess wedding

It's no surprise that the same cruise line that served as the backdrop for the iconic TV show *The Love Boat* hosts lots of weddings each year. Help your engaged clients set a course for (a romantic) adventure with an overview of options: at sea, harborside and ashore. [Learn More](#)

Always a reason to celebrate

Do your clients have a special occasion coming up? Guests have spent their anniversaries and birthdays with us, gotten engaged on our ships and honored life events like retirements or the simple joy of being together. Your clients can enhance voyages with special packages, or you could surprise them with a gift. We'll deliver the gift or services to their stateroom on embarkation day or a requested date. [Learn More](#)

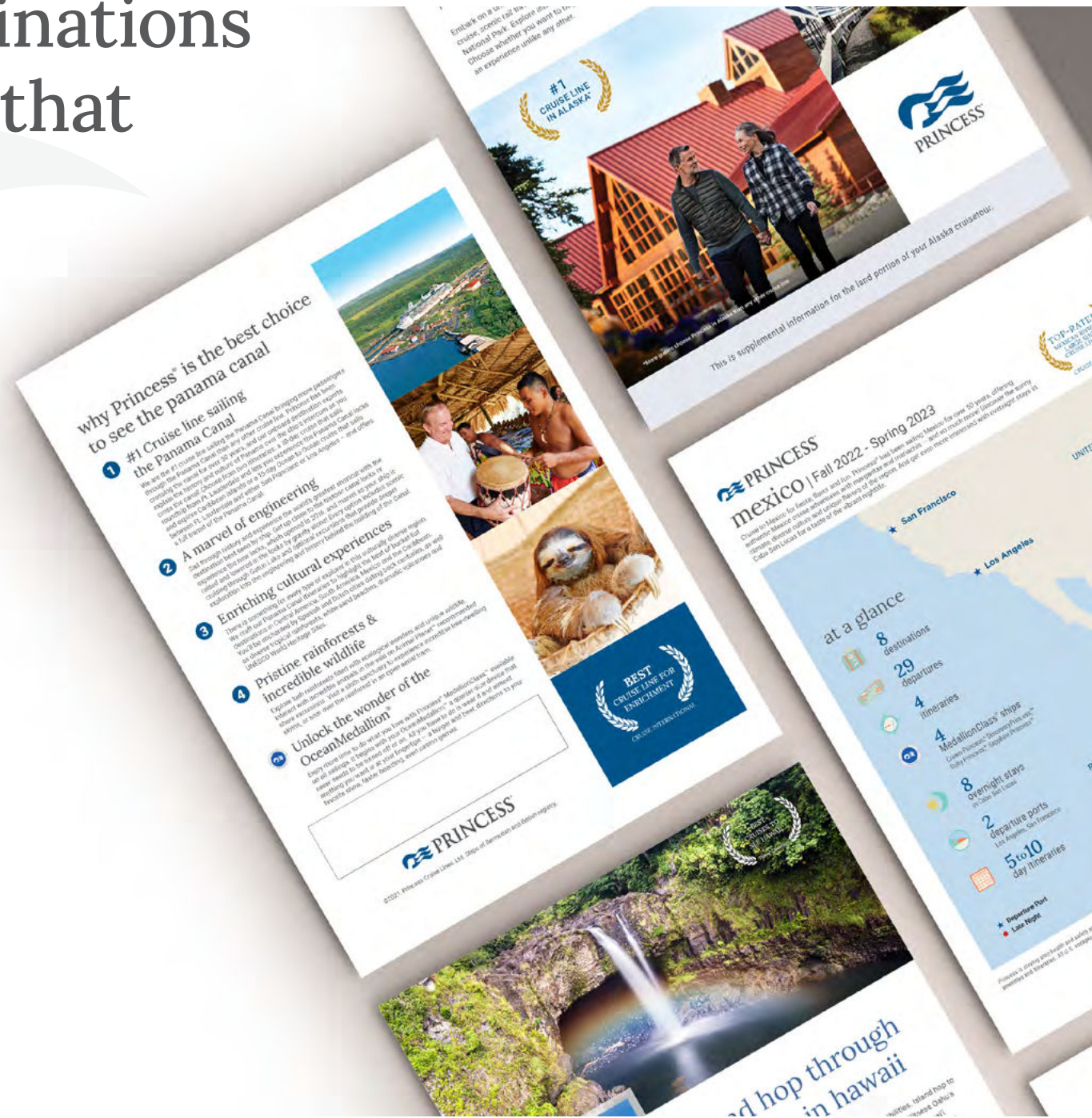
Dive into destinations with tools for that expert edge

Let's face it: We're not just selling cruises; we're selling the places they sail. So it's important not only to be well-versed in the ins and outs of Princess but also the ports and regions we visit. We provide you with everything you need to become an expert through in-depth program information that helps you boost your bookings.

Destination tools you can use:

- ▶ At a Glance Flyers that overview each trade with season-specific details and a regional map
- ▶ Product releases that promote the trade through brochures, program-specific flyers and videos
- ▶ Customizable resources like itinerary flyers and destination-themed newspaper and magazine ads with boxes for itinerary information
- ▶ Fixed resources like sailing schedules with fares and amenities

[Learn More](#)



Bringing the world together through travel

Sure we carry guests to more than 330 destinations in 100 countries, but what good does it do to visit a port if you don't truly experience it? We craft itineraries and partner with tour operators to immerse our guests in the places we go. Here are examples of ways our guests can explore unique regions all over the world.



Alaska

"#1 cruise line in Alaska" – more guests choose Princess in Alaska than any other cruise line. Ride on the White Pass Scenic Railway in Skagway, view Margerie Glacier in Glacier Bay National Park, and explore Denali National Park on a cruisetour. [Learn More](#)

Princess Cruises is an authorized concessioner of Glacier Bay National Park.



Asia

What better way for first-time cruisers to explore Southeast Asia than from the comfort of their ship? It's easy to experience varied cultures on award-winning shore excursions. [Learn More](#)

Australia & New Zealand

"Best Cruise Line in Australia & New Zealand" three times in a row by Travvy Awards. See Fiordland National Park in New Zealand, and snorkel in the waters above the Great Barrier Reef in Australia. [Learn More](#)



California Coast

Only Princess sails regularly roundtrip from Los Angeles and San Francisco, showcasing the scenic coastline, famed wine country and farm-to-table cuisine of this picturesque region. You just may spot a sea lion or two lounging on the shore. [Learn More](#)



Canada & New England

Follow the Freedom Trail in Boston for a closer look at the American Revolution, and try a lobster bake in Bar Harbor. In fall, Mother Nature puts on a display to rival the art museums of the world. [Learn More](#)



Caribbean

"Best Cruise Lines in the Caribbean" by *U.S. News & World Report*. Soak in the sunshine on top-rated beaches. Dive into local life and crystal-clear waters. Explore Mayan ruins. And experience relaxation defined at our private island resort, Princess Cays®. [Learn More](#)



Europe

“Best Cruise Line in Europe” by Women’s Choice Awards. Spend the day surrounded by history at the Colosseum in Rome, checking out the Viking ships in Oslo or swapping stories over a pint of Guinness in a Dublin pub.

[Learn More](#)



Hawaii

Only Princess sails roundtrip to Hawaii from North America year-round. Take in the unique charms of four of Hawaii’s most famous islands on one cruise — the volcanoes, the surf, the luaus and most importantly the people who call this beautiful place home.

[Learn More](#)

Japan

Voted “#1 International Cruise Line in Japan” by Japan’s *CRUISE Magazine* Readers’ Pool. Crafted itineraries coincide with the country’s famous festivals, including Golden Week and Kumano Fireworks. [Learn More](#)



Mexico

The first place a Princess ship visited! After sailing here for more than 50 years, we know how to immerse guests in the culture and cuisine of this festive region. Learn how to make salsa (and dance it) in Mazatlán, and zipline through the rainforest in Puerto Vallarta.

[Learn More](#)



Panama Canal

Princess is the #1 cruise line to the Panama Canal, carrying more guests through this engineering marvel than any other. Transit the locks — the best destination to explore by ship! — and discover what’s beyond the canal on an epic journey. [Learn More](#)



South America & Antarctica

“Best Cruise Line in South America” by Women’s Choice Awards. Go where the tango was born along the streets of Buenos Aires, and watch penguins in their natural habitat while sailing along the Antarctica Peninsula.

[Learn More](#)

Explore in-depth with More Ashore

What’s one criticism of cruising? Not enough time in port. We’ve upended that with our More Ashore program, which includes late-night departures (9 p.m. or later) and overnight stays, to give our guests the opportunity to enjoy relaxed sightseeing, experience the night life and have more moments they can turn into memories.

Buenos Aires, Brazil — overnight stay
Cabo San Lucas, Mexico — overnight stay
Honolulu, Hawaii — late-night departure
Juneau, Alaska — late-night departure

Help your clients cruise worry-free

A vacation is a big investment, in time as well as money, and guests want to know both are well spent. At Princess, we have programs that reassure them that their cruise will be just how they like it, and in the rare case it's not, they're covered.



Princess Promise

We pride ourselves on providing guests with great service. Now it's a promise. With the Princess Promise if your client isn't happy with our onboard service, we'll make it right or refund the value of that service.



Princess Vacation Protection

Think of it as a little extra peace of mind. Princess Vacation Protection includes:

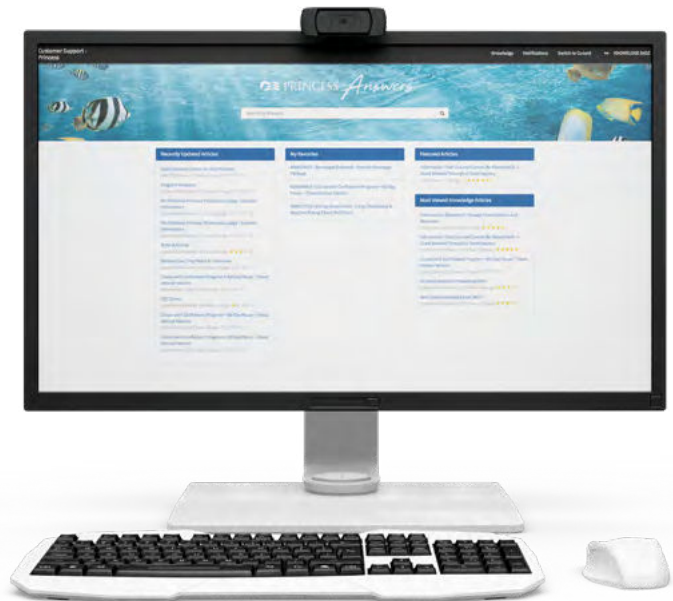
- ✓ Full reimbursement of cancellation fees if changing vacation plans for a specified reason
- ✓ Coverage for lost, stolen, delayed or damaged luggage
- ✓ Reimbursement for trip delays or trip interruptions
- ✓ Excess medical expense coverage and emergency medical evacuation
- ✓ Access to 24/7 worldwide assistance for travel, medical and emergency services



[Learn More](#) 

Have questions? get Princess Answers

We created our search engine Princess Answers to give you the info you need any time you need it, 24-7. Fact-check. Read up on a new program, or just ask a question, say, about visa requirements or ship dry docks. (Like Google, Answers can action requests even if there's a misspelling.) Rate articles, and read the "most viewed" or "recently updated." It's the same resource our contact center uses!



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Stay connected with Princess

This seems like the beginning of a beautiful partnership. What's next? Keep in touch! We'd love to hear from you and want to make sure you stay informed with the latest from us. Don't worry – we make it easy.



How to reach us:

Through our Business Development Managers

Our team of BDMs supports travel partners in their individual regions with sales and marketing. Think promotional ideas, co-op possibilities, training, helping with group requests and other ways to grow your business. Find the BDM for your region. [Learn More](#)

Through the Princess reference guide

It's a handy sheet – a list of phone numbers and hours of operation for various departments: OneSource, Customer Relations, Sales Support and more. [Learn More](#)

Through our webinars

Want to stay in the know? Try a webinar! We have them on a world of topics, they're actually pretty fun, and you always walk away with knowledge you can use.

[Learn More](#)

Through OneSource Chat

What can you do here? Agency registration, profile transfers, even get help with issues like logging on to POLAR Online® or navigating the webpage. When it comes to being efficient, our motto is "chat first, call second!" You'll find the chat function in the lower left corner of the [home page](#).

Through our V(I)P of Sales – Carmen Roig

She's more than just a friendly face. She loves to keep you in the know through her [Facebook page](#) – be sure to like it! – and a weekly Travel Advisor newsletter. Talk to your Agency manager if your email isn't registered with us.

And one more thing – thanks!



We really appreciate you taking the time to read this material. We hope it gives you a better understanding of Princess and, better yet, helps you grow your business. Remember [OneSourceCruises.com](https://www.oneSourceCruises.com) is always there for you, and so are we.

Thank you for your support!