



Building Your Group Business with Seabourn

Seabourn Enhanced Groups Program

Seabourn's Group program is meticulously designed to amplify your business opportunities, streamline communication, and simplify the group booking process.

The below program is effective for all groups for voyages sailing Fall 2025 and beyond*.

Great Value with our Tour Conductor Credit

- Use the Tour Conductor Credit to escort your group, add value or improve your margin.
- Book 9 full fare guests, and the 10th guest sails at a reduced fare on select sailings.
- Our enhanced program includes a **renewed focus on sailings in our Accelerated Tier**. You can expect an expanded list of select voyages that provide for you to book 7 full fare guests with the 8th guest sailing at a reduced fare.
- The NEW simplified Tour Conductor Credit calculation for the reduced fare guest is the weighted average of all fares paid within the group.

Flexibility for Your Business

Your choice of either Shipboard Credit or Bonus Commission

Enrich the Onboard Experience
with Combinable Shipboard Credit

Oceanview & Veranda Suite	\$250 ^{USD} per suite
Penthouse Suite & above	\$500 ^{USD} per suite

OR

Increase Value with Bonus Commission

Oceanview & Veranda Suite	3% per suite
Penthouse Suite & above	5% per suite

Up to \$500^{USD} shipboard credit per suite now combinable with most public shipboard credit offers AND National Account shipboard credit programs.

Up to 5% bonus commission per suite

No Deposit Required!

For groups of up to 10 suites, no deposit is required to hold an allocation of suites. For groups of 11 or more suites, a nominal \$50 refundable deposit per suite will be required.

Create More Seabourn Moments

Create additional Seabourn Moments through exclusive Groups events. For example, upon request, groups can receive a complimentary cocktail party, **including a visit from a Seabourn officer** to welcome your group to their home away from home at sea.

Streamlined Recall Structure

Recall review dates for all voyages, regardless of sailing duration:

	Final Payment at 90 Days	Final Payment at 120 Days
First Recall	150 Days	180 Days
Second Recall	120 Days	150 Days
Final Recall	90 Days prior to departure	120 Days prior to departure

Tips for Growing Your Group Sales

- Draft marketing plans early and refine them often. Promote your group through print advertising, social media, email, database engagement, landing pages on your website, and target special interest groups.
- Host a webinar or in-person event with your clients to promote the voyage.
- Start planning your groups when Seabourn announces new products to be the first to market new destinations and experiences.
- Work with your Key Account or Business Development Manager. They are here to support you and your team.
- Use your Tour Conductor Credit to escort your group, boost your margins, or add value to your clients.

Creating More Opportunities for Group Business

Our Group program allows one group departure per ship per month per agency.

Seabourn is **committed to growing your group business**, contact Seabourn's group department for more information and opportunities.

Increased Capacity for Groups

You can now hold more suite allotment to accommodate your large groups with us directly in POLAR online without any forms or approvals needed.

Seabourn Quest & Seabourn Sojourn	40 Suites
Seabourn Encore & Seabourn Ovation	60 Suites
Seabourn Venture & Seabourn Pursuit	25 Suites

Additional Resources Available

- Available to book directly through POLAR ONLINE
- Detailed training available at [OneSourceCruises.com](https://www.onesourcecruises.com)
- Group sales training available at Seabourn Academy. Ultra-Luxury Group Cruise module in course 105

Seabourn is dedicated to assisting you every step of the way. No matter the size of your group, you can trust us to help you orchestrate an unforgettable experience for your clients.

For additional information please contact the **Seabourn Groups Department** at 1-800-442-4448 or +1 206-626-8351 outside North America, email seagroupsales@seabourn.com, or your Business Development Manager.

*Group terms effective for groups sailing on and after Seabourn Encore – 11/2/2025, Seabourn Ovation – 11/18/2025, Seabourn Sojourn 9/2/2025, Seabourn Quest – 9/19/2025, Seabourn Venture – 11/11/2025, Seabourn Pursuit – 10/30/2025. Participating travel agent partners must sell enough suites to earn the first tour conductor berth and make final payment on the qualifying bookings to earn the shipboard credit or bonus commission amenity. Group contracts will an allocation of 10 suites and fewer will not require a deposit. Group contracts with an allocation of 11 suites or greater require a deposit of \$50 per suite within the allocation requested. This deposit is due 30 days from the date the group contract is issued. Only the first and second guests in a suite apply towards earning a Tour Conductor credit. Third and fourth guests do not count toward Tour Conductor calculations. Single bookings, regardless of category or supplement count as 1 berth toward Tour Conductor calculations. A maximum of 8 TC berths per group may be earned. Tour Conductor Credits are calculated on cruise-only fares and do not include airfare, transfers, land extensions or shore excursions, non-commissionable fares, Taxes, Fees, & Port Expenses, any miscellaneous fees/charges or insurance premium. Seabourn reserves the right not to honor any published prices that it determines were erroneous due to printing, electronic, or clerical error. For the full terms and conditions, please see <https://www.onesourcecruises.com/onesource/home/pages/sb/sales-programs-and-benefits/group-sales>. Ships' registry: Bahamas. ©2024 Seabourn.