

# SinglesCruise

## PROGRAM HIGHLIGHTS AND SELLING ADVICE



### ABOUT SINGLESCRUISE

Selling a SinglesCruise is significantly different than selling an ordinary cruise because a SinglesCruise is an entirely different experience.

**Every group is hosted and has a comprehensive schedule of activities and events.** We have exclusive activities, private parties and events all designed to get our group socializing. We dine as a group but allow for our guests to table hop each night, with the exception of the first—on that night we assign tables in order to ensure an even mix of ladies and gentlemen at each.

**We will never cut you out of commission if a client re-books with us directly in the future!** In fact, we will pay the full commission on all future bookings from any guest you bring us, even if they don't mention your agency (some exceptions apply).

### ABOUT OUR PRICING

- All prices are fully inclusive of NCF, government fees and taxes.
- We don't specify category, we specify type such as "Private Balcony".

- For Royal Caribbean cruises we add Prepaid Gratuities to the price. Commission is paid on the portion of the price after NCFs, government fees and taxes have been deducted.
- When our website says "Call for Pricing" it may mean that we have limited space available so you must call to check.

**We do not allow any discounting.** Customers can easily see the difference between our price and the Cruise Lines' price and we make no apology for that. We make it clear that we're much more than just a group of single people that happen to be traveling on the same cruise.

**We don't sell by Cabin Category, we sell by Cabin Type.** If a client asks for a specific category within the type, then we will check availability and then fulfill that with our markup added.

**We offer roommate matching and guarantee double occupancy based price.** Conditions and exclusions can be found the FAQ section of this document. It's possible that two roommate-matched customers will end up paying a different rate if they booked at different times. Typically, the earliest bookers get the best price.

**MORE QUESTIONS? CALL US AT 800-393-5000**

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If your the client wants a cabin type or category we don't offer or if they have Loyalty Status with the cruise line, **we will add \$20 per person, per day to the FIT rate.** In this case, we do not offer roommate matching.

**We offer add-ons such as pre- and post-cruise hotels, but they are non-commissionable.** As these add-ons become available for each departure, we send emails directly to our guests with the prices and booking instructions.

**The pricing is always up-to-date on SinglesCruise.com and likely is what your client has seen.** Rates do change so it's important that if you're promoting any price points, you're clear that they are accurate.

### DEPOSITS AND PAYMENTS

**A deposit is required to confirm a reservation.**

SinglesCruise accepts two (2) payment types:

- 1. Check:** Reservation and price are not guaranteed until we receive the check. If a sailing is under final payment we require a registered check or money order. Once we're within 30 days of sailing we only accept credit cards.
- 2. Credit Card:** We accept American Express, Discover, Diner's Club, MasterCard and Visa.

### SINGLESCRUISE DISCOUNT PROGRAMS

**We have several discount programs to reward customers that have sailed with us.** These discounts are applied to the cruise fare and will lower the commissionable amount.

- **Onboard Booking:** \$50 discount for reservations booked with SinglesCruise no later than seven days after current sailing returns. Not applicable to sailings less than six nights.
- **SinglesStars:** \$50 discount for a clients 6th SinglesCruise sailing and every cruise there after.
- **Refer-a-Friend:** \$25 discount. Applicable only if person being referred has never sailed with us. No limitations. Referring customer must have sailed with SinglesCruise. If two new customers book a cruise, one cannot refer the other. The discount is given to the referring customer, not new guest.

### CANCELLATIONS

**SinglesCruise maintains a strict cancellation policy for all sailings, because we hold non-refundable inventory in groups under deposit.** Each voyage will have a penalty schedule noted on the client's invoice.

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# FREQUENTLY ASKED QUESTIONS

## **How many people are in a typical group and what's the breakdown of men and women?**

The number one question asked by most customers is how many passengers are booked on a specific sailing, age and gender ratio. Using our point-of-sale system, we can tell you precisely how many are in a group, as well as the breakdown by age and gender, just call us at 800-393-5000 for details on a sailing.

## **How do you match roommates?**

We do our best to match roommates of similar age, but the only criteria we *guarantee* is same gender. We do not give out any of your clients' personal information to other passengers for security reasons.

We cut off roommate matching after final payment; however, if the sailing becomes very active, we may continue to accept reservations beyond final. This is especially true with Carnival who allows us to hold inventory without names (after final payment) in hopes of adding guests to the group.

Once our group inventory is depleted we will start a waitlist and try to continue matching roommates, but only if we can fill the entire cabin.

## **What are the exceptions to the complimentary roommate match service?**

There are a few critical exceptions where we do NOT provide roommate matching:

1. The guest is a smoker.
2. The cruise is designed for a particular age group (such as 20s and 30s) and the guest is outside that age range.
3. The guest is requesting a special needs modified stateroom, a stateroom we don't have in our inventory, or specialty rate that is not applicable.

## **If SinglesCruise cannot find a roommate, will my client be charged for single occupancy?**

No, our roommate matching program is guaranteed. SinglesCruise accepts this risk and your client will not be charged a single occupancy rate even if they end up sailing alone.

## **When will my client learn who their roommate is?**

Cabins and booking numbers are not released to roommates we match until 30 days prior to sailing and are subject to change. We need the time to match guests for better age compatibility and inventory control since we are accepting the risk of not filling a berth.

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## FREQUENTLY ASKED QUESTIONS

Should your client's stateroom assignment change after initially communicated, we will call to let you know about this in order to make sure you did not purchase any cruise line shore excursions or anything else that may be affected by making a cabin/booking number change.

### **What are the ages of the other singles onboard?**

Most of our cruises are open to all singles 21 years and above. The with the majority of our cruisers are between 35 and 55 years old. We also offer several unique age specific cruises throughout the year such as our 20s and 30s sailings, and over 40 sailings.

### **What are the average men to women ratios?**

Most of our cruises are very close to 50/50, which is what we strive for, but this may vary by cruise. When the ratio of men on a group is greater, we find that more women will start to sign up, and likewise when the reverse happens. We will do our best to get equal numbers of the opposite sex to join all cruises, however this cannot be guaranteed. Remember, a SinglesCruise is not just about meeting singles of the opposite sex! Your clients are sure to make new friends and have fun.

### **How does dining work?**

The SinglesCruise group will all be dining together at late seating. On the first night of every cruise, we ask that everyone sits at their assigned table. We do this to mix up the male / female ratio evenly and give our veteran guests a chance to meet some newer faces. On subsequent nights, we keep our same block of tables but participants may sit where they choose.

Occasionally, we will run out of blocked tables before the ship sells out, so late joiners may end up sitting at other tables (or early seating), but this is rare, and we'll advise before this occurs. On European cruises, we may end up as a group at early seating.

### **How many cocktail parties are included?**

It will depend on how long the cruise is. Cruises that are 3-4 nights have 1 party. Cruises that are up to 7 nights include 3 or more parties.

### **What can you tell me about your theme nights?**

We offer various themes nights on each sailing. Although we encourage participation, it is not mandatory. Some of our favorite themes include Mardi Gras, Angels & Demons, 80's Retro, Woodstock, Hawaiian Night, Black & White Night, Crazy T-Shirt, and Greased Lightning.

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# FREQUENTLY ASKED QUESTIONS

## **How much commission does SinglesCruise pay and when will it be paid?**

We pay 10% commission except to those agencies affiliated with Travel Leaders Group consortia, host and franchise agency groups, who will receive enhanced commissions on SinglesCruise bookings. Consult your consortia or franchise commission guide or contact your support services team for details.

Commissions are paid the first week of the month following the return of the sailing.

NCFs, government fees, taxes, prepaid gratuities and add-ons are NOT commissionable. Commission payments are not applicable to existing customers.

## **I have a client who is already booked for a cruise, can they still join the group onboard?**

Sure! First, we try to work with the cruise line to “take over” a reservation and make it officially part of our group agreement with them. If this option isn't open to us, then we offer your client the opportunity to buy into our SinglesCruise activities, with the price based on the length of the cruise.

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