



Partner Booking Link Reference Guide

Prepared by Royal Caribbean Cruises LTD

Partner Booking Link – Reference Guide

Introduction

The Partner Booking Link (PBL) allows your agency to create a link from your web sites to various sections of the Royal Caribbean International, Celebrity Cruises Inc., and Azamara Club Cruises web sites. This link allows a consumer who visits your web site to click through to our web site(s). If the consumer reserves a cruise on our web site(s), you get the credit!

We created this User Guide to help you in three ways: First, it will talk about the important details of Partner Booking Link reservations. Second, it will familiarize you with how our consumer Web site reservation tool works. Third, it will give you the basic information you need for establishing the links.

Inside the Web Sites

Once consumers click on the PBL that you have installed on your web site, they may browse our entire site -- not just the booking portion. And, because the consumer entered our site from yours, links such as "Find a Travel Agent" and "Travel Agents Add Value" will not be displayed. This means you can't lose your consumer to another agency! If the consumer decides to book a cruise on our web site, your agency's name and contact information will appear throughout the booking process and within the confirmation e-mail.

The Vacation Folder (“My Cruises” folder on RoyalCaribbean.com, "My Celebrity" on Celebrity.com and “My Azamara” on Azamaraclubcruises.com)

Your consumers may create a Vacation Folder to save the vacations they've researched. If the consumer ultimately books a saved vacation on a later visit, your agency will receive full commission for the booking once it sails. Consumers must create a Vacation Folder if they wish to make a reservation. Once the reservation is placed on "Hold" or "Booked" status, the consumer will no longer have access to the reservation. That's where you come in. Your agency must service all "Hold" or "Booked" status reservations via your automated booking tools or over the phone with our Reservations Department.

Consumer Confirmation E-mail

Consumers will receive a confirmation e-mail with details regarding their reservation. These details include the confirmation number, booking status ("Hold" or "Booked"), your agency's contact information and the balance due. The e-mail directs the consumer to your agency for changes, additional payments and travel documents.

Travel Agency Confirmation E-mail

Your agency will receive a confirmation e-mail for each reservation. This e-mail is delivered to the contact address provided by your agency as you've listed it within the Enrollment Documents. The e-mail includes important information like the guest's contact information, the confirmation number, balance due and reservation status. A special message is included if the reservation is on "Hold" status. In this event, the agency must respond quickly to secure the reservation.

Intermediate Page

By clicking the booking link on your site, the consumer will be transferred to the intermediate page. This page will advise the consumer that he or she will be transferred to Royal Caribbean International, Celebrity Cruises or Azamara Club Cruises for the purpose of generating a reservation. The consumer will have the option to return immediately to your agency's site. Otherwise, the consumer must accept the displayed terms and conditions before continuing.

We recommend that you configure the link to launch a new pop-up browser. The intermediate page will appear in the new browser session. If your client clicks Decline on the intermediate page, the new browser session will close. This will automatically return your client to your Web site.

If your agency is on "No Book" status, then an error message will display within the intermediate page. The user may continue to browse the Web sites, but he or she will not be able to generate a booking.

Consumer Ownership

Partner Booking Link consumers belong to your travel agency. You get credit for all reservations booked. But, of course, that also means your agency is responsible for servicing the consumer. This responsibility includes collection of final payment, providing information, changing or canceling the reservation and delivering ticket documents. If the consumer calls Royal Caribbean Cruises Ltd. for any reason, we will direct the consumer to your agency. The Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises Web sites serve only to generate the reservation.

Online Payments & Deposits

Your consumer has the ability to make a payment toward the reservation. Our Web site calculates the amount of the required deposit. If the sail date is soon, the consumer may be required to pay in full. Otherwise, the consumer will have the option to pay a deposit to place the reservation on "Booked" status. Alternatively, the consumer may place the reservation on "Hold" status to avoid paying the deposit online. If the reservation is on "Hold" status, your agency must collect and submit the deposit within the required time. Once the reservation is on "Hold" or "Booked" status, all balances due are payable directly to your travel agency. At that time, the consumer will no longer be able to make payments via our Web sites.

Banners

The Partner Booking Link section of CruisingPower.com includes banner graphics you may copy for use within your Web site. There are four banner sizes for each brand. We recommend that you configure your Web site so that the buttons open a new browser window.

Travel Documentation Delivery

Your agency is responsible for delivering all travel documents to the guest. However, depending on the proximity to sailing, we may send the documents directly to the pier for pick-up by the guest. During the confirmation step of the shopping process, the Web site will notify the guest if pier pick-up is required. As a reminder, the consumer and travel agent confirmation e-mails will indicate whether pier pick-up is required.

Country Rule

In the booking process, consumers must provide their contact information, which we forward to you. If a consumer's contact country is not the same as your agency's country, unfortunately we cannot complete the reservation. As a rule, the travel agency and consumer must reside in the same country. Within the intermediate page, we ask the consumer to refer to your address, provided on that page, to ensure that he or she resides in your agency's country. Within the intermediate page, we ask the consumer to refer to your address, provided on that page, to ensure that he or she resides in your agency's country.

Link Coding

Your agency has a variety of options regarding the link's functionality. In its simplest form, the link will take your consumer to our home page. From the home page, the consumer may browse the entire site.

Plus, another helpful option allows your consumer to search for vacations based on ship, destination or both ship and destination. There are two key advantages to establishing the latter type of link. First, this link will not require your consumer to duplicate destination and ship selections made on your web site. That makes for a smooth transition between our Web sites. Second, the link will transfer your consumer directly to the transaction portion of the web site, thereby expediting his or her shopping experience.

The remainder of this document will explain how to code the various links.

Partner Booking Link - Installation Guide

Requirements to Install:

- Active Partner Booking Link (PBL) subscription
- Travel Agent ID Number
- Basic HTML programming skills
- Downloaded PBL banners from CruisingPower.com

<p>Note: If you haven't enrolled, simply visit CruisingPower.com, click on the link "Partner Booking Link" and follow the enrollment instructions.</p>

Install the PBL:

Decide if you want to link to our home page(s) or a specific page within our web sites. These links may be combined with other coding options, such as frames, pop-ups, etc. Please consult your web developer or html resource for additional information.

Code the links as indicated below

Pages that you can link to via the PBL:

- Home
- Specific Destination (e.g., you can link to the Caribbean, Europe)
- Specific Ship (e.g., if you want to feature Freedom of the Seas, Celebrity Solstice or Azamara Journey)
- Hot Deals/Special Offers links

Links

In the following examples, we have used 99999 as a sample Travel Agent ID number.

Home

www.royalcaribbean.com/home.do?wuc=99999

www.celebrity.com/home.do?wuc=99999

www.azamaracruises.com/home.do?wuc=99999

Specific Destination (for example, you can link to the Caribbean, Europe, etc.)

<http://www.royalcaribbean.com/findacruise/destinations/home.do?dest=ALCAN&wuc=99999>

<http://www.celebrity.com/destinations/home.do?dest=XXXXX&wuc=99999>

<http://www.azamaracruises.com/destinations/home.do?dest=XXXXX&wuc=99999>

<p>Note: A complete list of destination codes is available at the end of this document. Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises do not necessarily cruise to all the destinations within the destination code list. Carefully select the destination codes, for each brand, to ensure a valid match. An invalid match will take the user directly to the home page.</p>
--

Specific Ship (for example, if you want to feature Freedom of the Seas, Celebrity Millennium or Azamara Journey).

<http://www.royalcaribbean.com/findacruise/ships/class/ship/home.do?shipCode=XX&wuc=99999>

<http://www.celebrity.com/plancruise/ships/ship.do?shipCode=XX&wuc=99999>

<http://www.azamaracruises.com/plancruise/ships/ship.do?shipCode=XX&wuc=99999>

Hot Deals/Special Offers

<http://www.royalcaribbean.com/dealsandmore/hotdeals.do?section=3&wuc=99999>

<http://www.celebrity.com/specials/promotionList.do?wuc=99999>

Note: Azamara Club Cruises website does not currently have a promotional offers page to link to.

Destination and Ship Codes:

Your link code must include valid combinations of brand, ship and destination. Invalid combinations will transfer the consumer directly to the home page.

List of Ship Codes for Royal Caribbean International

AD Adventure of the Seas
AL Allure of the Seas
BR Brilliance of the Seas
EN Enchantment of the Seas
EX Explorer of the Seas
FR Freedom of the Seas
GR Grandeur of the Seas
ID Independence of the Seas
JW Jewel of the Seas
LB Liberty of the Seas
LG Legend of the Seas
MA Mariner of the Seas
MJ Majesty of the Seas
MN Monarch of the Seas
NV Navigator of the Seas
OA Oasis of the Seas
RD Radiance of the Seas
RH Rhapsody of the Seas
SR Serenade of the Seas
SP Splendour of the Seas
VI Vision of the Seas
VY Voyager of the Seas

List of Ship Codes for Celebrity Cruises

CN Celebrity Century
CS Celebrity Constellation
EC Celebrity Eclipse
EQ Celebrity Equinox
IN Celebrity Infinity
ML Celebrity Millennium
MR Celebrity Mercury
SM Celebrity Summit
SL Celebrity Solstice
XP Celebrity Xpedition

List of Ship Codes for Azamara Club Cruises.

JR Azamara Journey
QS Azamara Quest

List of Destination Codes for Royal Caribbean International, Celebrity Cruises and Azamara Club Cruises.

ALCAN - Alaska
FAR.E - Asia
AUSTL - Australia/New Zealand
BAHAM - Bahamas
BERMU - Bermuda
ATLCO - Canada/New England
CARIB - Caribbean
EUROP - Europe
HAWAI - Hawaii
MEXCO - Mexico
T.PAN - Panama Canal
ISLAN - Repositioning
SAMER - South America
T.ATL - Transatlantic
GALAP - Galapagos
DUBAI – Dubai/Emirates