



Have you heard about our Cunard® Group Program?



Scan here for a digital version of this flyer.



The Cunard Group Program – one of our most profitable sales tools for travel advisors – allows you to easily block space and manage reservations for 10 or more guests using POLAR Online. By taking advantage of this lucrative group program, you can maximize commissions while offering attractive benefits to your clients, including exclusive group fare discounts and generous amenity points for special perks and incentives.



Increase client bookings and enhance agency profits

Combinable group fare discounts

In addition to special savings in group categories, Cunard allows nationwide public fares* to combine with groups. This includes most limited time offers, military benefits, future cruise credits, quarterly cruise sales, goodwill credits and more!

Flexible amenity program perks for added value

Block space early to secure the maximum amount of amenity points in exchange for generous perks like onboard credits or a surprise bottle of wine for your clients. Plus, bookings in Grill Suites receive “double the value” on select amenities.



Simple tour conductor policy

Cunard awards one Tour Conductor credit for as low as every 12 full-fare lower-berth guests booked which can be used for additional client incentives or enhanced agency earnings.[^]

Reserve your group space early after new programs are released and assign amenity points immediately to secure the maximum benefits and choices for your clients.

*Nationwide public fares do not include flash promotions, resident specials and recipient only offers. Please contact Cunard Group Department to determine whether a specific promotion applies.

[^]Third- and fourth-berth guests are not eligible.



More reasons to reserve groups with Cunard®

Generous fare discounts

Fare combinability ensures travel advisors can provide considerable savings for clients.

Stateroom discount

Groups of 10 or more guests receive a 5% discount off Launch Fares.

Enhanced flexibility

Advisors can have up to 3 groups per month (6 for Inner Circle agencies), across all ships and trades.

Client incentives

Amenity points provide customized value for your clients, including the most popular guest incentive: onboard credits.

Low deposits

Reserve up to 16 beds as group space with no deposit and no risk for your agency. A \$25 deposit per bed is required for groups of more than 16 beds.

Remain competitive

Differentiate from your competition by offering more value with a group than without one.

Greater awareness

Groups increase the chance clients will solicit family and friends to join their cruise, reducing client acquisition costs.

Generate early sales

Remember that group space is limited so be sure to reserve early!

Speculative groups

Even if your clients are not part of a group, Cunard allows you to book them as a "speculative group" to take advantage of great group perks.

Business Development Manager

Contact your local BDM. They are here to assist you in creating a marketing plan, secure promotional co-op funds, participate in cruise night events and to share in mutually beneficial results.

Book your group today via POLAR Online®

Visit our Travel Advisor Center at OneSourceCruises.com to reserve and manage your group business and add amenities with the powerful POLAR Online booking engine. POLAR Online has other great time-saving features such as giving you access to all fares and other travel information, and you can set up a Cruise Sale in just two easy steps! You will also find an array of downloadable and customizable marketing tools, printed collateral, and even a Cunard Academy course on Group Sales to help you build your business!

For groups in excess of 200 guests, please contact your Business Development Manager for special terms and pricing. For additional questions, contact the Cunard group department at 1-800-528-6273 and ask for ext. 13075 for Groups.





Who are the best prospects for groups?

Cunard has a wealth of experience with booking incentive groups and affinity groups.

Below are some ideas when targeting potential clients for group bookings.

Wine Enthusiasts

Enjoy wine tasting on board or visit lavish vineyards on a Cunard shore excursion. Become a wine expert with the tasting sessions, pairing seminars and qualifications we have on offer at our Wine Academy.

Food Enthusiasts

Imaginative menus, an intimate setting, and superb service combine to memorable effect. Devote an indulgent hour each day to our signature Afternoon Tea.

Historical Societies and Maritime Aficionados

Attracted to Cunard's long heritage of Transatlantic service and great ocean liners.



Those Who Crave Knowledge

Inspired by the depth of onboard enrichment and learning programs.

Book Clubs

Enthralled by the largest libraries at sea, with guest authors aboard many voyages.

Health & Wellness Groups

Comprehensive fitness program with world-class experts and state of the art equipment.



Those Who Need Pampering

Drawn by both the elegant Mareel® spa, with ocean-inspired treatments that transform and heal, and classic White Star Service.™

Ballroom Dance Devotees

Enjoying traditional dancing offered every evening in the grandest ballrooms at sea, plus gala events on each voyage.



Performing Arts Fans

Applauding the fine West End-style revues, our Royal Academy of Dramatic Art program aboard Queen Mary 2®, and the range of live musical entertainment (from jazz to classical).

Weddings and Special Occasions

Our three Queens offer the perfect setting for celebrating in style, no matter the occasion.



Travel Advisor's Group Amenities 2022-2023

Conveniently reserve cruise groups via POLAR Online.

Almost all amenities can be selected online.

The complete amenity list is available within POLAR Online's Group Management function.

Groups may select travel advisor group amenities up to the points applicable to each voyage.

Amenities are only applicable to lower bed guests.

Amenity Type	Code	Points	Inside / Oceanview / Balcony Staterooms Description	Grill Suites Description
Cocktail Parties [†]	N/A	2	Cocktail party - drinks only	Cocktail party - drinks only
	N/A	3	Cocktail party - with hot/cold canapés	Cocktail party - with hot/cold canapés
Passenger Gifts	GBR	3	Bathrobe per person (2 per stateroom) to keep	Bathrobe per person (2 per stateroom) to keep
	GCH	1	Assorted canapés (per stateroom) ¹	Assorted canapés (per stateroom) ¹
	GCB	1	One box of Chocolates (per stateroom)	One box of Chocolates (per stateroom)
	GFC	3	1 bottle of French champagne in stateroom	1 bottle of French champagne in stateroom
	GS1	3	Onboard credit \$25 USD per person	Onboard credit \$50 USD per person
	GS2	5	Onboard credit \$50 USD per person	Onboard credit \$100 USD per person
	GS3	7	Onboard credit \$75 USD per person	Onboard credit \$150 USD per person
	GWG	1	Bottle of water (two per stateroom)	Cunard Travel Mugs (two per stateroom) ^{1 & 2}
	GWB	2	1 bottle of house wine per stateroom	2 bottles of house wine per stateroom
	GDA	5	Alternative Dining ² Credit ⁴	Alternative Dining ² Credit ⁴
	GPH	4	8 x 10 Photo (one per stateroom)	8 x 10 Photo (two per stateroom)
Stateroom (Fare Discount)	GD1	3	\$25 USD discount per person	\$50 USD discount per person
	GD2	5	\$50 USD discount per person	\$100 USD discount per person
Tour Conductors	N/A	2	Reduce TC by 2 ³	Reduce TC by 2 ³
	N/A	4	Reduce TC by 4 ³	Reduce TC by 4 ³
	N/A	6	Reduce TC by 6 ³	Reduce TC by 6 ³
Travel Advisor Commission [†]	GBA	3	Bonus Commission - \$25 USD per person	Bonus Commission - \$50 USD per person
	GBB	5	Bonus Commission - \$50 USD per person	Bonus Commission - \$100 USD per person
	GBC	7	Bonus Commission - \$75 USD per person	Bonus Commission - \$150 USD per person

¹ Subject to availability and may be substituted for an item of equal or greater value at the ship's discretion.

² Not available for groups with more than 100 passengers.

³ Maximum TC reduction to 1-for-8

⁴ Guests are responsible for booking the Alternative Dining Venue. Dining Credit cannot be credited to the folio if guests choose not to use the alternative dining.

Amenity selections and changes must be made by 75 days prior to departure.

Complimentary Hotel & Dining Charges and unused Shipboard credits are not refundable.

† Amenity substitutions/forfeiture:

If the amenity selected requires a minimum number of passengers booked to qualify for the amenity which is not met by two weeks prior to sailing, amenity will be forfeited or a substitution provided by Cunard.

Amenity	Min Pax
GBA-Bonus Commission	10
GBB-Bonus Commission	10
GBC-Bonus Commission	10
Cocktail Party (with drinks)	32
Cocktail Party (with canapés)	32

Note: Cunard reserves the right to change, remove or substitute items shown above.

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