

The Benefits of Signing Up

How you can reward yourself for cruising

Ok, you're on your first cruise and thinking this is something I could get used to. After all, you've been pampered from morning till night and have had more fun, food and entertainment than you ever imagined. And by now, you've probably looked at you next quarterly calendar to see when you'll have additional time off in hopes that you can score another low price cruise adventure.

But before you run out and book that next cruise, the most important thing you can do is to sign up for the various cruise line perks programs. Just like your credit card, grocery store or casino, nearly every cruise line offers a program that rewards repeat customers. The more you sail, the more perks you get and that can really make in difference future cruise vacations.

Many cruise lines allow you to sign up while onboard your first cruise. If you missed signing up onboard, simply go to their website to sign up. You will be amazed at the benefits of joining their rewards program. So let's look at a few of the major cruise lines and their rewards programs.

Royal Caribbean *Crown and Anchor Society*

Royal Caribbean's repeat customer program is the *Crown and Anchor Society*. After just 1 cruise, repeat cruisers will receive a special booklet with onboard discounts, a special "welcome back" invitation party and quarterly future cruise savings certificates. After 5 cruises, in addition to the previously mentioned perks, cruisers will get priority check-in, a private departure lounge with continual breakfast, a special on-board event, advance notice on upcoming offers, a special pre-cruise phone number to call, complementary custom air arrangements and more. After eleven cruises, add to the previous amenities, priority wait listing for shore excursions, distinctive amenities delivered to your stateroom, priority departure from the ship, special nightly special events and more. And after 24 cruises with Royal Caribbean, you will have a concierge lounge at your service. Go to www.rccl.com for more information.

Disney Cruise Line ***Castaway Club***

Disney calls their loyalty customer program the Castaways Club. After the first cruise, repeat cruisers will receive exclusive member information and offers about future cruises, special check-in line, welcome back stateroom gift, dedicated Castaway Club phone number to call with questions and up to \$200 onboard credit towards a future cruise. After 5 cruises, in addition to the previously mentioned perks, the Castaway Club offers a special Club party, early booking opportunities, special merchandising offers and up to \$275 onboard credit on a future cruise. After ten cruises, repeat cruisers become Platinum members who'll also get complimentary dinner at the Palo restaurant, Platinum member check-in area and a special Platinum Member experience. Go to www.disneycruise.disney.go.com/ for more information.

Norwegian Cruise Line ***Latitudes Program***

Norwegian Cruise line offers the Latitudes Program for repeat cruisers. It, like its counterparts, offers outstanding perks for those who return to Norwegian Cruise line. After your first cruise, you will receive a complimentary online Latitudes magazine sent to your email, exclusive Latitudes offers for future cruises, a members-only cocktail party while onboard and a special Latitudes representative to assist you. After 5 cruises you will all of the previous plus get to mix and mingle with other repeat NCL cruisers during a special onboard event as well as get special onboard offers. Still not done? After your 9th cruise, in addition to the previous perks, repeat cruisers will get priority restaurant reservations, priority tender tickets and priority disembarkation. After fourteen cruises, you can tack on free complimentary laundry service, free dinner at Le Bistro restaurant and a special "behind the scenes" tour of the ship. Go to www.ncl.com for more information.

Carnival Cruise Line

Carnival offers a variety of past guest perks. After your first cruise you will receive exclusive past guest special offers for future cruises, personalized Sail and Sign card and an onboard cocktail reception. After just 9 sailings you will receive all of the before mentioned benefits plus personalized stationary, a special logo item, guaranteed dining times, \$20 fee for

blackjack or slots, spa priority, complimentary wash and fold laundry priority tender boarding and more. After the 25th, 50th or 75th sailing, guests will receive the same percentage (25%, 50% or 75%) discount of a future sailing. After 100 sailing cruisers will receive a complimentary cruise. Go to www.carnival.com for more information.

Princess Cruise Line
Princess Captain's Circle

Repeat Princess cruisers can join the Princess Captain's Circle. After one cruise, members will receive up to a \$100 discount on selected future cruises, preferential pricing offers, members only onboard event, quarterly magazine and e-newsletter, recognition pin and other perks. With your sixth cruise, you will receive a special cruise atlas, vacation protection upgrade, preferred check-in and complimentary Internet packages. After 16 cruises, repeat customers will get all of the previously mentioned perks plus priority ship to shore embarkment while in port, priority disembarkment, shoe polishing service and complimentary laundry and cleaning service. In addition, cruisers will get a complimentary mini-bar set-up, special canapés selection, afternoon tea, upgraded bathroom amenities and more. Go to www.princess.com for more information.

Holland America
Mariner Society

Holland America offers the Mariner Society for repeat cruisers. After just one cruise, repeat customers will reach Star Mariner level. Benefits include a welcome back lunch in the ships dining room, a champagne brunch, a special gift, a free subscription of Mariners Magazine, special offers on future sailing and a 50% discount on 3rd, and 4th guests staying in cruisers staterooms. After you have sailed a total of 30 days, cruisers will elevate to a 2-Star Mariner level. Two-Star members will receive all of the previously mentioned amenities plus a special gift and photo, a discount on clothing and merchandise, annual cruise planner, special offers on future sailing's, a 50% discount on 3rd and 4th guests in your stateroom on select future sailings and a special lapel pin. The next level, 3-Star Mariner, kicks in after 75 cruise day credits and offers all prior perks plus a 25% discount on specialty restaurant surcharges, wine packages and mini-bar purchases. Additional perks include a 15% discount on merchandise from their Holland America's website, discounts from the Greenhouse Spa and Salon, advance information

of future cruises and a waiver of air deviation fees. Sail 200 or more days? At that point you've made it to the 4-Star Mariner level. Then you are in for complementary laundry and pressing service, a 50% discount on specialty restaurant surcharges, wine packages and mini-bar purchases. You will have a complementary wine tasting session, priority check-in and disembarkation as well as tender service, discounts on spa treatments, advance notice on new itineraries, complementary cruise fare on 3rd and 4th guest and much more. Go to www.hollandamerica.com for more information.

So before you get off your first cruise, make it a point to see that special cruise representative and get your name on the "I've cruise before" list. You'll be glad you did. Keep in mind that there are some restrictions so read the fine print in the application.

Your Cruise Expert
Joe Babiasz