A logo with a crown and leaves

Description automatically generated

**Adventure Awaits Sale**

Starts: Thursday, April 17, 2025

Ends: Wednesday, April 30, 2025

|  |  |
| --- | --- |
| Cunard’s Adventure Awaits Sale will offer “Up to 50% off launch fares “ across 102 voyages including:   * 2025 Alaska, Canada New England, Caribbean, Panama Canal, and Transatlantic Crossings * 2026 Alaska, Canada New England, Caribbean, Transatlantic Crossings and Segments of the World voyage. | |
|  | |
| **Sale Period:** | The promotion starts on April 17, 2025, and expires on April 30, 2025. |
| **Target Audience:** | This promotion is for North American guests (USA, Canada, Mexico, Puerto Rico, and Bermuda), Asia markets (excluding Japan), and GSA/ISA markets. |
|  |  |
| **Product:** | **Available on select voyages sailing between June 2025 and December 2026.** See attached for list of voyages. |
| **Offer Message:** | **Adventure Awaits Sale with “Up to 50% off launch fares”**  Offer applies only to the first two guests per booking. |
| **How to Book:** | Guests may book through their preferred Travel Advisor, Cruise Vacation Planner, or via Cunard.com. |
| **Promotional Considerations:** | This sale is being announced via OneSource and through emails sent to Travel Advisors and consumers. |
| **Terms & Conditions:** | * **New bookings only.** * **3rd/4th Berths**: Fares are up to 50% off launch fares applies to guests 1 and 2 only. * **Exclusive Occupancy**: Singles will pay the supplement of 200% in Grills and up to 200% in non-Grills. * **GENERAL TERMS APPLICABLE TO ALL PARTS OF THE CUNARD ADVENTURE AWAITS SALE** (collectively, “Offer[s]”):]”): Up to 50% off launch fares Offer - Discount based off applicable Launch Fare, which fare excludes government-imposed taxes, fees and expenses. Offer is based on a space-available basis at time of booking, on select categories and sailings. Offer is available to residents of the 50 United States/District of Columbia, Canada, Bermuda, Puerto Rico, and Mexico who are 21 years of age or older. Offers have limited availability, are for new bookings on select cruises only, are only for the first two guests in a stateroom, are capacity controlled (regardless of stateroom availability), are subject to change, and may not be combined with other offers or promotions (aside from those listed herein). Other exclusions may apply; void where prohibited. Changes or refunds may not be permitted. All cruise fares are inclusive of government-imposed taxes and fees. Government-imposed taxes and fees include but are not limited to any and all fees, tolls, and taxes imposed by a governmental authority such as wharfage, head taxes, dockage, Panama Canal tolls, US Customs fees, immigration and naturalization fees, government inspection fees, hotel or VAT taxes as part of a land tour, air taxes, and similar government-imposed taxes and fees for the performance of the cruise. Government-imposed taxes and fees are subject to change and Cunard Line (“Cunard”) reserves the right to collect any increases in effect at the time of sailing even if the fare has already been paid in full. Offers and their parts (if any) are not transferable, not substitutable, and not redeemable for cash. Cunard is not responsible or liable for any errors, including printing or technological errors. Cunard may change or revoke Offers at any time. A deposit is required for all stateroom guests, and the deposit amount varies according to the cruise length, stateroom type, and number of guests. All values are quoted in U.S. Dollars. Offers apply to new reservations booked between April 17, 2025 and April 30, 2025. **Reference promo code: RDF.** Please refer to cunard.com/disclaimer for terms, conditions, and details that apply to all bookings and reservations. * **Combinability:** Offer is combinable with Cruise Sales and Group amenities and counts toward TCs. **Offer is not combinable with Onboard Sales programs, Grills promo ZED (gratuities and drinks package), and other select offers including past guest, negotiated, flash, interline, and travel agent rates**. Offer may not combine with exclusive offers, regional offers, and negotiated rates. This promotion is subject to capacity control. * **Air & Transfers:** The standard transfer program and Cunard CompleteAir are available on all voyages. * **Offer Expiration**: This promotion expires on **April 30, 2025.** * **Promo Code:** Adventure Awaits Sale will use promo code **RDF.** * **Cancellation Fees:** All voyages will incur cancellation fees upon entering final payment. |

**Combinability Chart:**

|  |  |  |
| --- | --- | --- |
| **Fare Promos** | **Offer** | **Combinable** |
| N\*\* | Public Offer - Campaign with Value Add | No |
| NL1 | Standard Fare - No Value Add | No |
| LG1 | Group Rates | No |
| KG5 | Our Lowest Fare | No |
| RGT | Sailing Soon Savings | No |
| FEN | Net Rates - Individual Bookings | No |
| XXN | Group Net Rates | No |
| X\*\* | Negotiated Rates | No |
| E\*\* | Casino Complimentary Cabin | No |
| U\*\* | Recipient-Only Offers | No |
| YT\* | Travel Advisor | No |
| YI\* | Interline | No |

|  |  |  |
| --- | --- | --- |
| **Additional Promos** | **Offer** | **Combinable** |
| CN1 | Cruise Sales | Yes |
| OOC | Onboard Sales | No |
| ZED | Grills - Included Hotel & Dining Service Charges and Drink Package | No |
| P\*\* | Welcome Home | No |
| VA\* | Amex Cardholder Benefits | Yes |
| ZF1 | Friends & Family | No |
| Z2\*/Z\*\* | Special Offers - Past Passenger and Agency Exclusives | No |
| E1\* | Casino % Discount off Fare + Free Play | No |
| DM\* | Military Benefit | Yes |
| DS\* | Shareholder Benefit | Yes |
| G\*\* | Standard Group Amenities | Yes |
| ZJ\* | CLIA Bonus Commission | Yes |

**Frequently Asked Questions**

When does this offer start? Thursday, April 17, 2025

When does this offer expire? Wednesday, April 30, 2025

What is the offer?

Up to 50% off launch fares

How many voyages are on sale? 102 voyages. See the voyage list above.

What trades are on sale? 2025 Alaska, Canada New England, Caribbean, Panama Canal, and Transatlantic Crossings

2026 Alaska, Canada New England, Caribbean, Transatlantic Crossings and Segments of the World voyage.

.

Voyages with fares up to 50% Alaska: Q517, Q518, Q519, Q521, Q522, Q523

off the launch fares? Q524, Q525, Q527

Caribbean: Q529, Q530, Q535, Q601

Panama Canal: Q527B, Q527C, Q528, Q528B

How do I book this promotion? The promo code **RDF** will be on Best Buy in Polar and Polar Online.

Can this offer be booked online? Yes. There will be a landing page with details of the offer and guests can select to book online.

Can guest share this offer Yes.

Is this for new bookings only? Yes.

Can guest rebook from a Yes. Guests will have to cancel the existing booking and

different offer? rebook under the new promotion. Incurred cancellation fees will not be waived to book into the current Adventure Awaits Sale. In addition, guests may lose any benefits/amenities from their previous offer. Note that bookings inside final payment period will incur cancellation fees.

Who can book this offer? This offer is available to residents of the 50 United States, Canada, Puerto Rico, Mexico, Bermuda, and the District of Columbia, Asia markets (except Japan), and GSA/ISA markets. Guests may book through their preferred Travel Advisor, Cruise Vacation Planner or by calling Cunard at (800) 728-6273.

Does the sale apply to certain Fare discounts have been applied across different

categories? categories.

Will the fares change? Fares are always subject to change and subject to availability.

Does this offer combine? Yes. This offer is **combinable** with Cruise Sales and Group amenities and counts toward TCs but is **not combinable** with select offers and value-adds, including Grill’s Drink Package and Included Hotel & Dining Service Charges **(promo ZED)**, past guest, Onboard Sales, flash, interline, and travel agent rates. Offer may not combine with exclusive offers, regional offers, and negotiated rates.

Is the deposit refundable? Yes

Can the deposit be transferred to a

different date? No. A new deposit must be charged for a different booking.

Can FCDs (future cruise deposits)

be applied? Yes. However, the Onboard Sales Program offers of

Onboard Credit (promo OOC) will not combine with this

offer. Additional Deposits may be required beyond the FCD amount.

Are thirds and fourths eligible? Third and fourths may be booked under this promotion with a cruise fare calculated at 50% of the first and second berth guests.