

Black Friday & Cyber Sale

OFFER TIMING	EARLY ACCESS: November 14–20, 2024 (USD/CAD only, Select Mariners) TOTAL DURATION: November 21–December 5, 2024 <ul style="list-style-type: none"> • Black Friday Sale Messaging: November 21–December 1, 2024 • Cyber Sale Messaging: December 1–5, 2024 (USD/CAD/AUD/UK only) <ul style="list-style-type: none"> ○ Note: Transition mid-day 12/1
TARGET AUDIENCE	New and Returning Guests
MARKETS	USD/CAD

Offer Details:

USD/CAD: Early Access for select Mariners: November 14–20

- Up to 25% off cruise fares
- Free Prepaid Crew Appreciation
- Free Fares for Guests 3 & 4
- Offer code: EARLYBF24

USD/CAD: Black Friday messaging in market November 21–December 1

- Up to 25% off cruise fares
- Free Prepaid Crew Appreciation – *Note: for 2026 AK CTs, applies only to HIA EBB fares*
- 50% Reduced Deposit – *Note: Excludes 2026 AK CTs*
- Free Fares for Guests 3 & 4
 - **Kicker:** Cyber Week messaging in market December 1–5
 - \$25 Deposit

	USD/CAD
	Consumer Launch: 11/21
BF: Live in Polar	Wed, 11/20, 3 PM
BF: Web Launch	Wed, 11/20, 4 PM
BF: Public Send <i>please see email calendar</i>	Thu, 11/21, 5 AM
CS: Live in Polar	Sun, 12/1, 12 AM
CS: Web Launch	Sun, 12/1 11 AM
CS: Public Send <i>please see email calendar</i>	Mon, 12/1, 5 AM
Remove from Web	Thu, 12/5, 9 PM
Expire in Polar	Thu, 12/5, 11:59PM

PRODUCT	Black Friday Sale: December '24–September '26, excluding Grand Voyages and Alaska CTs Cyber Sale: December '24–September '26, excluding Grand Voyages
FEATURED PRICING	(USD/CAD/AUD) Cruise Only – Standard (GBP/EUR) Have It All
ELIGIBLE SAILINGS	<i>Master Sailing List</i>
PRODUCT PRIORITIES	USD/CAD

	<ol style="list-style-type: none"> 1. Alaska 2025 2. Europe 2025 3. Caribbean 4. Mexico 5. Australia & New Zealand 6. Asia 7. South America & Antarctica
ELIGIBLE METAS	All METAs
PROMOTION CODES	Early Access for select Mariners: EARLYBF24 Standard offer: OG* Cyber Sale \$25 Deposit: DV*

Combinability

Not Combinable with:	Combinable With:
Industry Rates (Y**)	Restricted region promos (K**)
Select Account (M**)^	Advantage Fares (NH*)
Air offers (J**)^	Have It All (N1/O1)
Casino Rate (U**)	HIA EBB (N2/O2) *combinable only with Reduced Deposit
Concessioned Groups (X**)	Non-refundable fares (QA/QF/QC)
Concessioned groups (B**)	Campaign fares (UG/UH/US/UT)
HIA EBB (N2/O2) *not combinable with prepaid Crew Appreciation	GAP & TC
	Nonrefundable Deposit Campaigns (UB/UD/UF)
	Keystone Groups (BK*)
	Have It All Offer Code (O1/O2) *O2 combinable only with Reduced Deposit
	Association promos – AAA, AMEX (V**)
	Agency Promos – Cruise Nights, On Stage Alaska (C**)
	Select Region Promo (KS*/KJ*)
	Net Rates (MN*/BX*)
	Select Account Amenities^ (MU/MV/MW)
	Amenity promos (D**/O**/Z**)

	Standard Group Rates (LG)^
^Unless otherwise specified	Top Ten (QJ*)

Early Mariner Access Black Friday T&Cs – USD/CAD

Fares are based on Promo(s) OG*. Featured fares are per person based on double occupancy, cruises or cruisetours only. Advertised Fares include Taxes and Fees. Offer is available on select 2024, 2025, and 2026 voyages departing December 1, 2024, through September 30, 2026. Offer excludes full-length Grand Voyages, 2026 Alaska cruisetours, and cruises lasting less than five days.

Black Friday Offer: Crew Appreciation: Receive prepaid stateroom gratuities on board. Limit one (1) Crew Appreciation Offer for 1st/2nd guests only per stateroom, per booking. Gratuities for other services, including, but not limited to, bar, dining room, wine accounts, and spa/salon services, are not included. Offer is subject to availability, for new bookings only, for 1st/2nd guests only, applies only to the cruise portion of 2025 Alaska cruisetours, and does not include 2026 Alaska cruisetours except when booking with the Have It All Early Booking Bonus (N2/O2) fare. Offer is neither transferable nor refundable. **Reduced Rate:** Guests who make an eligible booking through this Offer will receive up to 25% off their cruise fare. Up to 25% off discount is based on cruise-only launch fare. **Free & Reduced Kids’ Fares:** Guests ages 18 and under (“children”) are eligible to travel with free and reduced fares (Taxes, Fees & Port Expenses are additional) when booked as a 3rd and/or 4th guest on select cruises. Limit up to two free or reduced fares for children per eligible booking. Free or Reduced Kids’ Fares are available only when booked with promotion code Z3* with a 1st/2nd guest booking with promotion code OF*.

Offer and/or its terms may be modified or withdrawn without prior notice. Offer expires on December 1, 2024. Other restrictions and exclusions may apply. Ships’ Registry: The Netherlands.

Black Friday T&Cs – USD/CAD

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1st/2nd guest booking with promotion code OF*. **Reduced Deposit** is a reduced per-person booking deposit available for 1st/2nd guests in a stateroom on new bookings only for select cruises and cruisetours booked outside of the final payment date. Balance is due on final payment of the booking. Offer is available only on select cruises and cruisetours unless sold out or otherwise withdrawn. Standard refund and cancellation conditions apply. A deposit is required for all stateroom guests and the amount of deposit varies, even if deposit is reduced per Offer.

Offer and/or its terms may be modified or withdrawn without prior notice. Offer expires on December 1, 2024. Other restrictions and exclusions may apply. Ships' Registry: The Netherlands.

Cyber Sale T&Cs – USD/CAD

Fares are based on Promo(s) OG* & DV*. Featured fares are per person based on double occupancy, cruises or cruisetours only. Advertised Fares include Taxes and Fees. Offer is available on select 2024, 2025, and 2026 voyages departing December 1, 2024, through September 30, 2026. Offer excludes full-length Grand Voyages and cruises lasting less than five days.

Cyber Sale Offer: Crew Appreciation: Receive prepaid stateroom gratuities on board. Limit one (1) Crew Appreciation Offer for 1st/2nd guests only per stateroom, per booking. Gratuities for other services, including, but not limited to, bar, dining room, wine accounts, and spa/salon services, are not included. Offer is subject to availability, for new bookings only, for 1st/2nd guests only, applies only to the cruise portion of 2025 Alaska cruisetours, and does not include 2026 Alaska cruisetours except when booking with the Have it All Early Booking Bonus (N2/O2) fare. Offer is neither transferable nor refundable. **Reduced Rate:** Guests who make an eligible booking through this Offer will receive up to 25% off their cruise fare. Up to 25% off discount is based on cruise-only launch fare. **Free & Reduced Kids' Fares:** Guests ages 18 and under ("children") are eligible to travel with free and reduced fares (Taxes, Fees & Port Expenses are additional) when booked as a 3rd and/or 4th guest on select cruises. Limit up to two free or reduced fares for children per eligible booking. Kids' Free or Reduced Fares are available only when booked with promotion code Z3* with a 1st/2nd guest booking with promotion code OF*. **Reduced Deposit** is a reduced per-person booking deposit available for 1st/2nd guests in a stateroom on new bookings only for select cruises and cruisetours booked outside of the final payment date. Balance is due on final payment of the booking. Offer is available only on select cruises and cruisetours unless sold out or otherwise withdrawn. Standard refund and cancellation conditions apply. A deposit is required for all stateroom guests and the amount of deposit varies, even if deposit is reduced per Offer.

Offer and/or its terms may be modified or withdrawn without prior notice. Offer expires on December 5, 2024. Other restrictions and exclusions may apply. Ships' Registry: The Netherlands.