



We'd love to help you
grow your business!

Sail into an easy partnership with Princess



Welcome to the Princess® family

Like you, it all begins with our passion for travel. We love introducing people to a new destination or showing them a familiar place in a different way. What we have is more than just a love of cruising; it's a love of experiencing the world by sea.

We want to do whatever we can to help you succeed. In this pamphlet, you'll find a one-stop shop for the Princess resources you need to grow your business, whether that's Princess Academy or must-have marketing tools.

We know the most important ingredient for success is teamwork, from our crew to partners like you who introduce new cruisers to our brand. We value these connections, which is why when you come aboard Princess, you're not just part of our team. You're part of our family.

Welcome to the family!



Carmen

Carmen Roig
Vice President of Sales,
Princess Cruises

P.S. For the latest updates, try our webinar series called “Connect with Princess,” and [follow Carmen on Facebook](#).



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Setting you up for *success* with Princess

We give you everything you need to grow your business with us. An award-winning training program called Princess Academy. A wealth of marketing tools and tips online at [OneSourceCruises.com](https://www.onsourcecruises.com). We want to make it as easy as possible for you to succeed because your success is our success.

So where do you start? *With these three easy steps:*

1

Get to know Princess.

Princess is all about love: love of travel, love of family and friends, love of life and living it to the fullest. Read on for more about what makes Princess special and who the Princess® cruiser is.

2

Get to know our tools.

Use the resources we offer to put yourself in a better position to sell. That could be by becoming an Alaska cruisetour expert through the Princess Academy or gaining a competitive advantage through our best-in-class group program.

3

Get motivated.

Connecting your clients with cruises they love means customers who are more satisfied, and satisfied customers share the love. That's more residual business for you and a lifetime of value!

The next step?

Register with us at [OneSourceCruises.com](https://www.onsourcecruises.com).

We make it easy – promise. Just keep reading!

What sets Princess apart?

In a word, *love*.

At Princess we're all about the love. Love of travel, family and friends, good food, memorable adventures and, of course, our guests.

We're so passionate about making you feel special that you can feel it in everything we do, from our service to getting you on board without a wait to simply making an effort to know your name.

You could even say it's in our DNA. (We are The Love Boat® after all!) When we say "Come feel the love," it's not only an invitation. It's a way of life.

We offer a timeless cruise experience.

You know, things like:

- A world of food options, from main dining rooms and award-winning specialty restaurants serving multicourse meals to quick bites in the International Café, World Fresh Marketplace and top deck grill
- Entertainment for all ages, from Broadway-style original productions and live music to Hollywood blockbusters, concerts and sporting events shown on our poolside Movies Under the Stars® screen
- Pampering in the Lotus Spa® and The Sanctuary, a spa-like retreat reserved for adults
- A world-class casino with popular table games, slots and gaming thrills

We're The Love Boat®

Love is always exciting and new on a Princess® ship, star of the TV series that ran from 1977 to 1986 and inspired generations of cruisers. It's part of our DNA. Even today, we have Love Boat deck parties, episodes play on board and Jill Whelan ("Vicki Stubing") serves as our Celebrations Ambassador.

We have a passion for destinations that delight the senses.

One of the best parts of what we do is sharing the joy of experiencing the world with our guests. We know the best places to go and want to show you the sights, sounds and tastes that make travel so rewarding. We even bring local life on board to give you more ways to immerse yourself in these destinations.

Everything is powered by the MedallionClass® experience.



Only Princess can give you an effortless, personalized vacation others simply can't, and it's exclusively for everyone. That means never having to worry about unlocking your door with your hands full or missing a moment of the action waiting in line. [Dive into details here](#) ►

Who is the Princess® cruiser?

When it comes to our core audience, think forty-something couples traveling without their kids. They're looking to recharge and not just by lounging by the pool (though they like that, too). They want unique, spontaneous and lively experiences, just the kind that Princess provides. Of course, everyone is welcome to come aboard. Because our favorite people are our Princess cruisers ... of all ages.

Want to learn more about the Princess cruiser?

Scan to check out our Brand Book on OneSource.



Want tips on reaching new cruisers?

Scan to check out our New to Cruise Pamphlet on OneSource.



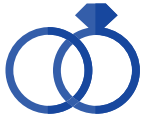
Let's start with the basics – demographics!

Energetic Adults
(age 35-54)

Active Seniors
(age 55+)

**Families with
Tweens/Teens**
(with 1 or more kids age 10-18)

**Multi-Gen
Families**
(groups with 3 generations)


Most are married

\$100,000+
Household income

77%
Working professionals

30%
Retired


Homeowners


Attended college


Appreciate value


Avid readers


Culinary enthusiasts


Social


Enjoy live music & theater performances


Outdoor adventurers





“ I too am loyal to Princess Cruises especially after trying other cruise lines. Princess offers the best overall itineraries, fleets, food, service, and price ... in comparison to other comparable cruise lines. ”
– Tripadvisor post

A closer look at the different types of Princess® cruiser

We have a lot of insights into who our targeted guests are and what they want from a vacation. We’ve even taken the Princess® cruiser a step further, dividing into audience segments to paint a clearer picture. Of course, not everyone fits into these profiles, and that’s okay. Because everyone is invited to come feel the love on a Princess vacation.



Energetic Adults (age 35-54)

These travelers want to get away from the daily grind. They’re cost conscious but will splurge when they feel it’s worth it – say, for authentic, local experiences.

- Want the best deals.
- Looking for destinations that let them explore the great outdoors and be active.
- Prefer off-the-beaten-path locales.
- Can’t take longer trips because of obligations, like kids and work.



Active Seniors (age 55+)

Age is just a number to these travelers. They take carpe diem to heart, ready to face their fears, immerse themselves in unique cultures and explore the world (literally).

- Value a sense of accomplishment, like doing something they never thought they’d try.
- Seek activities at a leisurely place that teach them new skills and expand their knowledge.
- Enjoy the finer things in life (quality over utility), well-balanced food options and connecting with people.
- Love convenience: all-inclusive packages and hassle-free transportation.



Families with Teens/Tweens

These travelers are looking to reconnect, and everyone needs a break from the day to day, even the kids! Digitally connected, they’ll research deals and are influenced by others.

- Need a safe environment for their kids.
- Want wide choice of family staterooms and interconnecting accommodations.
- Value variety: entertainment for everyone and meals to suit all palates included in fare.
- Prefer transparent pricing so it’s easy for them to budget.



Multi-Gen Families

They seek a vacation that makes everyone happy and lets them relax and reconnect. They like to share experiences but also subdivide into smaller groups. Subset of the other target audiences.

- Love dining together during their trip.
- More than 50% of parents want to give their children a way to experience history and local culture.
- Need a “something for everyone” type of destination because they’re traveling with 2 to 3 generational groups.
- 77% of these vacations center on a milestone event, like a birthday, anniversary or family reunion.

The Princess® MedallionClass® experience



It gives you more of the vacation you'll love.
And it's exclusively for everyone.

Effortless. Personalized. Included (doesn't cost extra!). When it comes to a MedallionClass cruise, there's a lot to love. And all your clients have to do is carry (or wear) their little Medallion® device and use the Princess Cruises® app. Together they open a world of real-world benefits ... but don't take our word for it. Keep reading!



(FYI the non-app set can access everything on their desktop computers by scanning here.)



Why would you need a stateroom door that unlocks itself?

Maybe you've just made a run to the International Café.
Or maybe you're carrying two sleeping kiddos. Arms full?
No worries. Your door unlocks as you approach – every time.

Why would you need your drink to find you and not the other way around?

You could be waiting on a whale to make an appearance.
Or in the middle of an action scene splashed across Movies Under the Stars®. Don't worry about missing out; just order whatever you want, and it'll show up.

Why would you want a faster way to board your cruise?

On embarkation day, you just want to start your vacation RIGHT NOW. (We don't blame you!) So we took a look at how we could streamline things, and lo and behold, we did. It's simple and makes boarding, well, a breeze.

Why would you need to pay without cash or credit card?

Forget foreign currency and exchange rates. At participating locations ashore, all you need to buy whatever you want is that little coin-like Medallion® device. Fewer hassles, more fun in port ... and 7% cash back as onboard credit. Maybe we should have led with that. (Of course, it works on board too!)

Why would you want an app that can locate your friends and family on our ships?

Perhaps you want to give your kids a little freedom on board ... to a point. Or your favorite person has a not-so-great habit of losing track of time. Meeting up and meeting expectations? So much easier this way.

Why would you want a simple way to know exactly where to go on board your cruise?

Cruise ships are big. Really big. And no one wants to waste a minute of precious vacation time wandering the halls. With turn-by-turn directions, you can get where you want to go with no detours (unless you want to take one).

Why would you need reliable Wi-Fi while on a cruise?

Sure, everyone says they want to disconnect, but you still may want to check on family back home. Or answer a work email. Or catch the season finale to that show you just know will be spoiled before you return. With MedallionNet®, the best Wi-Fi at sea, you can stay connected to whatever you want.

[Learn more at OneSourceCruises.com.](https://www.princesscruises.com/medallionclass)



Celebrate the good times on *The Love Boat*[®]

Serving as the backdrop for that iconic TV show means we host a lot of weddings each year. But we also share in other happy occasions as well: anniversaries (that love angle!), birthdays, retirements, graduations. In fact, one in four guests celebrate something when they sail with us! Help your clients – and their favorite people – set a course for adventure through our Celebration Group program created just for them. It makes planning easy and offers perks too! [Learn more on OneSource.](#)

The perks of our Princess[®] Celebration Group program

Everyone knows celebrations are better when cruising together. This unique group program ensures it with extras clients will love.

What is a Celebration Group?

- Friends or family traveling together
- Wedding parties
- Birthday celebrations
- Graduation parties
- Reunions

Eligibility:

- Minimum of five staterooms, maximum of 20 staterooms held for 60 days from group creation. **No bulk deposit required.**
- Celebration groups may be created on cruises of 5 to 24 days where group space is available.

Celebrations plus extra perks to choose from:

- Two extra amenity points.
- The ability to change names on a stateroom up to 21 days before sailing.
- Access to Dine My Way[®] reservations as soon as the bookings deposit.

For larger group business – and higher commissions!

Scan to check out the Princess Promotional Group Program.



It Pays to Plus®

for your clients and you!

We ask, “Why not save on the stuff you’re gonna do anyway?” So we’ve bundled the items we know guests want, like drinks, Wi-Fi and gratuity, at a fantastic value. If someone loves cocktails by the pool while scrolling through social media, our Princess Plus® package pays for itself. That’s why we say when you do the math, you’ll see It Pays to Plus®.



Upsell packages, earn more commission

So Princess Plus is a win-win for your clients. And for an even greater value, we offer Princess Premier® that includes top-shelf drinks, photos, the chance to win big prizes and more. Look below to compare the two. Either way they choose, you can’t go wrong.



- ✓ Princess® dining, accommodations and entertainment
- ✓ MedallionClass® experience
- ✓ Wi-Fi (1 device per guest)
- ✓ Gratuity
- ✓ Plus Beverage Package (drinks up to \$15 each)
- ✓ Casual Dining meals (2 per cruise)
- ✓ Premium desserts (2 per day)
- ✓ Fitness classes (2 per cruise)
- ✓ Unlimited juice bar
- ✓ OceanNow® delivery
- ✓ Room service delivery
- ✓ **FREE** Medallion shipping

Your Cost: **\$60** per day per guest
– a savings of 54%!



- ✓ Princess® dining, accommodations and entertainment
- ✓ MedallionClass® experience
- ✓ Wi-Fi (up to 4 devices per guest)
- ✓ Gratuity
- ✓ Premier Beverage Package (drinks up to \$20 each)
- ✓ Specialty Dining meals (2 per cruise)
- ✓ Casual Dining meals (unlimited)
- ✓ Photo package (unlimited digital + 3 prints)
- ✓ Princess Prizes
- ✓ Premium desserts (unlimited)
- ✓ Fitness classes (unlimited)
- ✓ Unlimited juice bar
- ✓ Medallion accessory
- ✓ Reserved theater seating (for production shows only)
- ✓ OceanNow® delivery
- ✓ Room service delivery
- ✓ **FREE** Medallion shipping

Your Cost: **\$80** per day per guest
– a savings of 65%!

Want to learn more about our packages?
It pays to scan for details!



For the dish on dining tiers,
scan here.



Every place is *our happy place*

What's better than a cruise, really? You get to experience the people, the food and the culture of thrilling destinations on a vacation as effortless as can be. Just unpack once and let Princess handle the rest ... and that "rest" includes things like comfortable accommodations, multicourse meals and award-winning entertainment. Plus, our crew loves travel and sharing tips with our guests on the best places to go and what they should do/see/eat/drink while there.



Curious about exactly what the Princess® experience entails?

We've got a brochure for that! It has info on everything from dining and entertainment to the places we sail, stateroom specifics and more. [Scan to see The Princess Experience.](#)



Tools to make you the destination expert too

If we sail there, we can help you sell it -- with marketing resources like these at [OneSourceCruises.com](#):

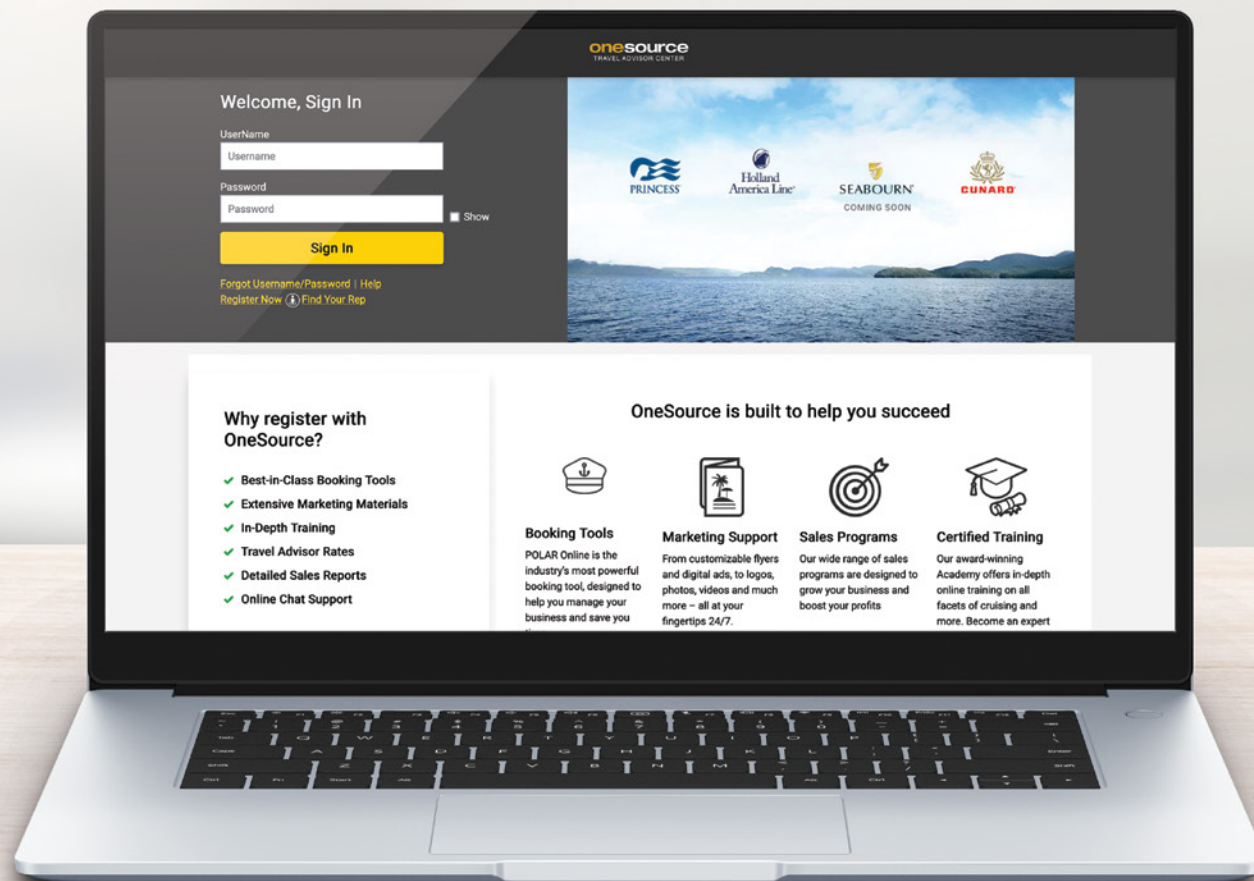
- Flyers that overview each destination with season-specific details and a regional map
- Product releases with related flyers and videos
- Customizable itinerary flyers, destination-themed ads and social media tools
- Fixed resources like sailing schedules with fares and amenities

[Learn more at OneSourceCruises.com.](#)

OneSourceSM – the name says it all

OneSource is your one-stop shop for travel advisor support. It's intuitive and mobile-friendly with commonly used features and sales tools that save you time and help you better serve your clients, like:

- Access POLAR online® for bookings
- Sales programs to grow your business
- Princess Academy, award-winning training program
- Marketing materials
- Weekly newsletter & product updates
- Travel advisor rates
- Detailed sales reports
- Online chat support
- And more!



But first... you must register

The good news is it's easy. (Yay!) Just contact your host agency to set you up and share these three things:

- Letter on agency letterhead (with signed authorization from owner or manager) stating intent to create a new agency account
- Completed IRS W-9 form (for U.S. agencies)
- Proof of business: copy of ACC/IATA or CLIA certificate or business license

For more details, visit onesourcecruises.com.

Become an expert at the Princess Academy

Gain a competitive edge and earn rewards with our
award-winning travel advisor training program

PRINCESS
ACADEMY



Become a Princess Academy Commodore here, and enjoy perks that include a free graduation cruise*, Elite-level Princess Captain's Circle® benefits, priority placement in our Online Travel Advisor Locator and CLIA credits toward ACC or MCC. Plus you get a certificate of achievement and continuing education credits from The Travel Institute and Association of Canadian Travel Agencies.

With the Princess Academy, you can:

- Become a certified Alaska expert.
- Get a taste of the culinary world of Princess.
- Master the benefits of a MedallionClass® vacation.
- Specialize in key destinations, like the Caribbean & Europe.
- Discover how profitable Group business can be.
- And more!

*Restrictions apply.

In addition to the Princess Academy, you'll find a variety of other training programs from webinars and ship inspections to a special POLAR Online® series and more. Visit [OneSourceCruises.com](https://www.princesscruises.com/OneSourceCruises.com) and go to "training."

“ The ability to form, manage and plan group cruises with Princess is a pleasure! I love that when my clients are cruising with me or independently and they purchase (an) FCC I am emailed immediately and kept in the loop! ”

– Sandra N., CTA CTS



Tap into our in-house reservation system with **POLAR Online**[®] (Pretty cool, huh?)

The cruise industry's best booking tool, POLAR Online makes your business better and your life easier in many ways:

- It has time-saving features, like access to all fares.
- You can set up a cruise sale in just two easy steps.
- You can block space and manage reservations for 10 or more, even add amenities.

To use POLAR Online for your group business, visit [OneSourceCruises.com](https://www.onsourcecruises.com).

Let's chat

POLAR Online[®] Chat for live support

Just visit [OneSourceCruises.com](https://www.onsourcecruises.com) (6 a.m. to 6 p.m. PT)
7 days a week to get answers faster and get back as much as
60% of your day!

Here are the top 5 uses travel advisors have for
POLAR Online Chat:

- 1 Learning how to update or change bookings, apply FCCs and change staterooms
- 2 Help with policy questions or using OneSource Answers to locate policy information
- 3 Confirming what payments have been made and for how much
- 4 Correcting simple name changes for bookings without air
- 5 Adding Princess Plus[®] or Princess Premier[®] for 3rd/4th guests for promotions that include these packages

Find how-to videos for POLAR Online on the Training section under 'POLAR Online Training' and 'Time Saving Tips'

We have a chat for OneSource too

You can access our OneSource Chat 8 a.m. to 5 p.m. PT Mon-Fri for all sorts of requests, including agency registration, agency profile transfers and logon issues. And if that doesn't work, you can always email us at OneSourceAssistance@princesscruises.com for help.



Sales & marketing resources – help yourself!

Easy does it, which is why we offer you tools that help you better serve your clients and save you time in the process. Best of all, you have 24/7 access to all this.

Destination help:

Think detailed itineraries. Sailing schedules. Customizable flyers, videos, social media assets and more for every destination we visit.

Collateral cache:

Printed brochures and pamphlets are only the beginning. We've put all the latest sales tools in OneSource, including digital materials.

Design expertise:

Find everything you need to market effectively: logos, an extensive image library, maps and other resources.

Co-op marketing:

Everything you need to know to request and get reimbursed for approved co-op marketing funds.

Learn more on [OneSourceCruises.com](https://www.princesscruises.com/onesource):

[Sales & Marketing tab.](#)





The best time of year to *market each destination*

Hey, we know you can't sell all the cruises all the time. That's why you gotta think strategically (and, sometimes, tactically). We're sharing what we've learned about when to promote certain destinations, prioritized by market share.

Strategic

Wave (Dec/Jan/Feb)	Mar/Apr/May	Jun/July/Aug	Sept/Oct/Nov
▶ Alaska ▶ Europe (Summer) ▶ Summer Caribbean ▶ Panama Canal ▶ Canada & New England ▶ Exotics (Fall/Winter) ▶ World Cruise & Segments	▶ Caribbean (Fall/Winter) ▶ Panama Canal (Winter) ▶ Mexico (Fall) ▶ California Coast (Fall) ▶ Exotics (Winter) ▶ World Cruise Segments	▶ Europe ▶ Caribbean (Winter/Spring) ▶ Panama Canal (Winter) ▶ Mexico (Winter) ▶ Holiday Sailings	▶ Alaska ▶ Europe ▶ Caribbean (Spring) ▶ Exotics (Fall/Winter) ▶ World Cruise

Tactical

Wave (Dec/Jan/Feb)	Mar/Apr/May	Jun/July/Aug	Sept/Oct/Nov
▶ Europe (Spring) ▶ Caribbean (Winter/Spring)	▶ Alaska ▶ Europe (Summer/Fall) ▶ Summer Caribbean ▶ Panama Canal (Fall) ▶ Canada & New England ▶ Mexico ▶ California Coast ▶ Exotics (Fall)	▶ Caribbean (Fall) ▶ Panama Canal (Fall) ▶ Mexico ▶ California Coast (Fall) ▶ Exotics (Fall/Winter) ▶ World Cruise Segments ▶ Holiday Sailings	▶ Caribbean (Winter) ▶ Panama Canal (Winter) ▶ Mexico (Winter) ▶ California Coast ▶ Exotics (Winter) ▶ World Cruise Segments



Everyone loves an exclusive offer, ESPECIALLY your clients

There’s so much to love about a Princess® vacation, and it only gets better for your clients with an offer that’s just for them – for booking with you! It’s all because we’re passionate about our partnership and growing it even more.





Your VIRTUOSO. exclusives

PREFERRED



Specialty dining fare*:

It could be time-honored family recipes our chefs carried from Italy, made fresh in Sabatini’sSM Italian Trattoria. Or perfectly prepared hand-cut steaks in Crown GrillSM. (Or another award-winning option!) There’s so much to love about our specialty restaurants, and your clients can enjoy one of these memorable meals on us.

FREE
specialty dining
for two*

when booking a
mini-suite or suite

* Not combinable with Flash and Y promos, or on sailings under 6 days long.



Sales boosters

Carefree cruising with Princess

These Princess® programs help you turn an “I’m not sure” into a “let’s book it!”

The silver bullet: limited-time offers

Everybody loves a deal, and we offer some pretty good ones throughout the year. Pump up those sales with the added push an LTO gives you. [Get to Know our LTOs ►](#)

Cruise Sales

Increase your bookings and boost profits with a one-week Cruise Sale! Give your clients all the incentives they need to book their next vacation with you, including a reduced deposit and a coupon booklet packed with more than \$900 in onboard discounts. Better yet, you can schedule up to two sales per quarter and set them up in a few easy steps through POLAR Online®. [Sale away ►](#)

Best group program in the industry!

Your host agency can block up to 16 beds with no deposit and no agency risk*. Maximize commissions while giving clients exclusive discounts and amenity points for perks. [Get your group on here ►](#)

Military Personnel Benefit

Active, veteran and retired military personnel in the U.S. or Canadian militaries enjoy up to \$250 in FREE onboard spending money on ANY CRUISE, ANY TIME of the year. [Learn more ►](#)

Refer-a-Friend

Clients can earn \$25 in onboard spending money when they refer a new guest who books a cruise. Refer as many prospects as you like and receive unlimited rewards. [Refer and reap the rewards ►](#)

*Restrictions apply

See [OneSourceCruises.com](#) for more information.



Programs designed to put your clients' minds at ease

Princess Vacation Protection

Clients spend more time relaxing and less time worrying with travel protection, especially ours. We offer two levels: Standard & Platinum. Both include a cancellation fee waiver plus travel insurance benefits and 24-hour worldwide CareFree™ Travel Assistance. [Protect now ►](#)

Princess EZair®

Who wants to worry with flights? Save time, money and hassles by booking airfare with Princess EZair. It features surprisingly low prices, late arrival protection, no customization fee, 24/7 AND Flexible fares that let you change flights up to 45 days before departure with No Change Fee. [Fly easy ►](#)



Princess EZpay®

The motto? Set it and forget it. Spreading out payments is a snap with this convenient monthly payment plan option you can access from POLAR Online®. It's flexible, has no extra fees, lets clients opt in or out as they like and auto-charges on the same day each month. [Pay easy ►](#)

[Learn more on OneSourceCruises.com](#)
[Sales & Marketing tab > Sales Programs & Benefits.](#)



Got questions? Princess Answers

Connect with us to
come feel the love

We created this search engine to give you the info you need, 24/7. Fact-check, read up on a new program, or just ask a question. (Like Google, Answers can even action misspelled requests.) It's the same resource our contact center uses!

How to use Princess Answers

- Sign in to your OneSource account, and select "search answers."
- Search keywords from the homepage.
- View articles, like "recently updated," "favorites," "featured" and "most viewed."
- Add an article to the "My Favorites" list by selecting the star in the top right corner.

- Rate the article from one to five stars.
- Select "report" below any article to suggest additional keywords.
- View and download attachments by choosing "email me this article."

Look for the Princess Answers tab on [OneSourceCruises.com](https://www.onsourcecruises.com).



Relationships get stronger through communication!

How to reach us:

Through your Business Development Manager

Our team of BDMs supports travel partners in their individual regions with sales and marketing. Think promotional ideas, training, group requests and more. Find your BDM on the homepage's lower left corner of [OneSourceCruises.com](https://www.onsourcecruises.com).

Through the Princess reference guide

This handy-dandy resource includes phone numbers and hours of operation for various departments like OneSource Assistance, Princess Partner support, Customer Relations and more. Find the Contact Us icon on the homepage's lower left corner of [OneSourceCruises.com](https://www.onsourcecruises.com).

Through Chat

We say, "chat first, call second!" Do it all: agency registration, profile transfers, even get help with logging on to POLAR Online®. Find the green POLAR Online and OneSource chat buttons on the homepage's lower right corner.

“ Thanks for taking the time to get to know us better and, as always, for your support. Remember [OneSourceCruises.com](https://www.onsourcecruises.com) is always there for you, and so are we. Carpe diem – Seas the Day! ”

Through our V(I)P of Sales – Carmen Roig

Carmen loves to keep you in the know through her Facebook page at [Facebook.com/PrincessVPsales](https://www.facebook.com/PrincessVPsales) – be sure to like it! – plus bi-monthly webinars and a weekly newsletter. Talk to your Agency manager if your email isn't registered.

Through our webinars

We have them on a world of topics, they're actually pretty fun, and you always walk away with knowledge and insider scoops you can use. Register for webinars and find past recordings in the Training section on [OneSourceCruises.com](https://www.onsourcecruises.com).



Carmen Roig
Vice President of Sales,
Princess Cruises



Let's get growing!



PRINCESS[®]
PARTNERS