



## **'SIMPLE PRICING' Talk Track**

### **Headline Position**

After reviewing a mix of how we work with our distribution and consumer feedback, Azamara® is adopting a more 'Simple Pricing' approach to how it promotes and sells cruises in across a range of its important International markets.

Although 'Simple Pricing' will become our primary approach in these International markets, we will continue to periodically offer short 'Limited Time Offers' on a selection of sailings to help stimulate demand and interest.

All other price programs such as Last Minute Voyages will remain unchanged.

This approach will begin from 7<sup>th</sup> April 2021 and will help streamline ways of working with valued trade partners and at the point of sale will allow for conversations more focused on the great value of an Azamara cruise experience and the wonderful destinations we visit.

### **Key FAQ's**

#### **Are all markets moving to this approach?**

No, at present this approach is focused on our key International markets where we will be most welcomed by our trade customers & guests.

#### **Are the International markets missing out on promotions sold in other markets?**

No, our intention is to offer the same great value for the same great price to our guests in all markets. The only difference is in how we present and sell that value through our distribution partners.

#### **Does 'Simple Pricing' combine with other promotions & offers?**

Yes, there will be no changes to the ability to combine with other offers and promotions where applicable, such as onboard booking benefits, Azamara Circle Quarterly Savings etc.

#### **Can I change my booking to the new pricing?**

All terms and conditions relating to your original booking remain unchanged. If you wish to move or reprice you booking then you may do so under those booking terms

#### **Does this change affect wholesale/nett rates used for packaging?**

No, key tour operator partners will continue to have access to similarly competitive nett rates that will offer the reward for partners to offer their own value to a cruise holiday. Indeed we believe the 'Simple Pricing' approach will be beneficial in ensuring net rates consistently offer this value.

#### **What rate code should be selected when using CruisingPower?**

You'll need to ensure the **STANDARD INTL** rate is selected when quoting or booking.



### **Standard Terms:**

\*Prices advertised are “from” prices and are per person based on two people sharing a stateroom in AUD or NZD. “From” prices are based on the lead-in interior staterooms, reflect all promotional savings and are inclusive of all taxes, fees and onboard gratuities (which are subject to change). Prices are correct as of 7th April 2021 and are subject to change and availability without notice. Bookings created prior to the current available price that wish to access the new price will have to cancel the existing booking and make a new booking. Bookings that are cancelled shall be subject to prevailing cancellation charges. For general booking terms & conditions, inclusions, cancellation charges and other information please visit [Azamara.com](http://Azamara.com). ©2021 Azamara. Ships registered in Malta.

### **Inclusive Amenities for All Guests:**

- Exclusive Cultural Events (on most voyages)
- Gratuities
- Select standard spirits, international beers and wines
- Bottled water, soft drinks, specialty coffees and teas
- Self-service laundry
- Shuttle service to and from port communities, where available
- Concierge services for personal guidance and reservations

### **Additional Amenities for Balcony Plus Guests:**

- Complimentary Internet (120 minutes or 25% off the unlimited internet package) per guest\*
- One free bag of laundry service per stateroom, every seven days\*
- One night of complimentary speciality dining for two, each seven days
- Priority embarkation and debarkation
- Complimentary in-room spirits
- \*Check our loyalty programme page to see how you can get even more complimentary internet minutes and laundry services based on your tier.

### **Even More Amenities for Suite Guests:**

- English butler service
- Complimentary Internet minutes (240 minutes or up to a 100% off the unlimited internet package) per guest\*
- One free bag of laundry service per suite, each seven days\*
- Complimentary seating in the speciality restaurants dining
- Priority embarkation and debarkation
- Complimentary in-room spirits
- In-suite afternoon tea service
- \$300 in Onboard Credit per person (Club World Owner’s Suites, Club Ocean Suites, Club Spa Suites categories only)