

WEDDING PROGRAM FOR ROYAL CARIBBEAN INTERNATIONAL

*ROYAL
Romance*

Royal Romance Weddings

GUEST & SALES SERVICES REFERENCE MANUAL



Get out there.®

About the Royal Romance Weddings Program

Royal Romance is a full-service wedding and vow renewal program. Our Wedding Consultants will assist bridal couples in creating a unique and romantic ceremony onboard an elegant ship or in one of our ports of call.

ABOUT THE WEDDING EXPERIENCE

*Royal Caribbean International
Exclusive Wedding Vendor.*

The Wedding Experience is a full-service destination wedding company, specializing in cruise ship weddings. Our company has been arranging weddings onboard ships for the past 7 years. The Wedding Experience focuses on providing consistent, quality service while continually creating new and innovative ideas to enhance cruise line product offerings and increase revenue.

HOW TO GET INFORMATION

Royal Caribbean Website
www.royalcaribbean.com

Toll Free 1-888-WED-RCCL
(888-933-7225)
Direct Line 305-421-1270
United Kingdom 00-800-5580-3556
Europe Direct (Italy) 39-347-2790978
Email:
royalromance@theweddingexperience.com
europa@theweddingexperience.com

WHY CHOOSE A CRUISE WEDDING

- Hassle Free for Couples
- Unique
- Affordable

Cost: Wedding Comparison
(Based on average amount of guests, 2 hr reception with F&B, music, flowers – cruise not included)
Local: \$27,852 – 161 guests
Cruise: \$7,000 – 100 guests

WEDDING PORTS:

US Embarkation Ports, Caribbean, Alaska, Mexican Rivera and Europe

HOW TO BOOK A WEDDING

- TA or Bride gets a copy of the brochure
- Calls Consultants to Check Availability
- Books Cruise
- Couple Books Wedding

BOOKING PROCEDURES

Royal Romance Wedding Consultants give individual care to each wedding. We are limited in the number of ceremonies that can be coordinated on each ship and at each port of call. All ceremonies are reserved based on availability and held without payment for 3 business days. Full payment will be required to reserve the wedding date chosen.

During the planning stage, we ask that our couples call us if they have any questions and assist in providing a vivid description of their expectations on their wedding day.

Most couples have never traveled nor planned their wedding and our Wedding Consultants play a very important part in their lives by arranging the most important day in their lives.

FACTS ABOUT ROYAL ROMANCE WEDDINGS

Average Couple Travels w/35 guests

Royal Romance Weddings

Number of Weddings '05 2,114 yr

Number of Weddings '06 2,256 yr

Number of Weddings '07* 1,873 yr

*YTD through 09.2007

FACTS ABOUT THE WEDDING INDUSTRY

Number of Weddings US 2.5 Million yr
Revenue 72 Billion yr

Destination Weddings account for 16% of weddings in the US alone.

Brides Average Age 27 years
Grooms Average Age 29 years

According to a CLIA survey, cruise line weddings statistics are changing. 40% of travel agents report second-marriage couples as their largest source of business and 32% noted they are booking more weddings on cruises along with their friends and family.

56% Generation Xers (ages 28-42)
25% Generation Y (ages 27 & under)
13% Early Baby Boomers (ages 43-51)
6% Late Bloomers (ages 52 – 61)

In 2006 travel agents biggest change came from couples renewing vows aboard ships and also saw an increase in same-sex couples choosing cruises for symbolic ceremonies.

COMMON QUESTIONS

WHY CAN'T ROYAL ROMANCE WEDDING DEPARTMENT BOOK THE TIME AND LOCATION OF MY WEDDING UNTIL TWO WEEKS PRIOR TO SAILING?

Ceremony times and locations are assigned according to each wedding or event. Couples must submit and pay for any additional enhancements such as receptions, salon, guest lists, entertainment, etc. 45 days prior to their wedding date. Based on the requirements of each wedding that day, the times and locations are set to suit each wedding's needs.

MY CLIENT HAS A COMPLIMENTARY COCKTAIL PARTY, WHY CAN'T THEY USE IT AS THEIR WEDDING RECEPTION?

Complimentary group cocktail parties may not be coordinated as a wedding reception. Of course they would prefer to – it is less expensive. Royal Romance has many reasons for this policy, as listed below:

- **REVENUE, REVENUE, REVENUE**
- Complimentary parties are not normally guaranteed private
- Weddings are staffed differently than cocktail parties
- Wedding staff have not been arranged to coordinate the reception
- If a cocktail party is booked as a reception, couples complain because it wasn't organized as a proper wedding reception. I.E. DJ was just a ship DJ and didn't organize the normal wedding traditions.
- The ship takes the heat for not coordinating the wedding.

WHY DO COUPLES HAVE TO PAY THEIR WEDDING PACKAGE IN FULL AT THE TIME OF BOOKING WHEN THEY ONLY HAVE TO PAY A DEPOSIT FOR THEIR CRUISE?

Royal Romance does require couples to pay for their actual wedding package in full to reserve their wedding day. We are limited to the number of weddings that can be coordinated on each ship and port of call. Ceremonies can be held without payment for 72 hours while the payment is placed on the cruise. All enhancements do not have to be paid until 45 days prior to their wedding date.

IF I BOOK A VOW RENEWAL, WHY CAN'T I HAVE THE CHAPEL RESERVED PRIOR TO SAILING FOR MY CEREMONY?

Vow renewals are done by the ship's Cruise Program Administrator onboard during the cruise. Each ship has different activities and staff duties onboard the ship. Due to the volume of vow renewals and staff restrictions, Royal Romance does not allow pre-booking of venues for vow renewals. Couples meet with the Cruise Program Administrator on the first day of the cruise to review with the couple the ceremony locations and times. Vow Renewals can not be performed on Embarkation or Formal Day/Night.

CLOSING

WHY WEDDINGS ARE IMPORTANT TO ROYAL ROMANCE?

- Usually Group Bookings
- Bride and Groom Supply the Guests
- Typically between 10-100 Sailing
- Great Additional Onboard Revenue
- Recession Proof Market
- Build Repeat and Referral Business
- Couples return for anniversary or Vow Renewal

Destination and cruise ship weddings continues to be an emerging trend in the wedding business. Royal Romance Wedding Department Wedding Program is positioned to capture this emerging market. Working together as a team, we can all benefit with this unique niche selling tool.