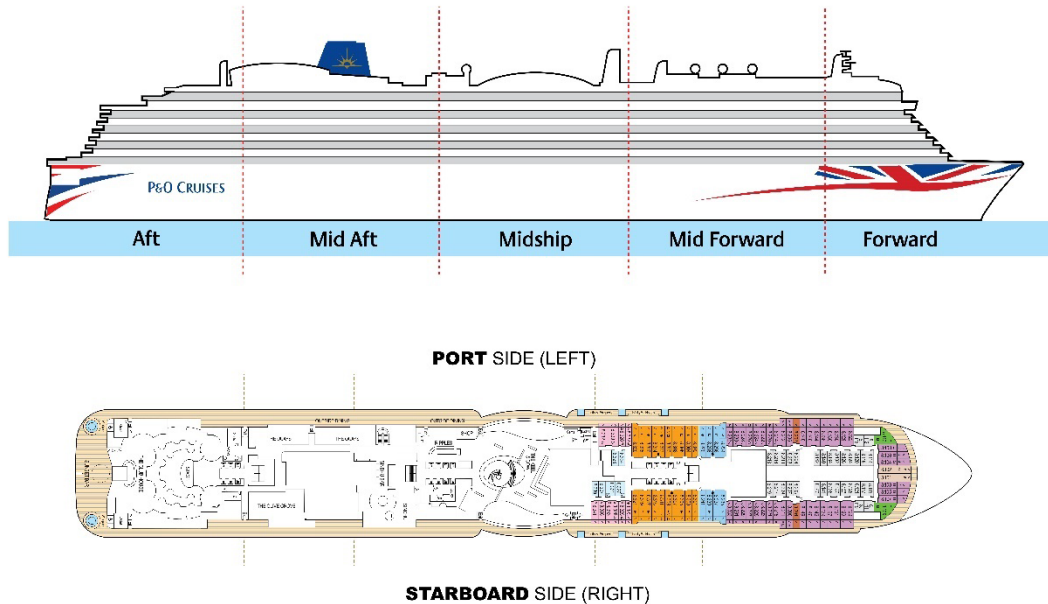


NEW-TO-SELLING CRUISE - CRUISE GLOSSARY

Ship Terminology



BOW	The forward part of a ship.
FORE / FORWARD / FWD	Towards the Bow of the ship.
MID-SHIPS	Between Fore and Aft.
STERN	The back part of a ship.
AFT	Towards the stern (back) of a ship.
PORT	Left side of a ship. <i>(way to remember – Port and Left both have 4 letters)</i>
STARBOARD	Right side of a ship.
DECK	Floor of a ship.
GANGWAY	A raised platform or walkway providing the way for guests to embark / disembark.
THE BRIDGE	The elevated, enclosed platform at the bow from which the captain and officers direct operations and steer the ship.
GALLEY	Another name for the ship's kitchen.
SHIP REGISTRY	All ships are registered in a specific country which means that the vessel must comply with the laws of the nation whose flag it is carrying (including labour laws).

Technical terms related to the ship:

HULL The main body of a ship, including the bottom, sides and deck.

KEEL The ship's backbone which runs lengthways along the middle of the bottom of the vessel.

BULBOUS BOW A protruding bulb at the bow of a ship, just below the waterline. The bulb modifies the way the water flows around the hull, reducing drag and thus increasing speed, range, fuel efficiency and stability.

GRT
GROSS REGISTERED TONNAGE The size or carrying capacity of a ship measured in tons. This refers to the total weight that a ship can take, as opposed to the actual weight of the vessel itself.

PANAMAX Ships that are able to transit The Panama Canal.

LNG
LIQUEFIED NATURAL GAS Cruise lines are leading the way in reducing emissions both in port and whilst sailing, and the industry-wide ambition is to achieve net zero cruising by 2050. Cruise lines are investing in the development of sustainable fuel sources to reduce emissions whilst at sea. **Liquefied Natural Gas (LNG)** is one of the current fuels in use in the work towards this goal. Its use reduces a cruise ship's carbon emissions and largely eliminates particulate matter from the ship's exhaust. The development and innovation in new fuels and propulsion technologies continues and include preparing ships for electric batteries, advanced biofuels, and hydrogen fuel cells.

SSE
SHORESIDE ELECTRICITY Using shoreside electricity enables the ship engines to be switched off, reducing carbon emissions while the ship is berthed. Cruise lines are making substantial investments to equip ships to be able to plug into shoreside electricity, with around 40% of the global cruise fleet by capacity already fitted to operate on shore-side electricity.

GODMOTHER The cruise ship godmother is selected to bring good luck and protection to the vessel. The duties are simple; godmothers attend their ship's ceremonial ship launch and naming ceremony, where they bless and officially name the ship.

CHRISTENING The christening of a new ship is a long-standing naval tradition. The ceremony is usually attended by senior representatives of the cruise line and shipyard, as well as the ship designers, VIPs and journalists, and often travel agents and celebrities. During the ceremony the ship's sponsor (or Godmother) breaks a bottle of champagne against the hull of the ship (the actual means of breaking the bottle will vary, ship by ship). This is believed to bring good luck and safe travel to the vessel.

Onboard Experiences



Dining:

TRADITIONAL / FIXED DINING (either EARLY SEATING / LATE SEATING)

Traditional (or Fixed) Dining in the ship's main banquet-style restaurant means that cruisers must decide between an early or late set seating time for dinner, which they'll then stick to for the entirety of their sailing. Guests may request to dine with their own party or can opt to be sat on larger tables with other guests. Your assigned table, table companions and waiter will remain the same throughout the cruise.

Typically, an early dinner begins anywhere between 5.45 and 6.30pm (depending on cruise line and itinerary) and lasts for about two hours. Late seating usually begins around 7.45 to 8.30pm.

ANY TIME / FLEXIBLE DINING / OPEN SEATING

Just like a restaurant at home, anytime dining enables guests the freedom to dine when and with whom they wish, usually at any time between 5.30 and 10pm. Reservations are available through an onboard dining hotline, but often not required.

FAMILY TIME DINING

On some cruise lines there will be an allocated area from approx. 5pm where families can dine within a short timeframe (usually 45 mins to 1 hour) and be met by the kids clubs host to be taken to their kids adventure areas.

SPECIALITY DINING / ALTERNATIVE DINING

While many of the meals on the ship are included in the cruise fare, you may find that not all of the dining options onboard are complimentary. Speciality or Alternative dining generally carries a small cover charge and often serves select menus

BUFFET

Usually an included self-serve dining option with extended opening hours.

DRINKS PACKAGES

Drinks packages may be a feature of some cruise lines. They allow cruisers to pay one base price that covers most of their non-alcoholic and alcoholic drinks onboard. Many cruise lines offer a choice of the type of package available.

Your onboard account:

CRUISE CARD / SEA PASS CARD / STATEROOM KEY	A cruise passenger ID card is a cruise line's way to keep track of passengers, ensure security and provide a way for passengers to sign for purchases without needing to carry money. It typically also functions as the key to guests' staterooms.
GRATUITIES (GRATS)	The tips that are automatically charged to a guest's onboard account for the service they have received onboard.
OBC / OBS ON BOARD CREDIT / ON BOARD SPEND	Can be thought of as a gift card of sorts for a specific cruise - money that the guest can use on their cruise for any number of things, including beverages, shore excursions, retail purchases and more.
SERVICE CHARGE	A charge applied to certain services on board and typically added to a guest's bill – ie. an additional charge added to the price of an alcoholic drink.

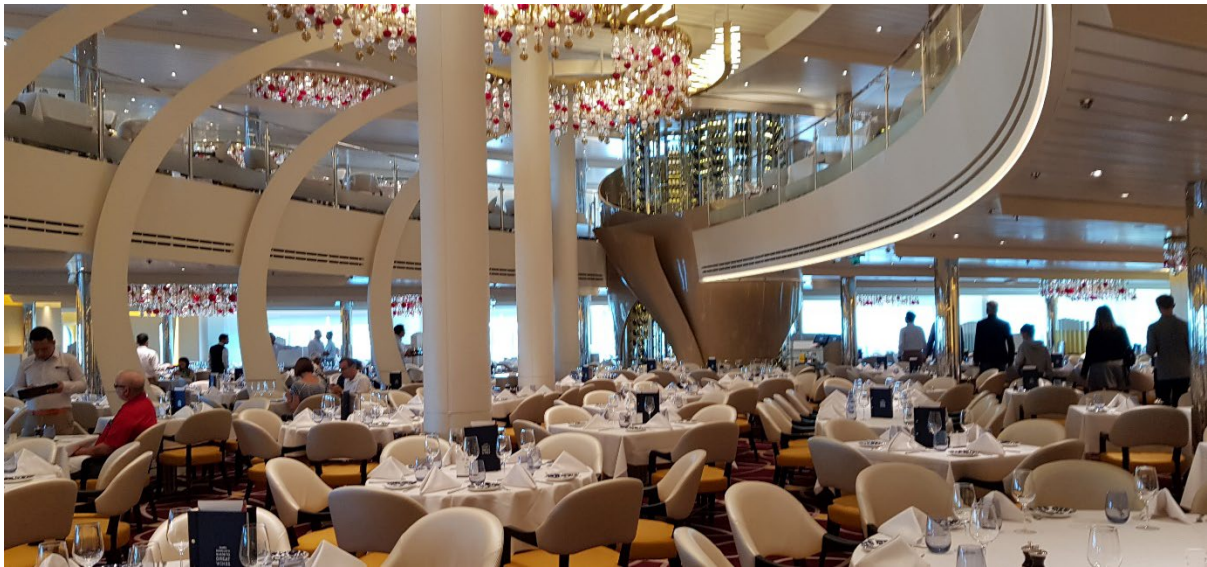
Safety:

MUSTER DRILL / LIFEBOAT DRILL	A Muster Drill is a mandatory safety exercise with the objective to familiarise all guests and crew with the location (muster station) where they are to assemble in the unlikely event of an emergency.
MUSTER STATION	The assigned location where a guest should proceed to in the unlikely event of an emergency. All guests are split between a number of different "Stations" around the ship, and each guest will be allocated to a particular one.

Future Cruise Sales:

ONBOARD FUTURE CRUISE SALES / CRUISE CONSULTANT	Where cruise lines enable guests to book future cruises whilst on board their current cruise, typically associated with some form of guest benefit. Bookings made on board are typically assigned by the cruise line back to the travel agent that made the original booking and are therefore commissionable.
FCC FUTURE CRUISE CREDIT or CERTIFICATE	A credit, typically applied to a customer's cruise line account, that has been awarded by the cruise line by way of promotion or compensation, which can be applied to new bookings in line with the terms of the FCC.

Guest Areas Onboard



ATRIUM

The atrium is typically the first thing guests see when they embark and is like the ship's town square. Most now have bars as well as live music, and shops, lounges, and guest services desks fanning out from the various levels.

GUEST SERVICES / RELATIONS

The Guest Services desk is the heart of the ship and the customer experience. It is usually found near the Atrium and is where guests can go for any queries they have.

MDR MAIN DINING ROOM

Main Dining Rooms are found on just about every ship – a large, opulent space that serves as the 'default' dinner venue for guests. The meals are included in the cruise fare and typically it's the main option for guests who want to have a sit down dining experience rather than a buffet but do not want to book a speciality restaurant.

Guest Bedrooms

CABINS, STATEROOMS OR SUITES

The ship's bedrooms for guests.

INTERCONNECTING CABIN

This is where two cabins have an interconnecting door – often the preferred way for families to travel as it gives them their own privacy with a way of connecting through the internal door.

OBSTRUCTED-VIEW CABIN

A cabin that could be with a window or balcony where the view is obstructed with part of the ship – often a lower cost way of getting a higher category of cabin.

VERANDA

The US term for balcony that is often adopted by cruise lines.

BERTH

This refers to a bed onboard a ship
(Please note that it can also refer to a place where the ship is parked).

Accessibility

ACCESSIBILITY	Ships facilities / amenities / accommodation that is ideal for clients who have a disability or mobility issues
ADAPTED CABIN	A cabin that has been specially adapted for the needs of guests.

Crew Titles

CRUISE DIRECTOR	A high-ranking or senior officer of a cruise ship with responsibility for all onboard hospitality, entertainment and social events, who often acts as the public face of the company.
HOTEL GENERAL MANAGER / HOTEL DIRECTOR	One of the most senior people on board, reporting directly to the captain. They oversee lots of departments, including entertainment, food and beverage, customer services, and housekeeping.
PURSER / GUEST SERVICES ASSISTANT	A first point of contact for any queries you have onboard, pursers can be found at the guest services desk.

Sales Jargon and abbreviations

BK	When a booking is confirmed.
CX	When a booking is cancelled.
GTY Guaranteed stateroom	The stateroom room number will be allocated by the cruise line after booking.
CO-OP	When there is marketing spend agreed with a travel agent.
POS Point of Sale	When an agent receives marketing pop up stands etc to advertise within their agency.
ROI Return of Investment	What was achieved for the money spent on the activity agreed.
PVT Performance vs. target	How are you performing versus the target you have been set.
PPG Pre-paid gratuities	Sometimes the cruise lines will include the cost of gratuities (tips) in the cruise fare.
CRUISE DOCS	Online cruise ticket and documentation to check-in.
CRUISE ONLY	Cruise booking only so flights and transfers not included and should be booked separately either by the travel agent or the customer.
Bag Tags	Baggage tags for the luggage which the guest will mostly get at the port when they drop off their baggage before checking and, in their stateroom the night before disembarkation to put on their baggage. Choices are given to take their luggage off with them (especially good for early debarkation) or to leave out of their stateroom packed and locked by around, 11pm the night before disembarkation.

Itineraries and the cruise experience



EX-UK

Refers to a cruise that starts at a UK port, and often finishes at a UK port.

FLY-CRUISE

A cruise that requires the guest to take a flight to reach the ship. Fly-Cruise bookings usually include transfers to and from the airport.

OPEN JAW

Cruises that finish at a different port of call from the start point.

WORLD CRUISE

Typically lasting between 40 and 120 days, a world cruise takes guests around the world, often divided into a number of sectors.

GRAND VOYAGES (GV)

Similar to a World Cruise but concentrated on an area, such as Mediterranean or South America, and generally starting at one port and finishing at another.

**TRANSATLANTIC
CRUISE / CROSSING**

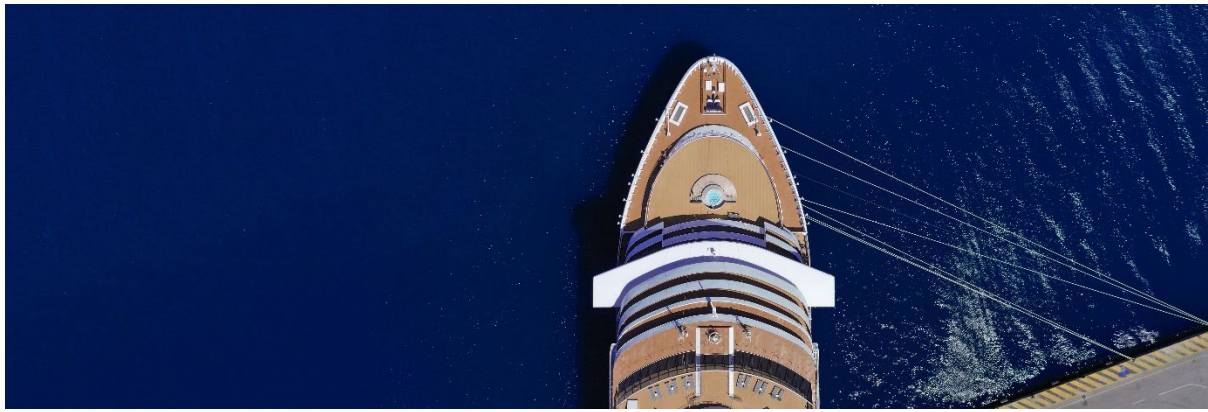
Any sailing that crosses the Atlantic Ocean (generally between Europe and North America).

**REPOSITIONING
CRUISE (REPO)**

When the seasons change, ships tend to relocate (or reposition) to warmer climates - for example, moving from the Mediterranean to the Caribbean in Autumn. When ships sail across oceans or change seasonal homeports, their one-off, one-way itineraries are known as repositioning cruises. Guests can sail a new, offbeat route, often at a lower-than-average price as the cruises often involve a high number of sea days.

MAIDEN VOYAGE

The first sailing of a new ship.



EMBARKATION	Process of guests boarding the ship.
DISEMBARKATION / DEBARK	Process of guests leaving the ship.
SEA DAYS	A sea day is a day spent in transit while the ship is sailing to its next destination. Without a port stop, these days are typically marked with extra programming and dining to accommodate all guests onboard.
PORT OF CALL	A destination where your cruise ship has parked/docked.
BERTH / PIER / DOCK	The physical location where the ship is parked. <i>(Please note that it can also mean a bed within your onboard stateroom)</i>
TENDER PORT	When the ship is not able to pull up to the pier or dock, usually because the water is too shallow, it will anchor just outside the port. (This is also called 'at Anchorage'). Guests will then be escorted off the ship on to a small boat (normally the ship's lifeboats), called a tender.
ANCHORAGE	A location at sea where the ship can lower its anchors.
TENDER STATION	Where the guest goes to onboard the ship where the tender boats (usually 100 – 600 capacity) to board the tender to go to the island they are visiting.
EVENING IN PORT	Some cruise lines may offer itineraries where the ship will stay longer in port to allow guests to spend the evening in port.
SHORE EXPERIENCES	A set of specially curated experiences offered by the cruise lines for when the ship is in port. The variety and style of shore excursion has evolved and changed over time to appeal to a wider customer interest.
OVERNIGHTS	Some cruise lines may offer itineraries where the ship will stay overnight in port to allow guests to spend the evening in port, or to allow for guests to have taken a longer land tour.
