



AZAMARA[®]
CRUISES

BRAND PLAYBOOK



THE PURPOSE OF THIS BOOK



To provide the tools needed to deliver high-level creative with complete consistency regardless of platform, presentation, latitude or longitude.

To establish how Azamara looks, sounds and behaves in a meaningful and authentic way.

To serve as a guideline for our global approach to content, storytelling, and visual identity.

This book has multiple purposes for multiple audiences:

–For Azamara:

Establish long-term brand guidelines that exist beyond creative communications.

–For Communications Partners:

Offer consistency for partner-generated content by providing guidelines.

BRAND DNA

We are different.
Let's remember to
tell people why.

OUR MISSION

Azamara Cruises aims to be your next favorite small-ship cruise line by going beyond the traditional cruise experience, offering longer stays and overnights to allow immersive discoveries for guests in each destination.

WHO WE ARE

LEADERS IN DESTINATION IMMERSION

Azamara Cruises is a small-ship cruise line and leader in Destination Immersion® and Extended Destination Days, committed to taking people beyond the initial layers of a city and bringing them to the heart of a destination, from cooking and sampling authentic food to listening to traditional music or spending time with locals.

SMALL-SHIP CRUISING

Azamara Cruises' intimate-style ships allow guests to reach renowned ports around the world and dock in smaller, off-the-beaten path locations that larger cruise ships cannot access. Azamara Cruises consists of a four-ship fleet, Azamara Quest®, Azamara Pursuit®, Azamara Journey® and its latest ship, Azamara OnwardSM, each carrying less than 700 guests.



GREAT VALUE

Through our deep understanding of hospitality and commitment to delivering exceptional service, guests can experience an intimate hotel at sea. With our Always Azamara commitment, beverages including alcohol, variety of dining venues & room service, exclusive AzAmazing Celebrations, gratuities, and more are always included.

MORE TIME FOR DISCOVERY

By offering our country-intensive itineraries, immersive land programs, and Extended Destination Days, with more time in ports and overnights in each destination, Azamara Cruises gives travelers the opportunity to connect with the local culture and change their perspective on how they view the world.



AZAMARA CRUISES BY THE NUMBERS:

360+

TOTAL NUMBER
OF UNIQUE PORTS

90+

TOTAL UNIQUE
COUNTRIES

390+

OVERNIGHTS

860+

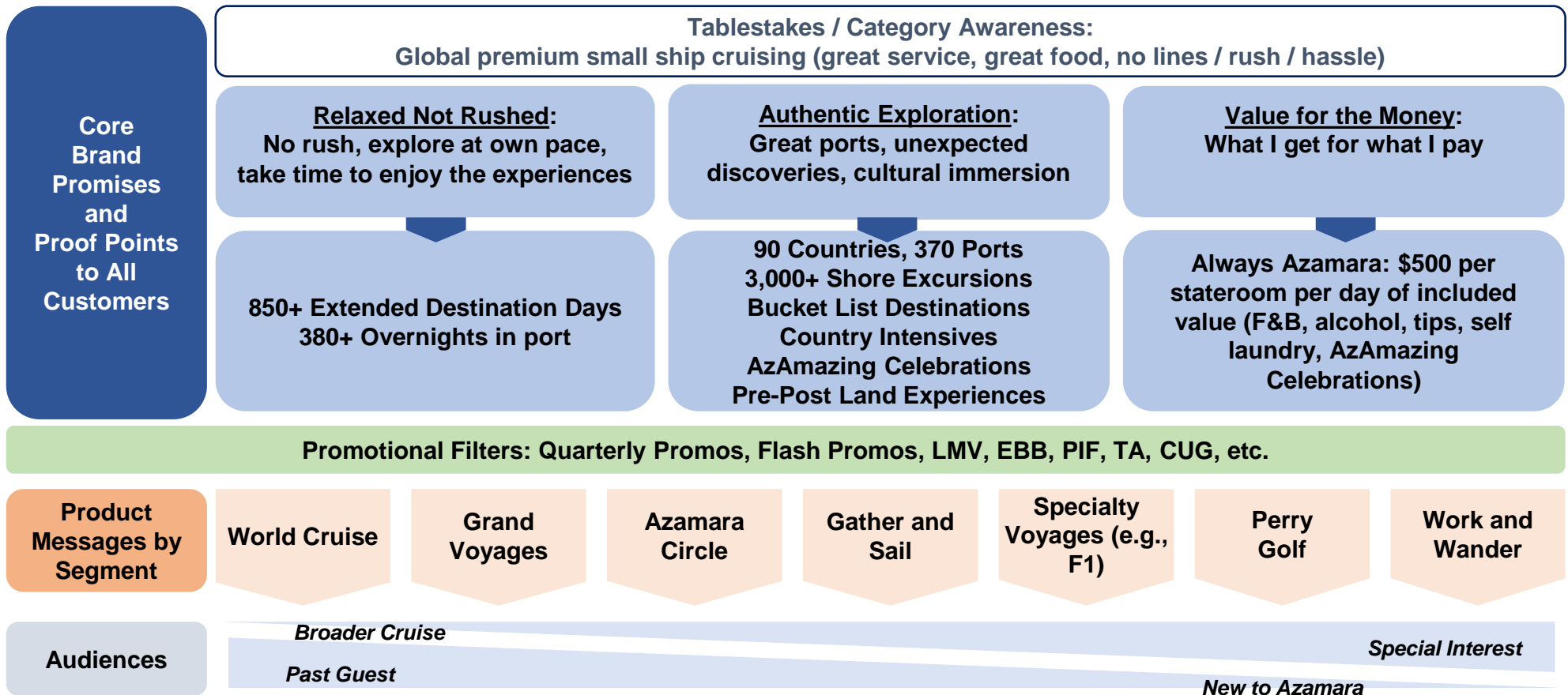
LATE NIGHTS

3000+

SHORE EXCURSIONS



A STARTING POINT FOR MESSAGING HIERARCHY





BRAND TRAITS

RELAXED | IMMERSIVE EXPLORATION | UNPRETENTIOUS

CELEBRATION OF DIVERSITY | ENRICHMENT OF LIFE

GENUINE | UNIQUE EXPERIENCES | FRIENDLY HOSPITALITY

OUR TRAVELER

Affluent cruisers 45+ whose desire for discovery motivates them to travel and explore new destinations, to rest and relax — vacationing at their own pace, which allows them to get more out of the adventure.

When these explorers cruise, they want to see things they've never seen before; they want to learn something new, and do it all while surrounded in comfort, to have a truly enjoyable experience.

WHO ARE THEY:

Married 88%
Book with Travel Agents 64%
Repeat cruisers 59%
Retired 56%
Average booking window 9.5 months in advance



BRAND POSITIONING STATEMENT

Azamara Cruises lets explorers immerse themselves into cultures and locales at a more relaxed pace, discovering destinations by day and night, resulting in a richer, more fulfilling small-cruise experience.

CONTENT APPROACH



TAGLINE

- Smaller ports allow for exploration
- Active, unlike other cruises (no-cruise cruise line)
- Experiences that enrich life
- Voyage mindset
- Venture beyond the sea and further inland with land programs
- You can do more with extended and overnight stays
- Suggests an immersive experience
- Adds depth to the idea of traveling
- Hints at no boundaries
- Worldly

Change The Way You Sea

DO

- Use it to give a punch after discussing all the features, to emphasize that it's a brand identifier
- Minimize use within copy
- If included in copy use preferably as the conclusion and format with initial caps

LEGAL

- Awaiting on final registration to include the trademark symbol SM (Capital S & M)
- Always include the Ships registration information with our tagline disclaimer:
©2024 Azamara. Ships registered in Malta.
“Change the Way You Sea” is an international service mark of SP Cruises OpCo Limited.



WRITING PHILOSOPHY

WORDS MATTER

The words we choose to craft our story define us.

We speak with purpose and choose our words wisely.

Our words aim to inspire, not impress.

Always look for ways to differentiate the brand.

SHORT AND SIMPLE

Tell a story and tell it beautifully. But take the time to be clear and concise.

Paint a picture. Elicit the senses. Develop a cohesive narrative.

Simply. Quickly.

Time matters. Fully enjoy yours.

OWN OUR TERRITORY

Immersive destination experiences are our craft.

Know who we are and what we offer - and own it.

Celebrate discovery and the joy of taking one's time.

Look for every opportunity to reinforce the idea of taking your time to truly enjoy your experiences.

Romance our points of differentiation.

WRITING STYLE BRAND TRAITS

WELL-TRAVELED

There's a difference between travel and being well-traveled. We're worldly, but never elitist. Citizens of the world.

UNINHIBITED

We don't judge. We find joy in the details. We openly celebrate differences.

- Our voice is elevating, enticing and exciting.
- We are inviting, sincere, pragmatic, and above all else, authentic.
- We are friendly, playful, personal, conversational, and trustworthy.
- We are storytellers and we are voyagers.
- We understand the essence of the adventurous spirit.
- We are well-traveled but approachable.
- We're smart, not silly. We are knowledgeable without taking ourselves too seriously — making certain to always maintain our image as a leading expert in the destination domain.

APPROACHABLE

Eager to share their experiences so that others can enjoy them as well.

CLEVER

Able to use wittiness in a manner that contributes to the conversation, while continuing to demonstrate capabilities as travel and hospitality experts.

- We are different and aren't afraid to point it out.
- We never elevate ourselves at the expense of others.
- We talk about being different.
- We stop short of calling ourselves better.
- We don't bad-mouth our competition.
- We tell our own story and do it exceedingly well.



PHOTO LOCATION CAPTIONS

US

The format is city, state initials, and country initials. i.e., Miami, FL, U.S.

INTERNATIONAL

The format is city, country. i.e., Milan, Italy

DIGITAL

Emails include caption on hero whenever possible. Not necessary on smaller tiles.

For web banners and social media, location captions can be left out.

*For TYPOGRAPHY specifications please refer to P.30 for details.

DATE FORMATS

IN BODY COPY

For North America body copy, we use the American date format (month, date, year) separated by commas.

For promotions, it is not necessary to write the year when speaking of promo end dates, especially when time is already clear, such as in flash sales when our guests already know that time is limited.

An exception is when a promo date spans over two years or more such as: November 28, 2024 — January 16, 2025. When referring to specific voyages, always write out the full date, including the year.

IN CHARTS

In charts, we use the European date format (date-month-year) separated by dashes and the month abbreviation in all caps.

For example, we can use 2-OCT-2024 if space permits. If space is limited we can shorten the year to 2-OCT-24.

IMAGES

BRANDED | SHIPS

DO

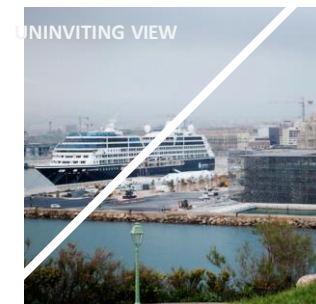
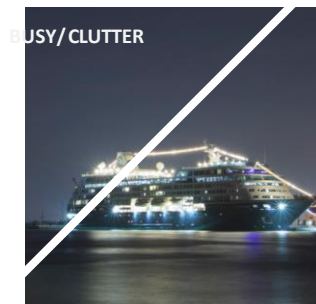
- Use a branded ship image on single-image communications such as in an advertisement or billboard, and on the front covers of print materials. (TOP choice: ship in port or close to port)
- When the hero image of an email is a destination, include a ship image elsewhere such as in a banner if possible.
- In multi-page documents that have many destination images, occasionally insert a ship image to provide variety and reinforce the brand.



OUTDATED LOGO
+ BLURRY IMAGE

AVOID/RETOUCH

- Ships with outdated logos
- Images of blurry ships
- Docks with unsightly equipment, signs or vehicles
- Onboard images showing large crowds or clutter
- Skies that are gray or stormy
- Port images that do not entice or have uninviting views



IMAGES (not ship shots)

BEST PRACTICES

DO

Use *cinematic* photography. Consider the choice of lighting, filters, lenses and camera angle. Use gorgeous landscape imagery for our hero images, with dramatic lighting. Use lifestyle shots for our supporting imagery, or a combination landscape/lifestyle when available. Use night or cultural experience imagery whenever appropriate, to illustrate our deeper experiences.



AVOID

- Shots where many tourists are present
- Clichés
- Typical tourist photography with flat, straight-on angles or lighting
- Very dark night images without detail





IMAGES

EXAMPLES

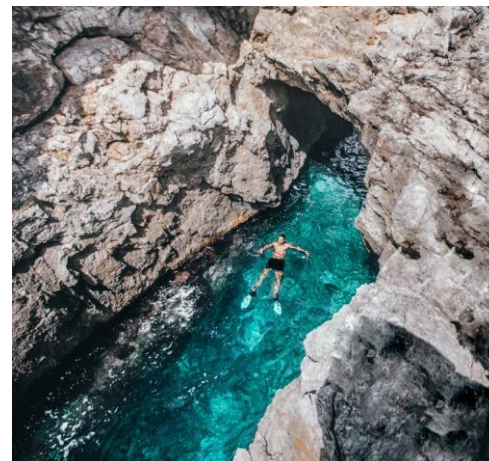
HERO/LANDSCAPE

- Use vibrant, colorful images with a cinematic look/feel
- Select images that feel authentic
- Use alternative, original perspectives of typical locations
- Retouch all images to have a cinematic look
- Mix aerial destination shots with more immersive ones.



LIFESTYLE/CULTURE

- A captivating image that introduces joy/slow pace/lifestyle while hinting at a destination/ known location
- Candid images that reflect our target and convey joy, slowing down and being in the moment
- Avoid the posed back-of-the-head social media look image





VISUAL IDENTITY



STORY OF THE

LOGO

Our logo is comprised of three main elements: land, sea, and star. The main visual component of our logo is an open world, depicted by two artistic strokes that create a Modern Art aesthetic. The left stroke of the “world” represents the Earth and our extensive land program offerings. The right stroke represents the sea and the vastness that Azamara crosses.

The third component of our logo is the star, paying homage to our brand’s earliest roots. The name “Azamara” was inspired by “Acamar,” a star revered by the ancient Greeks, as it was the brightest in the southern sky. Similar to the North Star, our star serves as a navigational beacon of light, guiding us as we cross extensive paths over both land and sea.

Altogether, the land, sea, and star represent Azamara’s mission of connecting guests to unique explorations in unparalleled destinations across the planet.



CRUISES LOGO

Our Cruises logo is used in most marketing communications. Its purpose is to educate the public that we are a cruise line, attract potential guests and reinforce our brand. Our goal is consumer recognition that instills a feeling of cruising with confidence.

USAGE

All in-home and out-of-home consumer communications. Examples include emails, direct mail, web banners, flyers, etc.

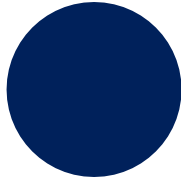


LOGO VERSIONS



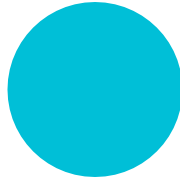
COLOR PALETTE

AZAMARA BLUE
PMS 281 C
RGB 0, 32, 91
CMYK 100, 85, 5, 36
HEX 00205B



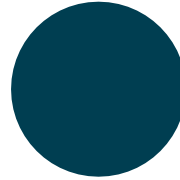
–Logo

AZAMARA AQUA
PMS 3115 C
RGB 0, 171, 194
CMYK 84, 0, 18, 0
HEX 00ABC2



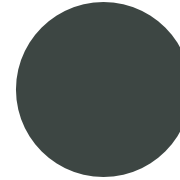
–Logo

DEEP OCEAN
PMS 3035 C
RGB 0, 62, 82
CMYK 100, 67, 48, 38
HEX 003E52



–Headlines
–Backgrounds
–Subheadlines
–Body copy
–Email modules/banners
–Calls to action

NIGHT SKY
PMS 446 C
RGB 61, 69, 67
CMYK 71, 57, 61, 44
HEX 3D4543



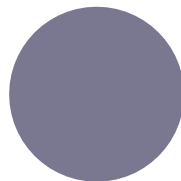
–Headlines
–Subheadlines
–Body copy
–Backgrounds
–When printing full-color
body copy text,
substitute
with **87% BLACK**
to facilitate registration.

WHITE SAND RGB
242, 242, 242
CMYK 4, 2, 3, 0
HEX F1F2F2



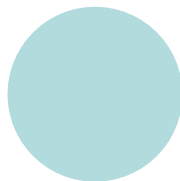
–Headlines
–Email module
backgrounds

DUSK
RGB 121, 120, 144
CMYK 57, 51, 29, 4
HEX 797890



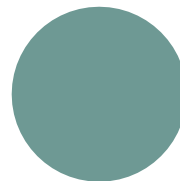
–City Stays
–Accent color
–Backgrounds

SEAFOAM AQUA
RGB 154, 216, 218
CMYK 29, 2, 12, 0
HEX B2DBE0



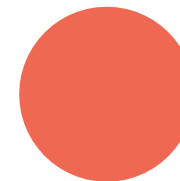
–AzAmazing Journeys
–Accent color
–Backgrounds

SEAFOAM GREEN
RGB 108, 152, 147
CMYK 60, 27, 42, 2
HEX 6C9893



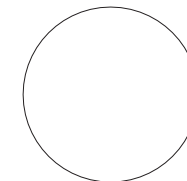
–Hotel Stays
–Accent color
–Backgrounds

SUNSET
PMS 7416 C
RGB 234, 104, 84
CMYK 3, 73, 70, 0
HEX EA6852



– Digital calls to action
– Secondary accent color
– Used with restraint
– Not to be dominant on
page

WHITE
RGB 245, 245, 245
CMYK 0, 0, 0, 0
HEX FFFFFF



–Email footer background
–Captions

PRIMARY

USAGE

SECONDARY

USAGE



TYPOGRAPHY HIERARCHY

HEADLINE 40pt.

Brandon Grotesque Black @ 40PT
Tracking @ 0 + Optical

HEADLINE 40pt.

Brandon Grotesque Bold @ 40PT
Tracking @ 0 + Optical

SUBHEADLINE 20pt.

Brandon Grotesque Bold @ 20PT
Tracking @ 0 + Optical

SUBHEADLINE 20pt.

Brandon Grotesque Medium @ 20PT
Tracking @ 0 + Optical

Body Copy 10pt. Leading
12pt.

Brandon Grotesque Light @ 10PT
Tracking @ 15 + Optical

Body Copy 10pt. Leading
12pt.

Brandon Grotesque Regular @ 10PT
Tracking @ 15 + Optical

Body Copy 10pt. Leading
12pt.

Brandon Grotesque Medium @ 10PT
Tracking @ 15 + Optical

CALL TO ACTION

Brandon Grotesque Black @ 9PT
Tracking @ 15 + Optical

Body Copy 6pt. Leading 8pt.

Brandon Grotesque Regular @ 6PT
Tracking @ 15 + Optical

Body Copy 6pt. Leading 8pt.

Brandon Grotesque Light @ 10PT
Tracking @ 15 + Optical



BODY TREATMENT

ABOUT

Same point size as body copy, but in regular type weight.

GO DEEPER, BEYOND THE INITIAL LAYERS OF A CITY

TAKE ADVANTAGE OF THIS OFFER

With overnight stays and docking at smaller, less-traveled ports, Azamara invites you to step ashore as an insider.

Change The Way You Sea

With overnight stays and docking at smaller, less-traveled ports, Azamara invites you to step ashore as an insider.

Brandon Grotesque Regular @ 10PT
Tracking @ 15

FALLBACK TREATMENT

–ARIAL

–For mediums where custom fonts or web fonts are not supported, e.g., HTML emails, fallback fonts must be used. Refer to Figure B.



TYPOGRAPHY

BRAND TYPEFACES

BRANDON GROTESQUE BOLD

- Usage
- Headline
- Call to action

Brandon Grotesque Bold

BRANDON GROTESQUE REGULAR

- Usage
- Body Copy

Brandon Grotesque Regular

BRANDON GROTESQUE MEDIUM

- Usage
- Subheads
- Tagline

Brandon Grotesque Medium

FALLBACK FONTS

For mediums where custom fonts or web fonts are not supported, fallback fonts must be used. i.e., HTML, etc.

Arial Regular
Arial Bold

- Subheadlines
- Body Copy
- Buttons

TYPOGRAPHY USAGE EXAMPLE

GO DEEPER, BEYOND THE INITIAL LAYERS OF A CITY

With overnight stays and docking at smaller, less-traveled ports, Azamara invites you to step ashore as an insider. Change the way you SM sea.











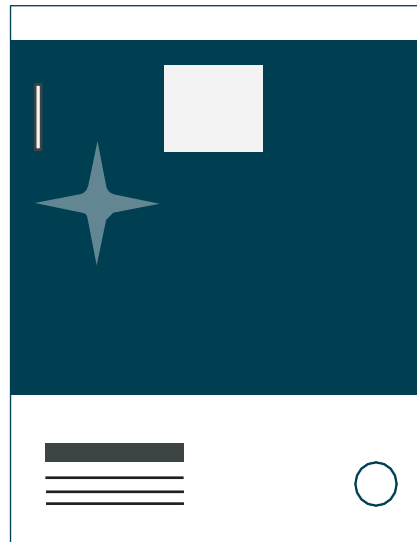
LAYOUT PRINCIPLES



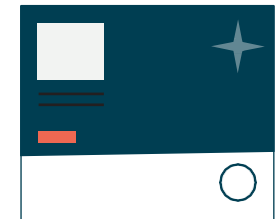
LAYOUT

LEGEND

-  Logo [Permitted Placements]
 -  Treated Image
 -  Headline
 -  Copy
 -  Footer
 -  CTA
 -  Image Caption [Format: City, Country]
-  Star*



PRINT MATERIAL



DIGITAL

* The star is to be placed anywhere over an image. It should not be distracting and should be considered a watermark element of design.



ALWAYS AZAMARA BANNER

USAGE

Collateral materials (both digital and print)

ALWAYS ✦ **AZAMARA**®

**ALWAYS
INCLUDED**

Variety of Dining Venues & Room Service
Beer, Wine, and Spirits All Day & Night
Tips & Gratuities
Signature AzAmazing Celebrations
Unlimited Self-Service Laundry

**ALWAYS
EXPECTED**

No Hassle, No Crowds
Unique & Iconic Destinations
Overnights & Extended Destination Days

USAGE

Bottom funnel/travel partners

ALWAYS ✦ **AZAMARA**®

**ALWAYS
INCLUDED**

Variety of Dining Venues & 24-hour Room Service
Beer, Wine, and Spirits All Day & Night
Signature AzAmazing Celebrations
Unlimited Self-Service Laundry
Tips & Gratuities

**ALWAYS
EXPECTED**

No Hassle, No Crowds
Unique & Iconic Destinations
Overnights & Extended Destination Days

US \$400 Value Per Stateroom Per Day



MARKETING

CREATIVE EXECUTIONS



PRINT AD

TRADE

This type of ad is used to inform travel agents about the brand or events, and to notify them about current or upcoming special offers.

Since this is a B2B ad we are using the Corporate Logo version.


UNLOCK SAVINGS OF
UP TO
USD \$2,000
ON YOUR CLIENT'S 2024 AZAMARA CRUISE

YOUR CLIENTS CAN SAVOR THE EXTRAORDINARY

Your clients can unlock savings of **up to \$2,000 per stateroom*** on their 2024 Azamara cruise and immerse themselves in a voyage where time becomes their ultimate travel companion. They will bid farewell to the hustle and bustle, as we invite them to savor more moments in each port. This exclusive offer grants your clients the freedom to discover the wonders of every destination at their own pace. Let their adventure unfold leisurely, one exploration at a time.

With Azamara, their journey is an invitation to savor the extraordinary.

Your clients can experience the luxury of Extended Destination Days, allowing you to thoughtfully plan your day according to your unique travel style.

Book your clients cruise by **March 21, 2024**, and let them embrace the freedom to make their cruise truly theirs.

*The Wave Offer ("Offer") applies to new, individual, and non-sustained group bookings created between December 6, 2023 - March 21, 2024 (the "Offer Period"), only to select sailings departing between April 1, 2024 - March 21, 2025 ("Sailing Window" or "Range"). The Sailing Window start date and end date does not indicate that sailings will commence and conclude on those precise dates, unless the sailing will occur within the Range and may vary. The Offer provides a discount of up to \$2,000 USD on the total stateroom price for select 2024 cruises. The discount will be credited to the booking's inventory. All other charges, including but not limited to, taxes, fees, and port expenses, are additional and apply to all guests. Limits are offer per stateroom. For eligibility, all guests must be named, and a full deposit must be made prior to the end of the Offer Period. Offer is also non-transferable and applicable to all staterooms. Offer is not available to 3rd and 4th guests in a stateroom. Offer is not applicable to reissues or postponed groups. After the Offer Period, Offer will be removed from the booking if any of the following events occur: (1) the guest cancels and reissues the booking; (2) applies a fare change; or (3) changes the ship or sail date of the booking. Certain other changes to the booking may also result in removal of Offer. Offer is subject to availability and change without notice. Offer may be withdrawn at any time. Single occupancy guests paying 2025 cruise fare are eligible for the full amount of the Offer. Single occupancy guests paying one fare 2025 cruise fare are eligible for a prorated amount of Offer. Offer is applicable to United States, Canada, and certain global markets only. Subject to Azamara's terms and conditions and the Cruise Factor Contract, an additional terms and conditions.

©2024 Azamara. Ships registered in Malta.
 "Change the Way You See" is an international service mark of SP Cruises, C/I/C's Limited.



DIGITAL BANNERS

- Lockups are adjusted to fit banner shape.
- Gradients can be added to hero image to improve type and logo legibility.

EXECUTION EXAMPLES



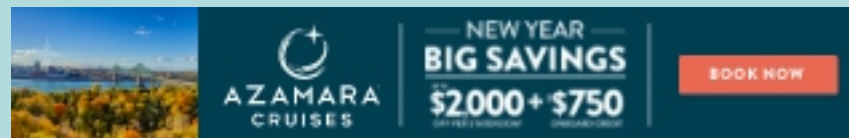
300 X 600



160 X 600



320 X 250



50 X 320



728 X 90



970 X 90



DIRECT MAIL

DOUBLE SIDED
STANDARD

DIRECT MAIL

Size
6 X 9 INCHES

– These are consumer-facing communications and therefore the Cruises Logo version should be used.



DIRECT MAIL

GATEFOLD

10pt paper stock

Six printed panels in both sides

Folded size
8.5 X 11 INCHES

– These are consumer-facing communications and therefore the Cruises Logo version should be used.





EMAIL

PROMO EXAMPLE

- OFFER FOCUSED
- TARGET PAST GUESTS + PROSPECTS
- ANTICIPATION PHASE

Consumer emails always use the Cruises Logo

Hero photography in cinematic style.

Featuring a destination mentioned in the copy.

Caption identifying location.

CTA

Written for the explorer. Invitingly describe land experiences while revealing intimate moments of meaningful discovery.

Current offer + booking deadline included.

Brand tagline and CTA

Bar breaks to organize and separate content

Offer Merchandizing Tags on each voyage destination image

This sample features one destination from each featured sailings that is an Extended Destination Day and an activity

The email layout features the Azamara Cruises logo at the top, followed by navigation links for 'FIND A CRUISE', 'DEALS', and 'DESTINATIONS'. The main hero section displays a cinematic image of a fountain with the headline 'UNLOCK SAVINGS OF UP TO \$2,000 ON YOUR FUTURE AZAMARA CRUISE' and a 'VIEW OFFER' button. Below this is a personalized message to 'Dear Explorer' and a 'BOOK NOW' button. The layout continues with a 'DISCOVER OFF-THE-RADAR DESTINATIONS IN THE MEDITERRANEAN' section, followed by several voyage cards for 'WINE & CULTURE VOYAGE', 'FRANCE INTENSIVE', and 'SPAIN INTENSIVE', each with a 'BOOK NOW' button. The footer includes an 'EXTENDED DESTINATION DAY SPOTLIGHT' section.

This vertical strip shows a sequence of email elements: a \$2,000 offer banner, a 'DISCOVER OFF-THE-RADAR DESTINATIONS' section with cards for 'LISBON', 'BORDEAUX', and 'LONDON', an 'ALWAYS + AZAMARA' section with 'ALWAYS INCLUDED' and 'ALWAYS EXPECTED' benefits, a 'WAYS TO SAVE' section with 'LAST-MINUTE CRUISES', 'EARLY BOOKING BONUS', and '100% SINGLE SUPPLEMENT', and finally a 'WINE ALL SALES ARE INCLUDED IN OFFER' section.

HEADER BANNER:
Include Offer Lockup

HERO CALL-TO-ACTION:
Transparent Sand (preferred) or Sunset Orange

: Deep Ocean Blue

INTRO COPY: Night Sky

INTRO CTA): Sunset Orange (preferred) or Deep Ocean Blue

WAYS TO SAVE FOOTER:

- Last-Minute Cruises
- Early Booking Bonus
- Solo Rates

CTA specific to target

Social media

Offer Terms & Conditions

Address, copyright and Ship registry

EMAIL

TRADE NEWSLETTER EXAMPLE

—UPDATE OF PREVIOUS MONTH
—TARGET TRADE PARTNERS


Banner With Market Leader

Body copy highlighting any news, offers, or tips for the month.

Featured destinations highlight new itineraries or a hidden gem destinations with recommendations of things to do.

Sales spotlight features an SDBM (only for NA versions) and highlights their achievements and sales tip of the month

MESSAGE FROM MICHELLE



Dear Travel Partner,

We want to wish you a prosperous start to 2024! We're thrilled about the ongoing success of our business and eagerly anticipate the incredible opportunities our partnership will bring in the New Year. To kickstart 2024 on a positive note, we're introducing some exciting new tools:

- Pay-In-Full Promotion**
We're excited to announce a new way for your clients to unlock benefits on their upcoming cruise. They can earn a 6% onboard credit* when they pay their remaining fare in full within 30 days. They can use that onboard credit for specialty dining, relaxing spa days, immersive shore excursions, and more. To apply this offer, use the Promotion Code first, then Pay in Full Plus, when your clients pay in full, it accelerates your commission!

Here's a video to help guide you on how to add the promotion code then pay your client's remaining balance:

[LINK TO VIDEO](#)

For more details, visit <https://connect.azamara.com/hay-in-full-offer>


- January Flash Sale**
Encourage your clients to seize the moment and enjoy substantial savings! Until January 28th they can benefit from a \$766 Onboard Credit* during our Flash Sale. Combining this with our WAVE offer may result in potential savings of up to \$2,000 off per stateroom on select sailings.
- Extended Double GAP Promotion**
Due to the overwhelming response to our Double GAP promotion, we've extended it through March 21st! Book a new affinity group on specified sailings by March 21, 2024, to earn DOUBLE GAP points.
- Order Your Destination Guide**
Enhance your clients' travel experiences by ordering our Destination Guides. Simply follow this [link](#) **Order Form**.

Lastly, we're excited to share that we've been nominated in three prestigious categories for the USA TODAY 10 Best Readers' Choice Awards. Your support means the world to us, and your voice in each category will contribute to our ongoing success. Let's continue building and enhancing our brand reputation together!

[VOTE NOW](#)

Cheers to a season of elevated experiences and shared successes.

Best regards,



Michelle Lardzabal
Chief Sales Officer, North America




FEATURED DESTINATION

NEW CANADA CRUISES


We're thrilled to announce the addition of new and unique ports in Canada, making your clients' cruising experience even more extraordinary.

- On the island that inspired Lucy Maud Montgomery's beloved novel "Anne of Green Gables", your clients can set sight on over 50 lighthouses dotted on the coast of Prince Edward Island, Canada.
- In Saint John, Canada, they can experience the dramatic tidal phenomena of the Bay of Fundy, where the Reversing Falls Rapids dramatically change direction.
- Your clients can embark on a unique exploration in Havre-Saint-Pierre, Canada, by taking a boat tour to the Mingan Archipelago, where ancient limestone monoliths and rock formations create an otherworldly landscape.

[DISCOVER MORE](#)

SALES SPOTLIGHT



MICHAEL JERKINS

FEATURED ACCOUNT EXECUTIVE, KEY ACCOUNTS

Michael started his career in the cruise industry 28 years ago with Carnival Cruise Lines as a reservations specialist, moving into Sales in 1999. He has been with Azamara for one year and really enjoys working with our key account partners across North America. Michael is also an avid skier!

TRADE CONNECT

MONTHLY NEWSLETTER | JANUARY 2024

AZAMARA ALLIANCE

FOSTERING SUCCESS

MESSAGE FROM MICHELLE

Dear Travel Partner,

We're excited to announce a new way for your clients to unlock benefits on their upcoming cruise. They can earn a 6% onboard credit* when they pay their remaining fare in full within 30 days. They can use that onboard credit for specialty dining, relaxing spa days, immersive shore excursions, and more. To apply this offer, use the Promotion Code first, then Pay in Full Plus, when your clients pay in full, it accelerates your commission!

Here's a video to help guide you on how to add the promotion code then pay your client's remaining balance:

[LINK TO VIDEO](#)

For more details, visit <https://connect.azamara.com/hay-in-full-offer>

- January Flash Sale**
Encourage your clients to seize the moment and enjoy substantial savings! Until January 28th they can benefit from a \$766 Onboard Credit* during our Flash Sale. Combining this with our WAVE offer may result in potential savings of up to \$2,000 off per stateroom on select sailings.
- Extended Double GAP Promotion**
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ALWAYS + AZAMARA

ALWAYS INCLUDED

- Meals of Dining, Movies & Board Games
- Drinks, Specialty Dining, All Day & Night Tea & Coffee
- Exclusive Shore Excursions
- Priority Boarding

ALWAYS EXPECTED

- No Hidden Fees
- Reliable & Friendly Customer Service
- Amazing Onboard Entertainment

Connect AZAMARA

ADDITIONAL TOOLS AND RESOURCES

TRAVEL EXPENSE REPORTS

OFFERS

TRAINING HUB

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[Facebook](#)
[Twitter](#)
[LinkedIn](#)



HEADER BANNER:
Trade Connect Logo
Azamara Alliance Logo

HERO CALL-TO-ACTION:
Transparent Sand (preferred) or Sunset Orange

: Deep Ocean Blue

INTRO COPY: Night Sky

INTRO CTA): Sunset Orange (preferred) or Deep Ocean Blue

FOOTER:
Always Azamara Inclusions
Connect.Azamara.Com Banner
Additional Resources Links
CTA specific to target

Social media

Offer Terms & Conditions

Address, copyright and Ship registry



AZAMARA[®]
CRUISES