

Disney Cruise Line • Price Advertising Guidelines For Travel Agencies

USA, Canada, Europe, Latin America

These guidelines were written to advise travel agencies on some of the items that Disney will be looking for when reviewing proposed travel agency marketing materials. Disney may change these guidelines from time to time at Disney's sole discretion. All proposed uses of Disney intellectual property must be approved in writing by Disney prior to use. Disney may withhold approval at Disney's sole discretion, even if the materials comply with these guidelines.

There are two types of rates offered by *Disney Cruise Line*: Extra Limited Rates and Lead Rates

Extra Limited Rates are for inventory with extremely limited availability. Since this inventory is likely to close out quickly, rates for this inventory can only be advertised in marketing vehicles that can be updated dynamically. Web site marketing that updates its pricing in real time via Sabre, Revelex or similar technology can display Extra Limited Rates. The use of Extra Limited Rates in print ads, flyers, online banners that are not dynamically updated with pricing, static web pages, email newsletters, direct mail, radio or other marketing without dynamic updating of pricing would substantially increase the risk that a guest would not be able to obtain an advertised price and is not permitted.

Lead Rates are for inventory with sufficient availability to advertise in marketing materials where pricing is not dynamically updated. The fastest and easiest way to obtain a Lead Rate is to check DisneyTravelAgents.com in the Featured Offers section (click the "Lead Rates" link). You can also check whether a rate is a Lead Rate by sending an email (which email should include the proposed advertisement) to dcl.lead.rates@disney.com, but please understand that, due to operational limitations, email responses may not always be prompt. Pricing pulled from booking engines cannot be used in non-dynamic marketing materials unless you verify that the pricing is a Lead Rate.

Guidelines when advertising rates:

Refer to Disney-produced marketing materials to leverage key messages and brand strategy insights in creative.

- Choose how to position the price. Options include:
 - Price per person for the cruise duration – advertising copy must include the following:
 - Ship name
 - Number of nights & Itinerary
 - Category & sail date
 - Price per person , followed by 'based on double occupancy' notation
 - The line, "Taxes, Fees and Port Expenses of approximately \$[insert amount] per person not included" must be placed immediately above, below or to the side of the price. If the price includes the Taxes, Fees and Port Expenses, then this disclosure is not necessary.
 - Price per person, per night – advertising copy must include the following:
 - Ship name
 - Number of nights & Itinerary
 - Category & sail date
 - Price per person, per night, followed by 'based on double occupancy' notation
 - Total cruise fare for two guests (the number of nights multiplied by the price and then doubled for two people)
 - The line, "Taxes, Fees and Port Expenses of approximately \$[insert amount] per person not included" must be placed immediately above, below or to the side of the price. If the price includes the Taxes, Fees and Port Expenses, then this disclosure is not necessary.

Guidelines when advertising rates (continued from page 1):

- The online Lead Rate sheet will contain all of the above details for each rate. If you verify the Lead Rate by email, the email response will contain all of the above details.

Additional disclaimer noted on the online Lead Rate sheet or in the email verifying the Lead Rate must be placed at the bottom of all advertising materials.

Guidelines when advertising incentives and rebates

- If your agency is providing an instant rebate and will advertise the price to be paid by the guest after the rebate, the published Disney Cruise Line rate must also be displayed to ensure transparency.
- If your agency is providing a value add incentive, you may advertise it with the published Disney Cruise Line rate.
- Any of the below options are acceptable for presenting pricing, noting that proper disclaimer language should accompany any pricing as outlined in the above section (the dollar amounts below are illustrative examples):

7-night Western Caribbean Sailing: \$1,000 per person based on double occupancy
Plus, receive a \$200 onboard credit per stateroom from XYZ Travel

7-night Western Caribbean Sailing: \$1,000 per person based on double occupancy
Receive an instant savings of \$50 per person from XYZ Travel
Your price after instant savings, \$950

7-night Western Caribbean Sailing: \$1,000 per person based on double occupancy
Receive a \$200 gift card courtesy of XYZ Travel per stateroom