



# GUIDE TO SELLING

*The Oceania Cruises Experience*

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## UNDERSTANDING THE OCEANIA CRUISES EXPERIENCE

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Exploring exotic destinations and discovering new cultures are transformative experiences that travelers cherish their entire lives.

On a voyage with Oceania Cruises, each day offers your clients the exciting opportunity to experience the history, culture, art and cuisine of a wondrous new destination.

Let us provide you with the knowledge and tools to sell luxurious, small-ship cruises and to increase your Oceania Cruises business. In order to fully understand what sets Oceania Cruises apart, let's dive into our Pillars of Excellence, our continual evolution, our guest profile and our fleet.





## UNDERSTANDING THE OCEANIA CRUISES EXPERIENCE

# TOP 10 REASONS TO SELL OCEANIA CRUISES

Partner with Oceania Cruises and access a world of possibilities, where each experience is a testament to excellence and enrichment.



**1**

The Finest Cuisine at Sea®



**2**

A variety of distinctive open-seating restaurants, all at no additional charge



**3**

Gourmet cuisine and perfected by the Culinary Advisory Board: Eric Barale, Giada De Laurentiis, Jacques Pépin, Alex Quaretti



**4**

Award-winning itineraries featuring more than 600 alluring destinations



**5**

Spectacular port-intensive voyages featuring overnight visits and extended evening port stays





**6**

Epicurean enrichment programs, including immersive Culinary Discovery Tours™ in the world's most fascinating destinations



**7**

Small, luxurious ships catering to no more than 1,250 guests



**8**

Exceptional personalized service



**9**

Elegant resort casual ambiance



**10**

Aquamar® Spa + Vitality Center

ONE OF THE WORLD'S MOST  
AWARDED CRUISE LINES.



THE POINTS GUY  
Best New Ship  
*Vista*



CONDÉ NAST TRAVELER GOLD LIST  
Best Cruise Ships in the World  
*Marina*



PORTHOLE CRUISE & TRAVEL  
Best Main Dining Room Cuisine  
Best Luxury Line



CRUISE CRITIC EDITOR'S AWARDS  
Best Dining | Best Shore Excursions  
Luxury Category





## UNDERSTANDING THE OCEANIA CRUISES EXPERIENCE

### PILLARS OF EXCELLENCE

At Oceania Cruises, we pride ourselves in providing your clients with The Finest Cuisine at Sea®, our exceptional curated travel experiences, and our small ship luxury. We strive to make your clients' voyage an unforgettable experience from the moment they book to the moment they step on board.



#### THE FINEST CUISINE AT SEA®

- Multiple exemplary open-seating dining venues, at no additional charge
- An array of classic, new and evolved dining experiences that makes certain your culinary experience is better than ever
- An unwavering commitment to sourcing only the finest and freshest ingredients worldwide
- The most talented and innovative chefs from around the world
- Impressive ratio of culinary staff to guests, enabling each menu item to be created à la minute
- Expansive galleys featuring the finest culinary equipment typically found only in Michelin-starred restaurants

#### CURATED TRAVEL EXPERIENCES

- Award-winning itineraries featuring more than 600 ports of call
- Destination-intensive itineraries ranging from 7 to 180+ days
- Itineraries ranging from in-depth single-country immersions to Grand Voyages visiting dozens of ports, with 30% to 50% more time in port than premium cruise lines as well as abundant overnight and extended stays in ports around the globe
- An extensive variety of small group shore excursions focused on culture, history, architecture, natural highlights, adventure and cuisine
- Departures late in the evening on many voyages, allowing for full-day excursions and cocktails or dinner ashore





### SMALL SHIP LUXURY

- Small ship luxury catering to no more than 1,250 guests
- Extraordinarily high staff-to-guest ratio, ensuring the finest personalized service
- Dining room and galley staff chosen from internationally acclaimed restaurants
- Butlers formally trained by members of the Guild of Professional English Butlers
- Expert Concierges to tend to special requests
- Suite and stateroom attendants carefully selected from the world's finest five-star hotels

CALL YOUR DIRECTOR OF SALES, BUSINESS DEVELOPMENT MANAGER  
OR THE SALES RESOURCE CENTER AT 1-800-531-5629 AND SELECT **OPTION 6**



## UNDERSTANDING THE OCEANIA CRUISES EXPERIENCE

# THE OCEANIA CRUISES CUSTOMER

At Oceania Cruises, we welcome all those who love the luxury of traveling regardless their demographic profile. However, most of our guests are well-traveled, curious, have a passion for culture and history, enjoy fine dining and delight in learning new things. We find many of our guests fall into one or maybe even a combination of these types of travelers:



### EPICUREAN EXPLORER

Guests who love experiencing The Finest Cuisine at Sea® with destination-inspired cuisine, along with enjoying exquisite restaurants on board and ashore. These travelers appreciate:

- Talented and innovative chefs selected from the world's top restaurants
- Exclusive culinary shore excursions including Food & Wine Trails Tours and Culinary Discovery Tours™
- Expansive galleys featuring the finest culinary equipment typically found only in Michelin-starred restaurants

### WELLNESS SEEKER

Guests who indulge in a lifestyle of relaxation and overall well-being, enjoying well-balanced meals as well as healthy living. If leaving as is, pluralize 'Guests. These travelers appreciate:

- Exclusive collection of Wellness Discovery Tours by Aquamar in global destinations
- Nutrition and lifestyle consultations

### CURIOUS TRAVELER

Guest who seek new adventures and find thrill in experiencing new destinations and off-the-beaten-track places while learning about new cultures and history. These travelers appreciate:

- More than 8,000 tours to choose from
- Destination-intensive itineraries spanning from 7 to 180+ days
- An extensive variety of group tours focused on culture, history, adventure and cuisine



## WHAT DOES THIS MEAN FOR YOU?

Knowing the core characteristics and passions of the ideal Oceania Cruises guest will help you identify which new clients are a fit for our brand. From there, you can further tailor your conversations to suit the key traits of each customer profile.

### ADDITIONAL TRAITS TO LOOK FOR IN YOUR CLIENTS:

- Typically travels 3-4 times a year
- Vacations for 10-12 days on average
- Typically spends \$6,000 to \$14,000
- Age 55+ | Mature, retired or semi-retired
- Experienced travelers and past cruisers
- Connoisseurs who appreciate fine dining, extraordinary service, elegant surroundings

### DID YOU KNOW THAT A TYPICAL OCEANIA CRUISES GUEST LOVES:

- Cultural experiences and enrichment
- Learning new things
- Conversation with well-traveled people
- Good food prepared à la minute
- Rising early, eager to go ashore first thing in the morning to immerse themselves in the destination experience











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## SELLING THE VALUE OF OCEANIA CRUISES

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Over the past 20 years, we have continued to adapt and evolve to the wants and needs of our valued trade partners and guests. At Oceania Cruises, we are always seeking to enhance the overall experience and raise the bar in offering the best value in luxury cruising. From our new *simply MORE™* inclusive value to our Oceania Cruises Partnership Program, Onboard Sales and Oceania Club, you can be sure your clients are getting more value, more choice, and more convenience than ever before.





## SELLING THE VALUE OF OCEANIA CRUISES

# THE BEST VALUE IN LUXURY CRUISING

At Oceania Cruises, we pride ourselves on offering the best value in luxury cruising. **simply MORE™**, our industry-leading brand value promise, has been specially designed to give your clients more of what they want. Available across all sailings and categories, **simply MORE** provides more choices, more experiences, more inclusions, and best of all, more value than ever before.

### **simply MORE™ INCLUDES:**

- 2 for 1** Cruise Fares
- FREE** Shore Excursions Credit - a value of up to \$1,400
- FREE** Beverage package that includes Champagne, wine and more
- FREE** Gourmet Specialty Dining
- FREE** Unlimited WiFi for two devices per stateroom

*"We asked our key audiences, guests and travel partners what they wanted, and that was simplicity, choice and value. Through our new **simply MORE** value promise, they now have all three."*  
-Frank A. Del Rio,  
President of Oceania Cruises.

As you know, at Oceania Cruises we are considered destination specialists. We offer over 8,000 excursions in over 600 locations around the world, and every season we're adding more unique experiences for guests to choose from.

With **simply MORE**, guests will receive a generous Shore Excursion Credit which varies by voyage length and is available for all staterooms and suites.

### **SHORE EXCURSION CREDIT TIERS:**

<b>7-9 days:</b>	\$400 per stateroom
<b>10-13 days:</b>	\$600 per stateroom
<b>14-18 days:</b>	\$800 per stateroom
<b>19-24 days:</b>	\$1,000 per stateroom
<b>25-30 days:</b>	\$1,200 per stateroom
<b>31+ days:</b>	\$1,400 per stateroom



#### FREE BEVERAGE PACKAGE:

The **FREE** Beverage package with *simply* **MORE** includes much more than just a few house pours. The offerings feature a wide selection of vintage Champagnes, wines and beers during lunch and dinner at our onboard restaurants. With more than three dozen wine choices on offer, plus nearly two dozen American and imported beers as well as premium-label sparkling wines and Champagnes, there is an option to suit every palate.







## SELLING THE VALUE OF OCEANIA CRUISES

# AGENCY EXCLUSIVE AMENITIES

### WHAT IS THE OCEANIA CRUISES AMENITY PARTNERSHIP PROGRAM (OCAPP)?

The Oceania Cruises Amenity Partnership Program (OCAPP) offers you, our valued Travel Advisor, the opportunity to extend FREE Pre-Paid Gratuities (an average value of \$350 per stateroom) on select published sailings to your valued clients. In addition, Travel Advisors may earn OCAPP Awards based on a minimum number of sold berths on a specific OCAPP Exclusive sailing. This equals a value of \$1,250 per OCAPP Award.

### HOW DOES OCAPP WORK?

A unique set of sailings has been selected by consortia and all agencies affiliated with that consortium can offer their clients FREE Pre-Paid Gratuities on those select sailings.

### HOW LONG ARE OCAPP EXCLUSIVE AMENITIES AVAILABLE?

The FREE Pre-Paid Gratuities amenity is available on your consortium's selected cruises up to the sail date. They are also available for all categories, subject to availability.

### IS THIS AMENITY PROGRAM COMBINABLE WITH OTHER OCEANIA CRUISES OFFERS?

We know it is important to offer as much combinability as possible. Therefore, we are pleased to advise that OCAPP Exclusives are combinable with select public offers. They are not combinable with the American Express Cruise Privileges Program, Past Guest Savings, Reduced Single Supplements, Affinity Groups, consumer events or private sale offers. Contact your Director of Sales or Business Development Manager for current details.

### WHAT ARE OCAPP AWARDS?

OCAPP Awards are an additional earning opportunity for each agency in conjunction with the OCAPP Exclusives program. On your respective OCAPP Exclusive voyages, an agency may earn awards based on a minimum number of sold berths (typically 15) on that specific sailing. All bookings made on that sailing (in category C or above) by your agency will automatically be counted towards the award. The award amount varies by cruise. A maximum of four awards may be earned on a single sailing. Again, you earn awards on your respective OCAPP Exclusive sailing – not all sailings.





#### DID YOU KNOW?

Oceania Cruises offers Travel Advisor Reduced Rates for as low as \$100 per day, per person on select voyages. Visit the online portal, the Travel Advisor Center to book and submit your registration form.

[www.OceaniaCruises.com/advisor](http://www.OceaniaCruises.com/advisor)





## SELLING THE VALUE OF OCEANIA CRUISES

### ONBOARD SALES PROGRAMS

As your clients set off on their voyage, you are welcome to share with them a great way to maximize their savings on a future Oceania Cruises voyage – simply book it on board. Oceania Cruises offers exceptional onboard savings and we'll even inform you, their Travel Advisor, of their booking so you may assist with all their travel details upon their return.

Plus, you will automatically be credited for the booking and earn full commission.

#### EXCLUSIVE BENEFITS OF ONBOARD BOOKINGS

- Savings not available anywhere else
- Reduced deposits
- All onboard bookings come with our BEST PRICE GUARANTEE
- \$300 Shipboard Credit per booking for guests to enjoy on their current or future voyage (certain restrictions apply)
- All onboard bookings are eligible for a one-time change of sailing date before final payment should your clients' plans change
- Friends & Family enjoy the same savings and benefits if booked while your clients are on board
- Your clients can enjoy any applicable exclusive amenities from your agency

#### FUTURE CRUISE DEPOSIT CERTIFICATE PROGRAM

Oceania Cruises' Future Cruise Deposit Certificate Program offers your clients the opportunity to secure additional Onboard Savings per stateroom while enjoying the convenience of selecting a voyage at a later date. Guests may purchase a Future Cruise Deposit Certificate while on board. The certificate may be applied as a deposit towards a future voyage and the chosen voyage may commence outside of one year.

#### PRE-CRUISE SAVINGS

If your clients are booked on a sailing and already have their next one in mind, they can take advantage of the Pre-Cruise Savings Program. You can offer them the Onboard Booking Savings as early as 30 days before they embark.

##### Onboard Savings

- Save up to \$1,500 per stateroom
- Enjoy Reduced Deposits\* as low as \$250 per person
- Receive a Shipboard Credit per booking (certain restrictions apply)





### PRE-CRUISE SAVINGS BY CATEGORY

Savings shown are per stateroom

SAILING LENGTH	OS-OC	PH	A-B	C-D
7-9 Days	\$500	\$300	\$250	\$200
10-19 Days	\$800	\$600	\$400	\$300
20-35 Days	\$1,500	\$1,000	\$800	\$500



Savings shown are per stateroom, for new bookings, in U.S. dollars and subject to change. Ask about additional savings for sailings longer than 35 days.  
\*Reduced deposit of \$250 applies to all categories except OC, VS, OS, GV and ATW and is for sailings paid in U.S. dollars. Reduced deposit does not apply to bookings within final payment period.



## SELLING THE VALUE OF OCEANIA CRUISES

# OCEANIA CLUB



### MEMBERSHIP HAS ITS PRIVILEGES

Once your clients have traveled with Oceania Cruises, they become a valued member of the Oceania Club and enjoy rewards such as exclusive cocktail receptions, valuable savings, shipboard credits and even free cruises. But most importantly, they become part of our family. There's a sense of joy that makes them feel right at home, pampers them and makes certain that the more they sail, the more benefits they earn. While the Oceania Club already offers the most generous rewards in premium cruising, we are constantly striving to find more ways to express our appreciation to our mutual loyal clients.

### EXCITING ONBOARD REWARDS

- Exclusive cocktail receptions
- Eligible for onboard amenities:
  - FREE** Shipboard Credit
  - FREE** Pre-Paid Gratuities
  - FREE** Aquamar Spa Treatment Credits
  - FREE** Custom Air Fee Waivers
- Savings on Prestige Select beverage package
- Dedicated Future Cruise Consultant to assist you

### FREE CRUISES

Available to Platinum level members and above.

### REUNION CRUISE

This memorable voyage in honor of our valued Oceania Club members features exclusive cocktail receptions, celebratory dinners, special shore excursions and many other surprises.





We currently offer seven levels of exclusive membership in the Oceania Club loyalty program, honoring our valued members with a rich array of membership privileges and gifts.

OCEANIA CLUB MEMBERSHIP REWARDS							
	BLUE	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	PRESIDENT'S CIRCLE
REQUIRED CRUISE CREDITS	1	5	10	15	20	40	60
Membership pins	✓	✓	✓	✓	✓	✓	✓
Exclusive Oceania Club cocktail reception	✓	✓	✓	✓	✓	✓	✓
Exclusive members-only offers	✓	✓	✓	✓	✓	✓	✓
Advance notice on new itineraries	✓	✓	✓	✓	✓	✓	✓
10% savings on Oceania Cruises logo merchandise	✓	✓	✓	✓	✓	✓	✓
OLife™ magazine subscription	✓	✓	✓	✓	✓	✓	✓
Complimentary bottle of Oceania Club private label wine		✓	✓	✓	✓	✓	✓
Complimentary member cap and tote bag upon new level achievement		✓	✓	✓	✓	✓	✓
VIP Shore Excursion check-in			✓	✓	✓	✓	✓
Invitation to special dinner with officers					✓	✓	✓
Priority terminal check-in					✓	✓	✓
Complimentary wine tasting						✓	✓
Shipboard Credit		\$100	\$250	\$400	\$500	\$750	\$1,000
Two complimentary Aquamar Spa treatment credits (each up to)				\$150	\$150	\$200	\$200
Savings on Wavenet Internet services		30%	30%	30%	30%	30%	30%
Complimentary Pre-Paid Gratuities			✓	✓	✓	✓	✓
Savings on the Prestige Select and House Select Beverage packages*			10%	10%	10%	10%	FREE
Two complimentary Custom Air Fee Waivers (a value of \$398)				✓	✓	✓	✓
FREE CRUISE* (certain restrictions apply)					✓	✓	✓
General Manager's VIP List							✓
Complimentary laundry service							✓

\*In order to receive Oceania Club member savings on the beverage packages, purchase must be made prior to sailing.

Guests booked with simply MORE offer will receive savings on Prestige Select package.

Visit [OceaniaCruises.com/OceaniaClub](http://OceaniaCruises.com/OceaniaClub) for Terms and Conditions.

For more information on your benefits or assistance on future cruises while on board, see our Future Cruise Sales representative. Please check your TV or daily Currents publication for Future Cruise Sales hours.

CALL YOUR DIRECTOR OF SALES, BUSINESS DEVELOPMENT MANAGER  
OR THE SALES RESOURCE CENTER AT 1-800-531-5629 AND SELECT OPTION 6









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## MARKETING & SALES TIPS

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Once you understand the ideal clientele and the value behind Oceania Cruises, you can then tailor your marketing to help close your sale. We provide you with in-depth strategies, sales and marketing tips to help you target your clients with the right cruise destination, the optimal booking period, and step-by-step sales tips to make sure you're equipped for success. By following the right steps, not only will you close your sale, but you'll create an unforgettable cruising experience for your clients.





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## MARKETING & SALES TIPS

### WHEN TO SELL

The information below will help you garner the most business and illustrates the optimal time to market specific regions as well as peak group booking periods, based on region.

#### OPTIMAL PROMOTIONAL TIMELINE & GROUP BOOKING WINDOW



**ASIA & AFRICA**  
SAILINGS | OCTOBER - JUNE

**Optimal Marketing Period:** 12 to 8 months prior to sail date  
**Peak Period to Block Group Space:** 15 months prior to sail date



**SOUTH PACIFIC, AUSTRALIA & NEW ZEALAND**  
SAILINGS | ALL YEAR EXCEPT FOR APRIL

**Optimal Marketing Period:** 12 to 8 months prior to sail date  
**Peak Period to Block Group Space:** 15 months prior to sail date



**ALASKA**  
SAILINGS | MAY - SEPTEMBER

**Optimal Marketing Period:** 9 to 5 months prior to sail date  
**Peak Period to Block Group Space:** 15 months prior to sail date



**CANADA & NEW ENGLAND**  
SAILINGS | SEPTEMBER - OCTOBER

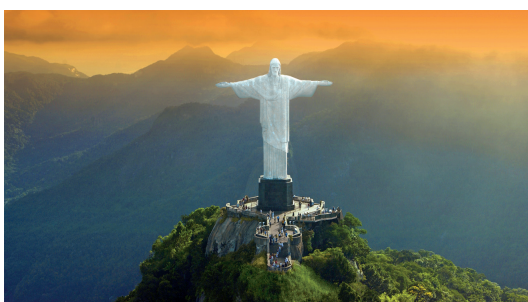
**Optimal Marketing Period:** 11 to 6 months prior to sail date  
**Peak Period to Block Group Space:** 12 months prior to sail date





**CARIBBEAN, PANAMA CANAL & MEXICO**  
SAILINGS | ALL YEAR EXCEPT JUNE & AUGUST

Optimal Marketing Period: 8 to 6 months prior to sail date  
Peak Period to Block Group Space: 12 months prior to sail date



**SOUTH AMERICA**  
SAILINGS | NOVEMBER - MARCH

Optimal Marketing Period: 12 to 8 months prior to sail date  
Peak Period to Block Group Space: 15 months prior to sail date



**BALTIC, SCANDINAVIA & NORTHERN EUROPE**  
SAILINGS | MAY - OCTOBER

Optimal Marketing Period: 11 to 6 months prior to sail date  
Peak Period to Block Group Space: 12 months prior to sail date



**MEDITERRANEAN**  
SAILINGS | APRIL - NOVEMBER

Optimal Marketing Period: 11 to 6 months prior to sail date  
Peak Period to Block Group Space: 12 months prior to sail date





## MARKETING & SALES TIPS

# CAPITALIZE ON SEASON LAUNCHES

Oceania Cruises has multiple season launches throughout the year, and these are some of our strongest bookings periods. By booking your clients during optimal times, you are providing them the best availability and the best pricing.

Your clients will thank you because you've locked in the best value for them.

### EUROPE & THE AMERICAS COLLECTION LAUNCH

Encompasses the Mediterranean, the Baltic, Scandinavia & Northern Europe, Alaska, Canada & New England and Transoceanic voyages.

### TROPICS & EXOTICS COLLECTION LAUNCH

Encompasses the Caribbean, Panama Canal & Mexico, the South Pacific, Australia & New Zealand, Asia & Africa, South America and Transoceanic voyages.

### AROUND THE WORLD IN 180 DAYS LAUNCH

High demand for this unique voyage is a virtual certainty. We open bookings during the first quarter and two years in advance. We encourage you to reach out to your clients to ensure they receive the suite or stateroom of their choice.

#### MARKETING/SALES TIP

LEVERAGE THE MARKETING PLAN BELOW TO HELP CREATE LEADS FOR FUTURE BOOKINGS

##### One month prior

Share the launch date with your clients.

##### Two weeks prior

For more season launch information, reach out to our sales team or access relevant details in our online Travel Advisor Center

##### One week prior

Send links to our brochure and website to your clients so they can preview our itineraries, and post on social media.

##### One day prior

Email your clients asking them to select their favorite cruises.

##### Launch date

Follow up & book!





Santorini



Machu Picchu



Kyoto





## MARKETING & SALES TIPS

# PROMOTION STRATEGY

Oceania Cruises has numerous promotions throughout the year that not only boost your visibility, but also ensure a strong return on investment. From destination campaigns and promotions around major retail holidays to our Wave Season, which traditionally coincides with the cruise industry's strongest season, leveraging our promotions is one of the best tactics to increase your Oceania Cruises business.

### CALENDAR YEAR

#### FIRST QUARTER

- Prices Increase Jan 1
- Destination Campaign
- Special Solo Traveler Fares
- Past Guest Offer
- Presidents' Day Offer

#### SECOND QUARTER

- Destination Campaign
- Past Guest Offer
- Special Solo Traveler Fares
- Memorial Day Offer

#### THIRD QUARTER

- Labor Day Offer
- Summer Sale
- Special Solo Traveler Fares
- Past Guest Offer

#### FOURTH QUARTER

- Black Friday Offer
- Special Solo Traveler Fares
- Past Guest Offer





Juneau



Bora Bora



St. Johns



## MARKETING & SALES TIPS

# THE OCEANIA CRUISES GROUP ADVANTAGE

One of the most effective ways to increase your Oceania Cruises business and be more profitable is to focus on developing affinity groups. An Affinity Group consists of a minimum of eight staterooms occupied by guests with a common interest.

Oceania Cruises offers a lucrative affinity group program that includes the ability to tailor special amenities to your group's preferences. We provide sales expertise and turnkey, customizable marketing tools to help you promote your group.

Our experience shows that Affinity Groups convert into higher sales far more often than those without the benefit of a special interest.

## ADVANTAGES OF SELLING GROUPS WITH OCEANIA CRUISES

- No upfront deposit when blocking group space
- Lock in the lowest price for the life of your group agreement
- Hold group allotment
- Earn Tour Conductor Credits for additional profit
- Customize your group's value-added amenities to suit their needs
- Leverage our turnkey, customizable group flyers in marketing portal
- Earn complimentary shore excursions for your group leader with a minimum number sold on an individual tour

## WHERE TO FIND AFFINITY GROUPS

- Multi-Generational Family Reunions
- Food & Wine Aficionados
- History Lovers
- Religious Groups
- Bridge Groups
- Hobby Enthusiasts
- Alumni Groups
- Charity Organizations
- Wineries
- Country Clubs
- Yacht Clubs
- Spa & Wellness Groups
- Corporate Meetings & Incentives
- Museum Groups
- Musically Themed Groups
- Chef-Hosted Groups
- Friends



## MARKETING & SALES TIPS

# TRUST YOUR WINE & CULINARY GROUPS WITH THE EXPERTS

When it comes to delivering a perfect experience for your food & wine groups, no one does it better than Oceania Cruises.

### SAMPLE GROUP WINE PACKAGE

- Corkage fee waiver for private events (not public areas)
- Private dinner at La Reserve by Wine Spectator
- Private Winemaker dinner in specialty restaurant
- Private cocktail party

*Ask our sales team for more details*

### SAMPLE GROUP CULINARY PACKAGE

- Private wine tasting with sommelier (additional fees apply)
- Bring your own chef or work with our talented shipboard culinary team
- Private dinner at La Reserve by Wine Spectator
- Bottle of wine in stateroom (For groups of minimum 20 guests)

Ask us for more information about how to build group business or visit our online Travel Advisor Center/Learn to access our Building Affinity Groups reference guide.







Call **1-800-531-5629**,  
option 6 to reach your  
Director of Sales,  
Business Development  
Manager and Sales  
Development Specialists

#### DID YOU KNOW? \_\_\_\_\_

Visit our Travel Advisor Center, your online portal to numerous marketing materials, training courses, resources, and so much more.

Visit [www.OceaniaCruises.com/advisor](http://www.OceaniaCruises.com/advisor)

## MARKETING & SALES TIPS

# LEVERAGING YOUR RESOURCES

### CONNECT

#### Find Sales Contact

Not sure who your sales point of contact is? Use the lookup tool and simply enter your agency's phone number or ID (example: IATA).



#### Become an Oceania Insider

Sign up for *Oceania Insider Weekly*, our exclusive newsletter designed to give you the inside track on Oceania Cruises' latest offers, marketing resources and important upcoming events.



### LEARN

#### Engage

Immerse yourself in Oceania Cruises University, found in our Travel Advisor Center, and earn \$250 bonus commission upon completion of each certification level!



#### Resources

Access useful Reference Guides to learn more about Oceania Cruises and master selling tips to help increase your business.



### ACT

#### Marketing Portal

Leverage ready-to-use marketing materials such as custom flyers, email templates, logos, images and so much more, all made to facilitate your marketing needs.



#### Digital Voyage Calendar

Access Oceania Cruises' digital Voyage Calendar to view all published voyages. Compare up to three itineraries, view day-by-day, and check availability.





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## MARKETING & SALES TIPS

# WHO TO CONTACT

### Guest Relations

EMAIL: [GuestRelationsOCI@OceaniaCruises.com](mailto:GuestRelationsOCI@OceaniaCruises.com)

HOURS (EST):

Monday - Friday:

8:30 am - 9:00 pm

Saturday:

9:00 am - 5:30 pm

Sunday:

10:00 am - 6:00 pm

### Oceania Cruises Guest Loyalty Program

EMAIL: [OceaniaClub@OceaniaCruises.com](mailto:OceaniaClub@OceaniaCruises.com)

Oceania Club member inquiries,

profile maintenance and special requests.

### Guest Services Department

PHONE: 800-531-5658

HOURS (EST):

Monday - Friday:

9:00 am - 9:00 pm

Saturday - Sunday:

9:00 am - 5:30 pm

Make and manage individual or group bookings, order gifts, review waitlist requests, book shore excursions and dining, and make custom air requests.

### Technical Support

EMAIL: [Webmaster@OceaniaCruises.com](mailto:Webmaster@OceaniaCruises.com)

Address technical issues on the Oceania Cruises website or in the Travel Advisor Center.

### Oceania Cruises

PHONE: 800-531-5658

FAX: 305-514-2222

VISIT: [www.OceaniaCruises.com](http://www.OceaniaCruises.com)

ADDRESS: 7665 Corporate Center Dr., Miami, FL 33126

### Special Services Assistance

EMAIL: [SpecialServices@OceaniaCruises.com](mailto:SpecialServices@OceaniaCruises.com)

Alternate port requests, dietary, medical or wheelchair assistance needs.

### Air

PHONE: 800-531-5658 Option 5

EMAIL: [OCICustomAir@OceaniaCruises.com](mailto:OCICustomAir@OceaniaCruises.com)

For changes after ticketing, requests, or to make changes to custom air requests when flights booked through Oceania Cruises.

### Brochures & Sales Materials

VISIT: [www.OceaniaCruises.com/request-brochure](http://www.OceaniaCruises.com/request-brochure)  
request brochures and sales materials for clients.

You can also order in bulk online through the Travel Advisor Center at [www.OceaniaCruises.com/advisor](http://www.OceaniaCruises.com/advisor).

### Charters, Meetings & Incentives

PHONE: 866-625-6338 or 305-436-4465

EMAIL: [Events@OceaniaCruises.com](mailto:Events@OceaniaCruises.com)

VISIT: [www.OceaniaCruises.com/events](http://www.OceaniaCruises.com/events)

Inquiries and bookings for incentive groups and ship charters.

### Affinity Groups

PHONE: 800-531-5629 Option 3

EMAIL: [GroupsDeptOCI@OceaniaCruises.com](mailto:GroupsDeptOCI@OceaniaCruises.com)

Contact your Director of Sales, Business Development Manager or our Sales Resource Center for inquiries regarding affinity groups or to block group space.

To manage your group, make group air requests, group dining or other special arrangements or to finalize your group accounting, contact the Group Department.



## MARKETING & SALES TIPS

### FAQ



#### **Do you have a step-by-step guide for the Pre-Cruise Online Check-In?**

We are dedicated to bringing your clients an exceptional vacation experience and have implemented a process in order to make their embarkation as seamless as possible. The Online Check-In Process is a step-by-step guide to assist your clients and can be found via Travel Advisor Center/Book. If your guests have any questions as they complete the Online Check-In, they may contact our Guest Services team or you may assist them by going to Travel Advisor Center/Book.

#### **What is your policy on accepting international bookings?**

Travel agencies in the United States or Canada may not promote Oceania Cruises in other countries. They may only make bookings for residents of the US and Canada unless prior approval is granted. Residents of all other countries must be booked through travel agencies within their respective country of residence. This restriction is reciprocal with regard to travel agencies outside of the US and Canada, who are not permitted to book residents of the US and Canada. Travel agencies making any bookings not in compliance with this policy will forfeit those bookings and the corresponding commission.

#### **Will you explain your Wholesale Policy?**

A Travel Advisor in the United States or Canada is not permitted to make Oceania Cruises bookings through or accept Oceania Cruises bookings from any other travel agency unless the two agencies are commonly owned or there exists a home-

based advisor/host agency relationship. Travel agencies found in violation of this policy are subject to a reduction in their commission.

#### **Does Oceania Cruises have an Anti-Rebating Policy?**

No travel agency or company may advertise or promote Oceania Cruises products online (including on websites with restricted/membership-only access), in print, or by any other means at a price or percentage off that is less than the published price of the Oceania Cruises product at that time, nor may they state or imply that an unspecified price or percentage off the published prices is available. Published price is defined as that which appears on the Oceania Cruises website. A travel agency may advertise amenities (over and above approved group related amenities) provided their total value does not exceed 5% of the cruise fare being advertised.

#### **Does Oceania Cruises offer third and fourth guests in a stateroom?**

Third and fourth guests are charged 50% of the cruise fare paid by the first and second guests in their stateroom, but may not be eligible for special offers.

#### **Will you detail your deposit & payment policies?**

The per person, per cruise deposit required to secure your reservation is 20% of the applicable cruise fare for Owner's, Vista and Oceania Suites and \$750 for all other suite/stateroom categories; for Grand Voyages the per person deposit



is \$1,500. Bookings made more than 120 days from sailing are required to deposit 20% of the applicable cruise fare for Owner's, Vista, and Oceania Suites. Bookings made between 91 and 120 days of sailing are required to deposit by the end of the booking day. Bookings not deposited as per this schedule will automatically be cancelled. Unless otherwise noted, final payment must be received by Oceania Cruises 90 days prior to cruise departures for voyages of less than 15 days and 150 days prior for voyages 15 days or longer. Oceania Cruises reserves the right to cancel any booking not fully paid at time of final payment. Passport details and special onboard service requests are due at final payment. Payment may be made by personal check or American Express, Discover, MasterCard and Visa.

For your guests' convenience, their final payment may be automatically charged to the credit card used to make the initial deposit. Oceania Cruises accepts no responsibility for credit card foreign currency/transaction processing fees independently assessed by issuing banks. None of these fees separately charged by the issuing banks accrues to the benefit of Oceania Cruises. Third party credit card charges can only be accepted when accompanied by valid authorization to charge from the relevant card owner.

**Do your deposit and payment requirements differ for your Around the World in 180 Days voyages?**

Yes, the per person deposit required to secure the 180-day voyages is 20% of the applicable cruise fare for all suites

and staterooms and must be received within 7 days of booking. Final payment due must be received no later than 181 days prior to cruise departure, together with passport details and any special onboard service requests; otherwise, booking may be subject to immediate cancellation and any applicable penalties.

**Does Oceania Cruises offer single supplements?**

There will be a charge for single occupancy of 200% based on the double occupancy suite or stateroom fare. Visit the Travel Advisor Center for special offers and promotions on select voyages.

**How much commission will I earn when selling Oceania Cruises?**

Travel agency commission is processed 30 days prior to schedule sailing date. To your right is the commission percentages for each item or add on.

*\*Visit [OceaniaCruises.com/terms](http://OceaniaCruises.com/terms) for details.*

*\*\*Contact our sales team for further details on our preferred commission levels and to see if your agency is close to achieving the next level.*

EXTENSION	PERCENTAGE
Hotels	10%
Transfers	5%
Executive Collection	5%
Pre/Post Land Packages	10%
Overland Packages	10%
Shore Excursions (Individual)	NONE
Shore Excursion Collection Packages	NONE
Visas	5%
Air	NONE
Insurance	10%
Cruise	VARIES by agency production



## MARKETING & SALES TIPS

### FAQ



#### What is included in the cruise fare?

Fares are quoted in U.S. dollars, are per person and based on double occupancy. Fares do not include pre-paid charges, personal charges or optional facilities and service fees, as those terms are clearly defined in the Guest Ticket/Contract. Also not included are shore excursions, meals ashore, baggage handling, gratuities, beverages not part of the regular menu, laundry service and other onboard amenities and services, including spa and medical treatments.

#### Will single guests reserving the Category S-Concierge Level Solo Veranda Stateroom be subject to a single supplement?

There is no single supplement on the Category S rooms since these are dedicated solo occupancy rooms.

#### Does Oceania Cruises accept Children, Infants and Unaccompanied Minors on board?

Infants must be one year of age as of the first day of the cruise. Guests traveling with a young infant that does not meet the infant policy will be denied boarding. No refunds or other compensation shall be due from Oceania Cruises as a result of the denial of boarding to an underage infant or any accompanying guests. Any guest under the age of 18 must be accompanied by and occupy the same stateroom as an adult 18 years or older. Oceania Cruises does not provide for the care, entertainment or supervision of children.

#### Who is responsible for making Seat Assignments and Pre-Flight Arrangements?

Any pre-flight arrangements, such as seat assignments, frequent flyer programs, wheelchair requests, oxygen or special meal requests, must be made by the guest directly with the airlines based on their policies and procedures. Oceania Cruises cannot confirm any special airline requests unless otherwise specified. Due to special fares used, frequent flyer or past traveler discounts may not apply to air tickets issued by Oceania Cruises. These special requests and services should be arranged by you, as their Travel Advisor, directly with the airlines.

To access further details on Frequently Asked Questions please visit:

**[www.OceaniaCruises.com/advisor](http://www.OceaniaCruises.com/advisor)**

Once logged in to the Travel Advisor Center, navigate to Travel Advisor Benefits found under Connect, where you will find our Sales Tools and Offer page with a link to **FAQs**.

#### Didn't find the answer you're looking for?

Simply email **[SalesInfo@OceaniaCruises.com](mailto:SalesInfo@OceaniaCruises.com)** or call our Sales Resource Center at **(800) 531-5629** and select **Option 6** for further assistance.











## INDEX

# FLEET SPECIFICATIONS



### VISTA & ALLURA

**Year Built:**

*Vista* 2023,

*Allura* 2025

**Guest Capacity:** 1,200

**Staff Size:** 800

**Guest-to-Staff Ratio:** 1.5 to 1

**Guest Decks:** 11

**Gross Tonnage:** 68,000

**Length:** 791 feet

**Beam:** 105 feet

**Cruising Speed:** 20 knots

**Country of Registry:** Marshall Islands

**Suites & Staterooms:**

- 3 Owner's Suites - 2,200+ sq ft
- 8 Vista Suites - 1,450 - 1,850 sq ft
- 14 Oceania Suites - 1,000 - 1,200 sq ft
- 123 Penthouse Suites - 440 sq ft
- 264 Concierge Veranda Staterooms - 291 sq ft
- 6 Concierge Solo Veranda Staterooms - 270 sq ft
- 174 Veranda Staterooms - 291 sq ft
- 15 French Veranda Staterooms - 240 sq ft



### MARINA & RIVIERA

**Year Built:**

*Marina* 2011,

*Riviera* 2012

**Year Refurbished:**

*Riviera* 2022,

*Marina* 2021

**Guest Capacity:** 1,250

**Staff Size:** 800

**Guest-to-Staff Ratio:** 1.56 to 1

**Guest Decks:** 11

**Gross Tonnage:** 66,084

**Length:** 784.9 feet

**Beam:** 105.64 feet

**Cruising Speed:** 20 knots

**Country of Registry:** Marshall Islands

**Suites & Staterooms:**

- 3 Owner's Suites - 2,000 sq ft
- 8 Vista Suites - 1,200 - 1,500 sq ft
- 12 Oceania Suites - 1,000 sq ft
- 124 Penthouse Suites - 440 sq ft
- 200 Concierge Veranda Staterooms - 291 sq ft
- 244 Veranda Staterooms - 291 sq ft
- 18 Deluxe Oceanview Staterooms - 240 sq ft
- 15 Inside Staterooms - 174 sq ft



### REGATTA, INSIGNIA, NAUTICA & SIRENA

**Year Built:**

*Regatta* 1998, *Insignia* 1998,

*Sirena* 1999 & *Nautica* 2000

**Year Refurbished:**

*Insignia* 2018, *Sirena* 2019,

*Regatta* 2019 & *Nautica* 2022

**Guest Capacity:** 670

**Staff Size:** 400

**Guest-to-Staff Ratio:** 1.7 to 1

**Guest Decks:** 9

**Gross Tonnage:** 30,277

**Length:** 593.7 feet

**Beam:** 83.5 feet

**Cruising Speed:** 18 knots

**Country of Registry:** Marshall Islands

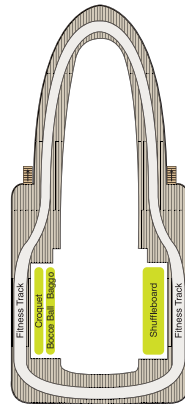
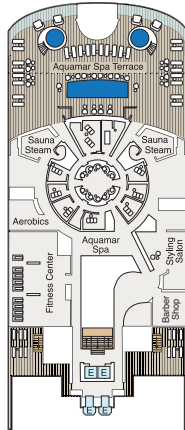
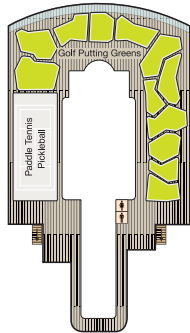
**Suites & Staterooms:**

- 6 Owner's Suites - 1,000 sq ft
- 4 Vista Suites - 786 sq ft
- 52 Penthouse Suites - 322 sq ft
- 108 Concierge Veranda Staterooms - 216 sq ft
- 62 Veranda Staterooms - 216 sq ft
- 56 Deluxe Oceanview Staterooms - 165 sq ft
- 15 Oceanview Staterooms - 143 - 165 sq ft
- 10 Solo Oceanview Staterooms - 143 sq ft
- 27 Inside Staterooms - 160 sq ft



## INDEX

# ALLURA & VISTA | DECK PLANS



### DECK 16

#### SPORTS DECK

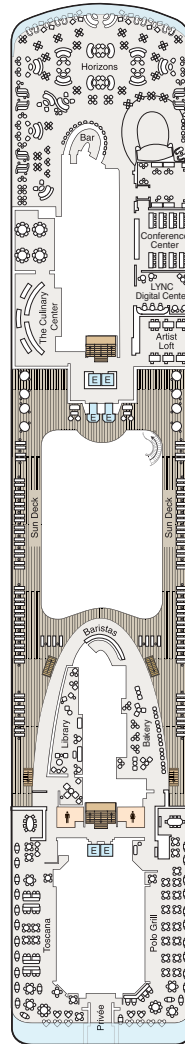
- Paddle Tennis
- Pickleball
- Golf Hitting Bay
- Golf Putting Greens

### DECK 15

- Aquamar Spa + Vitality Center
- Spa Terrace
- Fitness Track

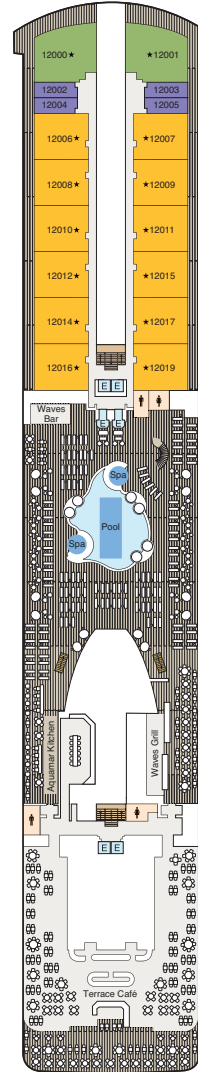
#### SPORTS DECK

- Bocce Ball/Baggo
- Croquet
- Shuffleboard



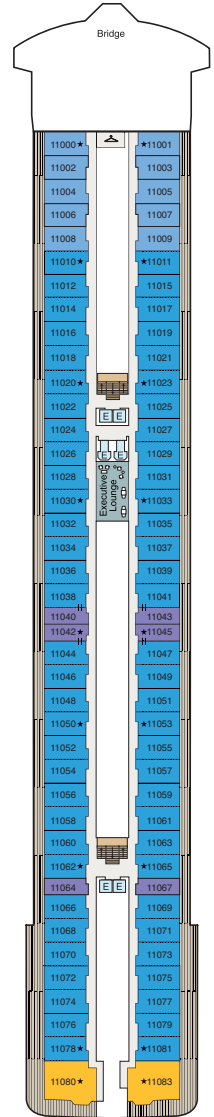
### DECK 14

- Horizons
- Conference Center
- LYNC Digital Center
- Artist Loft
- The Culinary Center
- Sun Deck
- Baristas + Bakery
- Library
- Toscana
- Polo Grill
- Privée



### DECK 12

- Pool
- Waves Bar
- Waves Grill
- Aquamar Kitchen
- Terrace Café
- Staterooms



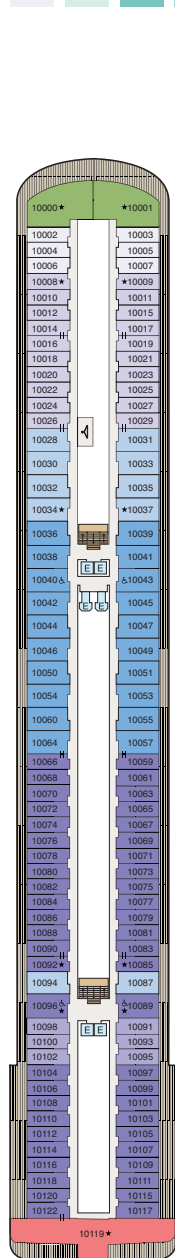
### DECK 11

- Bridge
- Laundryette
- Executive Lounge
- Staterooms



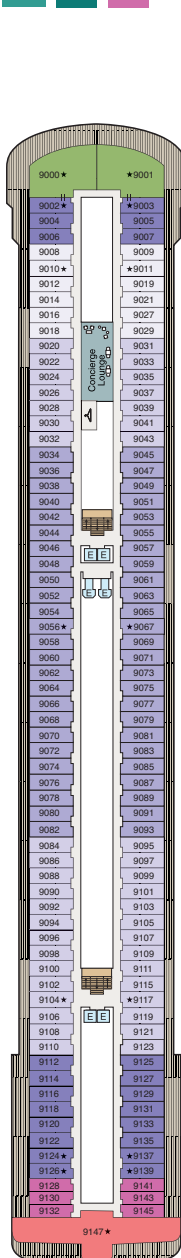
## STATEROOM COLOR LEGEND

OS	VS	OC	PH1	PH2	PH3	A1	A2	A3
A4	B1	B2	B3	B4	B5	S		



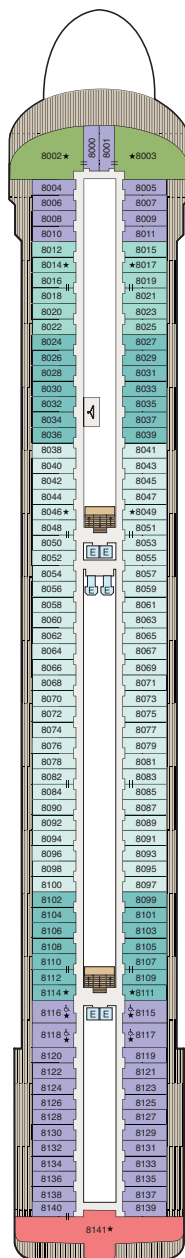
### DECK 10

- Laundryette
- Staterooms



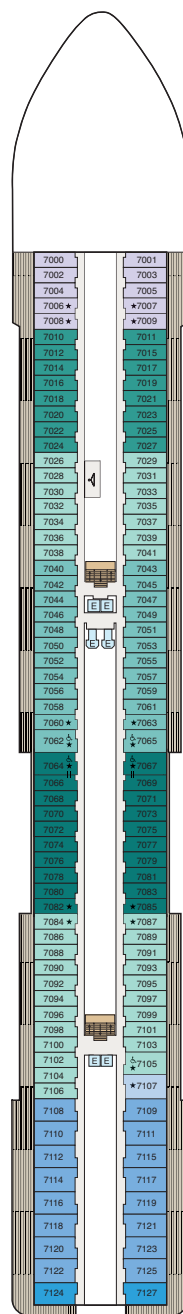
### DECK 9

- Concierge Lounge
- Laundryette
- Staterooms



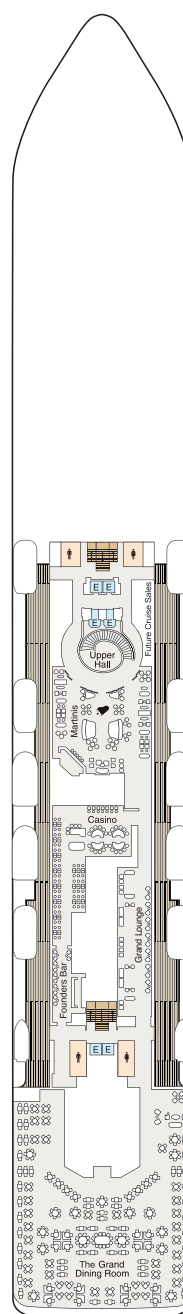
### DECK 8

- Laundryette
- Staterooms



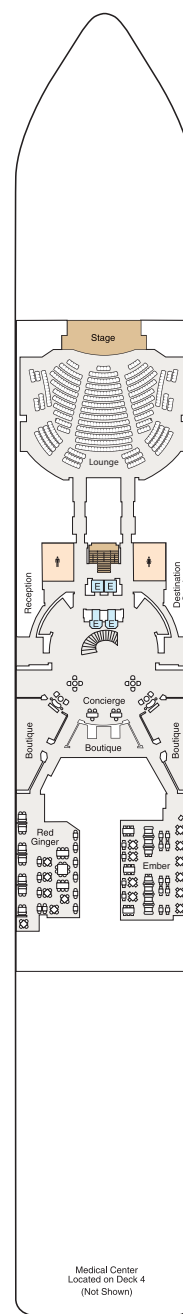
### DECK 7

- Laundryette
- Staterooms



### DECK 6

- Future Cruise Sales
- Upper Hall
- Martinis
- Casino
- Founders Bar
- Grand Lounge
- The Grand Dining Room



### DECK 5

- Vista Lounge
- Reception
- Destination Services
- Concierge
- Boutiques
- Ember
- Red Ginger

## SYMBOL LEGEND

♂ ♀ Restrooms	Connecting Staterooms
E Elevators	♿ Wheelchair Accessible
👕 Laundryette	★ Triple with Sofa Bed

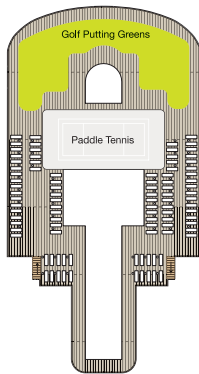
### DECK 4

- Medical Center



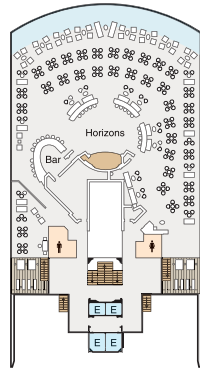
## INDEX

### MARINA & RIVIERA | DECK PLANS



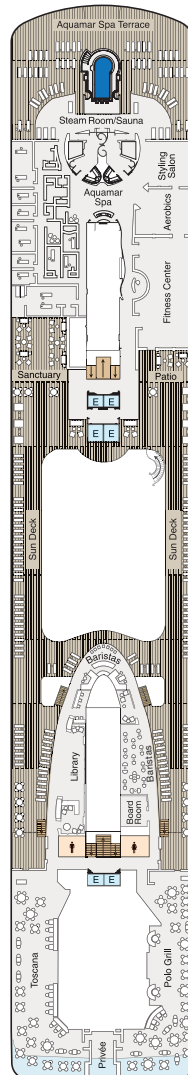
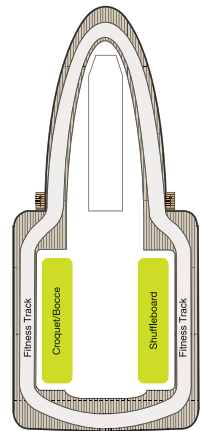
#### DECK 16

- SPORTS DECK**
- Golf Hitting Bay
  - Golf Putting Greens
  - Paddle Tennis



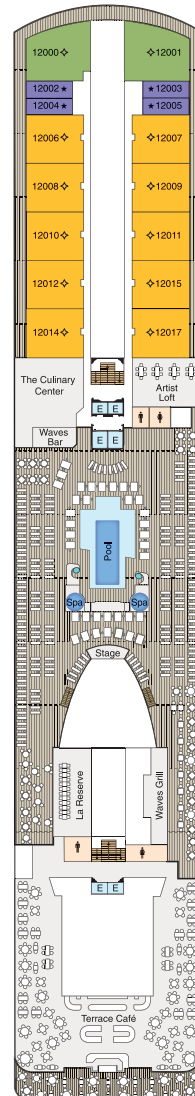
#### DECK 15

- Horizons
- SPORTS DECK**
- Fitness Track
  - Croquet/Bocce
  - Shuffleboard



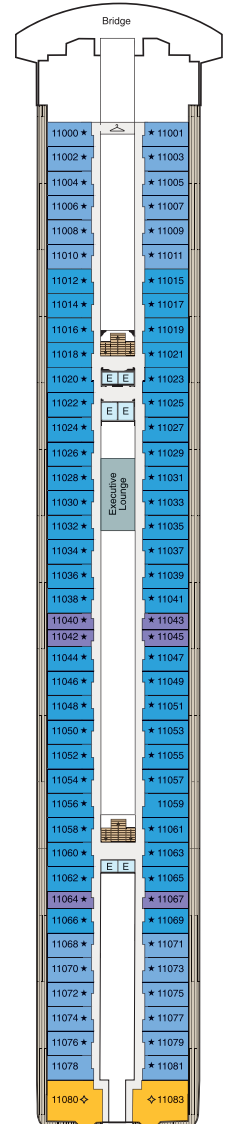
#### DECK 14

- Aquamar Spa+ Vitality Center
- Spa Terrace
- Baristas
- Board Room
- Library
- Oceania@Sea
- Toscana
- Privée
- Polo Grill



#### DECK 12

- The Culinary Center
- Artist Loft
- Staterooms
- Waves Bar
- Pool Deck
- Waves Grill
- Aquamar Kitchen\*
- Terrace Café



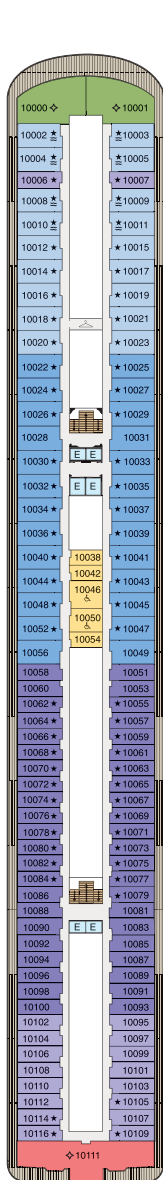
#### DECK 11

- Executive Lounge
- Staterooms
- Launderette

\*As of May 2024, Aquamar Kitchen will replace La Reserve on Marina.

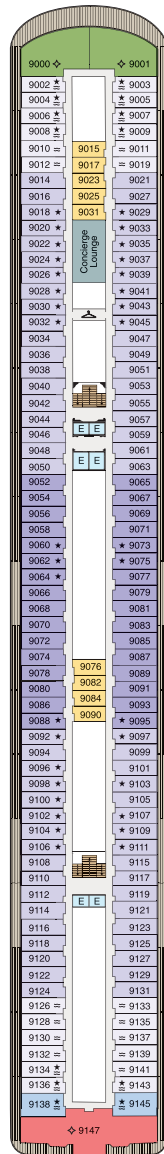


## STATEROOM COLOR LEGEND



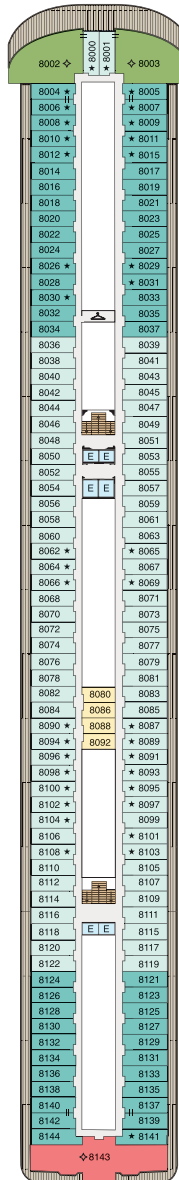
### DECK 10

- Staterooms
- Laundryette



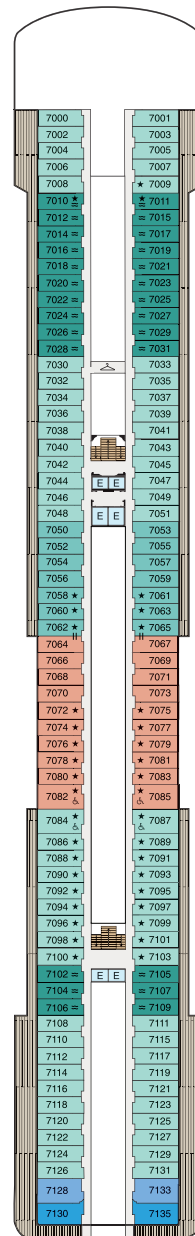
### DECK 9

- Concierge Lounge
- Staterooms
- Laundryette



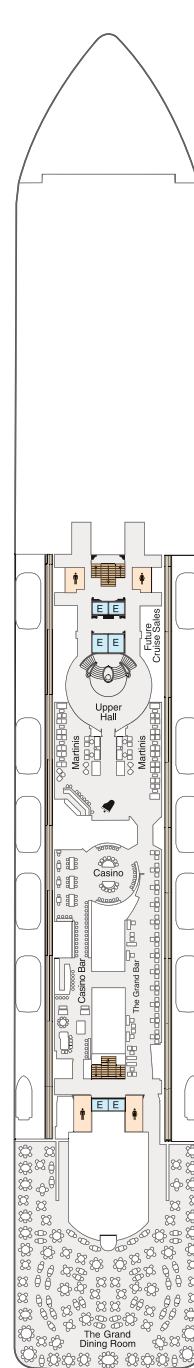
### DECK 8

- Staterooms
- Laundryette



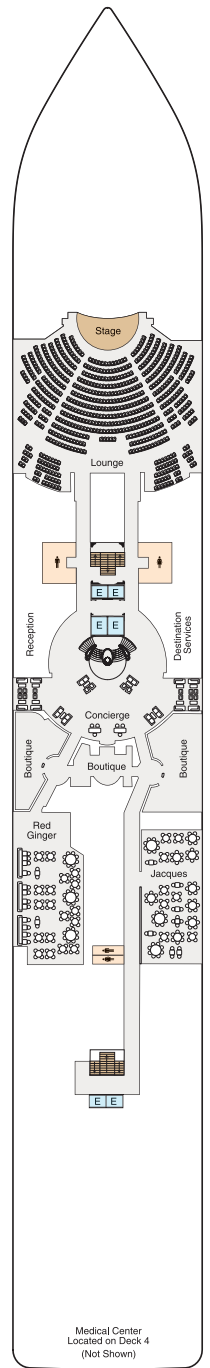
### DECK 7

- Staterooms
- Laundryette



### DECK 6

- The Grand Dining Room
- Casino Bar
- Grand Bar
- Martinis
- Casino
- Future Cruise Sales



### DECK 5

- Reception
- Marina Lounge
- Destination Services
- Concierge
- Boutiques
- Red Ginger
- Jacques

## SYMBOL LEGEND

- ♂/♀ Restrooms
- E Elevators
- 👤 Laundryette
- || Connecting Staterooms
- ♿ Wheelchair Accessible
- ≈ Full-size Bathtub/Shower & Separate Shower
- ★ Triple with Sofa Bed
- ◇ 3rd and 4th guest occupancy available upon request; 3rd guest only occupancy available upon request in Owner's Suites

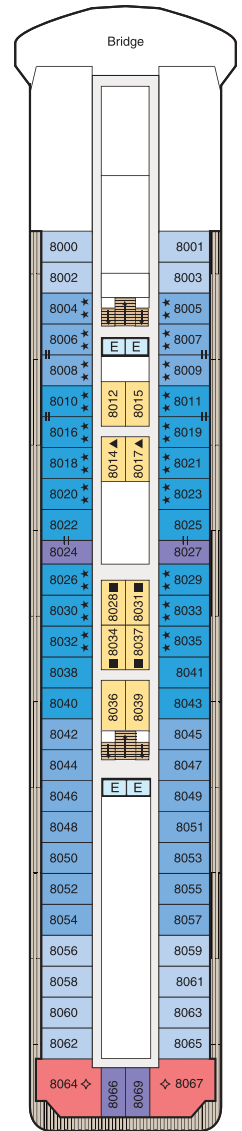
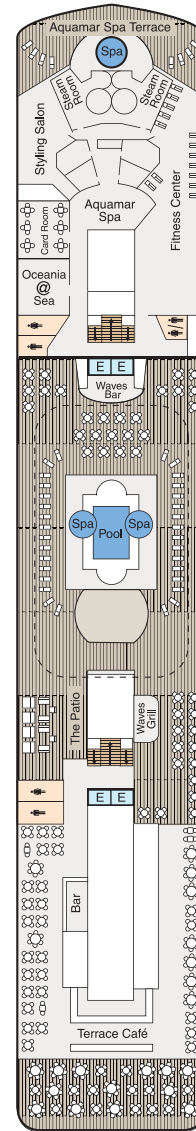
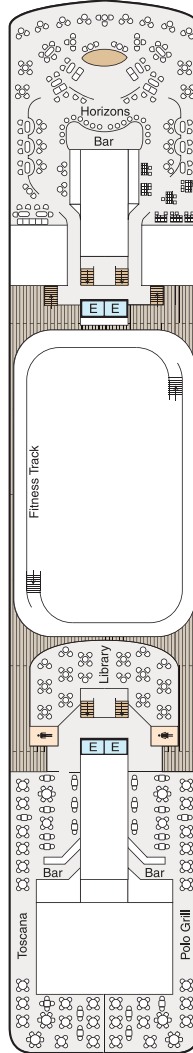
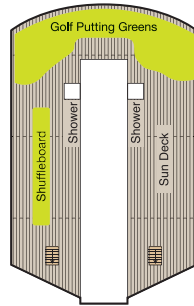
### DECK 4

- Medical Center



## INDEX

# REGATTA & NAUTICA | DECK PLANS



### SYMBOL LEGEND

- Restrooms
- Elevators
- Launderette
- Obstructed Views
- Connecting Staterooms
- Wheelchair Accessible
- Triple with Sofa Bed
- Quad with Pullman
- Triple with Pullman
- Quad with Sofa Bed
- 3rd and 4th guest occupancy available upon request; 3rd guest only occupancy available upon request in Owner's Suites

### DECK 11

- Golf Putting Greens
- Shuffleboard
- Sun Deck

### DECK 10

- Toscana
- Polo Grill
- Library
- Fitness Track
- Horizons

### DECK 9

- Aquamar Spa + Vitality Center
- Spa Terrace
- Card Room
- Oceania@Sea
- Pool Deck
- Waves Bar
- Waves Grill
- Terrace Café

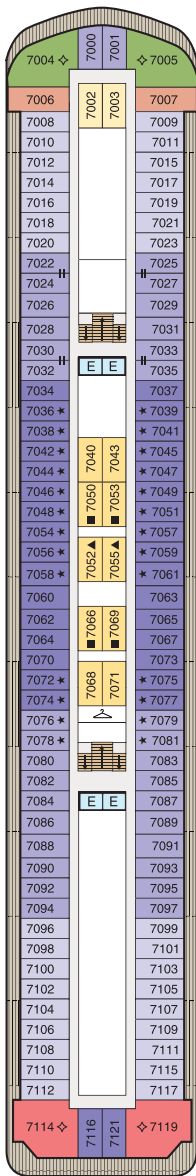
### DECK 8

- Staterooms



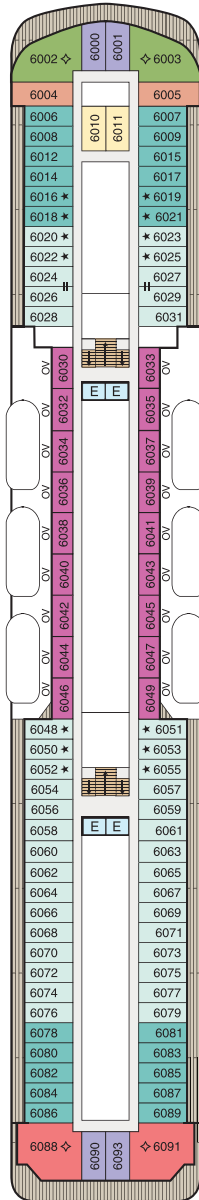
## STATEROOM COLOR LEGEND

OS	VS	PH1	PH2	PH3	A1	A2	A3
B1	B2	C1	C2	D	S	F	G



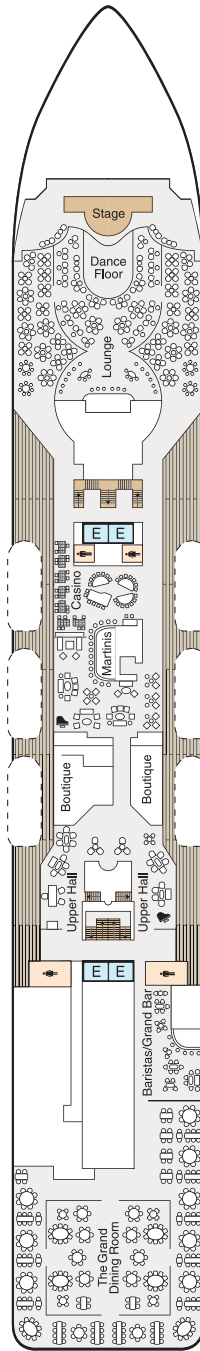
**DECK 7**

- Launderette
- Staterooms



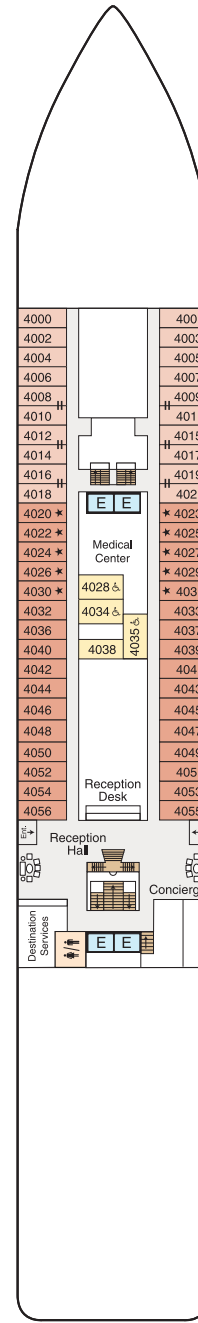
**DECK 6**

- Staterooms



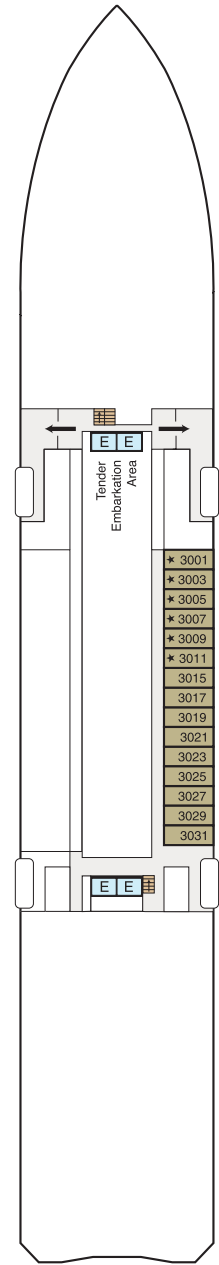
**DECK 5**

- Regatta Lounge
- Boutiques
- Upper Hall, Future Cruise Sales
- Martinis
- Casino
- Baristas | Grand Bar
- The Grand Dining Room



**DECK 4**

- Reception
- Destination Services
- Concierge
- Staterooms
- Medical Center



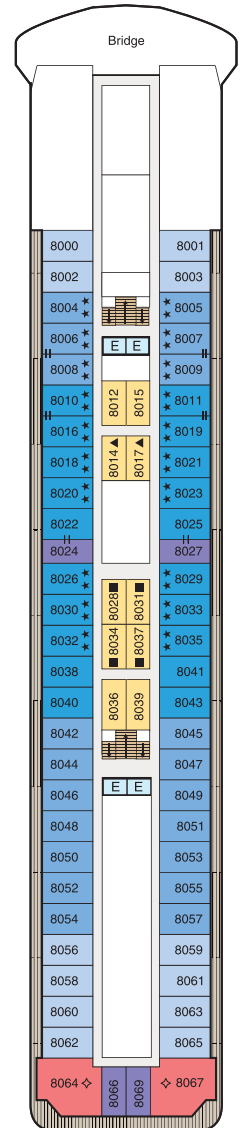
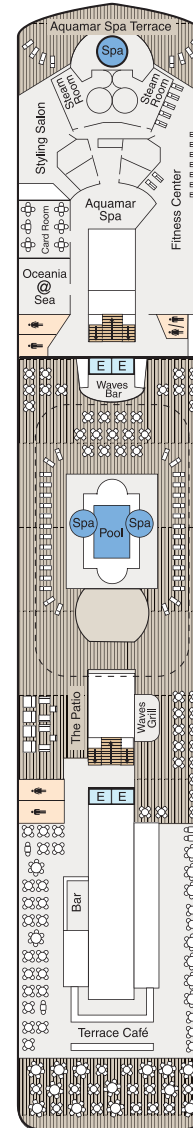
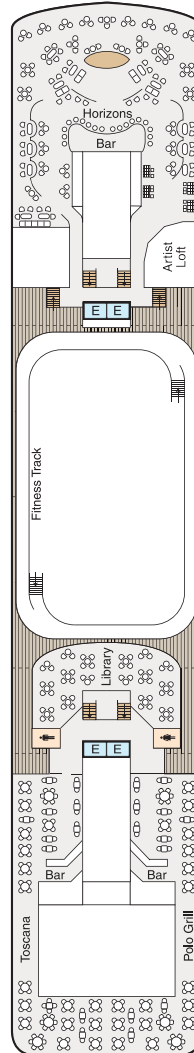
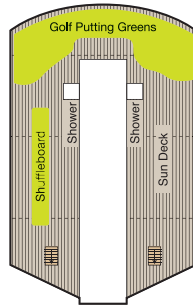
**DECK 3**

- Staterooms



## INDEX

# INSIGNIA | DECK PLAN



### SYMBOL LEGEND

- Restrooms
- Elevators
- Launderette
- Obstructed Views
- Connecting Staterooms
- Wheelchair Accessible
- Triple with Sofa Bed
- Quad with Pullman
- Triple with Pullman
- Quad with Sofa Bed
- 3rd and 4th guest occupancy available upon request; 3rd guest only occupancy available upon request in Owner's Suites

### DECK 11

#### SPORTS DECK

- Golf Putting Greens
- Shuffleboard
- Sun Deck

### DECK 10

- Toscana
- Polo Grill
- Library
- Fitness Track
- Horizons
- Artist Loft, available on world cruises

### DECK 9

- Aquamar Spa + Vitality Center
- Spa Terrace
- Card Room
- Oceania@Sea
- Pool Deck
- Waves Bar
- Waves Grill
- Terrace Café

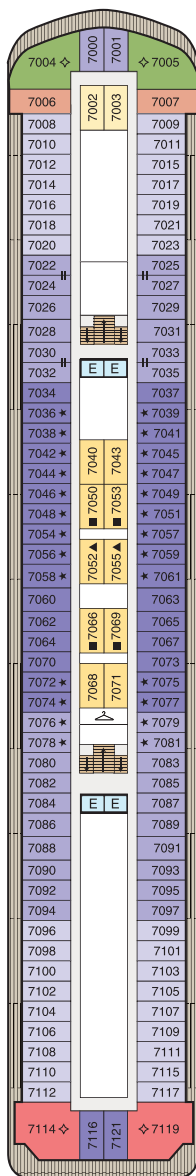
### DECK 8

- Staterooms



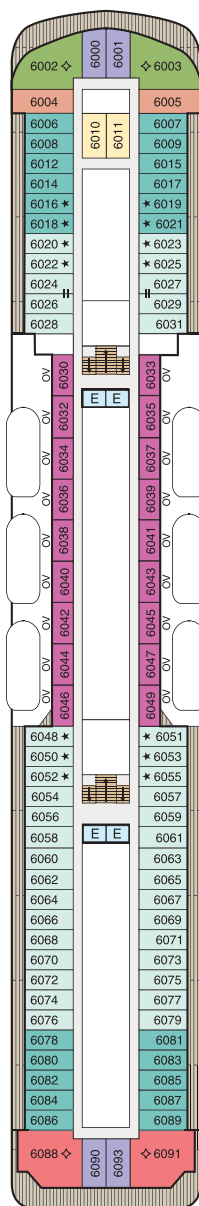
## STATEROOM COLOR LEGEND

OS	VS	PH1	PH2	PH3	A1	A2	A3
B1	B2	C1	C2	D	S	F	G



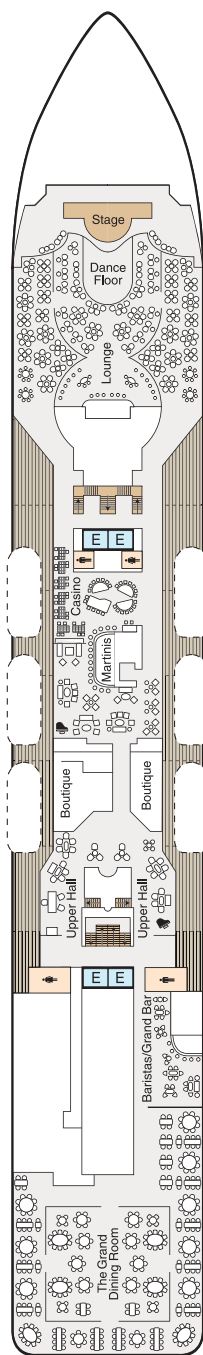
**DECK 7**

- Launderette
- Staterooms



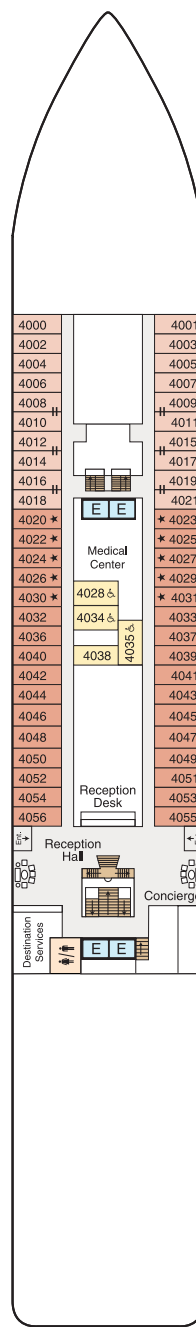
**DECK 6**

- Staterooms



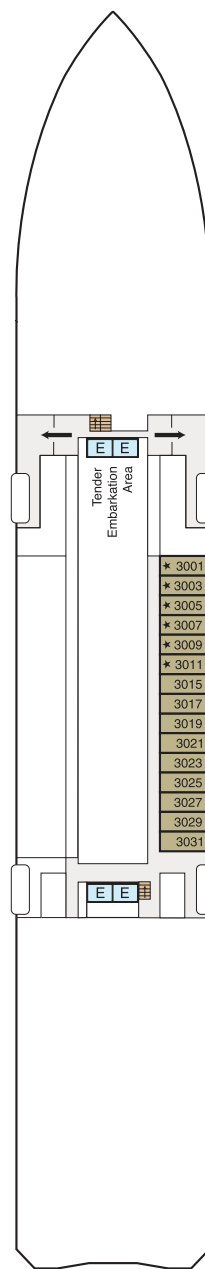
**DECK 5**

- Insignia Lounge
- Boutiques
- Upper Hall, Future Cruise Sales
- Martinis
- Casino
- Baristas | Grand Bar
- The Grand Dining Room



**DECK 4**

- Reception
- Destination Services
- Concierge
- Staterooms
- Medical Center



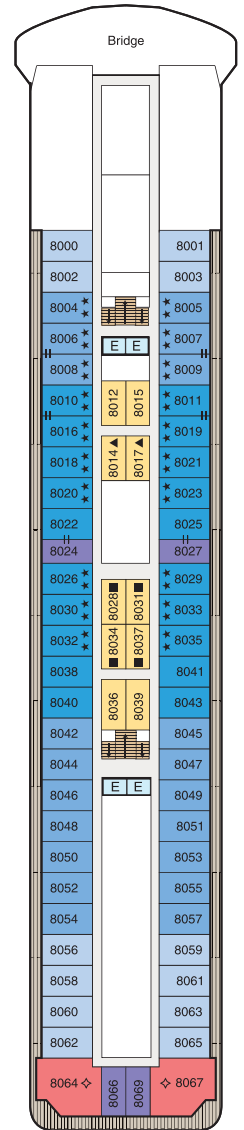
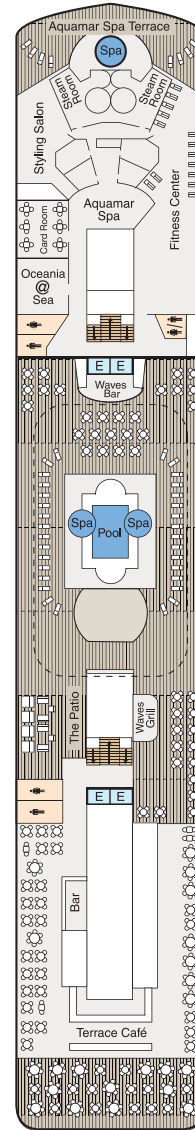
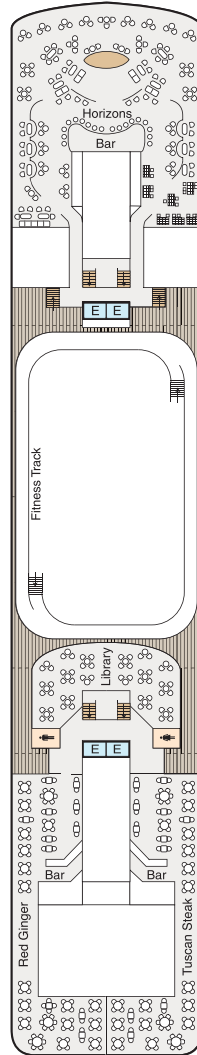
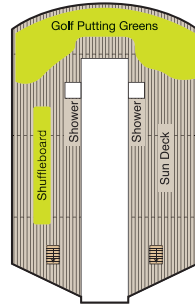
**DECK 3**

- Staterooms



## INDEX

# SIRENA | DECK PLAN



### SYMBOL LEGEND

- Restrooms
- Elevators
- Launderette
- Obstructed Views
- Connecting Staterooms
- Wheelchair Accessible
- Triple with Sofa Bed
- Quad with Pullman
- Triple with Pullman
- Quad with Sofa Bed

### DECK 11

- SPORTS DECK
- Golf Putting Greens
- Shuffleboard
- Sun Deck

### DECK 10

- Red Ginger
- Tuscan Steak
- Library
- Fitness Track
- Horizons

### DECK 9

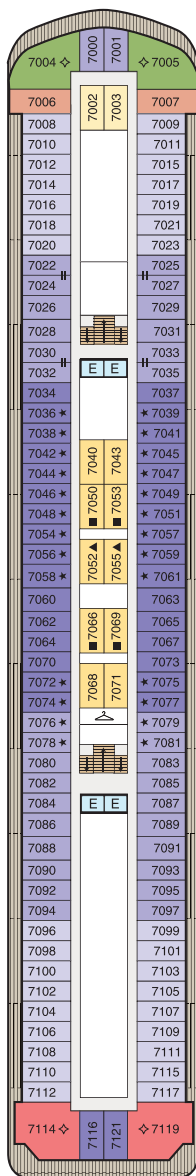
- Aquamar Spa + Vitality Center
- Spa Terrace
- Card Room
- Oceania@Sea
- Pool Deck
- Waves Bar
- Waves Grill
- Terrace Café

### DECK 8

- Staterooms

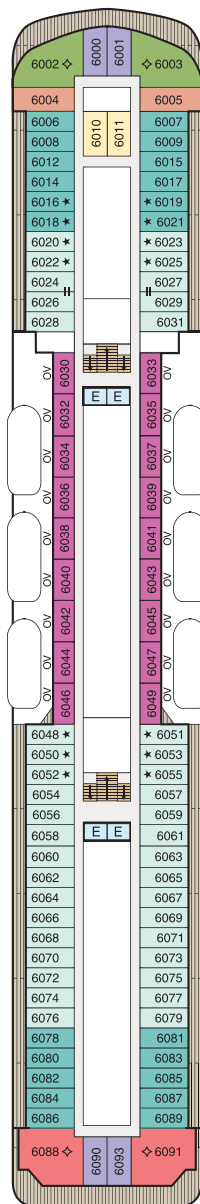
## STATEROOM COLOR LEGEND

OS	VS	PH1	PH2	PH3	A1	A2	A3
B1	B2	C1	C2	D	S	F	G



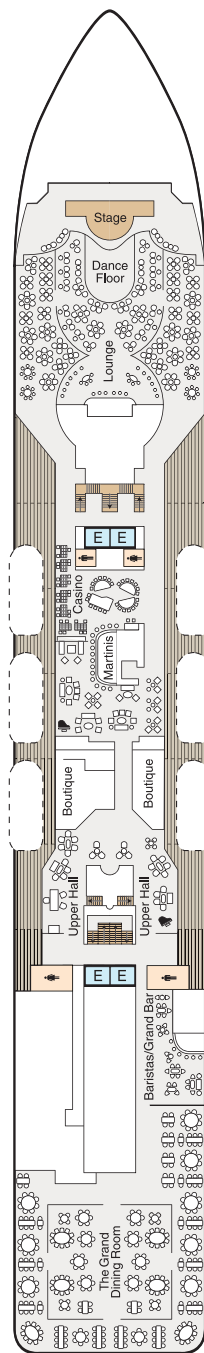
### DECK 7

- Staterooms
- Laundryette



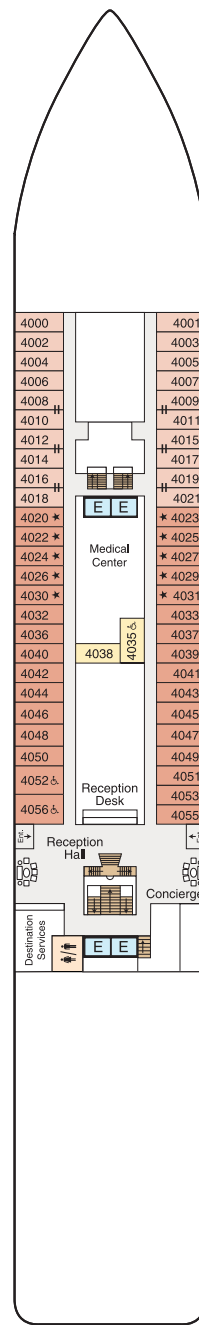
### DECK 6

- Staterooms



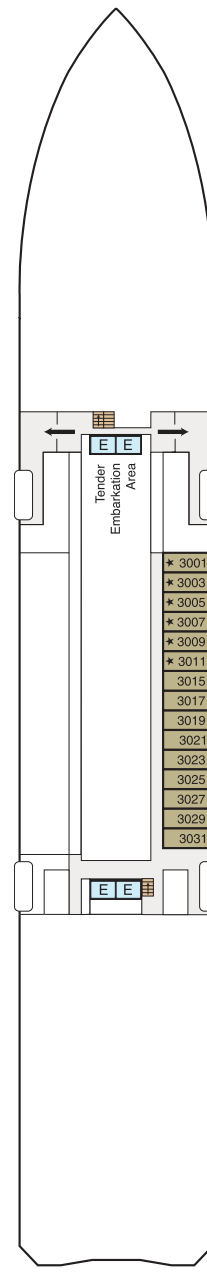
### DECK 5

- Sirena Lounge
- Boutiques
- Upper Hall, Future Cruise Sales
- Martinis
- Casino
- Baristas | Grand Bar
- The Grand Dining Room



### DECK 4

- Reception
- Destination Services
- Concierge
- Staterooms
- Medical Center



### DECK 3

- Staterooms













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