

Open for booking
May 13!



Announcing the 2011 Alaska Program

Add 3 days at Denali from just \$299.
Fares start at \$948 for cruisetours and \$649 for cruises per person.*

Dear Travel Professional,

We're pleased to provide this special preview of our 2011 Alaska season, which opens for group allocations and bookings on **May 13 at 9am PDT / 12pm EDT**.

Experiencing the best of Alaska has never been a better value. Before or after their cruise, your clients can spend **3 days at Denali starting from just \$299 more***.

Here are highlights of our exciting 2011 season. View the [2011 Alaska Overview and other sales tools below](#) for more details:

Land & Sea vacations – For 2011, we have an exciting variety of options, including our most popular Denali Explorer cruisetours, plus other choices that provide unique ways to experience Denali and beyond:

- **Denali Explorer.** Our best land & sea vacation value, these cruisetours feature multiple nights at Denali, exclusive Direct-to-the-Wilderness® rail service, overnights at Princess wilderness lodges and a 7-day cruise highlighted by a trip to Glacier Bay National Park. They also include popular sightseeing activities.
- **On Your Own.** Our most affordable options. With no scheduled activities, your clients have the freedom to spend time at Denali with optional excursions or simply relax at our comfortable wilderness lodges.

Add land for greater value!

	Cruise only	Land & Sea vacation
Days	7	10
Balcony fare	\$1,249*	\$1,548*
Add 3 days on land from \$299*		
Price Per day	\$179	\$155

Coming Soon!

Alaska 2011 Overview Webinar

Lisa Syme, Vice President at Princess Tours, will discuss highlights of our 2011 Alaska vacations, group pricing and amenities and more! Watch your inbox for date and registration information.



[2011 Alaska overview flyer](#)



[Top 10 recommendations](#)



[2011 sailing schedule and lead in fares Excel or PDF](#)



[2011 group program pamphlet](#)

Group Program Highlights

- Groups receive the best stateroom of each category type since lead-in categories are above those where Launch Fares are offered. This equates up to a five-category upgrade worth up to \$200 per stateroom.
- Extra amenity points are offered on May and September departures
- Princess Captain's Circle Launch Savings combines with groups - \$50 to \$100 off group fares through September 30, 2010

11 great reasons to promote Princess groups to Alaska in 2011

1. Advantage pricing with up to a five-category upgrade over Launch Fares
2. No deposit required for up to 16 beds
3. TCs are earned for every 16 lower berth passengers sailed
4. Amenity points to add value and personalize the group. **Princess offers more than 40 different amenities!**
5. FIT bookings automatically combine with groups to earn TCs and amenities
6. Group amenities protected even if minimum group size is not met
7. Headquarter groups and all agents can block and book into groups from Polar online, the GDS and Princess Reservations
8. Cruise Night Sales to help promote groups with a coupon book valued at up to \$325
9. Large Group Bonus Cabin — any affinity group larger than 200 beds can earn a bonus upfront cabin
10. Only need 10 passengers to qualify for group rates
11. Group venues can be reserved when voyages open for sale

[Find and Compare Cruises](#)

onesourcecruises.com

Princess.com

*Lead-in cruise fare is based on Island Princess 5/18/11 departure only. Lead-in cruisetour fare is based on cruisetour AAX, Island Princess 5/18/11 departure only. \$299 is the incremental per person fare to add 3 days on land to a 7-day cruise to create a 10-day cruisetour. Purchase of entire cruisetour is required. Fares are in U.S. dollars, subject to availability, capacity controlled and do not include government fees and taxes which are additional.

^Captain's Circle Launch Savings discount is available to past passengers in all categories and combinable only with Launch Fares, all types of group fares, regionals and other past passenger promotions. The discount is only available through September 30, 2010. Discount amount varies by cruise length. Once booked, if a lower fare for which the passenger qualifies for and requests becomes available, the discount will combine with the lower fare. New booking-only promotions are not combinable with discount. Offer not applicable to third/fourth-berth guests. Promotion code is PA1.