

VISTA Cruise – What cruise rates can we sell? We can sell both Net and Retail rates!

Vista Cruise net rates

- Cruise+Flights+Pre Hotels+Transfers
- Cruise+Flights+Post Hotels+Transfers
- Cruise+Flights+ Pre and Post Hotels+Transfers
- Cruise+Flights+Tours+Rail Journeys+Hotels+Transfers

As VISTA Cruise is part of the Hays Travel in-house Tour Operation, we receive access to our cruise partners net rate content which is amazing news for Vista Cruise as this allows us to dynamically package cruise packages at competitive rates, being able to secure our agent's full commission.

However, these net rates come with restrictions and if you are booking a VISTA cruise net rate, you **MUST** combine your package with Hays flights, pre/post hotel stay (with a minimum of 1-night pre/post hotel for short-haul destinations (Med/Europe) and a minimum of 2-night pre/post hotel for long-haul destinations) and overseas transfers.

Sightseeing/rail journeys and touring elements are all an optional add ons that can be added by the dedicated Vista Cruise sales team.

From a marketing perspective when repackaging using the cruise line net rate content, we will always repackage and advertise all dynamic packages including Hays flights, a minimum of 3 nights pre/post hotel, cruise, and all overseas transfers to make sure this is a full dynamic package.

Vista Cruise Net rate supplier list

Celebrity Cruises
Royal Caribbean
Azamara
Princess Cruises
Cunard
P&O
Holland America
Carnival
Norwegian
Virgin Voyages
Silversea (when we have net rate groups)
Fred Olsen (When we have net rate groups)
HX Expeditions – coming soon

What you need to know about the cruise net rates

- The cruise net rates **MUST** be booked as a full dynamic package with Hays flights, pre/post hotel stay (with a minimum of 1-night pre/post hotel for short-haul destinations (Med/Europe) and a minimum of 2-night pre/post hotel for long-haul destinations) and overseas transfers to make a full dynamic package*

- The cruise line net rates **MUST NOT** be sold out as cruise only.
- The cruise line net rate has a greater dilution than booking on the cruise line retail rates direct, if we sold that out on its own, we would undercut the cruise line which would be in violation of the agreement.
- The cruise line net rates are not combinable with any retail rate campaign that include any on board spend, free drinks packages, BOGOF campaigns etc.
- The cruise net rates cannot be booked in conjunction with the cruise line transfers as we are the tour operator we need to use our own ground content.
- Customers have the confidence that the full package will be covered under the Hays Tour Operating ATOL
- The cruise line net rates are not combinable with any future cruise bookings.

Vista Cruise Retail rates

The direct cruise retail rates, in principle, is exactly what the cruise companies do direct, and we can replicate this. These retail rates do not have any booking restrictions attached, however, as we earn a reduced commission level on all retail rate content this may have an impact on the overall sell out price when repackaging via VISTA cruise.

- The cruise line net rate has a greater dilution than booking on the cruise line retail rates direct therefore when pre-packaging from a retail rate this overall package may work out more.
- Cruise line retail rates will include any retail campaign benefits however due to the net rate dilution we receive as a tour operator this can outweigh the retail benefits that include any on board spend, free drinks packages, BOGOF campaigns etc.
- You can only add the cruise line transfers when booking a cruise retail rate.
- When booking a cruise retail rate there are no restrictions attached so you can book cruise only on these rates however customers will not be covered under our ATOL and only covered for what bookings elements booked through VISTA Cruise.