

A photograph of a dining room on a cruise ship. The room features several round tables with white tablecloths, each set with white plates, silverware, and wine glasses. The chairs are upholstered in brown leather with gold-colored nailhead trim. In the background, there is a large green plant and a wine rack filled with bottles. The lighting is warm and ambient.

Regent

SEVEN SEAS CRUISES

VALUE COMPARISON
REGENT SEVEN SEAS CRUISES

THE MOST INCLUSIVE LUXURY CRUISE EXPERIENCE EVER!

Dear Cruise Enthusiast,

We are pleased to provide you not only with the best luxury cruise experience, but also the best value in luxury cruising.

2010 is our most inclusive year ever – take a look at the column on the right to see the generous savings and just how many valuable amenities are included on all our sailings. These days, quality and value should be the hallmarks of a successful cruise brand, and Regent Seven Seas Cruises offers plenty of both. Combined with our award-winning product and stellar guest satisfaction levels, we truly have a winning combination.

Please take a moment to look through this brochure. In clear graphical format, we have laid out for your review, head to head price and value comparisons versus three popular cruise lines in the premium category focusing on our summer destinations—the Mediterranean, Scandinavia and Russia, and Alaska. **In each case, Regent's all-inclusive luxury product is priced lower than, or a better value than, the three premium competitors.**



It's not all about price - it is also about the experience. With Regent Seven Seas Cruises, you are assured a wonderful and relaxing hassle-free luxury cruise vacation, with award-winning spacious suite accommodations, stellar cuisine, and highly personalized service on medium-sized ships that carry just hundreds, not thousands of guests.

There has never been a better time to upgrade from a premium to a luxury cruise experience. Please don't hesitate to call your travel professional for further information or assistance.

Kind regards,

A stylized, handwritten signature in black ink, appearing to read 'Mark S. Conroy'.

Mark S. Conroy
President, Regent Seven Seas Cruises

ALL-INCLUSIVE FARES

- 2-for-1 Fares on most sailings
- FREE Air
- FREE Business Class Air in categories C and above on all Europe itineraries
- FREE Unlimited Shore Excursions
- FREE beverages including fine wines, beer and premium spirits, soft drinks, bottled water, specialty coffee and tea served throughout the ship
- FREE in-suite mini-bar replenished daily with soft drinks, beer and bottled water
- All staff gratuities included

SHIP DISTINCTIONS

- Mid-sized ships with only 490 or 700 guests
- All suite accommodations, 97% with private balcony
- Up to four restaurants including the new iconic steakhouse Prime 7 and Signatures, featuring Le Cordon Bleu®-inspired cuisine, Compass Rose, La Veranda plus our casual Pool Grill
- Complimentary 24-hour room service
- Canyon Ranch SpaClub®
- Wireless access throughout the ship
- Butler service in categories C and above, including in-suite bar setup and SoundDock® for iPod®
- Interactive television with extensive media selection and complimentary movies on demand
- Elegant casual dress code. Formal attire optional on sailings of 16 nights or longer.

OUR MOST INCLUSIVE YEAR EVER

TOP
10

REASONS TO BOOK REGENT



1. 2-for-1 Fares on most voyages PLUS additional savings of up to \$1,000 per person on select voyages.
2. FREE Air from 22 U.S. gateway cities on ALL voyages.
3. FREE Business Class Air on European voyages for guests sailing in suite category C and above.
4. FREE Unlimited Shore Excursions on ALL voyages.
5. A true, ALL-INCLUSIVE luxury product. FREE beverages including fine wines, beer and premium spirits. All open-seating dining, at NO ADDITIONAL charge.
6. All staff gratuities INCLUDED.
7. Butler service EXPANDED to include suite category C on all ships.
8. NEWLY REFURBISHED fleet featuring the most talked about restaurant at sea, the iconic steakhouse Prime 7, at NO ADDITIONAL charge.
9. ALL suites, minimum size 301 sq. ft., ALL with WALK-IN closets. Plus, the highest percentage of balconies of ANY cruise line — 97%.
10. World-renowned Canyon Ranch SpaClub® with specially-designed menu selections available in Compass Rose, Room Service and The Pool Grill.



2-for-1 Fares on most voyages
FREE Air
FREE Unlimited Shore Excursions
– plus –
Includes additional savings
of up to \$1,000 per person

Regent

SEVEN SEAS CRUISES

www.RSSC.com



2010 MEDITERRANEAN COMPARISON



CRUISE LINE	REGENT	HOLLAND AMERICA	CELEBRITY	PRINCESS CRUISES
Ship	<i>Seven Seas Mariner</i>	<i>ms Noordam</i>	<i>Equinox</i>	<i>Ocean Princess</i>
Sail Date	8/19/2010	8/12/2010	9/2/2010	9/1/2010
Embark Port	Venice	Rome	Barcelona	Rome
Disembark Port	Athens	Rome	Rome	Athens
Cruise Length	7	7	7	7
Ports Visited	8	6	6	7
Size of Ship (guests)	700	1,918	2,850	688
Suite Size (sq. ft.)	301	389	379	216
Category	Deluxe Balcony Suite – H	Sup Veranda – SY	Sky Suite – S2	Balcony – BE
Cruise Fare	\$5,550	\$1,999	\$3,799	\$1,999

ADDITIONAL FEES				
Port Charges	Included	\$48	\$156	\$16
Air Including Air Carrier Imposed Surcharges and Other Taxes	Included	\$2,010	\$1,329	\$1,908
Airport/Port Transfers	Included	\$178	Included	\$113
Shore Excursions	Included	\$695	\$556	\$695
Gratuities/Service Charges	Included	\$77	\$81	\$70
Beer/Liquor/Wine With Service Fee	Included	\$201	\$201	\$201
Bottled Water and Soft Drinks	Included	\$81	\$81	\$81
Alternative Dining (3 nights)	Included	\$60	\$90	\$60

TOTAL COST	\$5,550	\$5,253	\$6,292	\$5,142
COST PER DAY	\$793	\$750	\$899	\$735

2010 SCANDINAVIA & RUSSIA COMPARISON



CRUISE LINE	REGENT	HOLLAND AMERICA	CELEBRITY	PRINCESS CRUISES
Ship	<i>Seven Seas Voyager</i>	<i>ms Eurodam</i>	<i>Constellation</i>	<i>Star Princess</i>
Sail Date	8/11/2010	7/19/2010	7/27/2010	7/11/2010
Embark Port	Stockholm	Copenhagen	Amsterdam	Copenhagen
Disembark Port	Copenhagen	Copenhagen	Amsterdam	Copenhagen
Cruise Length	10	10	12	10
Ports Visited	9	7	7	8
Size of Ship (guests)	700	2,104	2,034	2,600
Suite Size (sq. ft.)	356	389	308	232
Category	Deluxe Balcony Suite – H	Sup Veranda – SY	Sky Suite – S2	Balcony – BA
Cruise Fare	\$8,055	\$3,199	\$4,599	\$3,240

ADDITIONAL FEES				
Port Charges	Included	\$44	\$292	\$131
Air Including Air Carrier Imposed Surcharges and Other Taxes	Included	\$1,996	\$1,609	\$1,758
Airport/Port Transfers	Included	\$88	Included	\$68
Shore Excursions	Included	\$973	\$973	\$1,251
Gratuities/Service Charges	Included	\$110	\$138	\$100
Beer/Liquor/Wine With Service Fee	Included	\$288	\$345	\$288
Bottled Water and Soft Drinks	Included	\$115	\$138	\$115
Alternative Dining (5 nights)	Included	\$100	\$150	\$100

TOTAL COST	\$8,055	\$6,913	\$8,244	\$7,050
COST PER DAY	\$806	\$691	\$687	\$705

2010 ALASKA COMPARISON



CRUISE LINE	REGENT	HOLLAND AMERICA	CELEBRITY	PRINCESS CRUISES
Ship	<i>Seven Seas Navigator</i>	<i>ms Volendam</i>	<i>Millennium</i>	<i>Diamond Princess</i>
Sail Date	9/8/2010	9/8/2010	9/10/2010	9/4/2010
Embark Port	Vancouver	Vancouver	Anchorage	Anchorage
Disembark Port	Anchorage	Vancouver	Vancouver	Vancouver
Cruise Length	7	7	7	7
Ports Visited	6	4	6	5
Size of Ship (guests)	490	1,432	2,034	2,670
Suite Size (sq. ft.)	356	292	308	354
Category	Balcony Suite – F	Oceanview Veranda – BB	Sky Suite Veranda – S2	Mini Suite Balcony – AE
Cruise Fare	\$5,180	\$1,499	\$2,649	\$1,799

ADDITIONAL FEES				
Port Charges	Included	\$65	\$353	\$90
Air Including Air Carrier Imposed Surcharges and Other Taxes	Included	\$993	\$1,029	\$1,069
Airport/Port Transfers	Included	\$48	Included	\$78
Shore Excursions	Included	\$555	\$740	\$555
Gratuities/Service Charges	Included	\$77	\$81	\$74
Beer/Liquor/Wine With Service Fee	Included	\$201	\$201	\$201
Bottled Water and Soft Drinks	Included	\$81	\$81	\$81
Alternative Dining (3 nights)	Included	\$60	\$90	\$60

TOTAL COST	\$5,180	\$3,579	\$5,224	\$4,006
COST PER DAY	\$740	\$511	\$746	\$572

Advertised Regent Seven Seas Cruises fare includes all surcharges, airline fees and government taxes. For full terms and conditions visit www.RSSC.com. All 2010 Regent Seven Seas Cruises voyages offer FREE Unlimited Shore Excursions. FREE Regent Seven Seas Cruises FREE shore excursions listed are examples of what may be offered but will be confirmed approximately 180 days prior to sailing. Holland America, Celebrity and Princess shore excursions are based on 2009 Regent Seven Seas Cruises published excursions.

Sources: Individual cruise line websites and reservation centers.

Assumptions have been made on: Bar Drinks and Wine with Gratuities at \$25 per person /per day (plus 15% gratuities), Frozen Drink/Soft Drinks/Bottled Water \$10 per person /per day (plus 15% gratuities). Shore Excursion costs are - based on Regent Seven Seas Cruises AVERAGE cost by destination sample ports (\$139 pp Europe/ \$185 pp Alaska).



FREE Unlimited Shore Excursions On ALL 2010 Sailings

Our unparalleled FREE Unlimited Shore Excursions opens up a world of experiences your clients may never have discovered. And unlimited means they can take as many excursions in a day as their time and energy permits!

Below is just a small sampling of shore excursions included in the cruise fare. Please visit www.RSSC.com for a full listing by voyage.

PORT OF CALL	TOUR NAME	WAS	NOW
BERLIN, GERMANY	FAIRYTALE CASTLE SCHWERIN	\$159	FREE
CORFU, GREECE	CORFU PANORAMA	\$119	FREE
GDANSK, POLAND	STUTTHOF CAMP & GDANSK	\$129	FREE
HELSINKI, FINLAND	SCENIC HELSINKI HARBOR CRUISE	\$129	FREE
JUNEAU, ALASKA	MENDENHALL GLACIER NATIVE CANOE ADVENTURE	\$199	FREE
KATAKOLON, GREECE	OLYPIA & ZORBA EVENT	\$149	FREE
KETCHIKAN, ALASKA	CRUISE GEORGE INLET AND CRAB FEAST	\$199	FREE
KOTOR, MONTENEGRO	HIGHLIGHTS OF MONTENEGRO	\$139	FREE
RIGA, LATVIA	ART & ARCHITECTURE OF RIGA	\$99	FREE
SANTORINI, GREECE	HIGHLIGHTS OF SANTORINI	\$129	FREE
SARANDE, ALBANIA	GJIROKASTRA WORLD HERITAGE SITE	\$119	FREE
SITKA, ALASKA	SEA OTTER & WILDLIFE QUEST	\$199	FREE
SKAGWAY, ALASKA	WHITE PASS SCENIC RAILROAD	\$149	FREE
SPLIT, CROATIA	HIGHLIGHTS OF SPLIT RIVER	\$129	FREE
ST. PETERSBURG, RUSSIA	PETER THE GREAT'S GRAND PALACE - PETERHOF	\$149	FREE
	CATHERINE'S PALACE IN PUSHKIN	\$159	FREE
TALLINN, ESTONIA	MOUNTAIN BIKING IN RURAL ESTONIA & OLD TOWN	\$149	FREE
VENICE, ITALY	GRAND CANAL AND THE GUGGENHEIM COLLECTION	\$149	FREE
VISBY, SWEDEN	A TASTE OF GOTLAND	\$99	FREE



**BUSINESS
CLASS AIR**
only **\$999**
each way

2-for-1 Fares on most voyages
FREE Air
FREE Unlimited Shore Excursions
– plus –
Includes additional savings
of up to \$1,000 per person



VALUE COMPARISON
REGENT SEVEN SEAS CRUISES

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