NACGS Cruise Group Glossary

Core terms, booking language, and supplier-specific phrases used in cruise group sales

How to use this glossary: Definitions are written for advisor training. Some terms vary by cruise line, so always verify live policy, deposits, transfer rules, and amenity eligibility with the supplier at the time of booking.

Term	Definition
Affinity Group	A group formed around a shared bond, interest, relationship, or community. Affinity groups usually perform better than speculative groups because members already have a reason to travel together.
Agent-Facing Amenity	A group benefit that primarily helps the advisor or agency, such as bonus commission, marketing funds, or an agent cabin rate. Some cruise lines require the group to maintain a minimum number of sailed cabins before honoring these benefits.
Amenity	An added feature, perk, or benefit attached to a group booking. Amenities may benefit the guest, the advisor, or both.
Amenity Points	Points assigned to certain deposited groups that can be exchanged for group benefits such as onboard credit, cocktail parties, bonus commission, or improved Tour Conductor ratios. Cruise lines use different brand names for these programs, such as GAP or FunPoints.
Attrition	The reduction of a contracted room or cabin block. If a group falls below the allowed threshold in its contract, the group or organizer may face a financial penalty.
Berth	A bed in a cabin. In group language, berth is also used when discussing occupancy, lower berths, and Tour Conductor calculations.
Bonus Commission	An advisor-facing group benefit that increases the commission paid to the agency or advisor. It is often selected from an amenity menu.
Celebration Group	A Princess Cruises group program built for occasions such as birthdays, anniversaries, reunions, retirements, and weddings. It includes features tailored to social groups and celebrations.
Charter / Buyout	A full-ship or full-property commitment where the organizer contracts for the entire inventory. This creates a much higher financial commitment than a standard group block.
Client-Facing Amenity	A group benefit that enhances the guest experience,

Term	Definition
	such as onboard credit, wine, strawberries, cocktail parties, or dining events. Some lines continue to honor guest-facing amenities even if advisor-facing benefits are lost later.
Code Red Sailing	A sailing that is closed or highly restricted for group activity. On a code red sailing, cruise lines may prevent added inventory, name changes, or FIT-to-group transfers.
Comp	A complimentary item, value, or concession earned by the group or supplied by the cruise line.
Concession	An added item or service granted to the group as part of the negotiated package. Concessions may include meeting space, receptions, gifts, or pricing advantages.
Credit Card Over-Charge Form	A supplier form used when an advisor is charging a guest more than the published cruise price in order to include markups, group programming, or value-add items. Rules and fees vary by supplier.
Cruise Sale	A Princess promotional booking window that can be applied to eligible group sailings. Advisors often use a Cruise Sale week to create urgency, take advantage of reduced deposits, and drive faster group pickup.
Days to Sailing (DTS)	A countdown term used by cruise lines to measure time remaining before departure. Many review dates, hard stops, and final payment deadlines are listed in DTS.
Deployment	The release of a new schedule of cruise itineraries by a cruise line. Booking groups early in deployment often provides the best inventory, pricing, and amenity flexibility.
FIT	An individual reservation made outside a group block. FIT stands for Fully Independent Traveler, although usage varies by supplier.
FIT to Group / FIT to Include	The process of moving an individual reservation into an existing group. This is not allowed by every cruise line and often comes with timing, deposit, and inventory restrictions.
Flexi Pricing	A Carnival pricing concept that lets the advisor adjust the group price by using or preserving FunPoints. It helps balance client value, price competitiveness, and advisor earnings.
Free at Sea / More at Sea	NCL promotional package language describing bundled offers that may include beverage, dining, Wi-Fi, or

Term	Definition
	excursion value. Advisors must explain that some 'included' features still create additional guest charges or gratuities.
Full Fare Guest	The first and second passenger in a cabin paying the qualifying cruise fare. Third and fourth guests often do not count toward Tour Conductor earnings.
FunPoints	Carnival's version of an amenity point program. These points can be used to improve pricing or select amenities for the group.
GAP	Short for Group Amenity Program or Group Amenity Points. GAP is commonly used to describe the amenity-point system that lets advisors customize deposited group benefits.
Good Faith Deposit	An initial amount collected to secure a group or to show intent to proceed. This amount may be lower than the full deposit required to confirm named space.
Group	In cruise sales, a group is generally a booking block that starts at a specific minimum number of cabins or guests, depending on the cruise line. Many ocean cruise lines define a standard group at 8 cabins, but supplier rules vary.
Group Contract	The binding document that outlines the terms, dates, deposits, amenities, and rules tied to a group booking.
Group Leader / Pied Piper	The organizer, host, or key influencer who brings the group together and often helps promote it. A strong group leader is often the deciding factor in a group's success.
Group Level Deposit	Money applied to the master group record instead of to an individual reservation. Group-level deposits are often used to hold or confirm group inventory before all cabins are fully named.
Group Standard Pricing	A supplier's standard fare structure for group inventory. It is often the base pricing framework used to determine eligibility for group rewards, amenities, or early booking bonuses.
Group X	Celebrity Cruises' early-launch group pricing program. On eligible sailings it may include added bundled value such as drinks and Wi-Fi.
Guarantee Category (GTY)	A reservation category where the guest is guaranteed space within a category or subcategory, but the exact cabin number is assigned later. Some lines limit which

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	guarantee bookings can be included in groups.
Hard Stop Date	The deadline when all unsold group inventory is reduced to sold and returned to the cruise line. After the hard stop, remaining group rules usually become much more restrictive.
IBR	Short for Individual Booking Record. It refers to a single reservation record attached to a guest booking.
Mandatory Gratuities on Promotional Amenities	Charges that may still apply even when a package is marketed as free or included. NCL is a common example, where beverage and dining package gratuities must be explained clearly to guests in advance.
Mark Up	An amount added to the cruise price to cover event costs, gifts, programming, or to increase gross commission. Any markup must comply with supplier and agency rules.
Materialization	The overall performance of a group block as cabins move from held space into named and deposited bookings. Advisors often use the term when discussing whether a group is performing as expected.
Materialization Rate	The percentage of requested or held group space that becomes confirmed, sailed business. High materialization usually signals a healthy, well-targeted group.
MICE / CMI Group	Terms used for meetings, incentives, charters, events, and corporate meetings. These groups are usually more complex, may involve contracts, and often have a single payer or formal event program.
Military Benefit	A cruise-line benefit offered to qualifying active-duty, retired, or veteran military guests. On Princess, this benefit can often be combined with eligible group bookings and promotions.
Min / Max	Minimum and maximum thresholds that apply to group size, amenity eligibility, deposits, or supplier rules.
NCF / NCCF	Non-commissionable fare amounts charged by the cruise line. Advisors must understand these amounts because they affect pricing, commission, and markup calculations.
OBC	Short for onboard credit. This is one of the most common client-facing group amenities.
Option Date	The date by which the advisor must act on a quote, sign

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	a contract, or apply required money to keep the terms active. Missing the option date can void the offer or release the space.
Overlay Savings	Additional value created when a group booking is combined with a broader cruise-line promotion, package, or offer. Advisors use overlays to make a group more attractive without giving up core group benefits.
PAX	A common travel abbreviation for passengers or guests.
POLAR Online	Princess Cruises' online booking engine used to create, manage, and promote groups, including Promotional Groups and Celebration Groups.
Princess Plus / Princess Premier	Princess bundled package options that can be added to or built into group bookings. When sold early, these packages can improve client value and create additional commission opportunity for the advisor.
Promotional Group / Speculative Group	A group block held without a fully formed affinity base already committed. It can be useful strategically, but it carries a higher risk of weak materialization if it is not backed by a clear sales plan.
Recall Date	A supplier review date when unsold or inactive group inventory may be taken back by the cruise line. Recall dates protect the supplier from carrying unused space too long.
Reduced TC Ratio / Accelerated TC	An upgraded Tour Conductor formula that allows the group to earn a credit with fewer guests, such as 1 for 14 or 1 for 12 instead of 1 for 16. This is often purchased or selected through amenity points.
Risk	The financial exposure tied to a group booking. Risk may come from deposits, attrition commitments, charter obligations, or penalties written into the group contract.
Room Block / Cabin Block	The number of cabins held within a group shell for sale and promotion.
TC / Tour Conductor	A credit earned when a group reaches a qualifying number of full-fare guests. The exact ratio and the value of the credit vary by cruise line and may be based on average qualifying cruise fare.
Value Add	A product, service, gift, or enhancement included in the sale to make the group more attractive. Value add may be provided by the cruise line, the agency, or funded through markup.