

## CRUISE DEALS FOR THE TAKING: NEW CRUISELINE.COM AND SHIP MATE APP PRICE ALERTS SAVE HUNDREDS OF DOLLARS

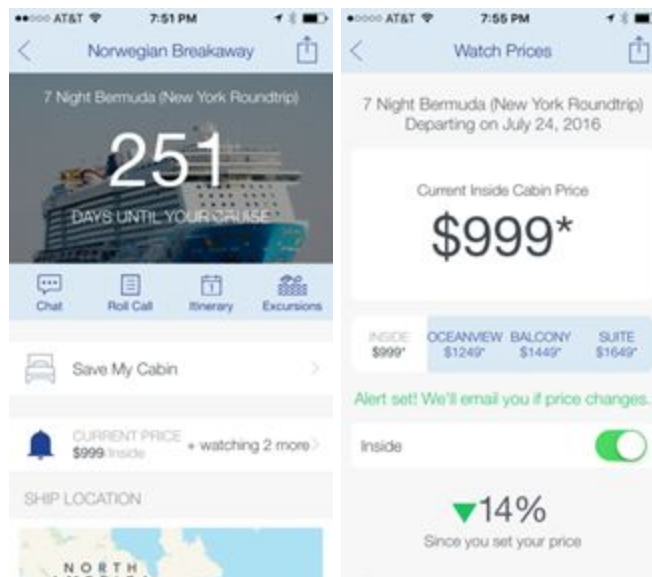
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### Last Minute Holiday Deals Still Available With Up to 89 Percent Off

**NEW YORK, NY, November 20, 2015** – As cruise prices can change at a moment's notice, [Cruiseline.com](http://Cruiseline.com), the largest source of verified cruise reviews, and [Ship Mate App](http://Ship Mate App), the largest mobile cruise community with more than one million downloads, together launched a free up-to-the-minute price alert feature that notifies users of drops for every line, ship, and itinerary in cruising, all in one convenient location.

The new feature, available both on the [website](http://website) and when the [app](http://app) is downloaded, lets users track the cost of cruise fares with regular email updates. Not only do price alerts make sense when shopping for cruises, but they're actually just as useful after one is booked, allowing passengers to request an adjustment when a price drop applies to their booking.

After determining eligibility (if a final payment has not yet been made or the voyage is not booked on a special rate), users can work through their travel agent to reprice the reservation, or if booked directly with the cruise line, can inquire about lowering the rate on the reservation, getting an onboard credit, or a free upgrade to a higher category cabin. "As soon as we launched the price alert feature, one of our users saved \$900, so we knew this function would be a huge asset to our cruise community," said Mike Jirout, Ship Mate App co-creator.



But when is the best time to book? Faraz Qureshi, founder and general manager of Cruiseline.com added, "While cruise lines offer discounted voyages and savings year-round to push sales, today most of the large lines are focusing on promotions and 'value adds.' I suggest

booking as early as possible and keeping an eye on promotions from the major travel agencies and cruise lines – like reaping free upgrades or specialty dining. And always set up a free price alert with our site or app and monitor the cruise price.”

### **Cruiseline.com’s Booking Tips**

- 1) **Book early.** It is best to book a cruise six to 12 months out to ensure you get an optimum selection of cabin types, preferred itineraries, and special promotional rates. Some lines have price protection, like Carnival’s Early Saver program, so if a lower rate pops up after you book, the cruise line will adjust the fare accordingly.
- 2) **Recognize that different regions have different lead times.** Popular but remote destinations and areas with a limited cruise season — like Alaska, where ships only sail May to September — tend to fill up fast. A general rule is the farther away the destination, the further out you should book, because more planning is required, from airfare to hotel reservations.
- 3) **Use flexibility to your advantage.** If you’re not locked into a set date and can be flexible, it could mean big savings. Sometimes booking a cruise a week earlier or later can often get you a promotional fare or discount. While a lead of six to 12 months is advised for cruises during the peak months of June, July, August and late November and December, prices are better during the offseason - generally when schools are in session and outside of major holidays.
- 4) **Think way ahead if traveling with a group.** For large groups, it can make sense to book up to two years in advance, if the cruise line will allow it, to ensure everyone dines at the same time and cabins can be near each other.
- 5) **Book last-minute to get a deal.** If price is the most important factor, booking 45 to 90 days before a sailing can yield deeply discounted fares if there is distressed inventory. However, even these fares may not be as low as the initial early booking price. The downside is that you may not be able to choose your cabin class or location, as many rock-bottom fares are linked to so-called “guaranteed” cabins, which are not specified when you book. Airfare may also be more too.

### **Last Minute Holiday Deals**

Still looking to get away this holiday season? As of today on [Cruiseline.com’s Deals page](#), there are Christmas and New Year’s sailings available at up to 89 percent off\*. They include:

- **42% Off:** Dec. 26, 8-Night Western Caribbean cruise on *MSC Divina* roundtrip from Miami for \$1,869pp in a suite.
- **30% Off:** Dec. 19, 7-Night Western Caribbean Cruise on Royal Caribbean's *Oasis of the Seas* roundtrip from Ft. Lauderdale for \$1,039pp in a balcony cabin.
- **26% Off:** Dec. 19, 8- Night Southern Caribbean Cruise on *Emerald Princess* roundtrip from Ft. Lauderdale for \$664pp in an inside cabin.

Looking to burn a few vacation days before the year end and not break the bank? “The time between Thanksgiving and Christmas are traditional ‘dead weeks’ in the travel industry and a great time to snag a deal – as is right after New Year’s,” added Mike Jirout. “Plus those weeks you don’t have to pay a premium on airfare to get to the port.”

- **72% Off:** Dec. 7, 5- Night Western Caribbean cruise on *Carnival Elation* roundtrip from New Orleans for \$279pp in an inside cabin.
- **22% Off:** Dec. 13, 7-Night Western Caribbean cruise on *Caribbean Princess* roundtrip from Houston for \$429pp in an oceanview cabin.
- **25% off:** Jan. 4, 4-Night Bahamas cruise on Royal Caribbean's *Freedom of the Seas* roundtrip from Miami for \$324pp in an oceanview cabin.

\*All prices and discounts noted are valid as of 11/19/15; they do fluctuate and change daily.

### **About Cruiseline.com**

Cruiseline.com launched in December 2012 as an independent, objective guide to cruises. With over 90,000 reviews and 92,000 photos to date, the site simplifies the task of choosing a cruise with unbiased opinions from fellow passengers. Unlike other cruise communities, Cruiseline.com guarantees the authenticity of thousands of verified reviews, and uses member opinions to rank the best cruises, ships and itineraries. The site also partners with top publishers such as *US News & World Report* to bring simplified search and verified cruise reviews to their audiences.

In addition, Cruiseline.com develops and powers Ship Mate Cruise App, the largest mobile app for cruisers with over one million downloads. Ship Mate gets travelers excited for their cruise by providing a forum to meet others on their cruise, learning about and tracking their ship, and sharing photos with the community. For more information and to join the conversation, visit: [www.Cruiseline.com](http://www.Cruiseline.com) and [www.ShipMateApp.com](http://www.ShipMateApp.com).

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