



WHERE EXTRAORDINARY HAPPENS

## Royal Caribbean's Royal Makeover Competition: Terms and Conditions

*By entering this competition, you agree to the following terms and conditions.*

The competition will run from 9am GMT on June 1, 2017 (the "Opening Date") to midnight GMT on August 3, 2017 (the "Closing Date") inclusive.

### 1. THE PROMOTERS

The promoters are:

- a. **RCL CRUISES LTD** (described below as RCL) of Building 3, The Heights, Brooklands, Weybridge, Surrey, KT13 0NY, who will be administering the prizes;
- b. **TTG Media Ltd** of Friars House, 180 Blackfriars Road, London, SE1 8EZ, who will be administering the competition.

### 2. THE PRIZES

2.1 The prizes are:

#### (a) The Main Prize:

- The overall winning agency will receive a store refit to a maximum budget of up to £20,000, which includes design and consultation costs as well as any furniture, fittings, labour, technology etc. The project will not include any structural changes to the store, but might include furniture, lighting, changes to layout, painting, wall decorations/murals, window creative, brochure display, carpets, and accessories. The new store will incorporate Royal Caribbean branding. All to be agreed in advance with the Promoter.
- The Main Prize winner will also receive support to hold a launch party at your newly refurbished travel agency to take place in late December 2017 (date TBD). RCL and TTG will both send a representative to attend the party, and RCL will fund refreshments (canapés, wine etc) to the value of £1,000 GBP (or EUR equivalent at prevailing currency exchange rate). TTG and RCL can assist you in contacting local media to attend, if desired. RCL will also provide a cruise to be offered as a giveaway.
- The cruise giveaway (for your customers) supplied by RCL will consist of a Royal Caribbean cruise for two persons. The cruise will be the inaugural sailing of our newly refurbished Independence of the Seas departing from Southampton (date TBD), to include return regional flights or transfers if required. Sailing includes Interior or Ocean View stateroom accommodation (room choice at discretion of RCL), all meals and most entertainment onboard the ship (excludes speciality dining), taxes and

gratuities. Prize excludes drinks whilst on board, personal expenses (i.e. laundry etc), shore excursions and travel insurance.

### **(b) The two runners up prizes**

Two lucky travel agencies will each win a bespoke point of sale kit each, up to the value of £1,000 GBP. Content of kits to be advised by Royal Caribbean.

### **(c) Shortlisted agencies**

Plus, the five agencies that are shortlisted after the first round will be invited to attend the TTG Travel Awards on September 18, 2017 as a guest of Royal Caribbean (two attendees per agency) with a travel and accommodation allowance of £200 GBP per person. The TTG awards presentation will take place in the iconic Lyceum Theatre in London, followed by an after-party just a short walk away at the beautiful Savoy hotel.

**2.2** Unless otherwise agreed, runners up prizes will be sent out by courier within 30 days of announcement to the address provided on your entry form.

**2.3** RCL will make all reasonable efforts to contact the winners within seven days of the Announcement Dates. If the winners cannot be contacted or are not available, or have not made contact in order to claim their prize within seven days of being notified that they have won, the Promoter reserves the right to offer the prize to the next highest placed entrant in the final round.

**2.4** The winner of the Main Prize agrees that it will:

- a. Work with RCL and the appointed building contractor to prepare a comprehensive design plan for the office refurbishment as requested by RCL and the building contractor;
- b. Submit a design plan to RCL after working with the appointed RCL building contractor within eight weeks of the winner being notified;
- c. Ensure that the final design plan is agreed in writing by RCL;

**2.5** The prize fulfilment of the Main Prize will be carried out by a contractor who will be chosen at Royal Caribbean's discretion to carry out the works to the travel agency store (the Supplier). RCL reserves the right to replace the prize with an alternative prize of equal or higher value if circumstances beyond RCL's control make it necessary to do so.

**2.6** The Promoters do not accept any responsibility if you are not able to take up the prize.

**2.7** The prizes are not negotiable or transferable.

**2.8** The prize may not be claimed by a third party on the winner's behalf. Only the owner of the travel agency can claim a prize, irrespective of whether an employee entered the competition on the owner's behalf.

### 3. THE COMPETITION

**3.1** There will be two stages of judging. In **Stage 1**, travel agencies will be invited to use their creativity to submit a hypothetical design for an "Extraordinary store", using their own choice of media. Entries will be submitted online (for digital entries) or posted to TTG Media at Friars House, 160 Blackfriars Road, London SE1 8EZ (for models/hard copies). Hopeful agencies must also complete all of the details and questions on the online submission form in order to be considered. The online submission form can be found here: [ttgmedia.com/royalmakeover](http://ttgmedia.com/royalmakeover)

TTG and RCL will meet on August 14 to decide a shortlist of the five best entries. They will give a mark out of 10 to each entry, according to the level of thought, creativity, effort and innovation that has been made. The five shortlisted entries will be notified by email and announced in TTG magazine on August 24, 2017. The five shortlisted agencies will then be invited to the second round of judging. All five shortlisted agencies will be invited to attend the TTG Travel Awards on September 18 as a guest of Royal Caribbean as described above.

In **Stage 2**, representatives from each of the five shortlisted agencies must be available for an interview session lasting up to an hour with a panel of TTG and RCL representatives plus one independent judge. The interview will take place on Thursday September 7, 2017 in London at TTG Media at Friars House, 160 Blackfriars Road, London SE1 8EZ. Travel and accommodation for shortlisted agencies to be arranged and provided by Royal Caribbean. A Skype interview option will be allowed should the representatives from the shortlisted agencies not be able to attend in person.

Here, judges will ask questions to ascertain how keen and able each finalist is to really maximise their win should they be chosen. Each finalist will be asked to present their new store idea and describe each new feature they will want to see in their new store. They will be asked to describe who each feature will be beneficial to increase their business, develop new business and where possible, involve the local communities. Scores out of 10 will be given based on:

- Quality and content of presentation (max 5 points);
- Discussion concerning how their design idea will maximize their business (max 5 points)

The winner of the Main Prize will be the entrant with the highest number of points out of a maximum total of 10 points and the two runners up will be those with next highest points accrued.

The runners up and the Main Prize winner will be announced on stage at the TTG Awards ceremony on Monday September 18, 2017 and in TTG magazine on September 21, 2017.

## 4. HOW TO ENTER

**4.1** To enter the competition agencies must submit the information required on the entry form that can be found at [ttgmedia.com/royalmakeover](http://ttgmedia.com/royalmakeover) as well as submitting the following:

- a. A physical and/or digital representation of how you would makeover your agency to become an "Extraordinary store", in order to wow your local market and boost your sales. How would you create a comfortable, exciting, unique space that would attract passers-by, start conversations and inspire bookings – for cruise holidays as well as more generally?

We want you to be creative and think as big as possible, and designs do not necessarily need to be affordable or technically feasible.

Entries will be scored on the creativity and effort that has gone into the design. You might take some inspiration from the design and features onboard Royal Caribbean's own ships. Designs can be submitted in any form you think appropriate to convey your ideas, which might include a sketch, a collage, a model made of cardboard/plasticine/matchsticks, a computer-generated image, a video describing your sketch etc.

If you are submitting photographs/sketches/CGIs, these can be uploaded as JPG, PDF or PNG files on the online entry form.

Models/collages/anything more physical can be sent to TTG's office, or if it won't travel well, please photograph it against a well-lit white background and upload it to the entry form.

- b. Your agency contact details and whether consultants are members of Club Royal.
- c. At least three digital photographs of your store as it is now, and how big it is (square footage and layout).

All entries should be submitted before midnight on the Closing Date. All competition entries received after the Closing Date are automatically disqualified.

**4.2** No purchase necessary and there is no charge to register for use of the website

**4.3** The Promoters will **not** accept:

- a. Responsibility for entries that are lost, mislaid, damaged or delayed in transit, regardless of cause, including, for example, as a result of any postal failure, equipment failure, technical malfunction, systems, satellite, network, server, computer hardware or software failure of any kind;
- b. Proof of posting or transmission as proof of receipt of entry to the competition.

**4.4** By submitting a competition entry, you are agreeing to be bound by these terms and conditions.

## **5. ELIGIBILITY TO ENTER**

**5.1** In order to be in with a chance of winning one of the prizes available, entrants must:

- a. Be an independent travel agency, which for the purposes of this competition means a standalone single high street store, or one high street store from an agency group that has no more than 15 stores in the UK and Republic of Ireland. Only one entry per high street store. In the event of multiple entries, only the first entry will be counted;
- b. Ensure that branch managers within an agency chain seek full approval from their company director to enter the competition and accept the store makeover prize if successful. An employee may enter on behalf of the manager but only managers will be able to claim any prize allocated;
- c. Employ at least one Club Royal Member at the time of entering the competition (you may join Club Royal by following the instructions here: [myclubroyal.co.uk](http://myclubroyal.co.uk));
- d. Own the freehold to the store or have written permission from the landlord to make refurbishment changes (written permission should be submitted with your entry where possible, if this is not possible such permission or evidence will need to be provided before midnight on Thursday August 10, 2017);
- e. Be able to provide access to Royal Caribbean and/or TTG to the store so that they can assess the store with the construction company;
- f. Provide access to the contractors to carry out the works. There may be some disruption to the daily work routine and the winning agency may need to be able to close the store for at least two to three full nights in the month of November or December 2017 whilst the makeover is carried out by the contractors; we will ensure that best efforts are made to keep disruption to a minimum and will work with the winner in this regard.

Failure to comply with any of these rules will result in disqualification.

**5.2** Subject to the above, the competition is only open to all residents in the UK and the Republic of Ireland aged 18 years or over, **except**:

- a. Employees of the Promoters or their holding or subsidiary companies;
- b. Employees of agents or suppliers of the Promoters or their holding or subsidiary companies, who are professionally connected with the competition or its administration;
- c. Members of the immediate families or households of (a) and (b) above.

**5.3** In entering the competition, you confirm that you are eligible to do so and eligible to claim any prize you may win. The Promoters may require you to provide proof that you are eligible to enter the competition.

**5.3** The Promoters will not accept competition entries that are:

- a. Automatically generated by a computer;

- b. Completed by third parties or in bulk;
- c. Illegible, have been altered, reconstructed, forged or tampered with;
- d. incomplete

**5.4** There is a limit of one entry to the competition per travel agency store.

**5.5** The Promoters reserve all rights to disqualify you if you cannot meet the entry requirements or eligibility requirements or if your conduct is contrary to the spirit or intention of the prize competition.

**5.6** Competition entries cannot be returned.

The decision of the judges nominated by the Promoters is final and no correspondence or discussion will be entered into.

The Promoters will send the name and county of the winner to anyone who writes within one month after the Closing Date of the competition requesting details of the winner and who encloses a self-addressed envelope to the address of TTG set out above.

## **6. LIMITATION OF LIABILITY**

Insofar as is permitted by law, the Promoter, its agents or distributors will not in any circumstances be responsible or liable to compensate the winner or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the prize except where it is caused by the negligence of the Promoter, its agents or distributors or that of their employees. Your statutory rights are not affected.

## **7. OWNERSHIP OF COMPETITION ENTRIES AND INTELLECTUAL PROPERTY RIGHTS**

**7.1** The entrants grant the Promoters and their subsidiaries a worldwide, irrevocable and royalty free license in perpetuity to use and adapt any submitted competition materials as they see fit in the promotion of their legitimate business activities for the duration of the competition and a period of 12 months thereafter. In addition, the agencies which win either the Main Prize or runners up prizes will be featured in further editorial pieces in TTG magazine and agree to be photographed, interviewed and filmed as the Promoters see fit for a period of up to 12 months after their win is announced. They grant the Promoters the same worldwide, irrevocable and royalty free license in perpetuity to use and adapt any of this content.

**7.2** By submitting your competition entry and any accompanying material, you agree to waive all moral rights, in and to your competition entry and otherwise arising in connection with your entry to which you may now or at any time in the future be entitled under the Copyright, Designs and Patents Act 1988 as amended from time to time and under all similar legislation from time to time in force anywhere in the world.

**7.3** You agree that the Promoters may, but are not required to, make your entry materials available on their websites ttgmedia.com and cruisingpower.co.uk in the future, and in connection with any publicity of the competition. You agree to grant the Promoters a non-exclusive, worldwide, irrevocable licence, for the full period of any intellectual property rights in the competition entry and any accompanying materials, to use, display, publish, transmit, copy, edit, alter, store, re-format and sub-licence the competition entry and any accompanying materials for such purposes.

## **8. DATA PROTECTION AND PUBLICITY**

**8.1** Entrants agree that the Promoter may use the agency name and address/location to announce the winners of this competition and for any other reasonable and related promotional purposes. Names of some or all of the agency's employees may also be used.

**8.2** Entrants further agree to participate in any reasonable publicity required by the Promoters. This may include social media mentions, editorial mentions in TTG magazine and on ttgmedia.com, video content created at the store-launch and hosted on ttgmedia.com.

**8.3** By entering the competition, you agree that any personal information provided by you with the competition entry may be held and used only by the Promoters or its agents and suppliers to administer the competition.

## **9. GENERAL**

**9.1** If there is any reason to believe that there has been a breach of these terms and conditions, the Promoters may, at its sole discretion, reserve the right to exclude you from participating in the competition.

**9.2** The Promoters reserve the right to hold void, suspend, cancel, or amend the prize competition where it becomes necessary to do so.

**9.3** These terms and conditions shall be governed by English law, and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales.

**01.06.17**