



Black Friday and Cyber Monday Event

Starts: Wednesday, November 12, 2025

Ends: Monday, December 8, 2025

Cunard's Black Friday and Cyber Monday Event will offer fares from \$899 (USD, taxes and fees included), up to 40% off the launch fares, Onboard Credit, and 50% reduced deposit, across 145 voyages including:

- 2026 Alaska, Canada New England, Caribbean, Northern Europe, Mediterranean, Panama Canal, Transatlantic Crossings, and Segments of the World voyage.
- 2027 Caribbean, Transatlantic Crossings and Segments of the World voyage.

Additional offer for sailings on Queen Elizabeth: Guests booking Grill Suites on Queen Elizabeth will receive complimentary Hotel & Dining Service Charges.

Sale Period: The promotion starts November 12, 2025, and expires December 8, 2025.

Target Audience: This promotion is for North American guests (USA, Canada, Mexico, Puerto Rico, and Bermuda), Asia markets (excluding Japan), and GSA/ISA markets.

Product: **Available on select voyages sailing between January 2026 and April 2027.** See attached for the list of voyages.



2025 Black Friday
Cyber Monday Voya



2025 Black Friday
Cyber Monday Voya

Offer Message: **Black Friday & Cyber Monday Event**

1. Fares from \$899 (USD, taxes and fees included)
2. Up to 40% off Launch Fares
3. Onboard Credit
4. 50% reduced deposit
5. Included Hotel & Dining Service Charge for Grill Suites on Queen Elizabeth voyages

Offer applies only to the first two guests per booking.

How to Book: Guests may book through their preferred Travel Advisor, Cruise Vacation Planner, by calling (800) 728-6273, or via Cunard.com. For Asia and South

America, guests may book through their preferred Travel Advisor or the local Cunard office/representative.

**Promotional
Considerations:**

This sale is being announced via OneSource and through emails sent to Travel Advisors and consumers.

**Terms &
Conditions:**

- **New bookings only.**
- **3rd/4th Berths:** The included Hotel and Dining Service Charges in Grills Suite on Queen Elizabeth and the Onboard Credit offer does not apply to 3rd/4th berths.
- **Exclusive Occupancy:** Singles will pay the supplement of 200% in Grills and up to 200% in non-Grills.
- **GENERAL TERMS APPLICABLE TO ALL PARTS OF THE CUNARD BLACK FRIDAY & CYBER MONDAY EVENT** (collectively, "Offer[s]"): Offer is available to residents of the 50 United States/District of Columbia, Canada, Bermuda, Puerto Rico, and Mexico who are 21 years of age or older. Offers have limited availability, are for new bookings only, are only for the first two guests in a stateroom (excludes third and fourth guests), are capacity controlled (regardless of stateroom availability), are subject to change, and may not be combined with other offers or promotions (aside from those listed herein). All advertised cruise fares are inclusive of government-imposed taxes and fees. Government-imposed taxes and fees include but are not limited to any and all fees, tolls and taxes imposed by a governmental authority such as wharfage, head taxes, dockage, Panama Canal tolls, US Customs fees, immigration and naturalization fees, government inspection fees, hotel or VAT taxes as part of a land tour, air taxes, and similar government-imposed taxes and fees for the performance of the cruise. Government-imposed taxes and fees are subject to change and Cunard Line ("Cunard") reserves the right to collect any increases in effect at the time of sailing even if the fare has already been paid in full. Changes or refunds may not be permitted. Offers and their parts (if any) are not transferable, not substitutable, and not redeemable for cash. Cunard is not responsible or liable for printing or other errors. Cunard may change or revoke Offers at any time. A deposit is required for all stateroom guests, and the deposit amount varies according to the cruise length, stateroom type, and number of guests. Fares and credit amounts are all quoted in U.S. Dollars. Offers apply to new reservations booked between November 12 and December 8, 2025. **Reference promo code: RD3.** Please refer to Cunard.com/disclaimer for terms, conditions, and details that apply to all bookings and reservations.
- **Up to 40% off Launch Fare-** Savings apply to Cruise Fare portion of Launch Fares and excludes Government Taxes & Fees and Required Cruise Fees & Expenses. Discount amount is determined by voyage and stateroom category and applies to cruise fare only (excluding other cruise-related travel expenses). Offer available on select sailings and stateroom categories. Launch Fares are offering fares and may not have been in effect for the past 90 days or resulted in actual sales in all categories. Intermediate discounts may have been taken and fares may remain at discounted levels after this promotion. Offer applies to all passengers in the stateroom. Fares are subject to standard Cunard.com terms and conditions. Guests paying single occupancy supplement receive the same discount percentage. **Reference promo code: RD3.**

- **Onboard Credit Offer** – the amount of Onboard Credit (“OBC”) varies by voyage length and category booked. OBC will be applied to the guest’s folio and is awarded in the currency corresponding to the ship’s onboard currency. OBC offer does not apply to third/fourth-berth guests. Guests in single occupancy staterooms or guests paying a single occupancy supplement will receive the per-person OBC amount. OBC must be used on the single voyage it was awarded in connection with, is not redeemable for cash, cannot be used for the casino or medical center, and expires at the end of that cruise. Offer is not transferable and may not be combinable with other select offers or other onboard credits. Offer is applicable to reservations deposited by December 8, 2025. **Promotion code RD3**. Please see chart for Onboard Credit amounts given per person.

Onboard Credit Per Person	Up to 9 nights	10+ nights
Queens Grill	150	300
Princess Grill	100	200
Balcony	75	150
Oceanview	50	75
Inside	50	75

- **50% Reduced Refundable Deposit Offer** – A 12.5% reduced refundable deposit (instead of the standard 25% deposit) is required within three days of reservation for voyages less than 31 nights. For voyages 31 nights or longer, a 10% reduced refundable deposit (instead of the standard 20% deposit) is required. Bookings are subject to cancellation if the deposit amount is not received within the specified option period. Reduced deposit is not combinable with other reduced deposit offers. **Promotion code RD3**
- **Included Hotel & Dining Service Charge for Grills Suite on Queen Elizabeth**– Hotel & Dining Service Charge offer applies to select Queen Elizabeth voyages five nights or longer listed under this promotion and is based on pre-payment by Cunard of the suggested hotel and dining service charge in the amount of US\$19.00 per person per day for Grills Suite. This offer is not available for third/fourth-berth guests or any guests in the Britannia staterooms. Other onboard service charges for onboard products and services that are not part of the voyage fare such as Alternative Dining, Specialty Food Items, Drinks, Corkage Fee, Private Group Functions, and Salon and Spa Services are not covered by this offer and will automatically be charged to the guests’ onboard account. Offer is not transferable and may not combine with other offers. Offer is applicable to new bookings in Grills Suite on select Queen Elizabeth voyages included in the Black Friday & Cyber Monday Event promotion only. No cash value. Reference promo code: **RD3**.

- **Combinability:** Offer is combinable with Cruise Sales and Group amenities and counts toward TCs. Offer is not combinable with Onboard Sales programs, Grills promo ZED (gratuities and drinks package), and other select offers including past guest, negotiated, flash, interline, and travel agent rates. Offer may not combine with exclusive offers, regional offers, and negotiated rates. This promotion is subject to capacity control.
- **Air & Transfers:** The standard transfer program and Cunard CompleteAir are available on all voyages.
- **Offer Expiration:** This promotion expires on December 8, 2025.
- **Promo Code:** Black Friday Cyber Monday will use promo code **RD3**.
- **Cancellation Fees:** All voyages will incur cancellation fees upon entering final payment.

Combinability Chart:

Fare Promos	Offer	Combinable
N**	Public Offer - Campaign with Value Add	No
NL1	Standard Fare - No Value Add	No
LG1	Group Rates	No
KG5	Our Lowest Fare	No
RGT	Sailing Soon Savings	No
FEN	Net Rates - Individual Bookings	No
XXN	Group Net Rates	No
X**	Negotiated Rates	No
E**	Casino Complimentary Cabin	No
U**	Recipient-Only Offers	No
YT*	Travel Advisor	No
YI*	Interline	No

Additional Promos	Offer	Combinable
CN1	Cruise Sales	Yes
OOC	Onboard Sales	No
ZED	Grills - Included Hotel & Dining Service Charges and Drink Package	No
P**	Welcome Home	No
WZG/UZG	Evergreen Exclusive offer	No
VA*	Amex Cardholder Benefits	Yes
ZF1	Friends & Family	No
Z**	Special Offers - Past Passenger and Agency Exclusives	No
E1*	Casino % Discount off Fare + Free Play	No
DM*	Military Benefit	Yes
DS*	Shareholder Benefit	Yes
G**	Standard Group Amenities	Yes
ZJ*	CLIA Bonus Commission	Yes

Frequently Asked Questions

When does this offer start?	Wednesday, November 12, 2025
When does this offer expire?	Monday, December 8, 2025
What is the offer?	• Fares from \$899 (USD, taxes and fees included) • Up to 40% off Launch Fares • Onboard Credit • 50% reduced deposit • Queen Elizabeth Grill guests will receive complimentary Hotel & Dining Service Charge
How many voyages are on sale?	145 voyages. See the voyage list above.
What trades are on sale?	2026 Alaska, Canada New England, Caribbean, Northern Europe, Mediterranean, Panama Canal, Transatlantic Crossings, and Segments of the World voyage. 2027 Caribbean, Transatlantic Crossings and Segments of the World voyage
What voyages are 40% off?	Alaska: Q612, Q613, Q614, Q615, Q616, Q617, Q618, Q619, Q620, Q621, Q622, Q623, Q624, Q625, Q626 Transatlantic: M611P, M611Q, M611S, M611T Caribbean: M630A, M631, M631A, M633A, M634 M634A, Q701 Q607, Q607A, Q608, Q608A, Q609, Q609A, Q610, Q610A, Q610B, Q611, Q611A Panama Canal: Q626A, Q626B, Q627, Q627A World: H607
What voyages are from \$899?	Alaska: Q613, Q623, Q626 Transatlantic: M611Q, M611S, M611T, M632, M634 Caribbean: Q629, Q631, Q633, Q701 Europe: M611N, M611R, M626D, H627
How do I book this promotion?	The promo code RD3 will be on Best Buy in Polar and Polar Online.
Can this offer be booked online?	Yes. There will be a landing page with details of the offer and guests can select to book online.
Can guest share this offer	Yes.
Is this for new bookings only?	Yes.
Can guest rebook from a	Yes. Guests will have to cancel the existing booking and

different offer?	rebook under the new promotion. Incurred cancellation fees will not be waived to book into the current Black Friday and Cyber Monday Event. In addition, guests may lose any benefits/amenities from their previous offer. Note that bookings inside final payment period will incur cancellation fees.
Who can book this offer?	This offer is available to residents of the 50 United States, Canada, Puerto Rico, Mexico, Bermuda, and the District of Columbia, Asia markets (except Japan), and GSA/ISA markets. Guests may book through their preferred Travel Advisor, Cruise Vacation Planner or by calling Cunard at (800) 728-6273
Does the sale apply to certain categories?	Fare discounts have been applied across different categories. The included Hotel and Dining Service Charge offer is only available for guests booked in the Grills Suite on Queen Elizabeth sailings.
Will the fares change?	Fares are always subject to change and subject to availability.
Does this offer combine?	Yes. This offer is combinable with Cruise Sales and Group amenities and counts toward TCs but is not combinable with select offers and value-adds, including Grill's Drink Package and Included Hotel & Dining Service Charges (promo ZED), past guest, Onboard Sales, flash, interline, and travel agent rates. Offer may not combine with exclusive offers, regional offers, and negotiated rates.
Is the deposit refundable?	Yes
Can the deposit be transferred to a different date?	No. A new deposit must be charged for a different booking.
Can FCDs (future cruise deposits) be applied?	Yes. However, the Onboard Sales Program offers of Onboard Credit (promo OOC) will not combine with this offer. Additional Deposits may be required beyond the FCD amount.
Are thirds and fourths eligible?	Third and fourths may be booked under this promotion with a cruise fare calculated at 50% of the first and second berth guests, however, the Onboard credit and Hotel and Dining Service Charge (where applicable) will only apply to guests one and two.

Does Onboard Credit vary?

The Onboard Credit offer is applicable for the first two guests and does not apply to third/fourth berth guests. **Onboard Credit amounts vary by voyage length and category booked** (*Please reference the chart below for specific amounts*). Guests in single occupancy staterooms or guests paying a single occupancy supplement will receive the per-person OBC amount. Onboard Credit may be used on a single cruise only, is not redeemable for cash, and cannot be used for the casino or medical expenses if guests go to the onboard medical team and expire at the end of that cruise. Offer is not transferable and may not be combinable with other select offers or other onboard credits. Onboard Credit amount is quoted in U.S. dollars. Offer is applicable to reservations deposited by December 8, 2025. **Promotion code RD3.**

Onboard Credit Per Person	Up to 9 nights	10+ nights
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