

BOOK #008

The Smart Traveler's Cruise Drink Package Guide

Chapter 9 — Drink Package Strategies

Imagine checking your cruise planner a few months before sailing and noticing your drink package is on sale. Instead of purchasing at the last minute, you lock in a lower price and start your vacation knowing you've made a smart financial decision. A little planning can help you get the most value from your beverage package.

Watch for Pre-Cruise Sales

Many cruise lines offer discounts on drink packages before embarkation. Check your cruise planner regularly, especially around holiday promotions and seasonal sales. Purchasing during a sale can result in meaningful savings.

Reprice When Possible

If your cruise line allows cancellations and repurchases before sailing, monitor prices after you buy. When the package goes on sale, you may be able to cancel your original purchase and buy it again at the lower price, subject to the cruise line's policies.

Think About Your Itinerary

Sea days usually provide more opportunities to enjoy your beverage package than port days. Consider how much time you'll actually spend onboard when deciding whether a package offers good value.

Take Advantage of Every Benefit

Don't overlook included bottled water, specialty coffees, premium teas, fresh juices, and mocktails. Using all of the package benefits—not just alcoholic beverages—can significantly increase its value.

Ask Before You Buy

If you're uncertain which package is best, ask your travel advisor to walk through the options with you. A few minutes of personalized guidance can help you avoid unnecessary spending.

Aimee's Insider Tip

I encourage my clients to purchase drink packages only when the numbers make sense—and to keep watching for sales afterward. A few minutes spent checking prices can sometimes save enough to pay for a nice shore excursion or specialty dinner.