

## Accompanying notes

### NEW-TO-SELLING CRUISE CRUISE ESSENTIALS

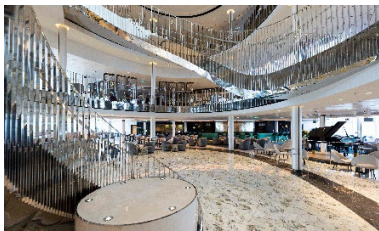
In this video, Andy Harmer talks us through the experience your guests can expect on their next cruise holiday.

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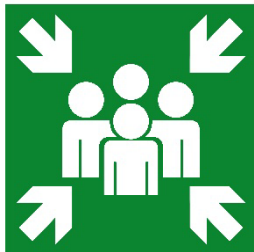
#### Check-in

- Guests will often be asked to provide key information (e.g. Passport details) before arrival at the port, often via an App or the cruise line website
- All guests must pass through airport-style Security on arrival
- Guests must show their Passport and present their cruise documentation to the Check-in agent to be issued their Cruise card (which allows access to the ship, often acts as their room key and is used to pay for items onboard, acting as an onboard account card)



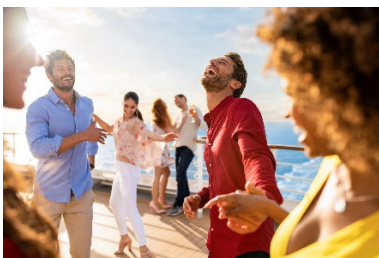
#### Embarkation

- Boarding generally starts around midday, however this can vary and/or be staggered throughout the afternoon
- Access to Staterooms (bedrooms) are generally available from a little later in the afternoon



#### Muster Drill

- All cruise lines are required by maritime law to conduct a Muster Drill at the start of the cruise
- This is so that all guests are aware of what to do, where to go, and basic instructions to follow, in the case of an emergency
- Often this can be completed on a mobile App or by watching a recorded version on your in-stateroom TV, however it is usually mandatory to physically visit your designated Muster station which may be in some of the public areas onboard



#### Sailaway

- This is when your ship leaves the departure port
  - Traditionally this is about 4 or 5pm, however timings will vary by itinerary
  - Many guests like to be on deck to celebrate the departure, and the start of the cruise holiday, at a Sailaway Party
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## Dining

There are vast numbers of dining options onboard a cruise ship, but broadly they can be broken down into 4 main sections:

- **Main Dining Room** – included in the cruise fare
- **Lido / Buffet** – less formal dining, long opening hours and included in the cruise fare
- **Café / outlet style** – as it sounds, and usually included in the cruise fare
- **Speciality or themed venues** – these can be smaller dining spaces, often themed, and with a different menu. These often incur an additional cost, usually a per head supplement



## Evenings onboard

Very similar to a night out on any holiday, cruise ships come to life in the evening with something for everyone. Note the variety of options will vary, and are often more plentiful when on a larger ship:

- Multiple venue options for Pre-Dinner Drinks
- Multiple Dinner venues
- Evening entertainment, whether Theatre shows / Comedy clubs / Musicians and performers
- Bars and Clubs remain open into the early hours



## Port Calls

- The ship is docked at a port of call for the majority of the day, usually from early morning to late afternoon
- This offers the opportunity for guests to explore a fantastic destination, and Shore Excursions are bookable through the cruise line
- Independent exploration in the destination is also possible



## Sea Days

- These are days when the ship has no port of call and continues to sail towards the next port call across the full day
  - There is a full day of planned activities available should the guest wish, or the day can be spent relaxing in the spa, round the pool, or at multiple shipboard venues
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## Disembarkation

- This is the final day of the cruise and guests are asked to leave the ship after they have enjoyed breakfast
  - This is also a changeover day, as the ship prepares to welcome new guests later that same day
  - This is often the time your guests will start thinking about their next cruise holiday – so don't forget to follow up with them in this period when the holiday is still firmly in their mind
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