

NEW-TO-SELLING CRUISE PROMOTIONS AND PRICING

In this video, Andy talks with Shane Riley (Virgin Voyages) and Carly Perkins (Seabourn) about some of the most frequently seen promos or incentives to keep an eye out for.



Shane Riley
Virgin Voyages



Carly Perkins
Seabourn

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- Why do cruise lines have promotions?**
- To attract yet-to-cruise customers
 - To explain the value of a cruise holiday
 - To kick-start the sales on new voyages that may be on sale up to 3 years in advance. This helps the cruise line to understand which itineraries are most popular with their guests

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- Is there a best time of year to book?**
- **“WAVE period” / aka “Peaks”** (end-December through mid-March)
 - **September**
 - **Black Friday** (starting the Friday after the US Thanksgiving in Nov)
 - Offers will be shared at many different times across the year

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- What are the main types of offers?**
- **Money off**
 - **Complimentary airfare (flights)**
 - **Onboard credit** – free spending money to spend on the ships
 - **Upgrades** – e.g. book a certain type of stateroom, but get “upgraded” to a higher level of stateroom
 - **Added inclusivity** – e.g. from a basic to a premium package

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- Top Tips**
- **Book as early in advance as possible** – This offers your customer the greatest choice of stateroom and voyage dates, safe in the knowledge that if a new offer comes online, the cruise line will often honour this. Booking early can also be especially beneficial financially when booking a fly-cruise due to the increasing cost of airfare
 - **Ask the cruise line if you’re unsure of anything** – they all have great Sales Teams / Call Centres / Support networks who can assist

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- Travel Agent Benefits & Incentives**
- CLIA cruise lines and river cruise operators work to make sure the agents selling the brand have completed their learning programmes, visited or experienced the product, and understand the brand
 - Agents may be offered vouchers & or credits as reward for bookings on particular sailings
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