



Welcome to the **CRUISE OPPORTUNITY**

The cruise industry is one of those travel sectors that is always evolving and innovating. It has done so since the early days of classic liners sailing across the Atlantic; but that pace of evolution seems to have accelerated in recent years. Much of that is down to shipbuilding and design, but much is also down to how the interests of holidaymakers have changed, and enabled the cruise industry to respond with ships, entertainment, itineraries and experiences that appeal to a really wide variety of holidaymakers.

As a result, the vast majority of holidaymakers who haven't yet taken a cruise are willing to try one. This is the 'cruise opportunity'. Switching currently non-cruisers to try a cruise for the first time.

Don't forget - Of course, those people who have cruised before are really important too – but we know for a fact that once they have taken a cruise, they are overwhelmingly likely to book again thanks to the incredible cruise holiday they have just enjoyed.

The size of the 'cruise opportunity' is eye-watering

Currently only around 1 in 10 of all package holidays taken is a cruise – that means the potential is to switch those remaining 9 in 10 to take their first one. Given that the 1 in 10 already accounts for around 2 million Brits each year – the 'cruise opportunity' is vast.

It helps to understand why people love to cruise, and research tells us there are 4 main reasons

- incredible service onboard
- wonderful destinations to visit
- the range of onboard and ashore experiences available
- the great value for money a cruise holiday offers

If those are the reason why so many people return to cruise, then maybe it suggests that these should be the focus of our conversations to customers who may have never even considered that a cruise is for them. Explaining the level of service, the amazing destinations, talking through those experiences on offer onboard and ashore, and of course reiterating the incredible value for money cruise offers.

As cruise sellers we have one big advantage when offering a cruise – that there is a cruise for everyone

The range of cruise lines available, and the diversity of offering across all ships and itineraries, allows us to really match the right customer to the right cruise because there is a cruise to match everyone! It is simply true that not all holidaymakers are yet aware of the opportunity.

And that range of cruise experience is wider than ever. Those choices include small luxury yachts, river cruising in the heart of Europe, large resort style ships, and exploring some of the remotest places on the Earth.... And everything in between.

The journey to get new holidaymakers to try a cruise starts with knowing your customers and knowing what is possible – and then taking time to explain the amazing 'cruise opportunity'.



10 Top Tips to embrace the CRUISE OPPORTUNITY



Dedicate some time each day or each week to keep up to date with everything that is happening in cruise - It could be that a new ship, or experience or destination will be exactly the 'story' you need to talk to your customers.



Destination knowledge is key

There is a whole series of 24 Destination Factsheets on the CLIA website, plus lots of training and Itinerary Factsheets – why not set a goal to spend a certain amount of time each week just to focus on destinations.



Why not identify certain types of customers who may book other holidays with you, and target them with appropriate cruise alternatives? For example identify families and share details of family cruise options with them? Or how about your luxury buyers or even your city break / touring customers for whom a cruise would be a perfect fit?



Engage!

CLIA and all member cruise lines offer a full range of resources, events, webinars and ship visits – there is even a handy list on the CLIA website. Take a look and invest some time in engaging with the wider industry whilst topping up your expertise.



Cruise lines are here to help!

They have great resources, training and in-house experts who can help top up your knowledge or even support some of your marketing initiatives. Get in touch with them!



Don't forget social media

It is a great low cost way of helping you explain the cruise experience – whether through video, photos or content you have written. Why not share your cruise holidays or ship visits on there? It all helps boost the confidence of holidaymakers to consider a cruise.



Why not focus on CLIA training to become accredited, an Ambassador or even a

Master. Not only will it help top up your knowledge, but it will also give you a talking point with your customer. Again, they will gain confidence if they know that you are not only a member of CLIA, but you are also accredited.

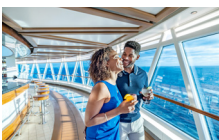


Talk cruise! This one is easy! Given that there is a cruise for everyone, do not be concerned about talking about cruise holidays to all of your customers. Share your experiences or photos with them; offer a cruise as one of the options; talk about those 4 reasons people repeat cruise – service, destinations, experiences, and value.



If you are New to Selling Cruise – don't try to learn everything about everything from

the start. Maybe focus on a handful of cruise lines and destinations to start with and then just keep learning. With almost half of all Brits cruising the Med, why not start with that destination and focus on some of the key ports and experiences available.



Don't be put off by a negative response. Maybe your customer will tell you that they don't think a cruise is right for them. But maybe that is based on an old perception of what type of cruise is available or what the experience is like. Feel confident enough to explain the choice available and the modern day experience. They may become ardent cruisers!