

A large, white, stylized ampersand logo is positioned on the left side of the slide, partially overlapping the text. It is a thick, modern font.

**CRUISE READY WORKSHOP
2022**

CLAIRE NUTHALL

Abercrombie & Kent

A large, stylized white ampersand graphic is positioned on the left side of the slide, partially overlapping the main text. It is rendered in a clean, modern font style.

AKORN DESTINATION MANAGEMENT

Abercrombie & Kent

60 Offices in 25 Countries



Current Cruise Portfolio



- SEABOURN
- THE WORLD
- PRINCESS
- P&O AUSTRALIA
- HOLLAND AMERICA LINE
- SEABOURN
- CARNIVAL CRUISE LINE
- CARNIVAL UK (P&O and CUNARD)
- AIDA
- ROYAL CARIBBEAN INTERNATIONAL
- CELEBRITY CRUISES
- PONANT
- NORWEGIAN CRUISE LINE - Turnarounds

Cruise ship types

- Not all cruise ships are the same, there are some very important differences distinguishing the brands.



- Contemporary (3 star), Premium (4 star) and Luxury (5 star plus)

Traveller Profile

- Mix of nationalities
- Well travelled
- Affluent, sophisticated
- Increasingly more active
- Often repeat passengers



The Australian Cruise Passenger

- Will constantly compare with on line product
- Happy to go off on their own
- May feel that they already 'know' the area
- But they **will** purchase if the product is right



60 is the new 40



New Customer Trends



- 30–55 year old
- Couples and groups of friends (with and without their kids)
- Interested in domestic destinations
- Value food and wine and connecting socially
- Time poor and looking for short breaks

Today's Traveller

Traditional Values

- Bigger cars / bigger roads
- High life, parties
- Full agenda, hyper-activity
- Jet set
- Fast forward
- Artificial islands
- Advantages, raking it in
- Manolo Blahnik

New Values

- No traffic
- Cooking and reading
- Plenty of time
- Get to
- Slow down
- Unspoilt nature
- Fairness
- Barefoot

Shore Excursion Trends

- Challenging times with less guests taking tours
- Guests doing their own thing, Domestic market challenges
- Cost conscious, looking for a bargain
- Cruise lines pre cruise and on-board marketing/information is very important as they have the power to steer the guests decisions

“I want to experience something that I will always want to tell”

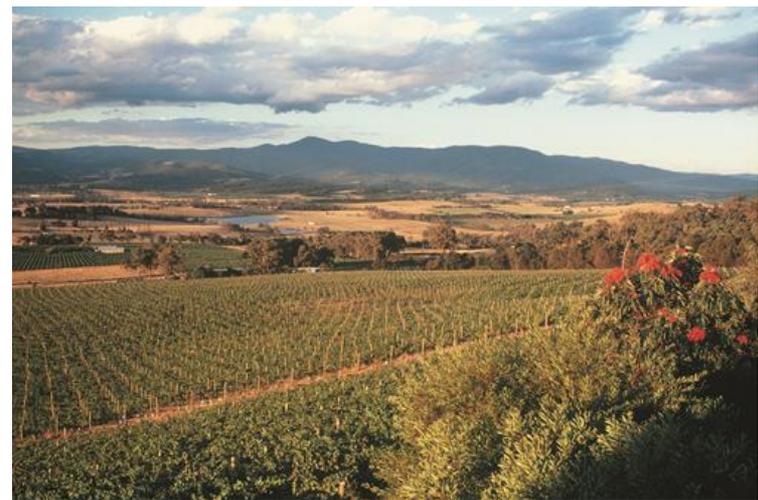
- No one can relate a similar experience
- No interest in pre-packaged offerings
- Customisation and flexibility is the key
- Total confidence in independence
- Comfort is paramount
- Work hard and want ‘hassle-free’ holiday

Choices





Time, Attentiveness, Peace & Space are the new luxury goods



... New Travel





Exclusive Access



Tour Content

- City sights, local history
- Active / Interactive Itineraries
- Soft Adventure
- Local Gourmet Specialities
- Educational
- Volunteerism / Giving Back



City Sights & History

- Visits to attractions
- Guided tours with local identities
- Must be different than what can be sourced independently



Active / Interactive & Soft Adventure

- City & bush walks
- Cycling
- Sailing
- Motorcycle tours
- Fishing
- 4WD



Gourmet Tours

- Market visits with tastings
- Getting to meet boutique producers
- Organic suppliers
- Cooking classes with profiled chefs
- Local / country specialties



Educational Tours

- Eco & environmental tours
- Farm tours
- Tours built around local industries
- Wildlife tours in their natural habitat
- These need to be authentic and not manufactured

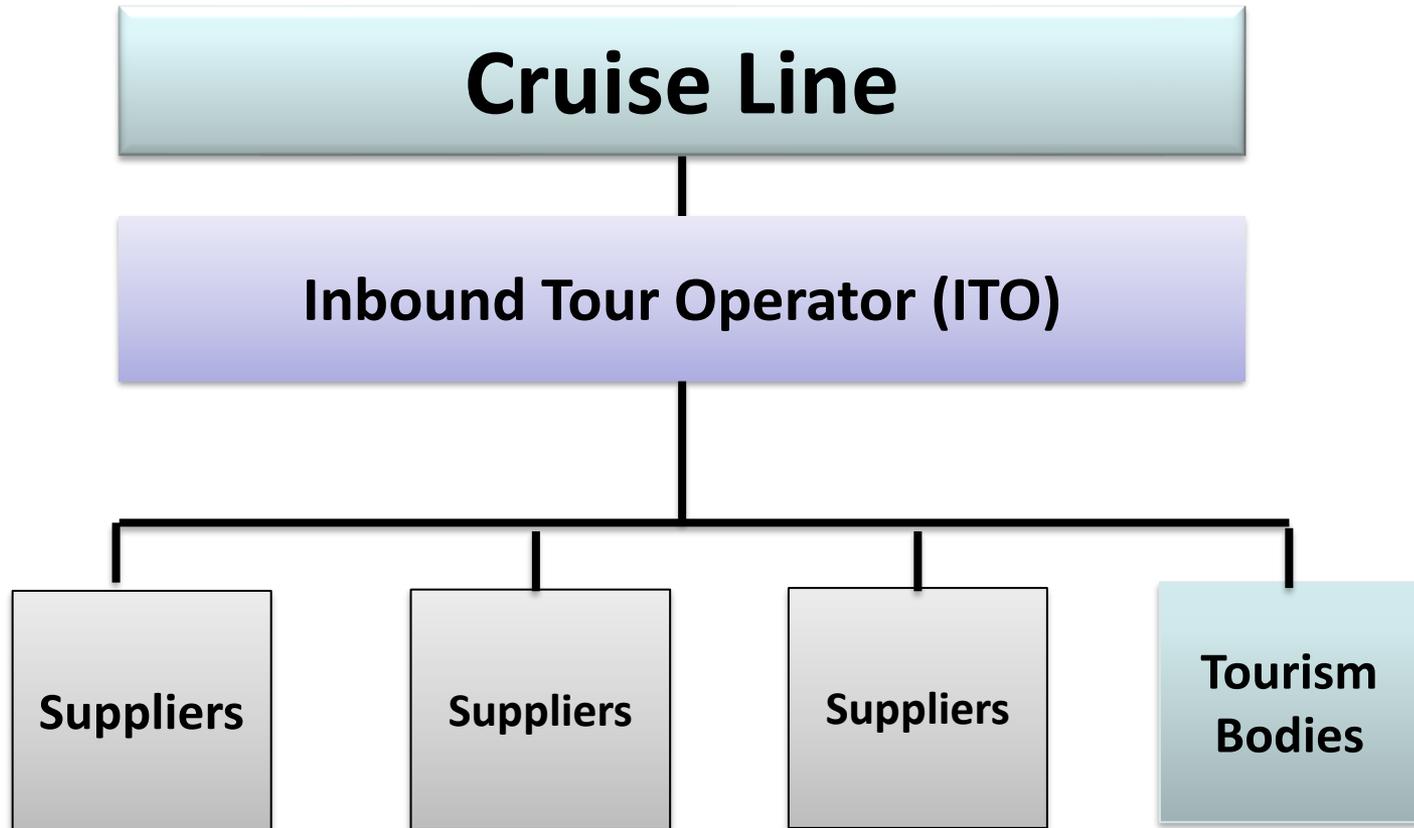


Giving Back - Volunteerism

- You care – we care
- Hands on participation
- Community projects
- Sustainability



Who's Who In Cruise



Why Don't The Cruise Lines Come Direct To Suppliers?

- **Too busy**
- **Too far away**
- **Coordination**
 - Cruise lines require a tour operator who is in overall control of shore excursion being offered in that port



Product Fit

- Accessibility
 - Vehicle access, parking
 - Wheelchair access
 - Steps/stairs/uneven ground
- Duration of visit
 - Ideally, between 30 minutes and 2 hours
- Distance from port
 - Maximum travelling time from port to venue 2 hrs
- Uniqueness
 - Specific to region

Product Fit

- Facilities for groups
 - Catering, restrooms, seating
 - Guides/hosts
- Flexibility
 - Can you tailor your product
 - Late changes
 - Extended trading hours
 - Deposit requirements
- Quality
 - Be realistic
 - These are demanding clientele

Packaging your product

- Be creative
- Who can you join with to create a unique product?
- Let us package it for you



Brand Product Matching is Paramount

- The right product must be matched with the right cruise line



Benefits of getting it right

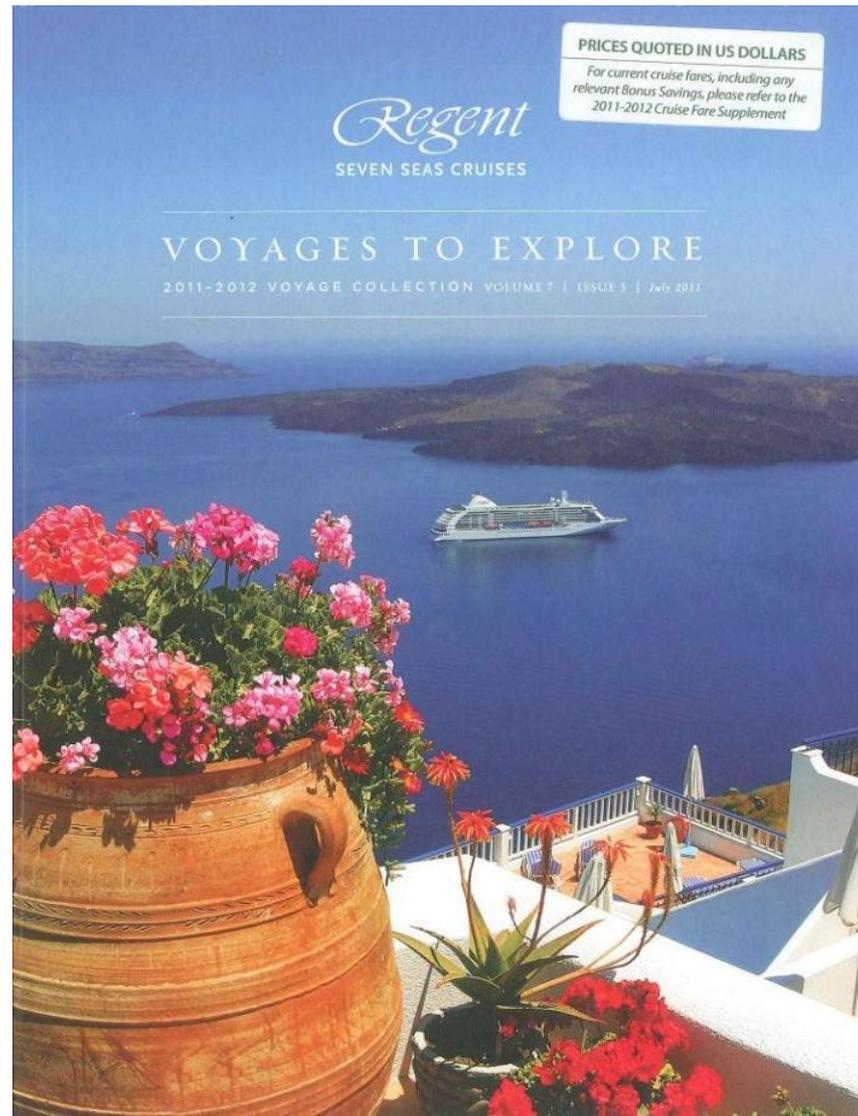
- Positive Social Media, word of Mouth, cruise critic, twitter
- Benefits your town and region as a destination and your business
- Profit and exposure
- Marketing from the ships and cruise company

How can you get involved?

- Contact ITO – send information about your product, request a meeting with the ITO to present your product info, invite ITOs to come and inspect the product
- Be aware of the time frames involved



What Happens Once You Are In The Programme?



Booking Shorex



[OFFERS VIA EMAIL](#) • [ORDER A BROCHURE](#) • [REQUEST A CALL](#) • [FIND A TRAVEL AGENT](#) • [REGISTER](#) • [AUSTRALIA](#)



CONTACT US
at 02 9265 7100

[FIND A
CRUISE](#)

[THE REGENT
EXPERIENCE](#)

[FREE UNLIMITED
SHORE EXCURSIONS](#)

[OUR
SHIPS](#)

[WORLDWIDE
DESTINATIONS](#)

[SPECIAL
OFFERS](#)

[SEVEN SEAS
SOCIETY](#)

[MY
ACCOUNT](#)

MY ACCOUNT



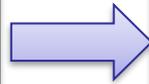
Welcome to the My Account portion of the Regent website. Creating an account will allow you to:

- Save future cruises of interest
- Receive information, special offers and news updates
- Reserve shore excursions, make dining reservations, complete your Guest Registration Form and more
- Review your past and current cruise reservations

What happens next?

Internet Bookings handed over to ship who take control

Shorex Manager takes full control 5-14 days out.



Shorex Manager liaises with ITO on further progress

Ongoing

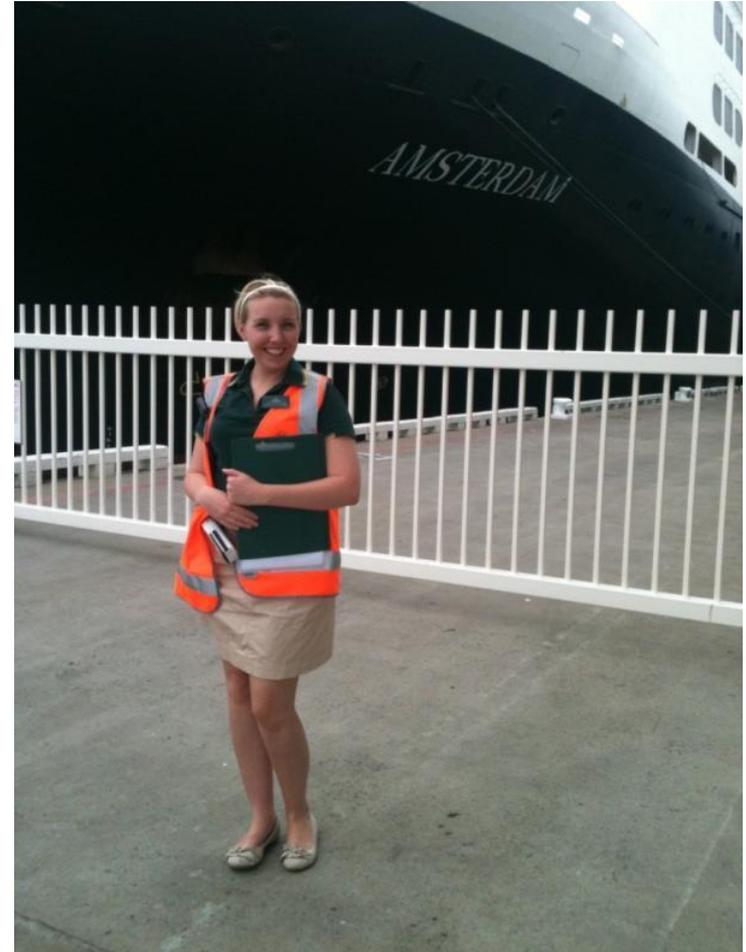


Guests continue to book and cancel tours

Up to 24 hours prior to arrival.

Working with the ITO

- Be flexible
- Communicate clearly on what is possible and what is not possible
- Be responsive
- 24 hour availability



What if your product does not fit?

- Not everyone has a product that is suitable for group sightseeing
- Not everyone on the ship wants to take a group sightseeing excursion



Other Ways to Be Involved

- There is a market for small group tours
- Private tours are a big part of any port visit
- Independent travellers
- Crew



Things To Consider

- Insurance / Audits
- Ship late arrival
- Ship departure times
- Security requirements
- Pricing



SUMMARY

- Different markets for the different cruise lines
- Different nationalities
- Keep evolving, be flexible
- It's all about the experience
- Work with the ITO to win the business



Quality requirements

- **12 points of Seabourn Hospitality**
- Always practice the four steps of service
 - Offer a warm and sincere greeting
 - Anticipate guests' needs
 - Listen carefully to guests' requests and fulfill them promptly.
 - Give a pleasant Farwell
- Address guests by name
- If you receive a guest complaint take ownership to resolve and ensure guest satisfaction.
- Never say “no” offer a suitable alternative.
- Always remember the importance of teamwork and service to co-workers
- Communicate guest comments and suggestions to management
- Be knowledgeable of events and activities (times, location)
- Don't be afraid to make a mistake.
- Embrace the positive side of change
- Be a “Seabourn Ambassador” ashore
- Treat the company's property with respect and care
- Have fun.



Thank You

Claire Nuthall

0437 096 550

cnuthall@akorndmc.com

Abercrombie & Kent