



Sponsorship and Experiential Marketing Platform

Sponsorship of the CRUISE Shows present companies with a unique three dimensional media platform to connect with an affluent and influential consumer audience. The shows are supported by a multi-media marketing, advertising and promotional campaign that reaches millions of ABC1 consumers and three UK events collectively targeting up to 50,000 visitors.

The CRUISE Shows offer companies an exceptional opportunity to position their brands and products alongside the world's leading cruise operators at an impressionable, high calibre exhibition. You don't have to be in the travel industry to benefit from being involved with the CRUISE Shows - if it is high quality, discerning consumers that you wish to engage with, then our team will work with you to develop the perfect sponsorship platform to meet your objectives.

Event Media

- Interact face to face with existing and potential new clients in an engaging environment
- Take advantage of valuable pre-show brand awareness and association of an exciting leisure and holiday trend
- Secure valuable media coverage through promotional and competitions
- Capture valuable marketing and sales data prior to, at show and post show
- Permission based interaction with a targeted audience: no email bounce backs, cold calling or telephone calls
- Bring your business to life, this is your opportunity to showcase your products and demonstrate your services in a live environment
- Brand awareness and exposure matters, make sure it is your company that is front-of-mind and your competitors

Great show for Seabourn with good exposure and high levels of consumers booking. Very pleased - and happy to be involved again
Seabourn

Clearly it was a great success overall
Royal Caribbean Cruise Line

Excellent show with ideal potential guests and a great return for us
Regent Seven Seas Cruises

We were very pleased with the amount of bookings that we took over the two days and indeed the show proved to be the highest revenue generated from a consumer show for us
Fred. Olsen Cruise Lines

The show was a great success and the numbers were surprisingly high
SAGA Cruises

It was certainly a good show for us and we got our return on investment which is always the priority

Cruise & Maritime Voyages

Mega successful show at the weekend - excellent quality clients, non-stop bookings on the day

Viking River Cruises

I was pleasantly surprised by the number of visitors, amazed actually, in recent years I've seldom said that for a holiday show!

Shearings

We have already seen a spike in hits on the Discover Cruise website

Passenger Shipping Association

Excellent attendance numbers on both Saturday and Sunday. Serious customers with intention of booking.

Star Clippers



Audience Insight

Cruise experience

New to cruise	20%
1 - 5 cruises	50%
5 or more cruises	30%

Diverse audience of both new to cruise and experienced cruisers.

Cruise Interest

Luxury Cruises	32%
Expedition Cruises	13%
Ocean Cruises	29%
Family Cruises	11%
River Cruises	15%

Visitors show an interest in range of cruise options.

Travel spend per person - per annum

£0-£1,000	3%
£1,001-£2,500	37%
£2,501-£4,000	29%
£4,401-£5,500	12%
£5,501-£7,000	9%
£7,001 and over	10%

Quality audience with high spend on travel.





Our Products

CRUISE Show website:



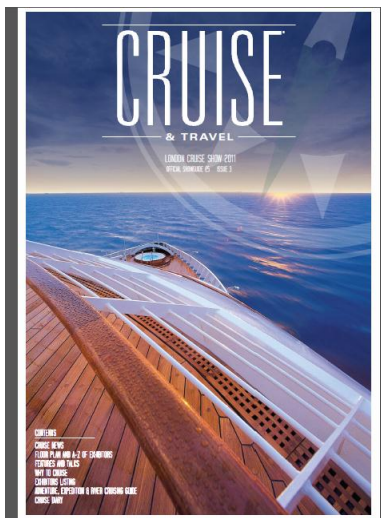
<http://www.cruisingshow.co.uk>

CRUISE Show blog:



<http://blog.cruisingshow.co.uk>

CRUISE & Travel Magazine:



CRUISE Show promotional flyers:



http://www.cruisingshow.co.uk/london/uploads/documents/SHOWGUIDE_2011.pdf



Companies We Work With

The Telegraph

travelchannel

SKY  **travel**

FOOD
TRAVEL
MAGAZINE

 **CRUISE CRITIC**
CruiseCritic.co.uk

GRAY & OSBOURN


 **CRYSTAL**
CRUISES


Fred. Olsen
Cruise Lines

PRINCESS CRUISES **ORIENT-EXPRESS**

Celebrity  Cruises®

 **Royal Caribbean**
INTERNATIONAL

 **MSC**
CRUISES


P&O CRUISES


NORWEGIAN
CRUISE LINE®


CUNARD

 **saponaqua**

 **HURTIGRUTEN**

 **SAGA** Holidays done properly


SILVERSEA

 **Carnival**®

EXPLORE!


VIKING
RIVER CRUISES
Exploring the World in Comfort®

Regent
SEVEN SEAS CRUISES

 **SEABOURN**®