

Meet and sell to a highly qualified audience looking to book their next or first ever cruise.



Image credit Thomson Cruises

The Cruise Show offers the perfect platform to showcase your cruise offering and stand out from the crowd, secure bookings and leave a lasting impression with a qualified audience of new and experienced cruisers.

“Last weekend was a success - as usual!”  
 OCEANIA CRUISES

## WHAT'S NEW THIS YEAR?

### New Event Owners

Upper Street Events is one of the UK's leading exhibition organisers with a portfolio of 21 premium consumer events. Substantial investment will revitalise the event and give exhibitors confidence in an organiser they can trust.

### New Interactive Feature Content

A refreshed appearance and brand new interactive content underpinned by extensive customer research will give the event a new look and inspire visitors to book their next holiday.

### New Event App

The brand new Cruise Show app, launched in partnership with The Daily Mail, will give a new digital element to the event and keep the cruising community engaged all year round.

### New Marketing & PR Plan

For the first time ever The Cruise Show will have a dedicated PR team, plus heavyweight investment in digital media allowing strategic targeting in acquisition of new audiences.



## WHO VISITS THE CRUISE SHOW?

### LOYAL VISITORS:

#### Seasoned Cruisers

A stable core of committed cruisers comes back to the event year after year.



- Average spend £4,800 per holiday
- Affluent and retired
- Males and females aged 60 – 74

### NEW TO CRUISE VISITORS:

#### Wealthy Couples Without Children

High-earning couples without children can afford a more expensive way of life.



- Time poor, their holidays are precious
- Seek higher quality travel services and experiences
- Senior positions of employment
- Males and females aged 25 – 55

#### Wealthy Retired

Representing 25% of the UK long haul market, generation S(ilver) make use of their affluence and retirement to take more holidays.



- 'Empty-nesters' with a sense of freedom
- High disposable income
- Males and females aged 60 – 70

#### Families

The family market travel more on average than any other consumer group.



- Nearly 44% of adults claim to bring their children and grandchildren with them when they travel
- Important and growing visitor audience
- Average of 4.5 trips annually
- Two+ children under the age of 18
- Couples aged 40 – 50

“Excellent way to talk to the representatives of each cruise line, find out about their ships and itineraries. I was inspired by cruise lines I had not previously heard of and found some great new ships and itineraries.”

TREVOR BLOFELD, SEASONED CRUISER



## Stand options & rates

### Shell scheme

£370 per m<sup>2</sup> + VAT\*

### Space only

£340 per m<sup>2</sup> + VAT\*\*

### Exhibitors also receive:

- 2x free parking slots
- Free tickets for customers
- PR and marketing support from the event's agency

\*Shell scheme stands include carpet, walling and fascia name board

\*\*Only available for stands of 12m<sup>2</sup>+

## UNSURPASSED MARKETING REACH

Extensive investment in marketing will retain loyal visitors as well as delivering a new audience for The Cruise Show exhibitors:

- New event app launched in partnership with The Daily Mail
- Support from Hills Balfour, one of the UK's leading travel representation and PR consultancies
- Considerable investment in digital media advertising targeting 'new to cruise' visitors
- Year round content campaign shared via website, email and social media channels
- Local radio advertising
- Targeted email and direct mail campaign
- The Daily Mail partnership, offering a massive national reach to key target audiences in The Mail, The Mail on Sunday, Travel Daily Mail and My Mail email newsletters

“Excellent show - generated a higher volume of sales at the show than in previous years as well as enquiries that we are confident will convert into sales.”

AVALON WATERWAYS

## Get in touch

Contact us to discuss sales, sponsorship or media enquiries.

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UPPER  
STREET  
EVENTS

Image credit Crystal Cruise Lines



[WWW.CRUISESHOW.CO.UK](http://WWW.CRUISESHOW.CO.UK)