



**LONDON**  
**CRUISE SHOW**

London Olympia, 15-16 February 2019

[cruiseshow.co.uk/london](http://cruiseshow.co.uk/london)

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



Image credit: Hapag Lloyd

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 new and experienced cruisers.

The show was a true success for us this year and we would definitely like to come back next year.

Catalan Tourist Board

## WHAT'S NEW THIS YEAR?

### More Interactive Feature Content

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

### New Expanded PR & Marketing Reach

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.

### Targeting New To Cruise Audience

A larger focus on our New To Cruise audience. Building media partnerships with travel specific publications and extensive targeting to travel enthusiasts that have not considered a cruise.



## WHO VISITS THE CRUISE SHOW?

### 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 Silver) 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

### 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

“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, CRUISER



## Stand options & rates

### Shell scheme

£300 per m<sup>2</sup> + VAT\*

### Space only

£280 per m<sup>2</sup> + VAT

### Exhibitors also receive:

- Discounted tickets for customers
- PR and marketing support from the event's agency

\*Shell scheme stands include carpet

## UNSURPASSED MARKETING REACH

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

- New media partners targeting travel enthusiasts that have not cruised
- 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

“Not really intended but we ended up booking two cruises for 2018!”

DAVID ROLFE, NEW CRUISER

“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  
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EVENTS

Image credit eWaterways



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