



CRUISE SHOW

NEC, Birmingham 10-11 September 2016

SECC, Glasgow 8-9 October 2016

Olympia, London 18-19 February 2017

cruisingshow.com

Europe's leading event for discovering a world of voyages



60,088
VISITORS
in 2015

| Ocean Cruises | River Cruises | Ultra Luxury Cruises | Family Cruises |
| Expedition & Adventure Cruises | Destinations | Small Ship Cruises |

Organised By **ESCAPE
EVENTS**

Introduction

Cruising holidays have never been so popular and as people become better-travelled, so their demand for knowledge, inspiration and insightful guidance grows ever higher. There are more types of cruise travel experiences than ever before, and the CRUISE Show showcases them in a lively, fun environment where companies can connect, engage – and most importantly – do business with visitors who are keen to gather ideas and book their next cruise adventure. By bringing together the disparate range of cruise types and destinations in this ever-growing sector, the CRUISE Show not only attracts an audience of affluent travellers, but gives cruise lines and specialist operators a stronger voice with which to speak to them.

Power of personal – in sight, in mind

In an ever increasing digital world we believe human interaction is important, and the CRUISE Show offers an upmarket environment for exhibitors to bring their brands to life. The CRUISE Show provides an incredible LIVE sales and marketing platform for exhibitors to connect and do business with thousands of perceptive visitors.

Our visitors are your NEW guests

Meeting face-to-face with the world's leading cruise lines and specialist operators presents newcomers with an unrivalled resource to burrow into the world of cruise travel. Over a quarter of visitors to the CRUISE Shows have never cruised before which is a great opportunity for the cruise industry to meet their future new guests.

Delivering the right audience for you

We are experts at creating effective promotional marketing campaigns and our shows are designed to appeal to and attract thousands of discerning consumers who visit to research, plan, and book their cruise travel experiences.

CRUISE Show Data

Over the last 9 years the CRUISE Show has established an incredible database of past and prospective new visitors who have either already attended the CRUISE Show or have registered their interest to visit. This data is one of our most effective forms of advance ticket sales.

Straightforward reasons to exhibit at the CRUISE Show

- Get face to face with thousands of discerning visitors who are ready to book their next cruise travel adventure and visit to be inspired
- See an immediate return on your investment through business generated at the show
- Generate valuable sales leads and consumer research from a relevant audience
- Get ahead of your competition and do business with new clients before they do
- Showcase your company and bring your brand to life in an upmarket sales and marketing environment



Once again the Birmingham CRUISE Show organised by Escape Events has proved a great success. The fact that so many new to cruise clients have attended is testament to the recent statistics that cruising is the fastest growing sector of the travel industry.

Oceania Cruises

It's good to see that the show continues to receive a high volume of visitors and many of them are new to cruises. We certainly noticed that and for us also a high level of new to brand, which is great.

Cunard

Celebrity Cruises are delighted to say there are a large percentage of visitors that are new to cruise at this weekend's Birmingham CRUISE Show.

Celebrity Cruises

Excellent quality with genuine interest. Sales over the 2 x days were 40% up year on year.

Viking River Cruises

Congratulations, record breaking sales for us too.

Regent Seven Seas Cruises

Great busy show, plenty of high spending customers. Bookings taken at show and enquiries to follow up. Nice to see customers coming along with intentions to book a cruise and not just collect information.

Star Clippers

It's been a great show for us and a great opportunity to meet new to cruise clients and explain the Saga brand.

Saga Holidays

Thank you for a superbly organised show.

Avalon Waterways

It was a great show for us.

Crystal Cruises

ABOUT THE ORGANISERS

We believe the LIVE platform is the most powerful of the marketing mix. No other form of marketing delivers existing and potential customers to your business and allows you to connect face-to-face.

Escape Events has been organising specialist travel exhibitions for more than 20 years. Our shows have an emphasis on generating a significant return on investment for sponsors and exhibiting partners because they are:

- Relevant
- Effective
- Highly focused
- Entertaining

The key to our success lies in combining these essential elements with passion and imagination to build a showcase that's great fun for visitors and measurably successful for sponsors and exhibitors.

Shows we have created include: The Adventure Travel Show, The CRUISE Shows, The Spa Show in association with Condé Nast, The Daily Mail Ski Show, Austravel's Australia & New Zealand Travel Shows in London, Manchester and Berlin.

CONTACT US

To discuss your involvement or to request a floor plan, please contact our team on the details below:

Martin Anslow:	Show Organiser
Chris Erasmus:	Sales & Sponsorship
Mary Briggs:	Sales & Operations
Madeleine Bayliss:	Public Relations & Marketing
Danielle Smith:	Public Relations & Marketing
Katie Burgess:	Public Relations & Marketing

Escape Events Ltd. Lower Dane, Hartlip, Kent ME9 7TE

T +44 (0)1795 844400 **F** +44 (0)1795 844862

E cruise@escapeevents.com

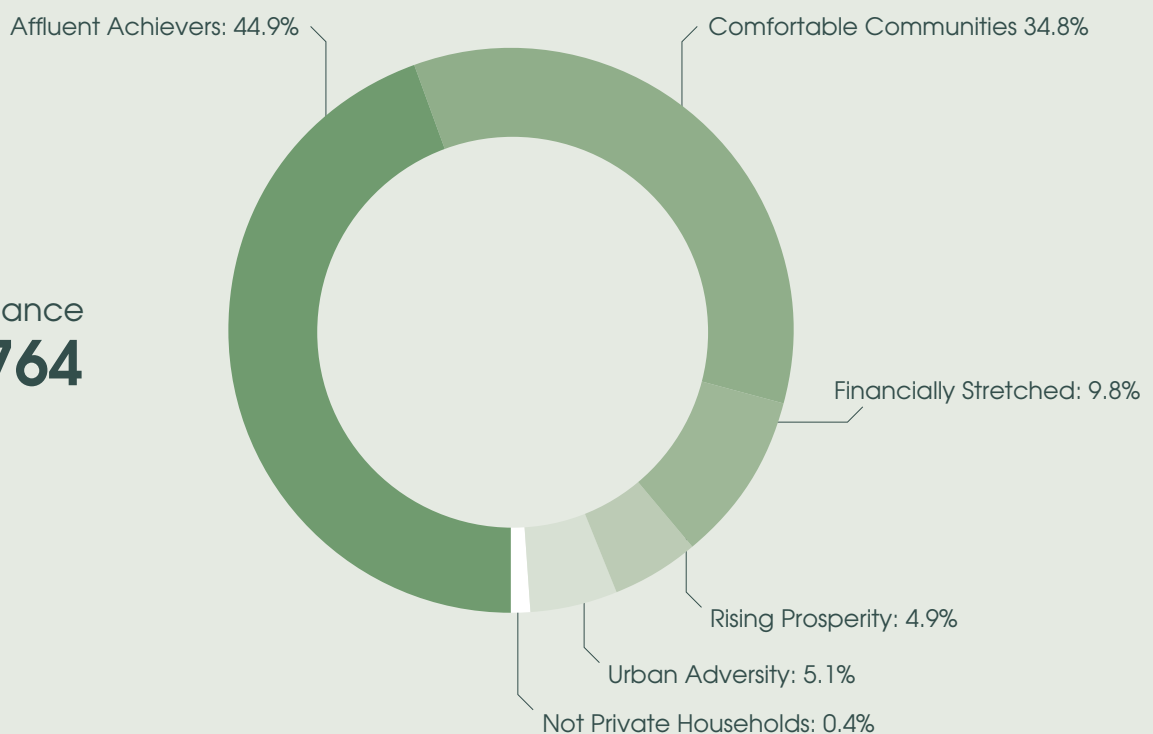
www.cruisingshow.com





Advanced Ticket Sales by Residential Classification

Attendance
19,764



The Customer Profiling report provides a breakdown of sales by a number of consumer groups, assigned by residential classification.

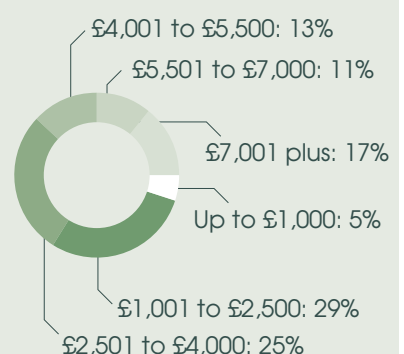
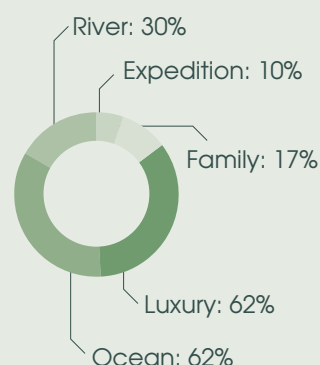
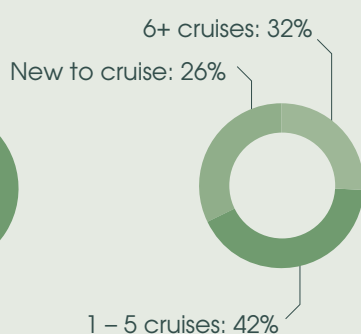
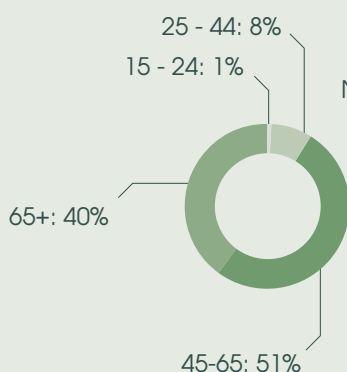
The data is provided by CACI and is known as ACORN (A Classification Of Residential Neighbourhoods).

AGE

CRUISE EXPERIENCE

CRUISE INTEREST

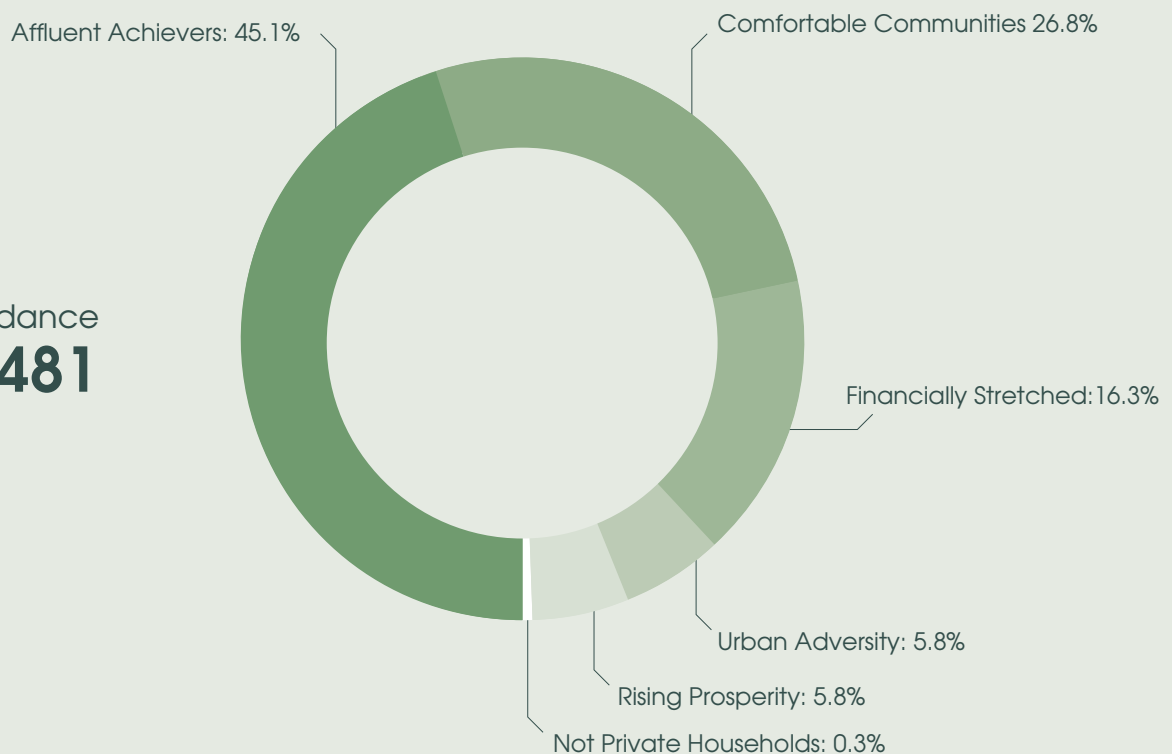
SPEND ON TRAVEL (PPPY)





Advanced Ticket Sales by Residential Classification

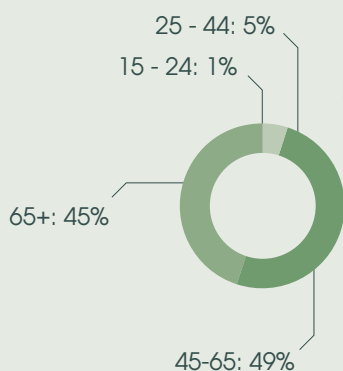
Attendance
10,481



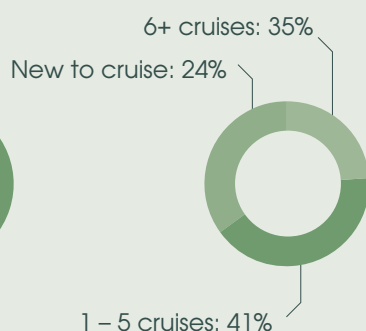
The Customer Profiling report provides a breakdown of sales by a number of consumer groups, assigned by residential classification.

The data is provided by CACI and is known as ACORN (A Classification Of Residential Neighbourhoods).

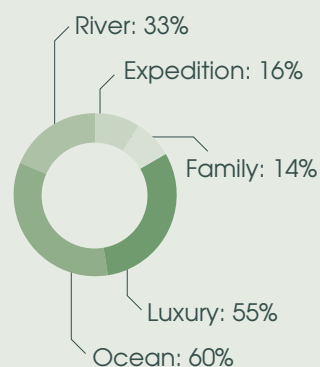
AGE



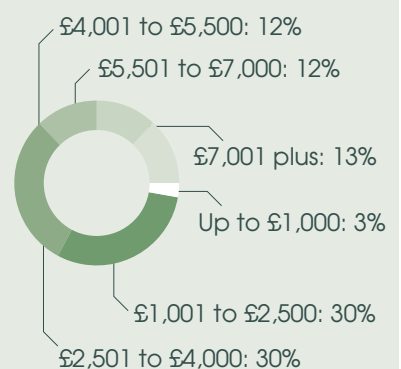
CRUISE EXPERIENCE



CRUISE INTEREST



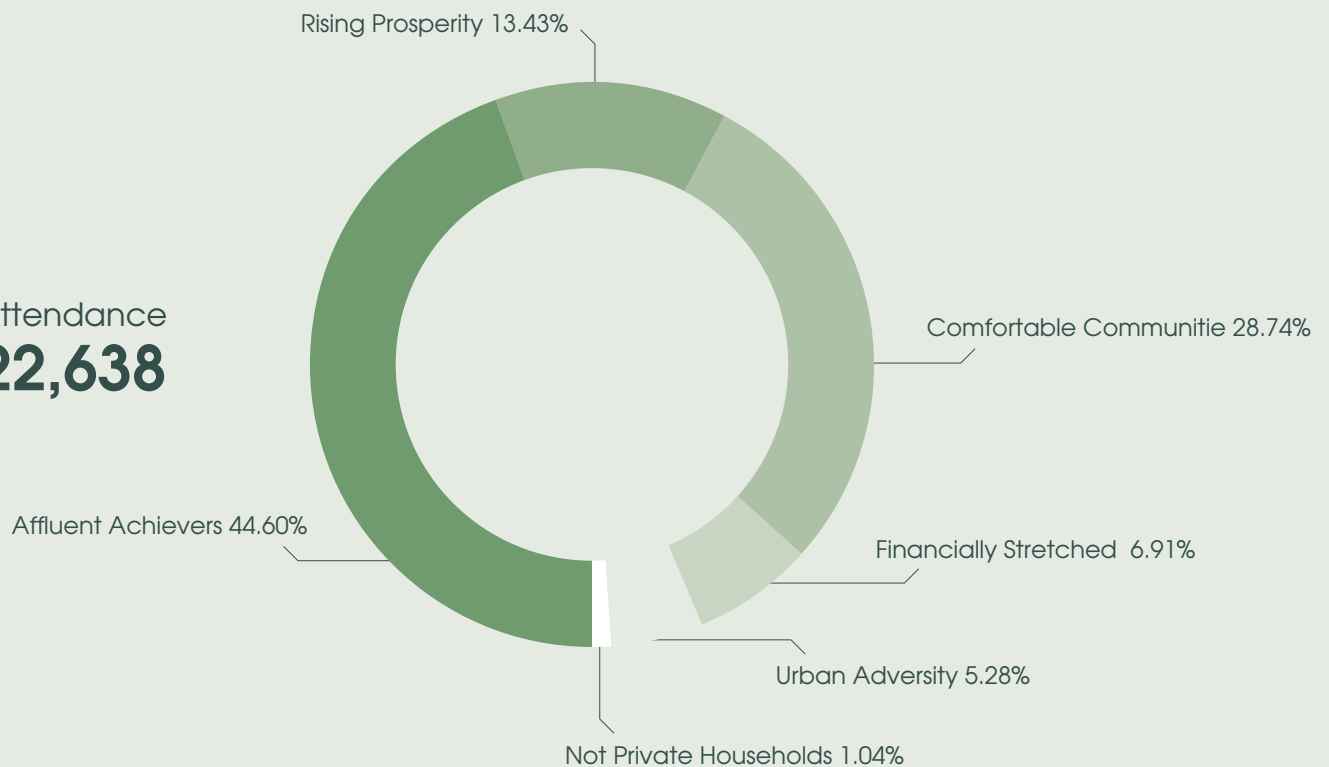
SPEND ON TRAVEL (PPPY)





Advanced Ticket Sales by Residential Classification

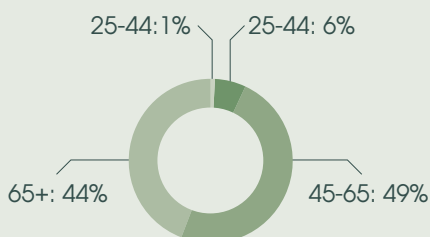
Attendance
22,638



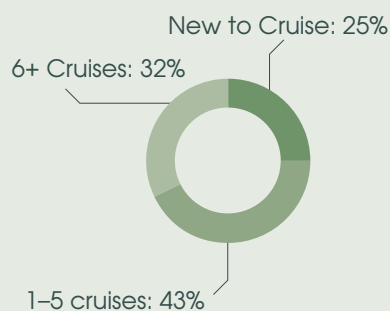
The Customer Profiling report provides a breakdown of sales by a number of consumer groups, assigned by residential classification.

The data is provided by CACI and is known as ACORN (A Classification Of Residential Neighbourhoods).

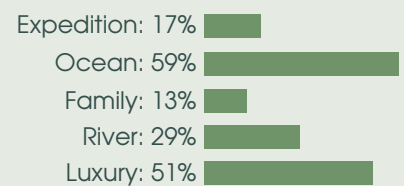
AGE



CRUISE EXPERIENCE



CRUISE INTEREST





Escape Events Limited
Lower Dane, Hartlip, Kent ME9 7TE

T +44 (0) 1795 844400
F +44 (0) 1795 844862
E info@escapeevents.co.uk
W escapeevents.co.uk

Organisers of:



Publishers of:



Organised by **ESCAPE EVENTS**