



The Daily Telegraph

PRESENTS

CRUISE

www.cruisingshow.com

NEC Birmingham
16-17 October 2010

Olympia, London
26-27 March 2011

CRUISE is the only consumer exhibition for finding the perfect cruising experience

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

Viking River Cruises

"clearly it was a great success overall"

Royal Caribbean Cruise Line

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

Yachts Of Seabourn

"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



Ocean Cruises

Expedition Cruises

Luxury Cruises

Family Cruises

River Cruises



The CRUISE Shows

CRUISE is the UK's only consumer exhibition dedicated solely to cruise travel, uniting all the leading cruise and specialist operators under one roof. Now for the first time, there are two major CRUISE Shows, in Birmingham and London. The CRUISE Shows present the ultimate live sales and marketing platform for exhibitors where they can meet, engage and more importantly, do business with thousands of discerning consumers. Visitors to CRUISE see these events as the perfect way to research, discover, plan and book their next big cruise experience.

It is no secret that Brits love to cruise, the Passenger Shipping Association predicts another 6.5% increase in British cruise passengers to 1.650 Million for 2010.

In just over a year CRUISE London has more than doubled its attendance to 16,378 and the next phase with combined events in Birmingham and London is to target over 35 million consumers within two hours drive of the venues.



The world of cruising, together under one roof

The London 2010 CRUISE show concluded with incredibly positive feedback from sponsors and exhibitors. We've created a dynamic event designed to appeal to a high-calibre, high-spend audience, providing a fantastic opportunity for exhibiting companies to engage with a discerning consumer audience.

With all the major cruise lines and specialist operators exhibiting, CRUISE is an unrivalled platform for visitors to find their ideal cruising experience. The combination of exhibiting cruise companies, expert speakers, interactive features and practical advice available, makes a visit essential to discover everything there is to know about the fastest growing travel trend.

The CRUISE Shows are supported by a heavyweight, multi-media advertising and marketing campaign which consists of television, radio, national newspapers, regional newspapers, specialist cruise and travel magazines, consumer lifestyle titles, outdoor advertising, online and direct marketing.

In addition to the advertising and marketing campaign, a dedicated PR campaign will be run in the lead up to the CRUISE shows to highlight, showcase and promote cruising to the media, giving sponsors and exhibitors valuable pre-show exposure.

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

Passenger Shipping Association

An outstanding audience for you to do business with

The focused environment and quality audience of cruise seekers who visit the CRUISE Shows will deliver valuable business and exposure for your company.

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

“well organised, good attendance in both quality and quantity”
APT Group

Visitor profile – CRUISE London 2010

Total visitor numbers	16,378
Male	39%
Female	61%

Age

18 – 24	2%
25 – 34	7%
35 – 44	18%
45 – 54	37%
55 – 64	24%
65 and over	12%

Annual household income

> £50,000	25%
£50,001 - £100,000	29%
£100,001 - £150,000	8%
£150,001 - £200,000	3%
£200,001 - £250,000	2%
Prefer not to say	33%

Spend

- 82% said they were likely to book a cruise from one of the exhibitors as a direct result of visiting the show.
- £3,246 average post-show spend per visitor... that's 16,378 visitors spending £53,162,988 over the next 12 months as a result of visiting the show.
- 67% say that cruising is their main holiday.
- 62% take a holiday once or twice a year in addition to their cruise, with an additional 38% taking three or more holidays a year.



“excellent show with ideal potential guests and a great return for us”
Regent Seven Seas Cruises

Our next events

Birmingham NEC CRUISE, 16 & 17 October 2010

The NEC is the biggest exhibition centre in the UK. The venue is easy accessible by car, bus and rail adjacent to Birmingham International Rail Station. The target attendance for CRUISE Birmingham is 15,000.

London Olympia CRUISE, 26 & 27 March 2011

The London CRUISE Show moves to the elegant Olympia Grand Hall for 2011. Olympia Exhibition Centre is easily accessible by car, bus and rail via its own dedicated Underground and mainline station.



It is easy to get involved

We have made it very easy for exhibitors to get involved in CRUISE. Simply decide whether you need a shell scheme or space-only stand, choose the package and size of your requirements and return the enclosed booking form.

Birmingham NEC CRUISE, 16 & 17 October 2010

Shell scheme @ £300 per sqm - minimum is 12sqm
Space-only @ £270 per sqm - minimum of 20sqm *

London Olympia CRUISE, 26 & 27 March 2011

Shell scheme @ £320 per sqm - minimum is 12sqm
Space-only @ £290 per sqm - minimum of 20sqm *

* If you are considering a space-only stand, please ask advice from our official event contractors.

“overall excellent”
Silversea Cruises

***“it was a great show, very pleased
with the weekend”***
Cruise & Maritime Voyages

Add valuable pre-event promotional exposure to your presence

Through sponsorship of a dedicated feature your company will stand out from your competitors at CRUISE. A highly-visible and prominent sponsored feature will also attract visitors to your stand, which will make it easy for you to open dialogue and ensure that your brand will be remembered once the show closes. Sponsorship opportunities include:

- CRUISE talk theatres
- CRUISE Restaurant
- CRUISE Spa & Relax Zone
- THE Deck Lounge and Bar
- Casino Feature
- Entertainment Centre Stage
- CRUISE Destination Partner

The organisers

CRUISE is brought to you by Escape Events, which has an impressive track record of delivering high-quality specialist consumer exhibitions. The team has been responsible for the launching and managing of consumer travel shows including The Daily Mail Ski Show, The Daily Telegraph Adventure Travel & Sports Show, Spa Show in association with Conde Nast Traveller, Adventure Travel Live, BBC Radio Show and Austravel's Australia & New Zealand Travel Shows in London, Manchester & Berlin.

Contact details

For further information on how to get involved please contact the team:

Martin Anslow - Show Organiser
Chris Erasmus - Sales & Sponsorship
Mary Briggs - Sales & Operations
Sue Penfold - Marketing
Emma Dowson - Public Relations

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.co.uk

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