



The Daily Telegraph

PRESENTS

CRUISE

www.cruisingshow.com

NEC Birmingham
16-17 October 2010

Olympia, London
26-27 March 2011

Sponsorship Document

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

Viking River 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 Cruise Show worked exceptionally well for us, not only did we get to engage with thousands of high quality consumers to sample our products - you also created a sponsorship package which saw the Saponaqua brand reach millions via your comprehensive marketing campaign. Being the sponsor of the Discover Cruises theatre linked us with an exciting topic and the promotion of the feature helped to raise awareness to a target Saponaqua audience"

Saponaqua



Ocean Cruises

Expedition Cruises

Luxury Cruises

Family Cruises

River Cruises



The CRUISE Shows

Cruising is the fastest growing travel sector, and it is no secret that the British public has fallen in love with the world of cruise travel. The Passenger Shipping Association predicts another bumper year in 2010, with an increase of 6.5% on 2009 with over 1.650 Million Brits expected to go on a cruise this year.

With 16 brand new ships entering the market in 2010, and another twelve on schedule to launch in 2011 - cruisers are spoilt for choice in terms of ship type, cruise styles, destinations as well as onboard entertainment and shore excursions.

CRUISE is the only consumer travel exhibition that is dedicated to showcase this exciting and fast growing holiday trend. In just over a year since launching in March 2009, the 2010 London CRUISE Show more than doubled its attendance to 16,378.

An outstanding audience

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 real opportunity for companies to connect and engage with a discerning consumer audience.



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.
- 38% take three or more holidays a year.

“just wanted to say how fantastic I thought the show was and to thank you all for your support during the course of the weekend”
Sky Travel

Feedback from ultra luxury cruise brands

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

Yachts of Seabourn

“excellent show with ideal potential guests and a great return for us”

Regent Seven Seas Cruises

“overall excellent”

Silversea Cruises

Media partners, advertising and marketing plans

Telegraph Media Group: Advertising, editorial and promotions in The Daily Telegraph and Sunday Telegraph with a microsite on telegraph.co.uk/cruiseshow plus dedicated CRUISE STYLE event supplement leading up to the shows.

Global Radio: 30 second ad spots, 40 second live reads, website promotions and ticket offers.

Cruise & Travel Magazines: Full page adverts, editorial pieces, competitions, promotions and ticket offers.

Outdoor: JCDecaux billboards.

DM: Flyers and show posters for distribution plus exclusive invitations to exhibitor databases.

PR: The CRUISE Shows are supported by a comprehensive publicity campaign geared towards additional exposure for the shows, its sponsors and exhibitors.

The Sponsorship Platform

The CRUISE Shows present sponsors and marketing partners with association of an exciting event topic in the fastest growing leisure travel sector. Key event partners benefit from prominent brand positioning through having their corporate brand integrated in pre-event marketing, advertising and promotional activities. At the CRUISE Shows, sponsors and exhibitors have a brilliant opportunity to connect, engage and do business with a discerning audience within an impressionable event environment.



Opportunities

Associated Title Sponsor

Destination Partner

Exclusive sectors: Financial Services, Motoring, Insurance, Drinks, Camera Manufacturer
Features sponsorship: Theatres, Spa & Relax, Casino and Champagne Lounge, Fashion Show, Restaurant

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 bus and rail adjacent to Birmingham International Rail Station.

London Olympia CRUISE, 26 & 27 March 2011

Olympia Exhibition Centre is easily accessible by car, bus and rail via its own dedicated Underground and mainline station.



CRUISE Show London 2010 exhibitor feedback

"clearly it was a great success overall"

Royal Caribbean Cruise Line

"the show was a great success and the numbers were surprisingly high"

SAGA Cruises

"good attendance in both quality and quantity"

APT Group

"overall happy with the show and really appreciate your guidance in the early stages of commitment"

Disney Cruise Line

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

Passenger Shipping Association

"it was a great show, very pleased with the weekend"

Cruise & Maritime Voyages

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.

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