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Cruise Ship Safety Webinar

Today, we'll discuss:

- Overcoming customer concerns about cruise ship safety
- Overcoming concerns about norovirus and cruising
- Offers that speak to your clients' pocketbooks
- Open forum

Overcoming Customer Concerns over Cruise Ship Safety

A Tale of Two Clients:

- Tom, previous cruise customer
- Jan, who has never sailed before

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

1. Cruise bookings have remained strong overall and while a limited number of clients have asked questions, cancellations have been rare.
2. The cruise industry has been hailed as the safest form of commercial transportation, and the tragic accident involving Costa's *Concordia* is extraordinarily rare.
3. Safety is our top priority for our clients.

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

1. Cruise bookings have remained strong overall and while a limited number of clients have asked questions, cancellations have been rare.

“When comparing year-over-year booking data, cruise bookings for 2012 remain quite strong and, in many cases, are up compared to last year.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

1. Cruise bookings have remained strong overall and while a limited number of clients have asked questions, cancellations have been rare.

“Because we, as travel professionals, take care to thoroughly counsel and advise our clients on what they can expect, they are confident in the vacation choices they are making.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

1. Cruise bookings have remained strong overall and while a limited number of clients have asked questions, cancellations have been rare.

“A majority of cruise clients are repeat cruisers, so they understand the safety procedures aboard the major cruise lines and have enjoyed that vacation style so much that they continue to book cruise vacations.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

2. The cruise industry has been hailed as the safest form of commercial transportation, and the tragic accident involving Costa's *Concordia* is extraordinarily rare.

“Over 19 million passengers enjoyed safe cruise experiences around the world without incident last year, according to Cruise Market Watch.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

2. The cruise industry has been hailed as the safest form of commercial transportation, and the tragic accident involving Costa's *Concordia* is extraordinarily rare.

“While any accident involving loss of human life is one too many, from 2005 through 2010 there were 16 marine casualty-related deaths out of nearly 100 million passengers carried worldwide.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

2. The cruise industry has been hailed as the safest form of commercial transportation, and the tragic accident involving Costa's *Concordia* is extraordinarily rare.

“The cruise industry is one of the most highly regulated industries. Any country to which ships sail has the right to board vessels at any time unannounced for inspection.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

2. The cruise industry has been hailed as the safest form of commercial transportation, and the tragic accident involving Costa's *Concordia* is extraordinarily rare.

“CLIA has launched a Cruise Industry Operational Safety Review ‘in response to the Concordia incident and as part of the industry’s continuous efforts to review and improve safety measures.’”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

2. The cruise industry has been hailed as the safest form of commercial transportation, and the tragic accident involving Costa's *Concordia* is extraordinarily rare.

“Safety drills for passengers, commonly referred to as ‘muster drills’ typically take place before a cruise departs, particularly in the U.S.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

2. The cruise industry has been hailed as the safest form of commercial transportation, and the tragic accident involving Costa's *Concordia* is extraordinarily rare.

“In rare cases when lifeboats would need to be deployed, the cruise industry as a whole has worked to improve sea worthiness and quickness in which lifeboats can be loaded quickly.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

2. The cruise industry has been hailed as the safest form of commercial transportation, and the tragic accident involving Costa's *Concordia* is extraordinarily rare.

“The cruise industry complies with all International Maritime Organization (IMO) standards governing the operation of cruise vessels worldwide.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

3. Safety is our top priority for our clients.

“Our business is founded on repeat customers. Therefore, we want to be sure everything goes off without a hitch.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

3. Safety is our top priority for our clients.

“We also work closely with cruise lines to remain informed of security precautions they’re taking to guard our clients’ safety.”

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

3. Safety is our top priority for our clients.

“We strongly advise our clients to heed all passenger preparedness drills in the event of an emergency.”

Overcoming Customer Concerns over Cruise Ship Safety

Additionally:

- Lead by example.
- Gain client testimonials.
- Engage discussions between cruisers and other clients.

Overcoming Customer Concerns over Cruise Ship Safety

Vacation.com Talking Points:

1. You're much more likely to catch the 'stomach flu' during normal daily activity than you are on a cruise ship.
2. Cruising remains extremely safe and a healthy vacation option, with the well-being of guests and crew being one of the cruise industry's highest priorities.
3. Cruise passengers can take simple preventative measures to help decrease the risk of becoming infected with norovirus.

Overcoming Customer Concerns over Cruise Ship Safety

Additionally:

- Consider reaching out to local news media.
- Provide media with enthusiastic cruise clients they can interview.

Overcoming Customer Concerns over Cruise Ship Safety

Maureen Collins