



**CRUISE & EXCURSION**  
**CRUISE BOOKING PARTNER & PLATFORM**

2018 – 2019

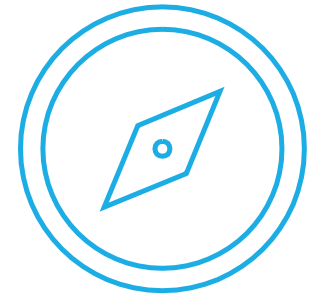
# WHO WE ARE

Cruise&Excursion is a sub-brand of C&E Travel Solutions LLC. Established in 2017 in the USA for the sole purpose of providing pre-post cruise packages to our business partners around the globe

As of 2018, our primary goal and focus has become to provide pier-to-pier cruise wholesale to travel industry professionals including but not limited to tour operators, travel agencies, travel agents, Mice organizers and corporate travel managements

Our cruise and land service website [www.cruiseandexcursion.com](http://www.cruiseandexcursion.com) has been updated according to travel professional's need and cruise industry development. We are a B2B and user friendly cruise booking platform and provides educational videos, images, cruise industry updates, promotions and news

Cruise&Excursion management team has 10+ years of international cruise sales in various regions in the USA, Europe and the Middle East. We are managing all our sales both from the USA and Turkey currently



C&E TRAVEL  
SOLUTIONS

Cruise  Excursion

# A QUICK LOOK AT WORLDWIDE CRUISE INDUSTRY



**404**  
CRUISE SHIPS



**70+**  
CRUISE BRANDS



**27.8M**  
PASSENGERS



**41.6B**  
REVENUE



**122**  
NEW SHIPS  
COMING

# OUR CRUISE PARTNERS

Our team is inclusive of cruise professionals whom bring an innovative approach to cruise sale in our representing region.

We have learned a lot from our travel partners and industry leaders, therefore, we select cruise line carefully to promote their products. At Cruise&Excursion, we work very hard to bring most desirable and client satisfactory products to our network of agents

Even though we want to have all cruise lines in our portfolio, we believe in differentiation of products and their values to the end users' need. We simply want to be part of a satisfied client experience. Therefore, we have these cruise lines to cruise with...

Ultra Luxury -Smaller vessels with superior levels of service

*Silversea, Seabourn, Windstar, Compagnie Du Ponant, Cunard, and Crystal Cruises*

Premium Luxury -Large vessels that appeal to a mass market with higher service levels and premium ticket price

*Holland America, Norwegian Cruise Line, Princess, Virgin Voyages, Celebrity*

Contemporary – Large vessels that appeal to the mass market

*MSC, Royal Caribbean, Carnival*

*Alongside Oceanic Cruise experience, we also established a portfolio which offers Yachts Charters and River Cruises*



# OUR PORTFOLIO

in numbers gives us a brief understanding of who we are...



**50+**  
CRUISE SHIPS



**190**  
YACHTS/GULETS

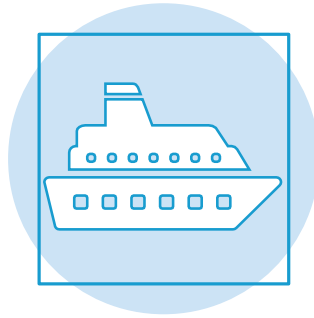


IN **13**  
COUNTRIES SALE



**55** ACTIVE  
SELLING PARTNER

**WE OFFER** cruise products to its complete stage...



**-OCEAN CRUISING  
-RIVER CRUISING  
-YACHT/GULET  
CHARTER**



**PORT CITY  
HOTELS, LODGES,  
AND VILLAS**

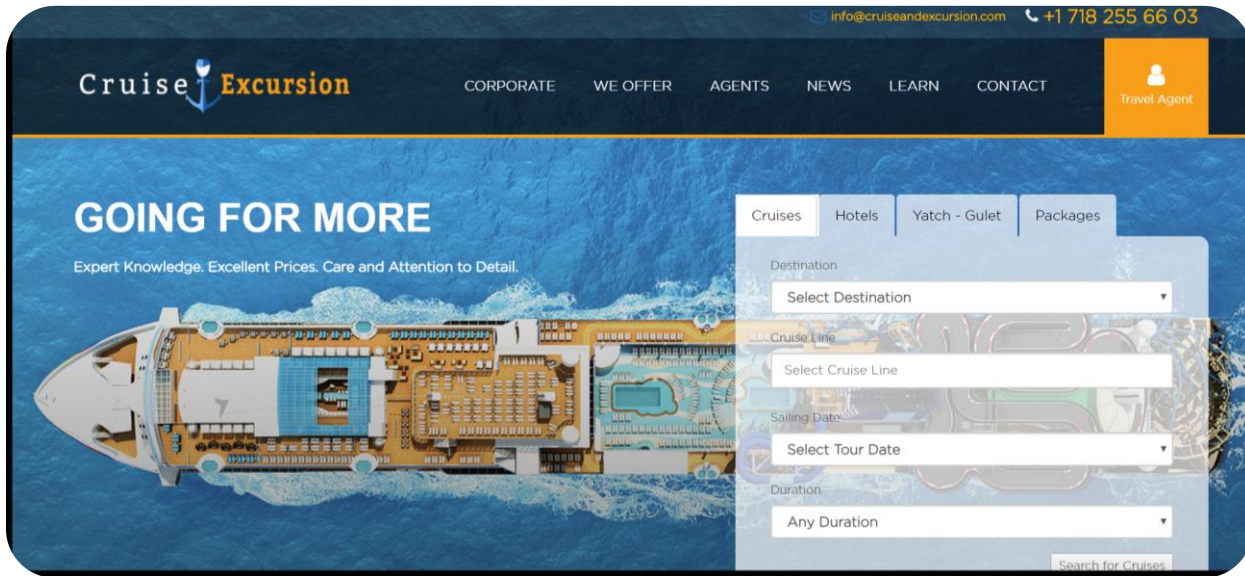


**HANDS ON  
TRANSPORTATION  
MEET&GREET**



**EVENT VENUES  
GROUP TRAVEL  
DINE AND JOY  
(in USA)**

**Cruise**  **Excursion**



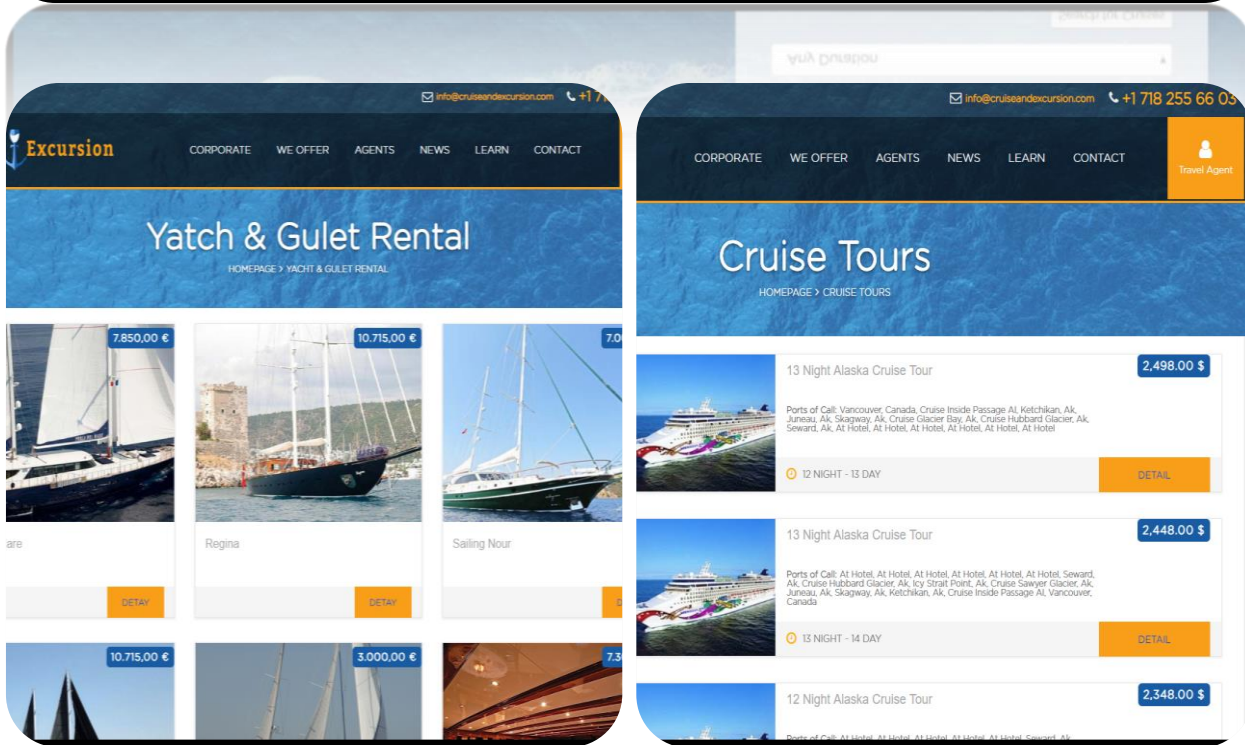
# FRIENDLY & INFORMATIVE PLATFORM

By providing a B2B only website, we believe in our partners professionalism and dedication to create their products for their clientele.

We value the most our travel agent partners and create a bond between cruise lines and them

Our site offers a cruise booking platform along with yacht charter options, port city hotel booking, transfers to add and daily activities arrangement

Last but not least, we bring best prices and innovative approach to attract more cruisers in our region



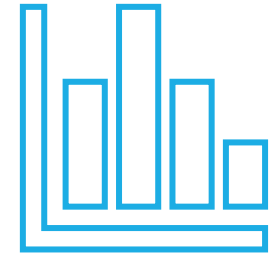
# EXPERIENCE, TRAINING & SEMINAR

Cruise & Excursion management has done numerous seminars and workshops in past 10+ years in the EMEA region through main ISA of reputable cruise lines (Princess, Holland America, Cunard, Seabourn, Windstar and AmaWaterways)

We gained tremendous amount of experience from lecturing, industry update, networking and friendship over the years.

Working for Princess Cruise Line and Holland America Line's ISA in the region has given us an opportunity to meet talented travel professionals and execute successful workshops, fam trips and ship visits.

With extensive cruise industry knowledge, each cruise line products were periodically presented to our network of travel agents. Each travel professional individual was advised and educated with cruise industry, cruise booking system and marketing strategy





# EXPERIENCE, TRAINING & SEMINAR

The ongoing communication with our travel agent partners is teaching us so much and keeping us to continue and do more for them.

With help of great technology, we are to dedicate our selves to provide more insights through our website's webinars and educational videos

Our periodic visits and pier-to-pier workshops will continue

One of our key elements to success is to use our current network with easy reachable information and instant booking system through our website

Our mobile online platform also will give opportunity to our travel agent partners to reach us 24/7



# MARKETING & NETWORKING

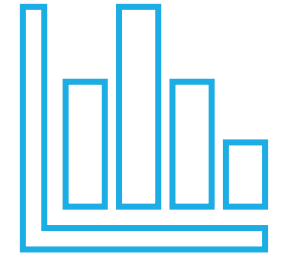
Doing business with like minded individuals adds more to what you love the most for your business

At Cruise&Excursion, we don't just see all communication as business rather we also see a friendship and good time sharing.

We develop strong bond amongst our partners from different backgrounds and bring different cultures together.

Our network of travel agent is extended to these emerging market countries; Bulgaria, Romania, Serbia, Montenegro, Croatia, Slovenia, Hungary, Slovakia, Czech Rep, Poland, Lithuania, Latvia, Jordan, Lebanon, UAE, and adding this year new ones; Armenia, Azerbaijan and Egypt are on the way

Cruising and traveling is sharing!





A LITTLE SERIOUS STUFF THAT COULD HELP OUR PARTNERS!

# SWOT ANALYSIS

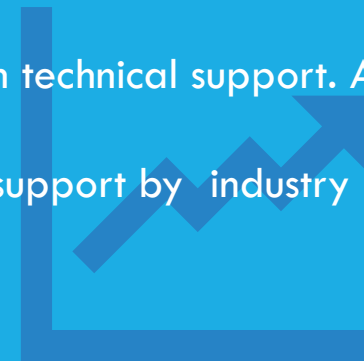
Cruise&Excursion uses a simple SWOTs to help identify possible strategies to our business by building on strengths, resolving weaknesses, exploiting opportunities and avoiding threats.

## Strength

- Strategic location of our business both in the USA and Tukey with high density of potential customers to reach at in the EMEA Region
- Founders' strong experience in cruise and travel industry, entrepreneurship, management, sales, marketing and overall tourism industry are important assets.
- Having ability of reaching out and using existing partners in numerous countries in the EMEA
- Positioning our selves as the main ISA for countries that are familiar with us and also willing to receive more detailed information about Cruise Vacationing
- The advantage of being known as premium cruise provider in the region
- Ability of providing direct access to user-friendly and simple booking system
- Visiting each travel agent for marketing and sales plans as well as providing them with technical support. A person to person touch.
- Giving service under a new brand name that is associated directly with the USA and support by industry professionals

## Weakness

A short period of time to educate our own staff for daily operations



# SWOT ANALYSIS

## Opportunities

- Cruising habit established and new brands to be discovered by the market
- A market that is not valued by the ineffective competitors
- Growing of population in the region reaches to 40+ age who can effort twice a year vacationing
- Over the years a brand awareness have been created and second cruises are ready to try a premium brand
- Cruising also became popular among young age professionals for their special occasions
- Seeking new destination and products by the corporates attracts incentive organizers to see cruising as an important option

## Threats:

- Problems with maintaining cross border bookings
- Underestimating the strength of competitors
- Misreading customer requirements
- Economic downturn could impact demand for long term vacationing
- Competitive market could increase marketing cost

