



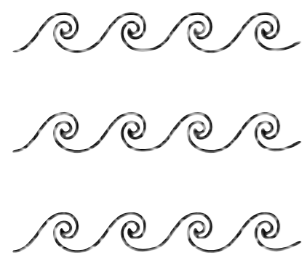
LANDRY & KLING
GLOBAL CRUISE EVENTS

**IT'S NOT YOUR
GRANDMA'S CRUISE...**

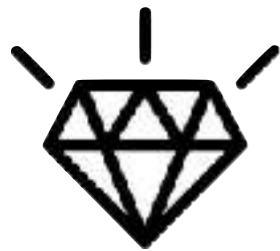
**8 TRENDS IN CRUISING
(+ EVENTS AT SEA)**



WHAT'S NEW IN CRUISING AND WHY IT MATTERS



Considering an event at sea? The timing couldn't be better, as new cruise industry developments are the same as trends driving meetings and incentive travel.



These 8 cruise trends highlight key shifts creating excitement, opportunity, and memorable moments - at sea and ashore - for group events of all types.



And when you're ready, we would love to help you find your perfect ship, sailing to your desired destination.

We hope to see you out at sea in 2018!

8 TRENDS IN CRUISING + MEETINGS AT SEA: WHAT TO EXPECT IN 2018



1

BRINGING THE OUTSIDE IN

Cruise lines are creating seamless guest connections to the sea with fresh ship design concepts that include:

- ◆ Outward-facing furnishings and more indoor-outdoor spaces
- ◆ Infinity veranda accommodations with glass walls that open to the sea with a touch of a button
- ◆ Wraparound promenades near the water with dining, entertainment, and shopping venues
- ◆ Open-air lounges with retractable roofs transform into evening nightclubs
- ◆ Use of greenery, atriums with glass walls, and natural light



2

FLOATING HOTELS + PRIVATE SUITE ENCLAVES

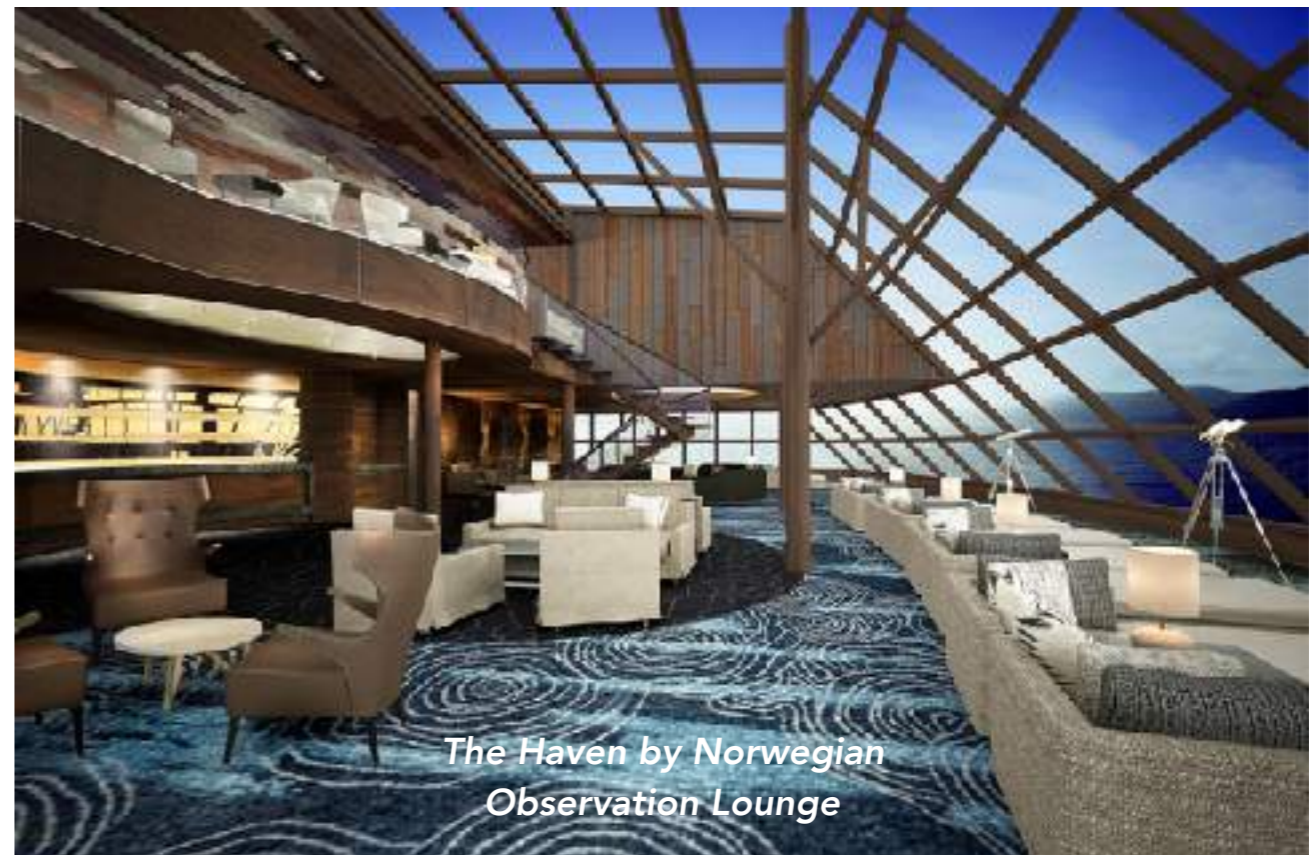
More ships look like high-end hotels, with timeless design elements and sophisticated furnishings; while luxury bedding and epicurean restaurants rival anything found on land - without the hidden costs.

Interior Design Inspired by Hotels:

- ◆Luxury hotel operator Ritz-Carlton will launch 3 cruising mega-yachts in 2019
- ◆Upscale cruise lines are commissioning land-based hospitality designers to create inviting ship interiors

Ship within a Ship for Privacy + Exclusivity:

- ◆Suite Enclaves on large ships offer “private yacht” luxury amenities and exclusivity with private-access pool, lounge, and restaurant



3

MOTIVATING MILLENNIALS + MULTI-GEN GROUPS

A wider variety of onboard entertainment & dining plus new multi-generational shore excursions will motivate everyone, while simplifying event planning.

Focus on Millennials:

- ◆ U by Uniworld is the first river cruise brand for 21-45 year olds, with communal dining tables and international DJs

Sports Facilities for All Ages Include:

- ◆ Expansive aqua parks & sports complexes, top deck electric go-cart race track, open-air laser tag course

Adventures Ashore

- ◆ European river cruises offer culinary walking tours, canoe and bicycle trips
- ◆ Family-friendly excursions include kids' cooking classes and eco-adventures



SeaDream Cycling Expedition



Drum circle on Uniworld's
The B sundeck

4

TECHNOLOGY THAT RIVALS LAND-BASED

Major investments in ship technology will keep your attendees connected at sea!

- ◆ New satellite technology and increased bandwidth are making cruise ship WiFi access faster, and more reliable
- ◆ Costs are declining; contemporary ships offer Internet access or inexpensive social media packages for a daily rate

Smart Technology:

- ◆ New cruise line mobile apps & wearable devices let guests track luggage, expedite embarkation/debarkation, chat with other guests and book excursions



Carnival Corp's Ocean Medallion



Royal Caribbean VOOM rapid-speed WiFi

5

WELLNESS PROGRAMMING AT SEA AND ASHORE

As planners & attendees strive to incorporate healthy lifestyles during meetings, cruise lines take wellness to the next level.

Menus for Every Diet (at Sea):

- ◆ Locally-sourced food provisioned from organic, sustainable farms
- ◆ Raw Food menu created in conjunction with Hippocrates Health Institute
- ◆ Wide range of vegan options with plant-based dishes and drinks

Healthy Lifestyle Programs Include:

- ◆ Regent's Wellness Excursions (like a tai chi class in 19th-century palace), paired with an onboard spa treatment
- ◆ Seabourn's Spa & Wellness with Dr. Andrew Weil combines yoga, meditation, and mindfulness seminars



6

AUTHENTIC, IMMERSIVE DESTINATION EXPERIENCES

With stronger demand for authentic destination experiences, cruise lines are planning itineraries with longer days and/or overnights in port for in-depth exploration.

- ◆ Exclusive “behind the scenes” events (such as a private concert at a Viennese palace)
- ◆ Collaboration with local chefs, musicians and artists for authentic cultural experiences ashore
- ◆ Immersive interactions with local families
- ◆ New culinary excursions with chef-led market tours, cooking classes and meals hosted in private estates



7

LUXURY YACHT EXPEDITION CRUISING

Luxury yachts are transforming expedition travel with all-suite accommodations, butler service, and exotic destination experiences. Small vessels are **ideal for charter**, ensuring absolute privacy and security. Notable new yachts include:

- ◆ *Celebrity Flora* (cap 100), the first luxury vessel in Galapagos to feature suites with infinity verandas
- ◆ *Ponant Explorers* yachts (cap 184) with infinity glass-edged pools and first underwater observation lounge
- ◆ *Crystal Endeavor* (cap 200) expedition mega-yacht features butler-serviced suites



8

UNIQUE MEETING VENUES INCREASE ENGAGEMENT

New ships accommodate business functions with flexible meeting space and complimentary use of AV. Planners will also find a variety of unique onboard venues for private events.

- ◆Room configurations include theater, classroom, boardroom, or mini trade show
- ◆Meeting venues equipped with multimedia technology including plasma screen TVs, AMF panels, sound and lighting, and more
- ◆Conference Centers can be converted into several smaller rooms
- ◆Comfortable lounges with advanced technology and flexible seating
- ◆Spacious theaters with professional lighting and sound equipment (complimentary)





CURIOUS ABOUT HOW A CRUISE
CAN SOLVE YOUR NEXT
MEETING CHALLENGE?

LET'S TALK :)

CONTACT US

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