



Cruise Select Event Case Study

Fact File:

- **Company:** CRUISE SELECT
- **Event Name:** THE 2015 CRUISE & TRAVEL SHOW
- **Group Size:** FINAL FIGURE 450
- **Date:** 8th MARCH 2015
- **Venue:** EXECUTIVE CENTRE

Background

In 2010, Cruise Select held their first cruise & travel show in Bedford and this has become an annual event ever since. 2015 is their 6th show and is set to be the biggest and best to date with more cruise lines, travel operators and presentations than ever before.

Since 2010, the cruise & travel show has tripled in size and has outgrown two venues, the Swan Hotel in Bedford and the Sharnbrook Hotel. However, for the past two shows they have held the cruise & travel show at the Executive Centre at Wyboston Lakes, making 2015 their third.

12 presentations are to be held throughout the day, with a presentation by Julie Peasgood, British Actress. Julie Peasgood will be on hand to answer questions about cruising. Julie is an avid cruiser as it is her favourite way to travel.

Pre-Event Planning

Cruise Select independently manage their annual Cruise and Travel Show. Therefore, ensuring that the venue choice is suitable and can host all of the activities and presentations planned is key when confirming the venue. The Executive Centre at Wyboston Lakes offers everything under one roof, keeping the event compact and easy to monitor.

The event organisers utilised social media to promote the event, in particular their Facebook and Twitter sites. Along with regular updates on their website.

Timeline:

- **Initial Enquiry Date:** 17TH MARCH 2014 (shortly after their successful 2014 exhibition)
- **Date venue secured:** 23RD MARCH 2014.
- **Final Detail Meeting:** 18TH FEBRUARY 2015.
- **Date invite sent/ start of promotion:** JANUARY 2015

Objectives:

Each year, the conference brings like minded acquisition leaders and travel enthusiasts to experience how specialised the Cruise Select brand is and what they have to offer. Along with attracting new clients.



Challenges:

A big part of their brief was to make the event a unique and memorable experience and better than any before. Having moved to exhibiting at Wyboston Lakes, Cruise Select have been able to push the boundaries with the size of the equipment they display. This ensured the day was full of fun and the cruise and travel partners gave their customers an invaluable insight into their new products.

This resulted in attracting people from as far away as Kent, Surrey – around 80 mile radius.

Cruise Select: The Cruise & Travel Show, Wyboston Lakes 2015

Post Event Analysis:

"An outstanding Cruise Show - as always.. This is pretty much the template on how all should be conducted. The numbers and quality of customers was excellent.. Your staff were fab (as were the staff at the venue)."

"I wanted to say well done on the show great Job , and one of the better shows I have attended over the years, my only request is that If you do the show next year that you please invite me again and ideally for me not to be last in the presentations so that I get slightly better attendance."



"Just a note to say how much we enjoyed the Cruise Show last Sunday and to meet you once again, both Linda and I remarked how well you looked and thought you had organised a first class show, we could tell you had put a lot of hard work into the organisation. We will keep in touch and look forward to booking a holiday with you in the future. Many thanks for a superb show, we were sorry not to see you before we left, but it was getting rather busy at the time." Mr & Mrs Parr 10/3/2015

"I've just returned from this event and it was so busy, I'm sure there were more people there than last year, but so well organised. I met some lovely people to chat to (CS staff as well as 'normal' people like me) and was able to have my questions answered by the various reps. I also managed to say hi to Moira. I went to the presentation by RCI which was very informative and think that I've come to the conclusion that their bigger ships will be just a little too busy for me, but you can never tell. The only downside was the journey to and from the venue with roads closed meaning diversions which seemed to take me on a tour of Bedfordshire. At one point, I almost turned around to come home but glad I didn't." BobbyOscar - Cruising Mates

