



## PROMOTIONAL IDEAS TO MAXIMIZE YOUR MARKETING BUDGET

- Block promotional group space.
- Create flyers to distribute to local businesses.
- Create 15-second office phone recording or on-hold message.
- Ask to do a travel fair on site at local businesses.
- Host a Cruise Sale/Cruise Night/ Vendor Day.
- Distribute flyers to Senior Centers, VFW Clubs, Rotary, Kiwanis, Chamber of Commerce.
- Ask your corporate accounts to help you promote leisure shows.
- Promote cruising in a "spa and fitness" light to health clubs.
- Be a guest speaker at luncheons, corporations, service clubs and conventions.
- Cross promote with other community businesses (whose patrons would have interest in Broadway-style entertainment, spa, fine dining and other onboard amenities).
- Re-vamp your business card to include a value statement about your services.



- Ask your past passengers for testimonials. Build a testimonial section in your office, on your website, and on your social media pages. Send e-mails with latest promotions.
- Print an ad in smaller local papers and community bulletins.
- Host a night for Crown & Anchor Society members.
- Advertise cruise vacations at bar/restaurants with multiple screens.
- Have a display or table at bridal shows.
- Have a contest on your social networks for funniest cruise photo.
- Make agency refrigerator magnets or a car magnet.





One of the most challenging tasks for any travel agent is generating new business. To be successful in such a competitive environment, you have to develop innovative ways to attract new clients.

### Places to Generate New Business

There are many ways to connect with different market segments in your area, from young singles to families to mature travelers. Listed below are some excellence sources and organizations to generate new business for individual (FIT) or group bookings.

#### Families with Children

- Athletic Organizations
- Boy & Girl Scouts
- Camps
- Educational/ Learning Centers
- Family Reunions
- Junior Sport Leagues
- Libraries/Bookstores
- Movie Theaters
- Orthodontists
- PTA Organizations
- YMCA & YWCA
- Churches

#### Adults with Children

- Adult Education Centers
- Automobile Dealers
- Booster Clubs
- Chamber of Commerce
- City Employees (Firemen, Policemen)
- Community Clubs
- Computer Services
- Contractors
- Executive & Professional Associates
- Financial Planners
- Health Clubs/Spas
- Medical Associations
- Nightclubs
- Singles Organizations
- Sports Organizations
- Unions
- Women's Clubs
- Yacht Clubs
- Wine Tasting/Cooking Clubs

#### Mature Travelers

- Alumni Associations
- Bank Senior Programs
- Bingo Halls
- Bowling Leagues
- Bridge Clubs
- Church & Temple Members
- Community Volunteers
- Country Club/Golf Clubs
- Dance Groups
- Farmer/Rancher Groups
- Fundraising Groups
- Garden Clubs
- Military Veterans

#### Organizations

- AARP (Local Chapters)
- Retiree Associates
- Senior Community Centers
- "Senior Day" at the Mall
- Senior Newspapers & Magazines
- Senior Residential Neighborhoods

#### Honeymooners

- Bakeries
- Banquet Room Facilities
- Bridal Registry Services
- Bridal Shops
- Caterers
- Florists
- Formal Wear/ Tuxedo Shops
- Hairdressers/Beauty Salons
- Jewelers
- Limousine Services
- Musicians/Bands
- Party Suppliers
- Photographers
- Printers
- Video Production Services
- Wedding Consultants

