

T.A.S.S.L.E.
 Travel Agent School Supporting
 Learning and Education
How to Become a SUCCESSFUL Travel Agent Program.™

Module 9
 Cruises


Welcome Back!

Keep Moving Forward...




Module 9

- Types of Cruises
- Terminology
- Ships
- Itineraries
- Upsell/Cross Sell
- Client Preferences




Picture by Yehonatan



Types of Cruises


Types of Cruises: Cruising

- Ocean liner Cruise – larger ship on the open sea or ocean
- Yacht Cruise – smaller ship on the open sea or ocean
- Masthead Sailing Cruise – open sea or ocean
- River Cruising – rivers and canals
- Barge Cruising – rivers and canals
- Cargo Vessel Cruising – Unique destinations
- Exploration Cruising – Unique destinations



Types of Cruising: Categories

- Luxury Cruising
 - Yacht cruising
 - Masthead cruising
 - Barge cruising
- Mid to Luxury Cruising
 - Yacht cruising
 - Ocean liner cruising
 - River cruising
- Deal Cruising
 - Ocean liner
- Bucket List/YOLO Cruising
 - Cargo vessel cruising
 - Exploratory Cruising

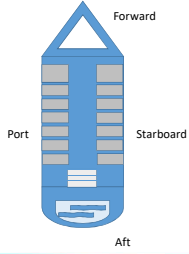


Terminology

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Terminology: The Ship

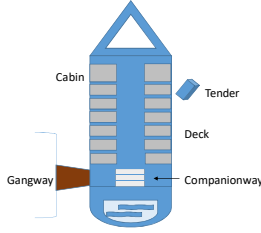
- Forward – Front of the ship
 - Stem or bow
- Aft – Back of the Ship
 - Stern
- Port side – Left side of the ship when looking forward
- Starboard – Right side of the ship when looking forward
- Amidship – Middle of the ship



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Terminology: The Ship

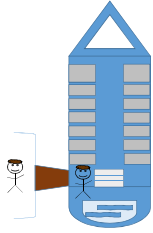
- Cabin – accommodations for passengers on the ship
- Deck – any floor on the ship
- Companionway – steps going from one deck to another
- Gangway – sturdy bridge or passageway from the ship to the dock or port
- Tender – life raft or small boat used to transport passengers to and from the ship to port



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Terminology: Common

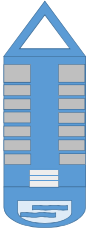
- Embark – getting onto the ship
 - Embarkation Time
- Disembark – getting off the ship
 - Disembarkation time
- Port of Call – a destination or stop on the itinerary
- Knot – the speed of the boat in nautical miles per hour
- Gross Registered Ton (GRT) – used to describe the size of a passenger ship as a measurement of space. 1 GRT = 100 cubic feet of enclosed space



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Terminology: How Big is a Ship?

- Gross Registered Ton (GRT) – used to describe the size of a passenger ship as a measurement of space. 1 GRT = 100 cubic feet of enclosed space
 - Range from 12,000 GRT to over 100,000 GRT
- Passenger Space – any space on the ship that a passenger can use
 - Does not include space for crew members or kitchen
- Space Ratio – the ratio of the GRT to number of passengers



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Terminology: How Big is a Ship?

- Space Ratio – the ratio of the GRT to number of passengers

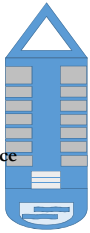
Space Ratio = $168,888 / 4905 = 34.4$ Spacious

Space Ratio = $129,690 / 3500 = 37$ Spacious

Space Ratio = $40,350 / 638 = 63.2$ Very Spacious

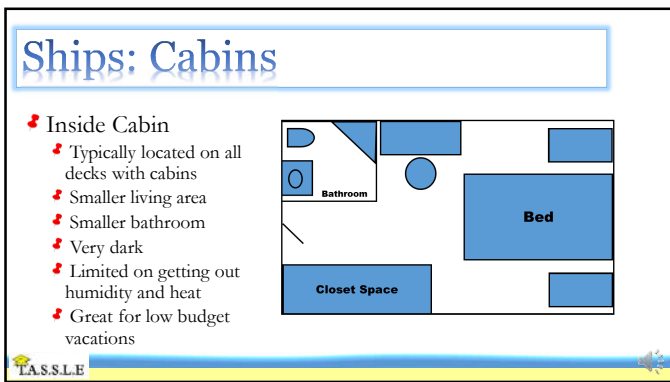
Space Ratio = $3500 / 158 = 22.1$ Average amount of Space

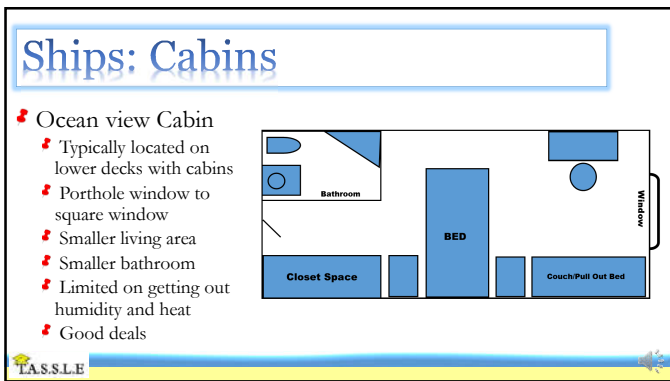
Space Ratio under 20 = very little space
Space Ratio 21 to 28 = average amount of space
Space Ratio 29 to 40 = spacious
Space Ratio over 40 = very spacious



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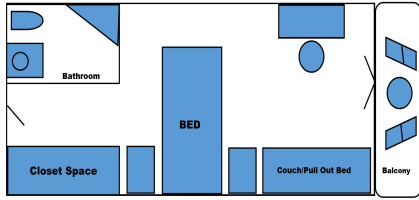






Ships: Cabins

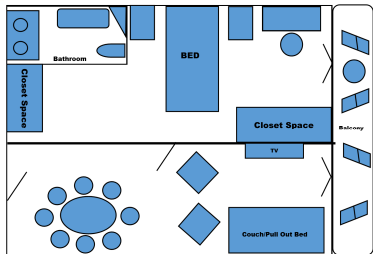
- Balcony/Verandah Cabin
 - Typically located on higher decks
 - Larger living area with sitting area
 - Smaller to medium bathroom
 - Sliding doors onto balcony
 - Nice amount of light



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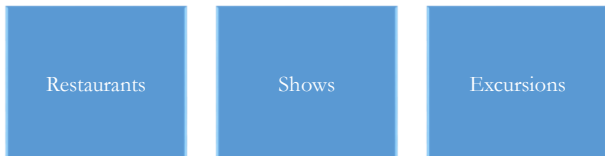
Ships: Cabins

- Mini-Suites & Suites
 - Typically located on higher decks
 - Multiple rooms
 - Separate sitting area from bedroom
 - Sliding doors onto balcony
 - Large bathroom
 - Separate Shower from bathtub
 - Private Concierge
 - Extra Amenities and priority Reservations



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Ships: Reservations



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Ships: Reservations

Spa Services

Child Care

Other Services

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Ships: Activities

- Shows
- Gyms
 - Yoga classes
 - Exercise classes
- Casino/bingo
- Roller skating/ice skating
- Rock wall climbing
- Pools/slides
- Dancing/night clubs



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Itineraries

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Itineraries: Let's Go!


- World Cruise
- Caribbean Cruise
- Mediterranean Cruises
- Baltic Sea Cruises
- River Cruises
 - Europe
 - USA
 - Southeast Asia
- Australia/New Zealand
- China/Japan



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Itineraries: Let's Go!

- Hawaii
 - One Crueline sails round-trip from Honolulu year round
 - Ferries
- Repositioning Cruises
 - Move cruise ship from one destination to another
 - Season Change
 - Itinerary Change
 - Destination Change

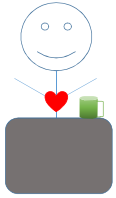


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Up\$ell/ Cross\$ell

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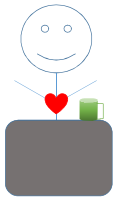
Up\$ell: More Money, Happy Client



- **Cruise line**
 - Value to Moderate
 - Moderate to Luxury
 - Luxury to Private
- **Cabins**
 - Interior to Oceanview
 - Oceanview to Balcony
 - Balcony to Suite
- **Number of nights**

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Cross\$ell: More Money, Happy Client




- **Pre/Post Hotel Stay**
- **Transfers**
- **Car Rental**
- **Excursions**
- **Travel Insurance**
- **Airfare**
- **Tours**

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Client Preferences

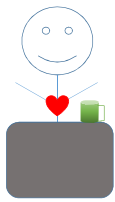
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Client Preferences: Cruising



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Client Preferences: Cruising



- Cruise line
- Number of days
- Cabin type
- Placement on the ship
- Bed configuration
- Dining times
- Dietary/Physical restrictions
- Loyalty program members

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The travel industry is for you!

Keep Moving Forward...

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