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CRUISE JOB DESCRIPTION – SALES & MARKETING



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# Cruise Job Descriptions

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## SALES & MARKETING

When you own a small cruise line, you want to establish a niche market to compete with the big corporate cruise companies. By establishing a core base of travel agents and loyal customers, you can use the power of references to grow your business. An active social media presence and effective Internet presence boost sales as well.

### Expand Online Presence

Communicate with your previous customers and with travel agents who've sent you business in the past. Building relationships is an important marketing tool. Take advantage of loyalty programs by offering deals for referrals from your previous travelers. Maintain a fresh, consistent image online by posting regular articles and stories on your website blog and social media sites to keep your current base engaged. Don't inundate your customers with daily email, but keep them updated when you have news about added cruising destinations or industry trends to report.

### Make Introductions

Introduce yourself to potential new cruisers and travel agents by taking a page from the big guys' playbooks. Offer free travel to agents positioned to bring you new business. Take advantage of negative press when it happens to the major cruise lines, offering your ships as an attractive alternative. Set aside space on each cruise for promotional trips. Reach out to new markets such as church groups, civic organizations and schools with offers for free cruises when the group books a certain number of cabins.

### Create Niche Packages

No matter where your cruise ships travel, you can put together programs and shore excursions that cater to a specific group. Eco-travel packages are attractive for the ecologically minded traveler who wants to combine learning with vacations. Cruise to a remote area and arrange for guided tours of a rain forest or nature preserve. Provide guests with options such as hiking, rafting and zip-lining through forests. Talk to your current base of clients and find out what activities they would like to see offered on a cruise. Add on-board activities such as book clubs, yoga and chess tournaments for those cruisers who prefer to skip the shore excursions.

### Get Involved

Community involvement is another effective avenue that offers significant opportunities for marketing. Offer to attend local job fairs or speak at career days in your local high schools and colleges. Bring brochures and posters to hang in community centers, grocery stores and retail outlets. Sponsor a local little league team or community theater production. Join community boards of directors and lead a committee to raise funds or promote the organization by offering space on your cruises to donors. Purchase goods locally for use on your ships, and make sure the store, restaurant and paper supply companies know that you support their efforts. Become an active member in the chambers of commerce in your port cities