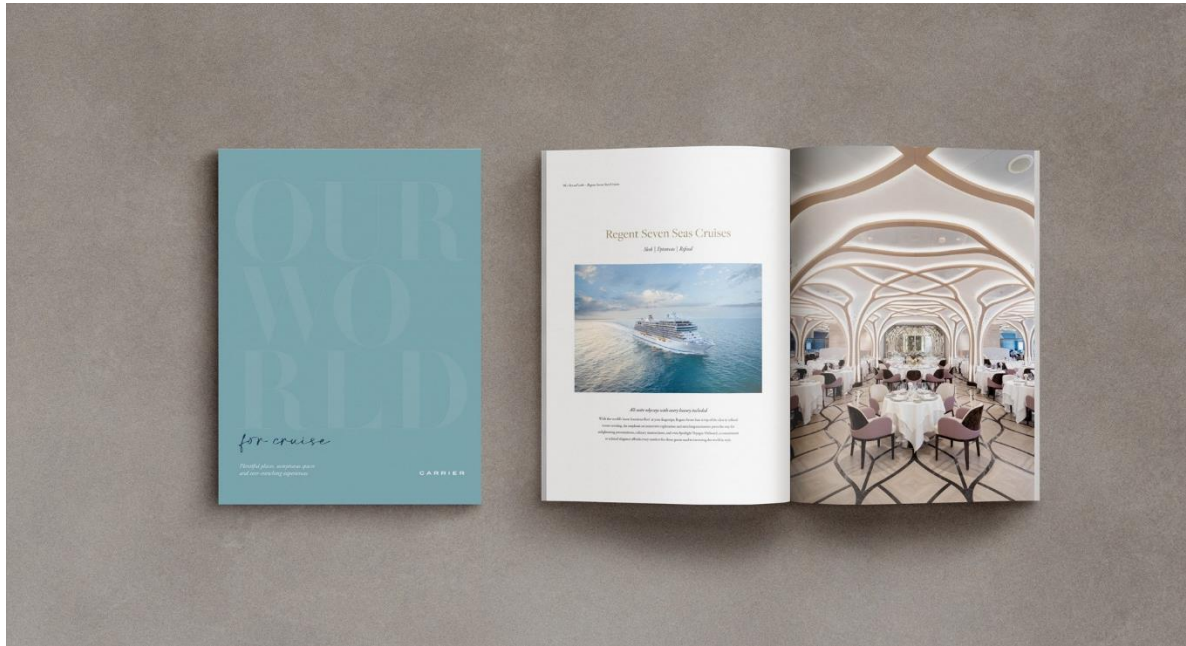


CARRIER

CARRIER LAUNCHES CRUISE LOOKBOOK IN RESPONSE TO GROWING CRUISE DEMAND

New lookbook acts as a tool to help agents understand and sell cruise to their clients



Manchester, November 2024: Luxury tailor-made operator, Carrier, unveils its exclusive cruise lookbook: **'Our World for Cruise'**. With cruise continuing to be one of the fastest growing sectors in tourism, Carrier reports that it has seen an increased demand for cruising in recent years with sales up 69% for 2024 YTD. This growth does not take into account Carrier's largest booking to date - a remarkable milestone not just for the year, but in the company's history: a private yacht charter valued at over £2 million. With cruise now having broader appeal than ever before, Carrier's latest cruise campaign is in response to the growing area and aims to equip agents with the tools to encourage more people to give cruise a try.

The operator emphasises that its complete guide aims to challenge the misconceptions of what cruise holidays are about and showcase what cruising with Carrier looks like.

Carrier Product Manager for Cruise, Helen Tabois says, *"Our focus is on small ship, luxury cruising and on highlighting the opportunities for bespoke sailing to lesser-known destinations combined with enriching experiences afloat and ashore. Our new lookbook is designed to do away with any misconceptions and present cruise in a way that will appeal to our ever-growing demographic of High Net Worth and Ultra High Net Worth clientele.*

...Think of Carrier as the matchmakers of the cruising world; there is a cruise out there for everyone, you just have to know where to look. Our guide highlights the different types of cruises available, the destinations you can experience them in, and the best ships to set sail on. When someone cruises with Carrier, the cruise can be one element of longer holiday with pre- and post-cruise experiences crafted by our destination specialists, or it can be the holiday in its entirety. Either way, it remains a Carrier holiday at its core. Just like our land-based holidays, Carrier's cruises are...

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...entirely tailor-made, and we'll help agent partners pair a cruise with exquisite pre- and post-cruise accommodation and exclusive experiences that elevate the entire journey."

Our world for Cruise is designed to appeal to a broader audience than the traditional cruiser. Recognising the complexities of navigating the cruise landscape, the lookbook aims to inspire potential cruisers while also serving as a practical planning tool for agents.

Organised into distinct chapters, the lookbook explores various cruise styles and the destinations where they can be experienced. The first chapter highlights ocean cruising, which Carrier refers to as "the tried-and-tested classic." These journeys range from sun-drenched escapes across the Caribbean or Pacific islands to bucket-list adventures through the diverse land and continent of Asia.

For those who see themselves as "intrepid explorers," the lookbook features a dedicated section on expedition cruising. This segment emphasizes smaller ships and extraordinary experiences, such as zodiac excursions alongside polar bear-inhabited glaciers in Antarctica or North America.

The lookbook also shines a spotlight on river cruising, celebrating the charm of slow sailing along some of the most iconic waterways in Europe and Asia. Additionally, it introduces the expanding opportunities in private yacht charters, offering a glimpse into the luxury and personalization this option provides.

Tabois adds,

"To assist agents in inspiring their clients and finding the perfect cruise to suit their needs, we've highlighted key pointers to help identify the types of guests likely to be onboard, such as first-time cruisers, seasoned travellers, or solo adventurers. The guide also showcases the kinds of experiences available, from culinary delights to wildlife encounters. Rather than focusing on specific sailings, we've shone a spotlight on some of our favourite ports of call, complemented by a selection of hand-picked "Carrier Curations", experiences designed to enhance the overall journey before or after the cruise. Examples include exploring Ho Chi Minh City in a vintage French car ahead of a river cruise or rejuvenating in the thermal waters of Iceland's Blue Lagoon after the thrills of an Arctic expedition."

The lookbook also serves as a comprehensive directory of Carrier's trusted cruise partners. Emphasising that the journey is as significant as the destination, Carrier highlights its curated selection of luxury cruising partners, detailing the unique elements that distinguish them from the rest.

Our World for Cruise arrives at the perfect time to capitalize on the growing demand for high-value bookings, with clients increasingly upgrading to the most spacious suites and penthouses, and holidays of a longer duration where voyages are complemented by expansive land-based itineraries. The operator has also noted that "bucket-list" holidays are still very much on the agenda in the cruise arena, with Antarctica a notable destination in demand, as people push the boundaries of exploration and revel in the opportunity of experiencing – in the ultimate style and comfort – a destination that was once the preserve only of those intrepid explorers prepared to endure extreme hardship and not a little danger.

Discover the best of luxury cruise holidays with Carrier... <https://indd.adobe.com/view/aee9a302-aefb-4f44-8beed74d87c86a87>

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