

Your comprehensive guide to selling cruise holidays

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DECEMBER 2020

cruise

TRADE NEWS

The guide to

Saga Cruises

Spirit of Adventure

A closer look
at the second
new-build ship

HOW TO SELL SAGA'S BOUTIQUE CRUISES



Ocean & river
itineraries to
promote
to clients

In association with

SAGA

We're excited to launch Spirit of Adventure

Your customers can be among the first to try Britain's newest cruise ship when she launches next May.

Offering all-inclusive drinks and included speciality dining, not to mention a private balcony for every guest, this is a new era of boutique cruising for 2021. The new inaugural cruise is set to explore the Baltic, and departs Dover on May 4, 2021. We have always led the way in guest wellbeing, but have raised our standards even further in order to provide the safest environment for everyone on board.

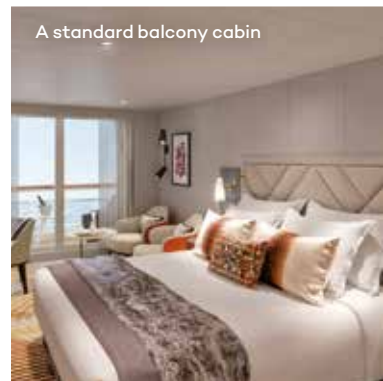
Bookings are now open for the full season of cruises aboard both Spirit of Adventure and Spirit of Discovery, with our top savings of up to 35% also available.



The North Cape Bar



A standard balcony cabin



Save up to 35% off full fares

Spirit of Adventure's Inaugural Cruise

16 nights from **£3,389^{pp}**

Departing from Dover on May 4, 2021
aboard Spirit of Adventure

Calling at... Dover, England • Copenhagen, Denmark • Klaipeda, Lithuania
• St Petersburg, Russia • Tallinn, Estonia
• Stockholm, Sweden • Visby, Gotland
• Aalborg, Denmark • Dover, England.

Cruise code: **SU063**



St Petersburg

Call FREE on 0800 074 8021,
or visit saga.co.uk/agents

boutique cruising

SAGA



W8164 / W8179

Fares per person are based on two people sharing the lowest available Standard Balcony cabin at the time of going to print, include applicable savings and are subject to availability and change. \$Optional travel insurance underwritten by Great Lakes Insurance SE, UK Branch, and additional cancellation rights, or a price reduction of £75 if not required (cover subject to medical questions).

All-inclusive includes a choice of wines with lunch and dinner, house-branded spirits and cocktails, draught beer and lager, plus all mixers and soft drinks. Private chauffeur service to the port up to 75 miles each way or shared chauffeur service from 76-250 miles. Some highlights may only be seen on optional excursions or by exploring independently. Saga's holidays and cruises are exclusively for the over 50s, but a travel companion can be 40+.

Saga reserves the right to withdraw, reduce or amend offers at anytime without notice. **NTA-SC4891**

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Welcome



Welcome to this special supplement, dedicated to all things Saga. Some may say now is an odd time for such a publication, but we could not disagree more.

We believe in print, and we believe in supporting our cruise line friends and partners. It is important to highlight the good things in life, and Saga is showing what can be done with

a positive mindset and strong trade partnerships.

The line is preparing for the debut of its second new-build ship and is posting superb sales figures through the trade – these are things we should celebrate.

As for the future, there's a host of exciting itineraries to promote to clients, and in this supplement you can find some top selling tips, too.

Read all about it on the following pages. Enjoy.

Gary Peters

Editor, Cruise Trade News



Firstly, thank you for taking the time to read this supplement, which we have produced in partnership with *Cruise Trade News*.

As I'm writing this, my outlook on the future of our industry is buoyed by the remarkable results we saw in September. Not only did we take delivery of *Spirit of Adventure*, but we also recorded the most successful sales month

through the trade in our history.

Despite the adversity we face and the continued enforced suspension of our great industry, consumer demand remains relatively strong, and will bounce back stronger than ever before. Our guests are desperate to get back to cruising as soon as they can.

A significant part of our success in recent years has been the support our travel agent partners have shown us.

September's incredible sales have again proved that customers will seek the expert guidance of their preferred travel agent. From all the team here at Saga, thank you for your continued support and we look forward to the brighter times ahead.

Stay safe and stay well.

Iain Powell

Head of trade sales, Saga



Triumph over **ADVERSITY**

Saga recently celebrated its most successful month for new bookings through the trade – a sign, says **Iain Powell**, head of trade sales, that better times are on the horizon

Can you give us an update on your newest ship, *Spirit of Adventure*, as well as the suspension of operations across the group?

We officially took delivery of *Spirit of Adventure* on 29 September 2020. While the handover was a smaller event than usual, due to the current restrictions, it was still an incredibly special day for all the team at Saga. Her inaugural cruise is now scheduled for 4 May 2021. Until that time, she will remain in Tilbury alongside sister ship *Spirit of Discovery*, which is resuming service in April 2021.

2020 has been challenging for Saga, as it has for all travel businesses. However, what have been your positive highlights?

It's been a very difficult year but, yes, there have been positives, too. I've been very humbled to see everyone in the industry pull together to support each other and to ensure we get back to travelling and sailing as soon as possible.

I've also been overwhelmed by the support we at Saga have received from our travel agent partners. They've worked tirelessly to amend and retain bookings, avoiding

cancellations, while also continuing to promote sailings. Really, I can't thank them enough.

Despite the challenges we face, September was our most successful month for new cruise bookings through the trade. I can't begin to explain how nice it was to see positive sales figures coming through, and they just kept coming. It really was an incredible month.

Are sales for 2021 and beyond looking positive?

We're very pleased with our current position for 2021 and 2022, which

Illustration: **Phil Couzens**

The company's first purpose-built river ship is set to arrive next March...



...and will bring boutique cruising to Saga's guests



went on sale in September this year and contributed to that amazing month I mentioned. We're on track to hit our desired occupancy levels as we enter 2021, which will mean we have around 10 per cent left to fill for that year.

Being so well occupied for the year to come means we can look ahead to 2022 and encourage guests to book early and take advantage of the price promise. We don't want to be a cruise line that sells on price with late deals. Instead we want early bookers who know they get the best value for money when choosing Saga.

How are you supporting the trade now and in the future?

Our support this year has primarily been around providing the tools to ensure that as many bookings as possible are amended, as opposed to cancelled. For the majority of agents,

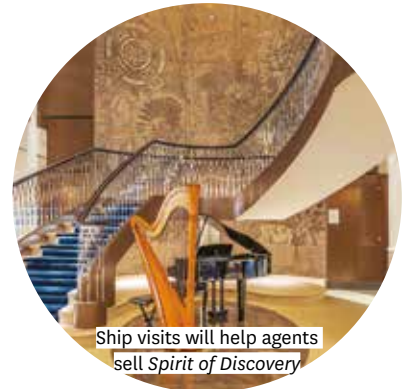
"We have lots of great incentives planned for agents moving into 2021"

we have (with their permission) been calling their guests directly to discuss amendments. Our teams are experts in our product and therefore we've seen an improvement of around 30 per cent in retention. This then benefits both us and our agent partners.

As we move to 2021, we will begin to return to more "normal" sales support. We have lots of great incentives planned, ship visits for both *Spirit of Adventure* and *Spirit of Discovery*, new training modules and a dramatically increased programme of virtual training and meetings. We're going to use the technology that we've all got used to this year to improve the support we offer our agent partners across the UK.

Looking ahead, what's the key focus for Saga?

From a promotional perspective, our focus is very much on returning to the true values that Saga stands for and our key reassurance messages as to why a guest should book with us. Most important in this are our included travel insurance and our price promise, which guarantees guests get the best deals by booking



early. We want to get back to focusing on these simple but very effective messages. From an operational perspective the focus is of course a return to service for our ocean cruise ships and the delivery of our first purpose-built river ship, *Spirit of the Rhine*, which is scheduled to arrive in March 2021.

Can you tell us a little more about *Spirit of the Rhine*?

We're very excited about her arrival. *Spirit of the Rhine* is inspired by our award-winning ocean cruise ships and the ambition is to bring luxury boutique cruising to the rivers. She has been designed with our guests specifically in mind, with contemporary styling, first-class dining and all the included extras that they expect from a Saga boutique cruise. Her inaugural cruise will sail on 23 March next year, departing from Amsterdam. 📍

Saga took delivery of *Spirit of Adventure* in September



Fast Facts

The eagerly anticipated *Spirit of Adventure* is due to sail in May 2021. Saga's second new-build ship has a number of areas for guests to explore, including new speciality restaurants and bars, as well as a private balcony in every cabin for all guests. The ship will offer a host of itineraries through the Norwegian fjords, Mediterranean, British Isles, Caribbean, Northern Europe and the Canary Islands.

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DECKS

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2
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PASSENGERS

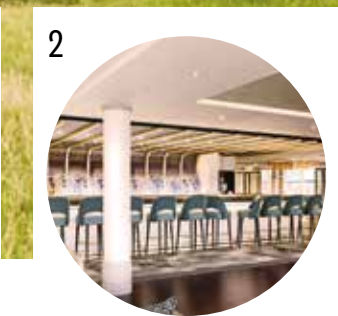
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CREW

SPIRIT OF ADVENTURE



Restaurants

One of *Spirit of Adventure*'s biggest pulls is that all dining is included, meaning there are no surcharges for speciality eateries. In addition to a main dining room, there is Khukuri House – the first Nepalese restaurant at sea – Italian at Amalfi, and steak and live music at Supper Club.



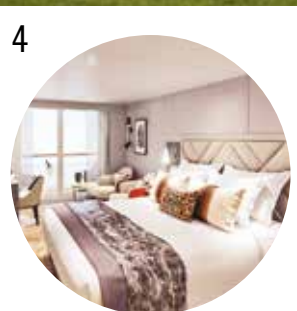
Bars

Spirit of Adventure has many spots on board to grab a drink, be it a lunchtime glass of wine, a beer after a hot day or a pre-dinner cocktail. For a casual drink the best spot is The Living Room, which has a full bar as well as coffee and snacks, or North Cape Bar – the ship's main art deco bar.



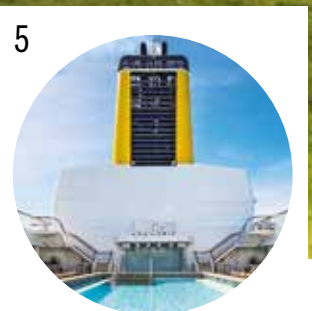
Spa/gym

Emulating the spa on her sister ship, *Spirit of Adventure* will have a number of treatment rooms offering services such as facials, massages and acupuncture. At the heart is the thermal suite, with indoor vitality pool, sauna and steam room. The ship also has a fully equipped gym.



Cabins

Balcony cabins are the standard on board, with sleek, modern interiors by leading British design agency AD Associates. Cabins range from standard double and twins to huge penthouse-like suites. In addition, there are superior and deluxe single cabins for solo travellers.



Pools

Perfect for any type of cruise, *Spirit of Adventure* has a large outdoor pool on the Lido deck – a little way along from the bar – and just right for those who want to relax on a lounge with their favourite tipple – and a heated indoor vitality pool in the spa. There are also two hot tubs on the Lido deck.



Sail away with Saga

Whether it's an ocean or a river cruise, archaeological sites in the Mediterranean or wonderful cities closer to home, Saga can satisfy all cravings

1 Caribbean festivities

Sitting at home around the table pulling crackers is not everyone's idea of an ideal Christmas. Some might prefer, say, a 30-night sojourn in the Caribbean, soaking up the sun while island-hopping from one majestic sight to another. Following a visit to Madeira, guests will head for Antigua, Port of Spain, the capital of Trinidad and Tobago, and Port Elizabeth, the village capital of Bequia, among other destinations. Departing from Southampton on 6 December 2021 on *Spirit of Adventure*, prices start from £8,087pp.

2 Bootleg Beatles

Launching in spring 2021, Saga's new river ship *Spirit of the Rhine* combines on-board luxury with stunning voyages along some of the famed waterways of Europe. There is, however, one very special cruise on this vessel that is sure to delight many clients. The six-night extravaganza will feature two live performances by the Bootleg Beatles, one of the finest tribute bands in action. Fans of the brilliant foursome will also revel in a private visit to the Beatles Museum in Alkmaar. Prices for the Dutch Waterways cruise, departing 23 March 2021, start from £1,949pp.

3 On the Rhine

The seven-night Castles and Vineyards of the Rhine itinerary, departing 25 October 2021, will take guests from Basel into Germany and Breisach, from where passengers can explore the Black Forest. Next up are Strasbourg's cobbled streets and half-timbered houses on a guided tour and canal trip, before cruising to the Middle Rhine and the wine town of Rüdesheim. This charming itinerary on *Spirit of the Rhine* concludes in Amsterdam, from where a food-themed walking tour provides a sweet ending to the journey. Prices start from £1,449pp.



4

4 To the Med

A Mediterranean itinerary is one of the staples of the calendar for many avid cruisers. The sheer number of fascinating ports plus the warm weather to be found here make for a winning combination, whether it's the eastern or western part of the region. On Saga's 24-night Jewels of the Eastern Mediterranean itinerary, guests can indulge in a voyage of discovery with six sightseeing tours, including to some of the area's foremost archaeological sites. Prices start from £6,217pp, departing 28 October 2021.

5 See it to believe it

There are few better sights on a cruise than witnessing the Northern Lights. The Arctic Aurora itinerary promises the opportunity to venture to Europe's most northerly point in search of this famed spectacle. Ports of call include Kristiansund, Alta and more. Prices for the 14-night cruise on *Spirit of Discovery*, departing 27 February 2022, start from £3,359pp.

5



6 A Celtic escape

One beauty of sailing with Saga is the option for no-fly cruises. These can be taken from Dover or from Southampton. One example is the five-night Celtic Escape voyage, departing Southampton on 24 September 2021. Starting from £1,156pp, this cruise offers guests the chance to explore the Irish Sea, beginning in Greencastle for an exploration of Londonderry, which has a buzzing arts and culture scene. The cosmopolitan city of Belfast is another highlight. ❶

6



3



2



How to sell

There are many fundamentals to consider when selling Saga itineraries to clients, from value for money to a price promise

For agents who are marketing or selling Saga, there are key elements to remember. First, it is important to focus on the value for money, as opposed to the lead price point, because at Saga, inclusions are everything.

Saga takes great pride in its reassurance messages, providing customers with the confidence they need when making a booking. Saga is also overcoming the stereotypes and myths surrounding the brand through use of imagery and video of the new-build ships in the fleet – they demonstrate that Saga has entered a new era, redefining luxury boutique cruising.

Reassuring guests

In the present time of uncertainty, Saga is working hard to reassure guests that cruising is a safe and enjoyable holiday.

To that end, the brand has put in place a series of measures for cruises departing while Covid-19 is still a



“On Saga’s ships there is plenty of room... guests never feel hindered”

prevalent issue. These include pre-departure Covid-19 testing at home and in the terminal for guests and crew, and full medical screening, as well as reduced numbers of guests on board the ships.

The crew-to-guest ratio has also been increased, to ensure cleaning regimes are heightened across the fleet. Social distancing is being implemented on all departures, although on Saga’s spacious ships there is plenty of room, so guests can explore and never feel hindered.

In addition, face coverings are to be worn in all indoor public areas, as an added layer of safety for all crew and guests, while further improvements have been made to a state-of-the-art air conditioning system.

Saga has planned for all health eventualities by creating a new dedicated isolation area and doubling the number of medical personnel on board. 📍



Agents should focus on the refreshed boutique image

Key sales MESSAGES

Price promise

Saga guarantees that guests get the very best deals by booking early and, if the price is reduced after booking, guests receive the value of the difference back

•

Optional travel insurance is included

All cruises and holidays include travel insurance and Covid-19 cancellation cover

•

Door-to-door chauffeur

Guests are picked up from home and taken to the port, up to 250 miles each way

•

All-inclusive drinks

Complimentary wines, beers, house-branded spirits, cocktails and soft drinks all included in the price of the cruise

•

Excursions

From April 2021, cruises include sightseeing excursions at selected ports

•

No-fly cruising

All cruises depart from the UK ports of Dover or Southampton

•

Little extras

From wifi and gratuities to 24-hour room service and afternoon tea

Step aboard our brand-new river cruise ship, Spirit of the Rhine Cruising Spring 2021

Inspired by our award-winning ocean cruises, Spirit of the Rhine will bring the boutique cruise experience to Europe's waterways.

Designed exclusively for Saga guests, she'll provide first-class dining and exceptional service, while her spacious public areas and cabins will ensure guests will cruise past beautiful riverside scenery in style.

Fantastic value with so much included in the price

- **VIP door to door travel service** with unlimited mileage
- **Our optional travel insurance provided by Great Lakes**, includes up to £5m emergency medical and repatriation cover for coronavirus[§]
- **Full board with beer, wine and soft drinks** served at meal times
- **Three or more excursions on all seven-night cruises**
- **Dedicated Saga Team on board**

Plus, so much more...

The Saga Difference

Book with confidence with the Saga Price Promise

Early bookers will never lose out! Not only are you assured the holiday of your choice but if we reduce our brochure price after you have booked, we'll work out the difference and give you your money back.

And that's a promise!

Our Price Promise applies to all holidays departing from January 2021.

Love your holiday, or your money back

We're confident you'll enjoy your holiday with us, but if you don't, we'll bring you home early, free of charge and refund the cost. Terms and conditions apply.

No hidden extras

We've ensured our holiday descriptions and pricing are clear. If there are any additional charges, this will be made clear, up front, before you book.

All our holidays are ABTA and ATOL protected

Arrive as our guest and leave as our friend.



Cruise from £549 per person*

To book speak to your preferred travel agent

boutique cruising

SAGA



*Price based on Christmas Markets of the Rhineland, departing December 16, 2021 for four nights. §All our overseas holidays include optional travel insurance with up to £5m coronavirus emergency medical cover, underwritten by Great Lakes Insurance SE, UK Branch, or a price reduction if not required. Cover is subject to medical screening. Saga provides additional cancellation cover should you need to cancel due to coronavirus medical conditions prior to departure, available when taking the optional included insurance. Further terms and conditions apply, please visit our website for details. Saga's holidays and cruises are exclusively for the over 50s (but a travelling companion can be 40+). For more information about financial protection and the ATOL Certificate, visit www.atol.org.uk/ATOLCertificate NTA-RC6659 (November 2020)

The Saga Difference

There are so many reasons they'll love a Saga Cruise

With so much included in the price, there are so many reasons your customers will love a Saga cruise. Plus, our best savings of up to 35% off the full fares are still available throughout our 2021 season!



Cruise Price Promise

If we lower the price of their cruise, customers get the value of the difference back.



No-fly cruises

All our cruises depart from the UK ports of Dover or Southampton, with no flying required.



Peace of mind

All of our holidays are ABTA or ATOL protected.



Early bookers save up to 35%

When our cruises first go on sale, we offer early bookers the highest discounts of up to 35% off the full fares on selected cruises and cabin grades.



Always all inclusive

Every cruise is all inclusive, with included drinks and speciality dining in every bar and restaurant on board.



Included excursions

All cruises from April 2021 also include sightseeing excursions at selected ports.



All prices in £s sterling

There is no need to worry about currency or exchange rates on board.



Coronavirus cancellation cover included

We now include coronavirus cancellation cover, as well as travel insurance with up to £5m coronavirus emergency medical and repatriation cover, or a price reduction[§].



Door-to-door chauffeur

We'll pick guests up from home and drive them to the port, included up to 250 miles each way[^].



Small-ship luxury

Our boutique sister ships are the newest on the ocean, and carry no more than 999 guests.



Your very own balcony

All cabins have a balcony as standard on both Spirit of Adventure and Spirit of Discovery.



Little extras

From free Wi-Fi to included portage, 24-hour room service to afternoon tea, we include a lot of little extras too!



Proud of our heritage

Founded almost 70 years ago, we use our experience to always go the extra mile.



0800 074 8021

www.sagaagents.co.uk

boutique cruising

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All-inclusive includes a choice of wines with lunch and dinner, house-branded spirits and cocktails, draught beer and lager, plus all mixers and soft drinks. Pre-departure cancellation cover is provided by Saga, and only available when taking the included optional travel insurance. §Travel insurance is underwritten by Great Lakes Insurance SE, UK Branch and includes up to £5m coronavirus emergency medical cover. A price reduction is available if choosing not to take the included insurance and additional cancellation cover. Cover is subject to medical screening. Further terms and conditions apply. ^Private chauffeur service to the port up to 75 miles each way or shared chauffeur service from 76-250 miles. Visit saga.co.uk/loveit for details. Some highlights may only be seen on optional excursions or by exploring independently. Saga's holidays and cruises are exclusively for the over 50s, but a travel companion can be 40+. NTA-SC4890