

Case study

Client: Passenger Shipping Association

ace

The more people choose to cruise, the more you need to know.

The brief

The Passenger Shipping Association's travel agent membership was in decline.

PSARA (The Passenger Shipping Association Retail Agents scheme) was intended to make cruise easier for agents to sell.

Agents found cruise complicated to sell and found online training dull.

As a result, many agents didn't talk about cruise.

What we did

I realised agents didn't know about higher commissions on cruise sales.

We also made the training fun, launched the UK Cruise Convention and created a new brand: ACE – Association of Cruise Experts. (Now CLIA)

I summed everything up in a simple headline:

'The more people choose to cruise, the more you need to know.'

The results

From 480 members to 23,000 members in four years.

To see what we could do for you, please call Steve on 07974 179899 or email steve@bemorecheetah.com

www.bemorecheetah.com