



December 2011

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Silversea Cruises

 **SILVERSEA®**



Understand your Cruise Ship Client & Understand
the Cruise Ships' Client



 SILVERSEA®

Serving the Luxury Market

- Don't follow the leader
- Authentic experience
- Honest descriptions
- True to local culture
- Enriching & Educational
- Seek the unexpected and different



Always assume the guests is an informed World Traveler



Group Tour




Intimate Experience





Challenges

- Customers challenge us to do better
 - More competitive market
 - Premium and Contemporary cruise lines are raising the bar
 - Increasing costs of operation
 - Retention of staff
 - High Expectations
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Brand the program

Silver Shore

Branding the elements - **show variety, depth and choice**

Concierge – personalized and personal

Collection- Intimate & rewarding

Expedition – Active or inspiring

Privato – At your pace


View the world through their own lens



 **SILVERSEA®**



EXPANDING & ENHANCING SHORE EXCURSION OPPORTUNITIES

- Seek out and offer the unusual & unique
 - **React quickly to trends**
 - Create one-of-a-kind individual experiences
 - **Knowledgeable, personable & professional staff**
 - Don't copy – **Originality**
 - **Expand the normal boundaries.....**
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Overland Programs



Rich opportunities

- Over night
- Multiple days
- Local immersion
- Good margins

Overland - 41 Programs



Two Hats

Land



Air



Air/Sea Programs

Challenges

- Consolidating
- Reducing capacity
- Raising prices
- Withdrawing Air/Sea Fares

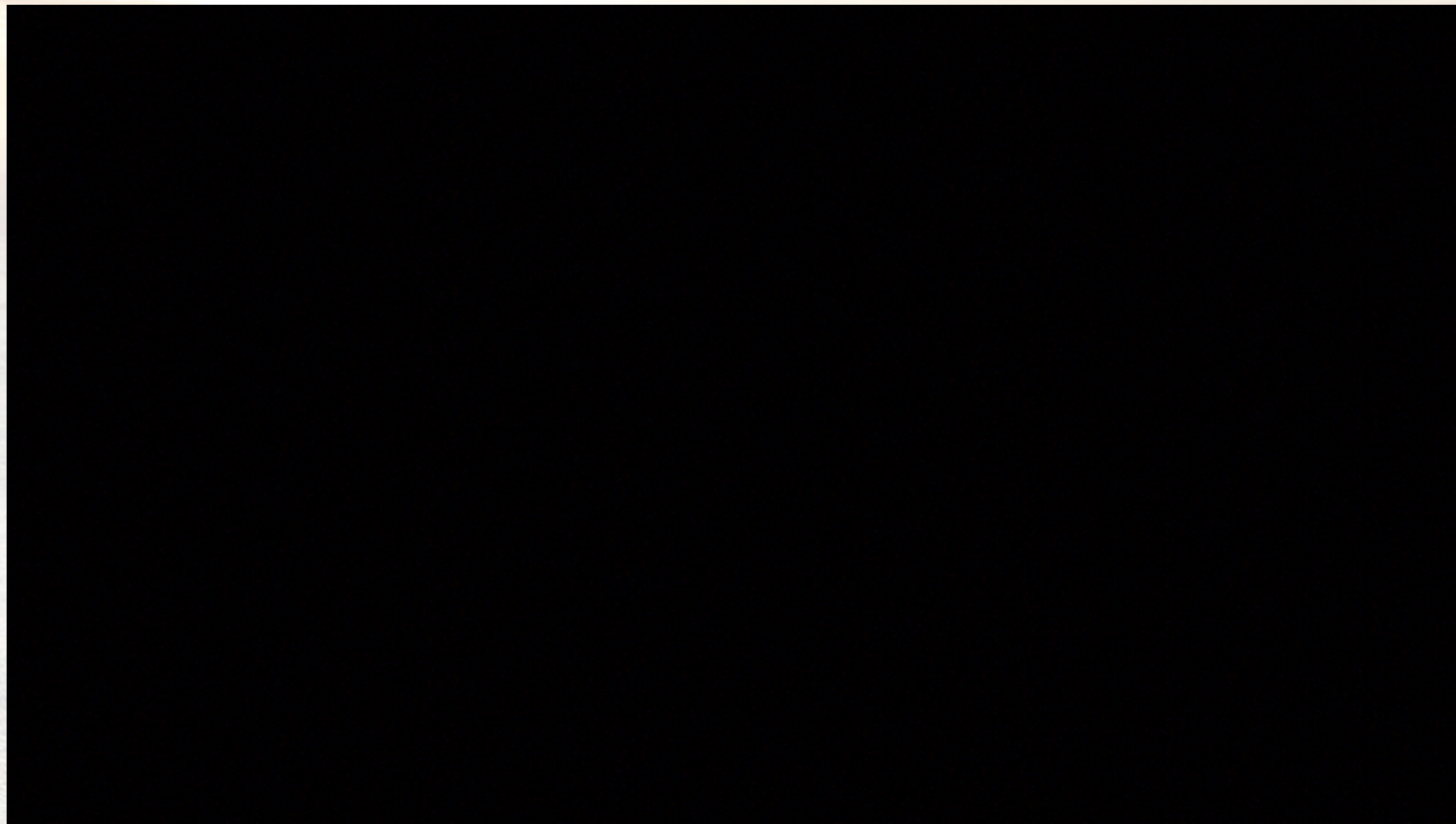
Support From

- Tourism Organizations
- Inbound/Outbound Operators
- Port Authorities
- Port Associations

Work to together keeping airlines focus on CRUISE



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