

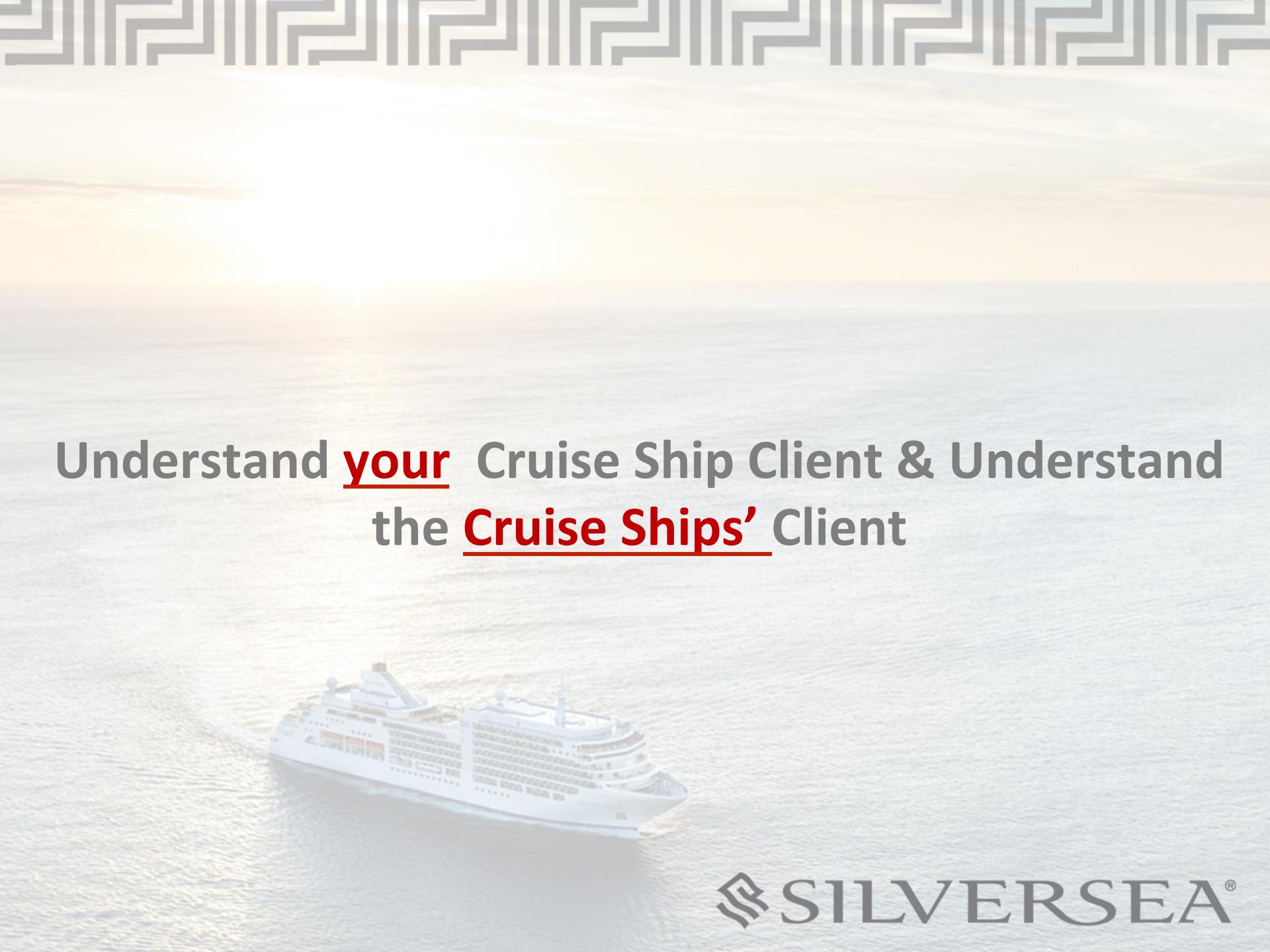


**December 2011**

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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**

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## Group Tour



## Intimate Experience



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A large, multi-decked cruise ship is visible in the lower-left portion of the slide, sailing on a calm sea under a clear sky.

# 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

# 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**



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# 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.....**

# Overland Programs



Rich opportunities

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

# Overland - 41 Programs

Spain

Russia

Jordan

Oman

Peru

Chile

Brazil

Argentina

Antarctica

**Landing on Antarctica to cuddling a Panda**

**Easter Island to Kangaroo Island**

Cambodia

Vietnam

Japan

China

Borneo

Indonesia

New Zealand

Kenya

South Africa

Egypt

India

Australia

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# Two Hats

Land



Air



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# Air/Sea Programs

## Challenges

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

## Support From

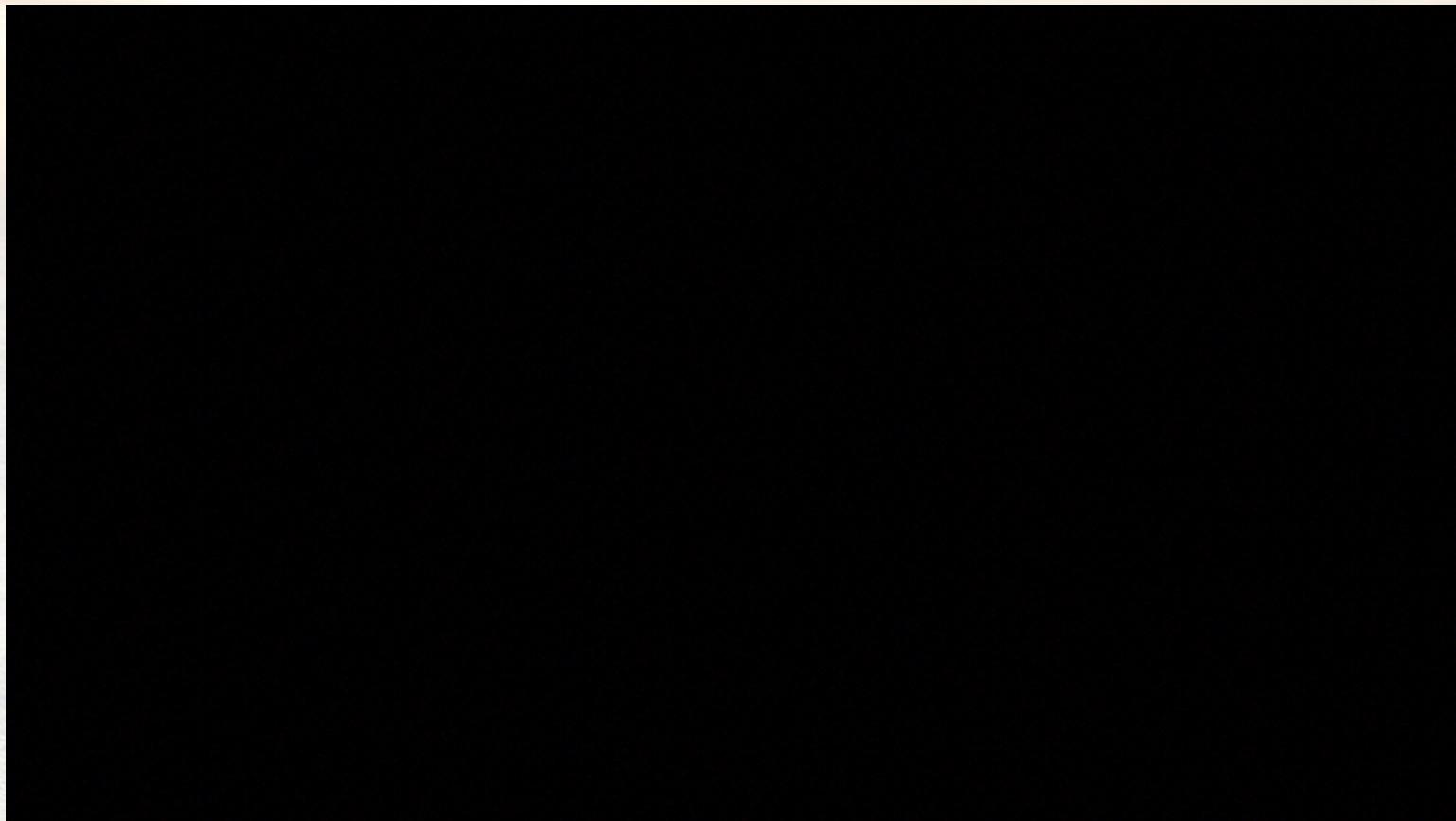
- Tourism Organizations
- Inbound/Outbound Operators
- Port Authorities
- Port Associations



**Work to together keeping airlines focus on CRUISE**



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