

CRUISE DOWN UNDER - DARWIN

Shore Excursions – Trends for the Future

3 - 4 September 2015

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 SILVERSEA®



CHANGING MARKET

What should we focus on

1. Multi – Generation Travel
2. Boomers to Millennials
3. Catering to a changing customer
4. Self Touring
5. Overland programs

Multi – Generational Travel

Kids sail Free



Luxury Courting Families

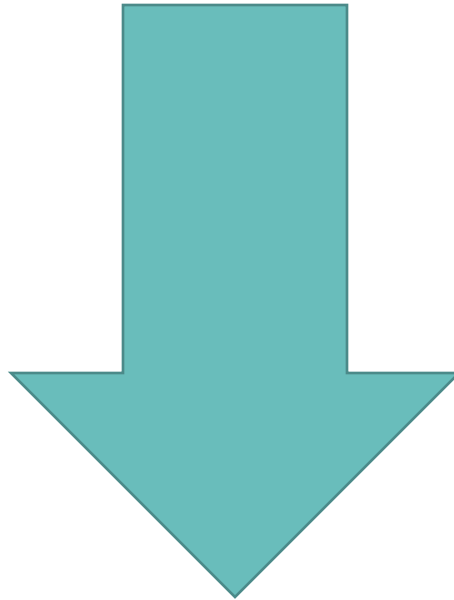
- Grandchildren are older
 - Travelled with their parents
- Experienced Travelers
 - Looking for a shared experience
- 'Bucket List' Destinations
- Sharing a favorite destination
- Re – sharing an experience with the grandchildren

Design Tours

- For a slower pace but still enriching
- Light adventure
- Options on the same tour for different levels of activity

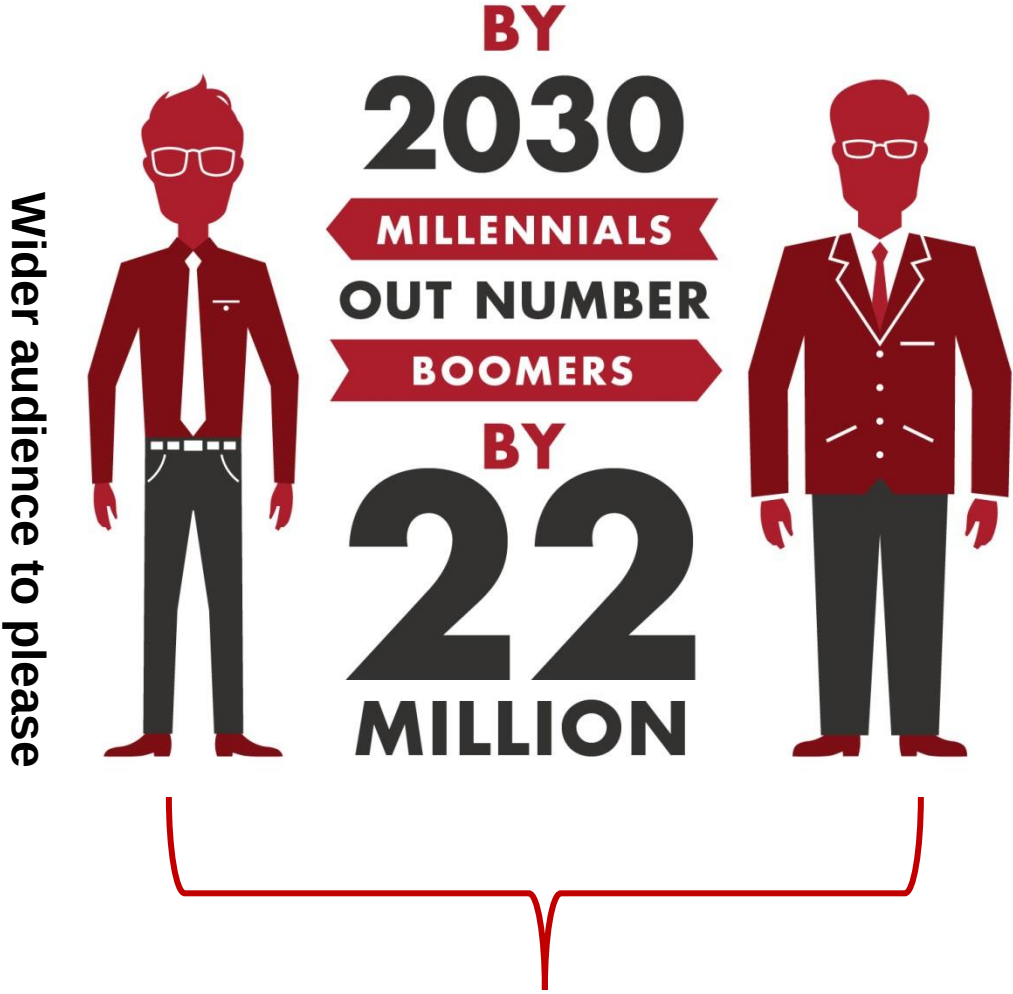
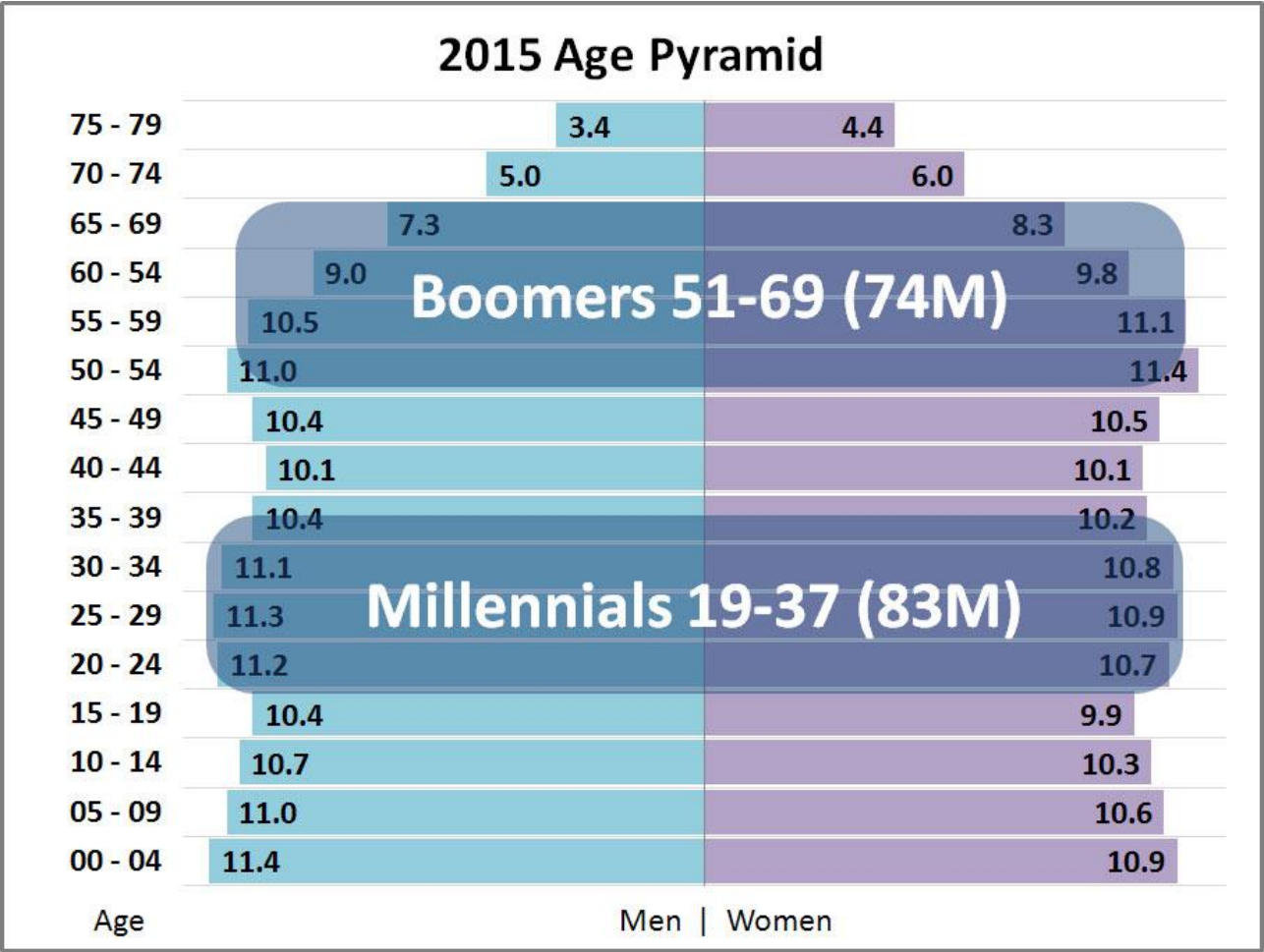


Grandchildren



Millennials

Millennials coming of age



A larger demographic

When it comes to money, 'experiences' trump 'things'

- More than 3 in 4 millennials (78%) would choose to spend money on a desirable experience or event over buying something desirable
- 55% of millennials say they're spending more on events and live experiences than ever before
- Millennials crave more experiences
- 72% say they would like to increase their spending on experiences rather than physical things
- Moving away from materialism and a growing demand for real-life experiences

Experiences help shape identity & create life-long memories

Connect with other people, the community, and the world

Connect with -

- other people
- the community
- and the world

FOMO



Fear Of Missing Out

FOMO drives millennials experiential appetite

- Nearly 7 in 10 (69%) millennials experience FOMO
- The fear of missing out drives millennials CRAZY!!!!

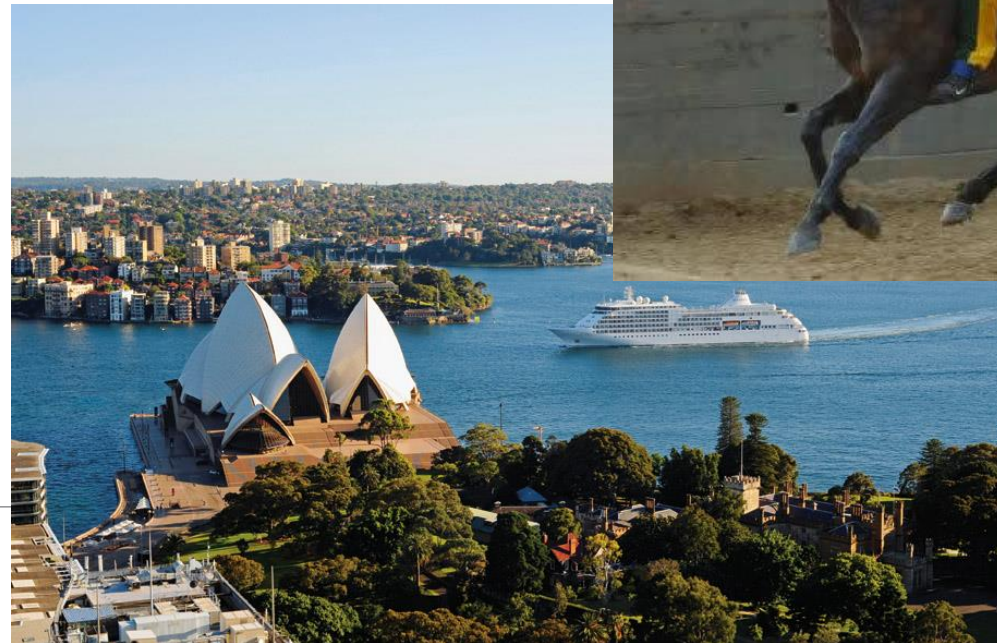


Catering to the young Boomers and the Millennials

- 56% are Activist
- Donate Time
- Donate Money
- Participate in Fund Raising
- Support or Boycott Businesses

Events

- Parties, concerts, festivals
 - Rio Carnival
- Performing arts
- Grand Prix Races
 - Monaco Grand Prix/Abu Dhabi Grand Prix
- Cultural Events
 - Palio Sienna
- Memorable anniversary's
 - ANZAC
- Opera
 - Sydney Opera Event WC 2015



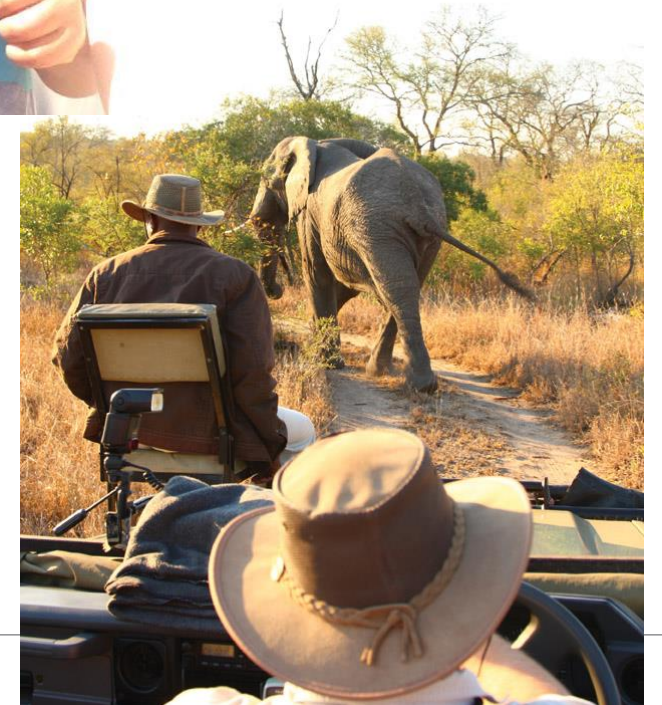
Good Citizen Tours

- Visiting a Charitable Organization
- Sustainable Farming
- Participating with Local Organizations
- Meeting local environmentalists
- Animal Conservation



Health & Wellbeing

- Yoga
- Tai Chi
- Feng Shue



Enriching Experiences

- Touring Archeological sites with an expert
- Behind the scenes at Museums & Art Galleries
- Wine tasting & blending
- Culinary arts
- Private openings
- Private art collections





Tandem Skydiving - Cairns

Adventure!

- Skydiving
- Scuba
- Urban Biking
- Kayaking rapids



Catering to a Connected Society

Believe it or not ?
We offer a 'Selfie' Tour

National Specific events drive our itinerary planning



Glyndebourne - UK
Biennale - Venice
Grand Prix - Abu Dhabi/Monaco
Redentore - Venice
Rio Carnival
Royal Tattoo - Edinburgh

The 360 Concept

Continue the Land Experience onboard

- Guest Chef's - Culinary Tours
- Fashion Blogger – Shopping Expeditions
- Art Restoration – Behind the scene gallery tours
- Naturalist – Hiking
- Keep Fit – Biking/Hiking/Kayaking
- Yoga Instructor – Yoga on the Beach



Bringing a Non – Cruise Consumer who
looks for an immersive experience on land
that last for a vacation

Self Touring

‘Privato’ & Exclusively Yours

- Follow the regular tour itinerary
- Private Vehicle
- Private Guide

“I want to this”



“Without doing that”



Personalize the program
makes the Experience

Over Land Programs

61 Worldwide

- Mid Cruise
- Leave in one port re join in another
- Ability to offer a more immersive experience
- Good margins
- Adds destinations to the cruise
- Great for marketing the difference in homogenized itineraries



Luxurious Red Centre & The Ghan

- Debark in Cairns
- 2 Nights at Longitude 131°
- 1 Night on the Ghan Alice Springs to Darwin
- Embark in Darwin

Featuring a Star Studded Cast

Gorillas



Terracotta Warriors



Tasman Glacier



 SILVERSEA® Hunter Valley



Temples of Bagan



Bridge Over the River Kwai

Enriching Experience shared with a small group



Thank You