

ADVERTISING

TRAVEL AGE WEST

PUBLISHED BIWEEKLY • SEPTEMBER 3, 2018

WEST COAST CRUISING
JUST GOT BETTER.

Norwegian Joy joins Norwegian Bliss in Alaska starting 2019.





Kenneth Shapiro
Editor-in-Chief

For Shore

These days, a successful cruise isn't just about what happens at sea

This issue's cover story, "A Shore Thing" (page 14), looks at the importance of land-based experiences for today's cruise passengers. The growth of shore excursions — and the need for cruise lines to continually wow customers with new options — has been a quiet revolution in the industry.

I'm sure many of you have already observed this trend with your clients. People generally don't come back from a cruise and immediately brag about how the ship had a waterslide or a great new Broadway production — although they often do talk about onboard features eventually. What everyone wants to share are the exclusive, over-the-top travel moments that made them feel like VIPs and jet-setters. The quality of these land-based experiences can turn a good cruise into one that clients talk about for years to come.

Arranging these moments means more work for travel advisors, but increasingly, that's the nature of all trip planning — every vacation you create should include remarkable moments. Fortunately, when it comes to cruising, a successful effort often leads to more business. According to Cruise Line International Association's most recent Cruise Travel Report, cruisers are twice as likely to use a travel advisor than non-cruisers; they are more likely to feel satisfied by agents; and they are more likely to use an agent for their next trip. Perhaps best of all, cruisers are 40 percent more likely to travel with friends and family than other types of travelers.

Clearly, cruising is a sweet spot for advisors and well worth the extra effort. Plus, as the cover story points out, once you show them what you can do in one port, they inevitably want you to work your magic in the next destination — and then the next.

With all the investments that cruise lines are putting into amazing ships and cutting-edge hardware, it's satisfying to know that the human touch advisors bring to the table can't be overlooked. Now, it's up to agents to rise to the challenge.

What's Trending on TravelAgeWest.com



Singapore takes the spotlight in the film "Crazy Rich Asians."



This San Francisco hotel has Bay Bridge views.

ASIA/SOUTH PACIFIC

'Crazy Rich Asians' Filming Locations in Singapore and Malaysia

These locations are worth discovering off the silver screen (TravelAgeWest.com/Travel/Asia-SoPac)

CRUISE

Top 5 Spots to Eat Onboard Carnival Horizon

Whether you're looking to rein it in or indulge a little, these popular dining venues onboard Carnival Horizon offer a variety of delicious options (TravelAgeWest.com/Travel/Cruise)



Carnival Horizon's Pig & Anchor eatery

HOTELS

Hotel Review: Harbor Court San Francisco

Thanks to techy design and an iconic location, the newly renovated property appeals to leisure and business travelers alike (TravelAgeWest.com/Travel/Hotels)

INDUSTRY INSIGHT

How the Relationship Between Travel Advisors and Tech Is Changing

According to the latest Phocuswright study and upcoming conference, travel agents are making tech work for them (TravelAgeWest.com/Industry-Insight)



NORTHSTAR Travel Media, LLC,
11400 West Olympic Blvd., Suite 325, Los Angeles, CA 90064
www.travelagewest.com 310-954-2500; Fax: 310-954-2520

Vol. 53, No. 18, September 3, 2018

Senior Vice President/Group Publisher, Retail Group

Bruce Shulman
bshulman@travelagewest.com

Editor-in-Chief
Kenneth Shapiro
kshapiro@travelagewest.com

EDITORIAL, ART & PRODUCTION

Executive Editor

Mindy Poder

Senior Editor

Valerie Chen

Senior Editor

Michelle Juergen

Assistant Editor

Emma Weissmann

Creative Director

Deborah Dimond

Graphic Designer

Jessica Castro

Contributing Editors

Hawaii/Pacific Northwest

Marty Wentzel

Cruise

Jason Leppert

Alaska

Christopher Batin

Production Manager

Michael Jackson

Editorial Intern

Jessie Yount

EMAIL

To contact most TravelAge West staff, type their first initial and last name followed by @travelagewest.com.

TAW EDITORIAL ADVISORY BOARD

Donna Alkarmi, Lone Star Travel / Brianna Glenn, Milk + Honey Travels / Daniela Harrison, Avenues of the World / Beci Mahnken, MEI Travel / Steve Orens, Plaza Travel / Hope Smith, Born to Travel / Lynda Turley, Alpine Travel / David Van Ness, All-Travel / Melissa Varela, Modern Romance Travel / Leslie Wahlgren, Plaza Travel

SALES & MARKETING

Associate Publisher/Business Development
Jay Nelson, 727-797-9758

Vice President, Digital - The Travel Group
Neal Tornopsky, 201-902-2019

Associate Publisher/Business Development Director, East Coast
Shannon Tiger, 609-298-7647

Business Development Director, West Coast/Midwest
Douglas Spierer, 310-954-2516

Business Development Manager
Audrey Wood, 310-954-2522

Sales Coordinator
Mary Kennedy, 310-954-2512

Hawaii

Media Links, 808-737-4621

Mexico
Advantage Media Group, +52 (55) 5202-6412/6376

Central/South America

Lillian Martinez, 305-476-1130

Eastern Canada

Françoise Chalifour, 416-363-1388

Western Canada

Rosalind Genge, 604-315-5190

Classified Sales

Matthew Hatch, 201-902-1934

Marketing Manager

Lisa Frobisher, 310-954-2514

Senior Vice President, Events, Travel Group

Alicia Evanko-Lewis, 646-380-6244

Circulation Director

Kwafo Anoff



NORTHSTAR Travel Group, LLC
100 Lighting Way, Secaucus, NJ 07094-3681

Chairman and Chief Executive Officer

Thomas L. Kemp

Chief Financial Officer

Lisa Cohen

President, Travel Group

Robert G. Sullivan

Executive Vice President, Digital Media

Thomas Cintonio

Executive Vice President/Group Publisher Meetings Group

David Blansfield

Senior Vice President/Editorial Director Meetings Group

Lori Cioffi

Senior Vice President/Editorial Director Travel Group

Arnie Weissmann

Senior Vice President, Human Resources: **Janine L. Bavoso**

Vice President, Product Development and Production: **Roberta Muller**

Vice President, Information Products Group: **Sheila Rice**

Vice President, IT Infrastructure and Operations: **Richard Mastropietro**

Vice President, Database Products: **Elizabeth Koesser**

For subscriptions and address changes:

Customer Service: TravelAge West, PO Box 47655, Plymouth, MN 55447
Tel: 800-869-6882; Fax: 866-658-6156; E-mail: TAW@kmpsgroup.com

Web site: www.TravelAgeWest.com/Subscribe

For reprints and licensing please contact Brett Petillo at Wright's Media,

877-652-5295, ext. 102 or BPetillo@WrightsMedia.com

Please address all editorial letters and submissions to:

Letters@travelagewest.com

For list rental contact Danielle Zaborski, Vice President, Data & Media Services, at MeritDirect 914-368-1090 or dzaborski@meritdirect.com

PLEASE RECYCLE