

WE LOVE OUR LUXURY LOVERS.



THAT'S WHY THEY KEEP COMING BACK.

Through ongoing research we have identified our key target customer – the attributes that define them, how to communicate with them, and the best way to sell to them. They are our 'Luxury Lovers'. They're affluent, like to shop, travel and are likely to spend more on a holiday. They like the finer things in life and that's why they love modern luxury. Convenience and the most indulgent, comfortable accommodation come top of their holiday list needs.

HINTS ON HOW TO SELL TO LUXURY LOVERS:

- **PRICES WON'T PUT THEM OFF** – quality and value are key, so asking about their budget upfront may limit what you can offer
- **THEY LIKE SPENDING MONEY** – so upsell wherever possible; this could apply to accommodation, flights, hotel packages, Celebrity Exclusive shore excursions etc. and don't forget to mention the shopping opportunities when in port
- **THEY LIKE TO INDULGE** – so recommend Suite Class and its extensive list of benefits
- **EXOTIC, WARM DESTINATIONS ARE PREFERRED** – so the first thing to work out is which destination they'd like to visit
- **MANY ARE ALREADY RETIRED** – so they can take longer cruises to more faraway places, and perhaps even a back-to-back sailing
- **LUXURY LOVERS WANT YOU TO TAKE CARE OF THE FINER DETAILS** – so remember to ask about flights, hotels, transfers to and from the airport and help them with mandatorys such as visas (sell Business Class and First Class flights where you can)
- **FABULOUS CUISINE AND FINE WINES ARE A PASSION** – so the benefits of a speciality dining/drinks package will appeal
- **THEY LIKE TO BE ORGANISED** – so pre-book their spa treatments, shore excursions etc.