CRUISE BALTIC
NORTHERN EUROPE

Cruising in the Experience Economy – a key to increased cruise business in the Baltic Sea

Director
Cruise Baltic
Claus Bødker
clb@woco.dk

Cruise Baltic

CRUISE BALTIC
NORTHERN EUROPE

We are a B2B marketing network

Our prime target group are the Cruise Lines

Target groups:

1. Cruise Lines
2. Press
3. Travel Agents

(4. Cruise Guests)

Scandic
Stay smarter

SAS
Scandinavian Airlines

Cruise Baltic in the Experience Economy

CRUISE BALTIC
NORTHERN EUROPE

The Cruise Baltic Vision:

To Create the World’s Best Cruising Experience

Cruise Baltic in the Experience Economy

CRUISE BALTIC
NORTHERN EUROPE

The Cruise Baltic Vision:

To Create the World's Best Cruising **Experience**

CRUISE BALTIC
NORTHERN EUROPE

Profitability

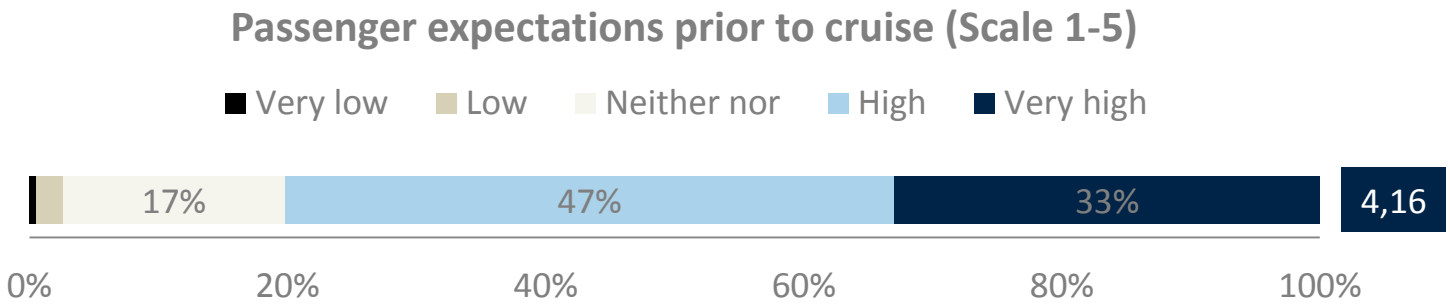
CRUISE BALTIC

NORTHERN EUROPE

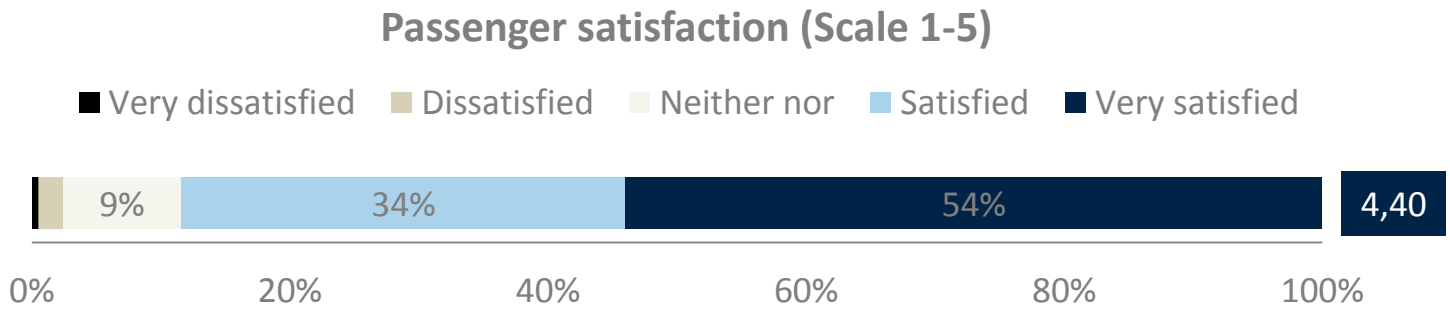
Guest Satisfaction

Satisfaction exceeds expectations

- **80% of the passengers** have **very high** (33%) or **high** (47%) expectations prior to their Cruise Baltic experience.



- 9 in 10 passengers are **very satisfied** (54%) or **satisfied** (34%) with their cruise in the Baltic sea



CRUISE BALTIC
NORTHERN EUROPE

How do we increase guest satisfaction?

Cruise Baltic in the Experience Economy

385 DKK

550 DKK

Cruise Baltic in the Experience Economy

400 DKK

650 DKK

CRUISE BALTIC
NORTHERN EUROPE

How can these principles be applied in cruising tourism?

Cruise Baltic in the Experience Economy

CRUISE BALTIC
NORTHERN EUROPE

- Clear definition of the brand image we would like to express
- Entertaining training programs for travel agents
- Cruise line fam trips to the Baltic
- Well-organised Cruise Baltic meetings
- Working with the travel trade press
- Apply technology when it makes sense
- Educating the destination representatives

CRUISE BALTIC

NORTHERN EUROPE

CRUISE BALTIC
NORTHERN EUROPE

How can each Baltic destination apply experience economy principles?

Activate the guests

CRUISE BALTIC
NORTHERN EUROPE

Activate the senses

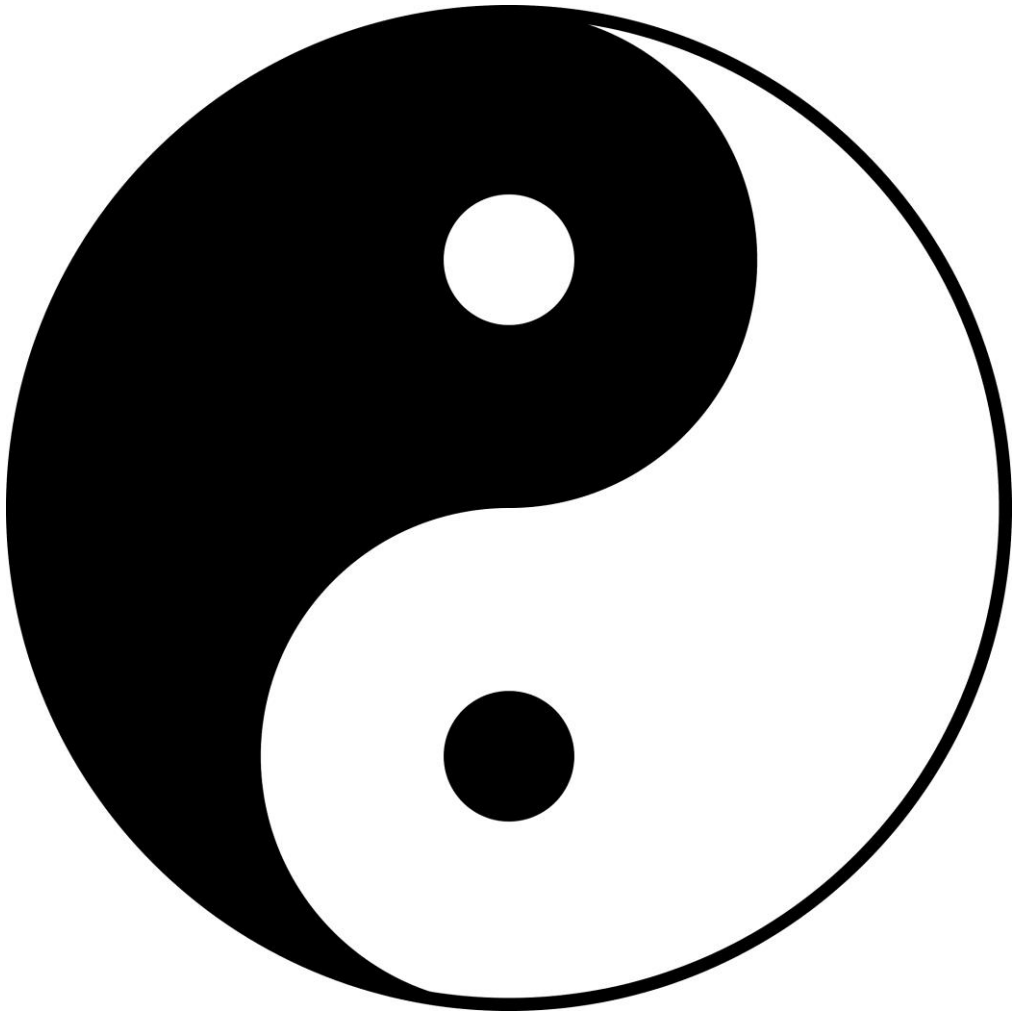
CRUISE BALTIC
NORTHERN EUROPE

Activate the edutainment

CRUISE BALTIC
NORTHERN EUROPE

CRUISE BALTIC

NORTHERN EUROPE



CRUISE BALTIC
NORTHERN EUROPE

Communicate the <u>similaries</u> in the region

Our people

CRUISE BALTIC
NORTHERN EUROPE

Our way of life

CRUISE BALTIC
NORTHERN EUROPE

Our (almost) midnight sun

CRUISE BALTIC
NORTHERN EUROPE

CRUISE BALTIC
NORTHERN EUROPE

Communicate the <u>differences</u> in the region

Our history

CRUISE BALTIC
NORTHERN EUROPE

Our architecture

CRUISE BALTIC
NORTHERN EUROPE

Our capitals

CRUISE BALTIC
NORTHERN EUROPE

Our attractions

CRUISE BALTIC
NORTHERN EUROPE

…And our fine food

CRUISE BALTIC
NORTHERN EUROPE

THANK YOU!

CRUISE BALTIC
NORTHERN EUROPE

Cruising in the Experience Economy – a key to increased cruise business in the Baltic Sea

Director
Cruise Baltic
Claus Bødker
clb@woco.dk