

5 reasons cruise companies should work with bloggers.

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#1: Complement brand and official cruise sites with the real life advice & tips potential customers crave

- Real life experience, advice & tips the #1 reason for reading blogs
- E.g. Readers of Tipsfortravellers.com say:
 - 63% say use as on look out for new travel inspiration, advice & tips.
 - 60% read blogs for real life experiences rather than the “sell” of travel providers and agents.
 - 53% read blogs to get real life opinions of experienced travellers, as find it more unbiased and honest than other sources

#2: Proven to influence decisions on where to go and who to travel with.

- 80% of blog readers say blogs directly influence their travel decisions including which provider to use.

#3: Will generate more, and richer, multi-media content for travellers to watch, listen to and read

- Unlike traditional media, a single blogger will usually create video, audio reports, photographs and written content.
- They will create multiple posts and a spectrum of content on one trip (e.g. covering the ship, cabins, food, entertainment, shore excursions as individual topics).

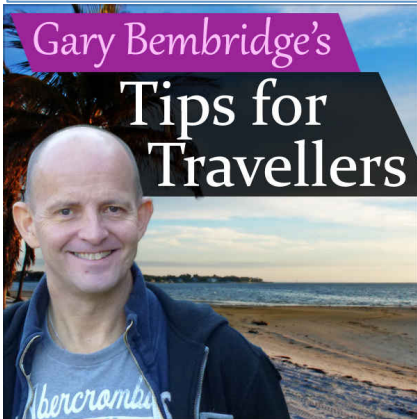
#4: Have engaged and responsive audiences they can interact with before, during and after a trip

- Bloggers are active on social media and will interact with followers before, during and after a trip - ensuring content spread and responsive to feedback / questions.
- Will usually be engaging before and during trips to respond “on the go” to questions and requests
- E.g. On a recent MSC Cruises trip, followers considering a trip asked tipsfortravellers.com to video specific cabin types, certain facilities, and to interview the butler to help followers understand what they did, etc.

#5: Will create longer lasting content with good SEO performance

- Most bloggers know how to create content that does well in search, and as a result create content that tends to have a “long tail” and life.
- E.g. Most of the cruise content created by tipsfortravellers.com has been accessed and used at an equal or higher rate in subsequent years than the year created, unlike the “shelf life” of some more traditional alternatives.

5 reasons to work with Tips for Travellers



Inspiration, advice and tips for travellers looking for luxurious travel experiences on land and at sea.

Draws on personal experiences from travelling every month of every year for over 20 years. Regular cruiser, with over 20 cruises in last 5 years.

Video. Audio podcasts. Blog.

#1: Well established travel video maker, podcaster & blogger.

- Launched September 2005.

#2: Large content consumption by travellers.

- Over 25 million video views on YouTube.
- Over 600,000 podcast downloads.
- Blog visitors grew +50% and page views +75% in last year
- 80,000 blog visitors and 161,000 page views in 2012.
- On average 200,000 items of tipsfortravellers.com content is used a month

#3: Audience very interested in cruising.

- It is their #1 travel interest & why they use tipsfortravellers.com
- 64% of visitors say they are interested in cruising.
- 64% say cruising content is the main reason they use tipsfortravellers.com

#4: Significant influence on travel and provider decisions

- 43% of readers say it inspired or determined their choice of provider.
- 34% of readers say it reinforced or confirmed their choice of travel provider.

#5: Proven creates popular multi-media cruising content

- Creates video, audio and articles, as well as contributing to other online travel sites on cruising. See examples of range of cruising content: tipsfortravellers.com/Cruising
- Past partnerships with Cunard (tipsfortravellers.com/Cunard) and MSC Cruises (tipsfortravellers.com/MSC).
- Contributes to Daily Mail Travel, MyTravelMoney, Cruise2, and Heather on Her Travels among others.
- Top cruise videos:
 - Independence of the Seas (120,000 views); Queen Mary 2 (105,000 views); P&O Aurora (52,200 views), Queen Victoria (43,100 views), P&O Arcadia (34,600 views)
- Top cruise podcasts:
 - First Time Cruise Tips (13,400 downloads), Caribbean Cruising (12,700 downloads), Transatlantic Crossing (9,900 downloads), Queen Mary 2 (13,100 downloads)
- Top cruise articles:
 - QM2 Transatlantic (11,500), Queen Victoria (8,100), Queen Elizabeth (4,100), QM2 Penthouse (4,100)