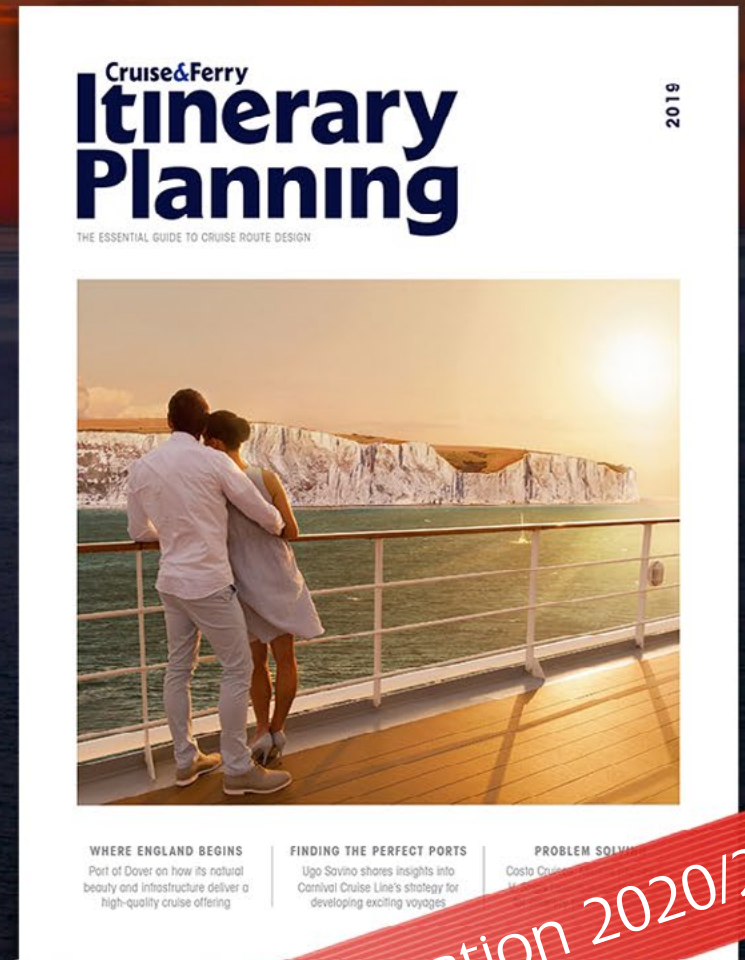


Cruise&Ferry Itinerary Planning

PORT OPERATIONS | DESTINATIONS | SHORE EXCURSIONS | PLANNING | ASSOCIATIONS | ITINERARIES



Next issue: November 2020



Media information 2020/21

About Cruise & Ferry Itinerary Planning

“We never give up on the thinking that we are selling dreams”

Federico Bartoli, Itinerary Planning Director, Costa Cruises

Itinerary Planning celebrates the work of the individuals and companies whose tireless efforts continue to fulfil the dreams of the millions of people who go on a cruise every year. And every year these people have to reinvent their output to keep itineraries fresh and inviting for both new and repeat passengers.

This talented group consistently achieve the highest levels of customer satisfaction – thanks largely to the ports, destinations and service providers who all share the same vision for continued industry improvement. The passion, focus and determination that is commonplace in the cruise business is entirely responsible for the continued dramatic growth that we have witnessed in recent times and is the envy of the rest of the hospitality sector. We are exceedingly proud that our annual *Itinerary Planning* continues to deliver an important contribution to the positive evolution of the business and takes a moment to celebrate the people who are charting this course.

Distributed throughout the world, *Itinerary Planning* has become an essential resource for industry leaders and as with its sister publication, *International Cruise & Ferry Review*, we offer advertising opportunities for organisations and companies to showcase their port, destination or services.



Overall readership 13,720
Print run 4,900 | Direct distribution 3,550 | Events 1,350

Contents

Keynote interview

In depth conversation with a senior industry figure covering a broad selection of itinerary planning topics

Marketwatch

Keeping up to date with the latest and most significant port and destination news and developments

Features

Topical issues are debated among a group of itinerary planners who have a common industry vision

Planner Perspectives

A series of one-to-one interviews with senior planners about their challenges and opportunities

Profiles

Reports on a selection of ports and destinations to raise awareness and share local news

Commentaries

Industry commentators share their expert views on a collection of subjects

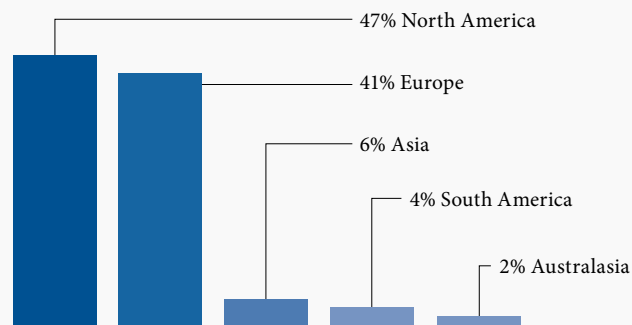
Association update

Port and destination associations summarise the latest news from their membership

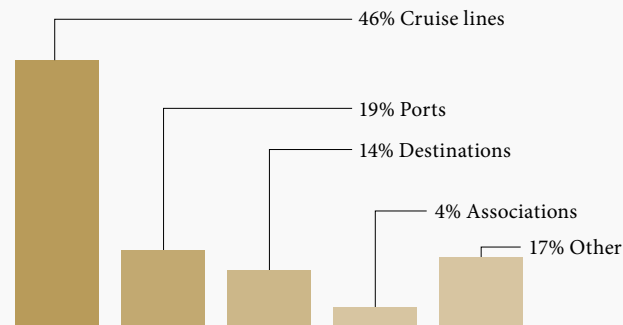
International Cruise & Ferry Review supports the use of the Forest Stewardship Council



Circulation by geography



Circulation by sector (directs)



Cruise & Ferry partner organisations:



Unique insights

“The cruise line has to make some careful decisions even before it begins building its itineraries”

Simon Douwes, Holland America Line



“Cruise and Ferry Itinerary Planning gives great insights into what’s happening in well-known cruise destinations and also draws attention to some of the lesser known places too. It’s an interesting read and useful tool for the itinerary planner.”

Martin Lister, head of itinerary planning and destination experience, Fred Olsen Cruise Lines

“Thanks to Jon and to Cruise & Ferry Itinerary Planning. For us the magazine is a landmark. The articles are always professional, reliable and full of details. Studies and interviews are very interesting and inspirational. It is a pleasure reading Cruise & Ferry Itinerary Planning.”

Federico Bartoli, itinerary planning director, Costa Cruises

“Cruise & Ferry news is a great information source for the cruise industry, their itinerary planning coverage has been a welcome addition to their portfolio covering a wide range of hot topics in this arena.”

Neil Duncan, Head of trade and planning, Marella Cruises

“Itinerary planning is a fascinating job, somehow you feel like a cartographer tracing navigation routes and discovering new destinations. However, sometimes it is hard to find new ports and new experiences to offer to our well-travelled guests. Cruise & Ferry Itinerary Planning is a fantastic tool that allows you rediscover the world again.”

JP Salazar, Ritz Carlton

“I enjoy working with the Cruise & Ferry team and always find your magazines an interesting read. Thank you!”

Ugo Savino, Director of deployment and itinerary planning, Carnival Cruise Line

“The joy of itinerary planning lies in bringing together people from different worlds; guests, crew and all the locals they meet while the vessel is in a port. Cruise & Ferry Itinerary Planning Report is always a useful source of information and an interesting read.”

Claudius Docekal, VP of deployment, Crystal Cruises

“Cruise and Ferry magazines - Great content, great reading”

Matthew Rutherford, VP of revenue management and deployment, Carnival Australia

“Itinerary planning is one of the most exciting areas in the cruise industry, it is what will make or break a cruise company as the itineraries of where you take passengers is what truly sells cruises. I use Cruise and Ferry magazines as one of my resources to the itinerary puzzle together as destination information provided is great.”

Juan Trescastro, senior director of itineraries, destinations & government relations

“I’ve been an avid reader of Cruise & Ferry magazines ever since I was dreaming of one day working in the industry. It is therefore humbling to have had the chance to work with Jon and his team on a story about sustainability – our core value. Keep up the good work!”

Kris Willassen, itinerary planner, Hurtigruten

Participation options

“If you want to join our industry, do not come to us and ask how you can get involved. Instead, tell us exactly what you have that would make you an ideal fit for our itineraries”

Giora Israel, SVP Global Port & Destination Development, Carnival Corporation

Why participate?

The opportunities to differentiate yourself and get noticed go way beyond those offered by traditional publications. Here are some of the criteria around which we continue to strengthen *Cruise & Ferry's* industry engagement:

- **THE INDUSTRY'S OWN** – *Cruise & Ferry* branded publications are written for the industry, by the industry
- **PARTNERSHIP** – our industry partnerships put us at the heart of passenger shipping
- **HIGH RETURN ON INVESTMENT** – qualified benefits delivering true business value marketing
- **JOINT GO-TO-MARKET** – established as a channel to present product and service companies alongside industry buyers
- **WIDELY READ** – a captive and influential readership of over 13,720
- **RICH HERITAGE** – a rich history of positive and productive relationships and reader appeal
- **LOW PRICE** – low cost per thousand, options to suit every size of budget
- **EDITORIAL PROFILE** – opportunities to extend and enhance your profile beyond traditional advertising
- **HIGH PRODUCTION VALUES** – high quality brand that enhances your corporate image
- **LONG SHELF LIFE** – readers likely to retain, reuse and share throughout the year.

Quarter page	Half page	Full page	Double page
<ul style="list-style-type: none">• Quarter page, full colour advertisement• Marketwatch news item, including picture	<ul style="list-style-type: none">• Half page, full colour advertisement• Half page article• Feature contribution	<ul style="list-style-type: none">• Full page, full colour advertisement• Full page interview/article• Marketwatch news item, including picture	<ul style="list-style-type: none">• Double page, full colour advertisement• Double page interview/article• Marketwatch news item, including picture
£2,000	£3,500	£5,000	£7,500

Our standard advertiser terms and conditions apply

Speak to one of our account managers to explore the options to go to market alongside leading industry organisations and start to realise the benefits of your participation today. Series discounts are available for multiple bookings.

Advertise

Make sure your business is included in *Itinerary Planning* by contacting:



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Tel: +44 116 318 4140
kimberley.mclean@cruiseandferry.net

Contribute

To suggest content for the magazine, send a synopsis and images to:



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