

# Luxury Cruise News

*Luxury Cruise News* is a bi-weekly e-mail newsletter that reaches 300,000 upscale cruise enthusiasts. These readers are veteran cruisers, many of whom are actively planning their next cruise. Each issue of this easy-to-read newsletter provides editorial perspective and travel recommendations on a single cruise topic such as: New Ships, Australia/New Zealand, Bermuda, Spas at Sea, Holiday Cruises and much more.

## REACH RESPONSIVE, AFFLUENT CRUISE ENTHUSIASTS\*

- These passionate travelers rely extensively on the Internet/ e-mail for researching their cruise vacations
- Dedicated cruisers who have cruised before and will be booking their next cruise soon
  - Over 69% have cruised at least two times
  - 28% have cruised in the past six months
  - 44% are planning a plan a cruise longer than 10 days
  - 60% book their cruise vacation over 3 months in advance
  - Almost 50% plan to cruise three or more times in the next five years
- 51% male and 49% female


\*Source 10/06 reader survey

## FRESH SUBSCRIBER FILE AND DYNAMIC UPDATING

- 100% opt-in
- Niche audience = highly engaged readers
- Inactive readers dropped after 6 months
- Weekly subscriber updates
- 100% CAN SPAM compliant
- Rigorous list hygiene = high open and click rates \*
  - Average open rate: 28%
  - Average click through rate: 3.13%

In This Issue:

- [How Dare You Use the Word 'Buffer'?](#)
- [Intriguing Itineraries](#)
  - Celebrity Cruises
  - Holland America



### Cruises for 'Foodies'

This month we are conducting our semi-annual Reader Survey. Your opinions help us plan future issues of *Luxury Cruise News*, plus you will be eligible to be one of over 150 winners in a contest worth \$10,000 in cash and prizes. [Tell us what you think.](#)

If your idea of luxury is being served gourmet food and the finest wine while visiting fabulous locations? In order to appease the growing number of passengers with discerning palates, several luxury cruise lines have stepped forward to offer "foodie cruises" for the "food snob" in all of us.

Bon Voyage! Or should I say "Bon Appetit"?

Nancy Campbell  
Editor — [Luxury Cruise News](#)

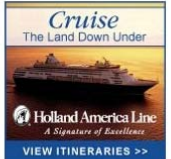



How Dare You Use the Word 'Buffer'?

This is an amazing time for "foodie cruises." Some of the world's most storied chefs are stepping forward to develop partnerships with luxury cruise lines — Wolfgang Puck's Jade Garden aboard Crystal Cruises and Jacques Pepin's famed Polo Grill aboard Oceania Cruises are particular standouts. What's so great about a luxury cruise line with a world-class restaurant on board? You won't be left out at sea while trying to secure a reservation to these first-rate celeb-run establishments.

Intriguing Itineraries

Celebrity Cruises — "Savor the Caribbean 2007"  
2007 Sailing Dates: January 7, 14, 21; February 18, 25;  
March 4  
Number of Nights: 7

Celebrity Cruises' "Savor the Caribbean 2007" aboard *Millennium* provides seven nights of foodie heaven! [With itineraries](#)



See Celebrity's Caribbean  
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**\$799**

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# ADVERTISING OPPORTUNITIES

**In This Issue:**  
 Break Out the Champagne for these Christenings  
 • Costa Cruises  
 • Royal Caribbean  
 • Princess Cruises  
 • Cunard Line  
 • Norwegian Cruise Line

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**New Ships to Set Sail in 2007**  
 2007 will bring several new cruise ships and raise the bar for luxury on the high seas. Five cruise lines that offer the most luxurious sailings are upgrading their fleets, and each of them will christen ships with capacities of 2,000 passengers or more. This upcoming year, you can be one of the first to experience what is sure to become the pinnacle of luxury cruising. In this issue of *Luxury Cruise News*, we will take a look at the latest and greatest additions that some of our favorite cruise lines have to offer.

**Break Out the Champagne for these Christenings**  
 Costa Cruises — Costa Serena  
 Maiden Voyage: May 2007

Dedicated to fitness, relaxation, and unruffled repose, Costa Cruises' newest and largest ship, *Costa Serena*, is a veritable floating resort on wheels to enjoy.

**First Year Fee-Free Use Starpoints™ for Hotel or Air Travel**  
**Get 10,000 Bonus Points with First Purchase**

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**Bon Voyage!**  
 Nancy Campbell  
 Editor — *Luxury Cruise News*

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 Advertisers get maximum ad exposure and can 'own' issue with our sponsorship opportunities. Sponsors get top banner ad plus at least one additional placement.

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**Cruises for 'Foodies'**  
 If your idea of luxury is being served gourmet food and the finest wine while visiting fabulous locations? In order to appease the growing number of passengers with discerning palates, several luxury cruise lines have stepped forward to offer "foodie cruises" for the "food wash" in all of us.

**Nancy Campbell**  
 Editor — *Luxury Cruise News*

**Text Box**

**How Dare You Use the Word "Butter"?**  
 This is an amazing time for "foodie cruises." Some of the world's most storied chefs are stepping forward to create partnerships with luxury cruise lines — Wolfgang Puck's Jade Garden aboard Crystal Cruises and Jacques Pepin's famed Flot Grill aboard Oceania Cruises are particular standouts. What's so great about a luxury cruise line with a world-class restaurant on board? You won't be left out at sea while trying to secure a reservation to these first-rate celeb-run establishments.

**300x250**

**Holland America Line — Culinary Arts Center**  
 Sailing Dates: Multiple Sailing Dates to Different Destinations

Holland America's Culinary Arts Center, presented by *Food & Wine* magazine, provides exceptional opportunities to not only meet, but also learn from top chefs and other noted food and wine experts who lead demonstrations and hands-on classes on select cruises. If classes aren't enough, you can also enjoy personalized book signings and market tours in ports of call. A few of the many highlights of the program's Guest Chef schedule include Jason Wilson, chef-owner of CRUSH in Seattle (Mexican Riviera cruise departing Jan. 27, 2007); Richard Chamberlain, executive chef of Chamberlain's Steak and Chophouse in Dallas and ENJOY, The Steakhouse, in Las Vegas (Eastern Caribbean cruise departing Feb. 17, 2007); and Ralf Bengtsson, chef-owner of Tropical Fizz in Atlanta, who was voted one of the "100 Best Chefs in America" (Grand Mediterranean and fourth Africa cruise departing Mar. 12, 2007).

**160x600**

**468x60**

## Newsletter Banner Ads

Multiple ad placements are available in each issue. Our uncluttered design ensures that ads are seen and acted upon by readers.

**Luxury Cruise News** Special Edition

**Itineraries to Get Excited Over in 2007**

Have you made your travel plans for 2007 yet? If not, consider one of two unique cruises from Norwegian Coastal Voyages that combine exotic destinations, adventure and education. NCV offers comfortable sailings, beautiful scenery, and a team of historians and scientists who serve as guides to educate cruisers about natural history, culture, and wildlife.

**NORWEGIAN COASTAL VOYAGE**

**The Arctic to Antarctica — Your Alternative World Cruise**

Sail from pole to pole — on a 60-day adventure — with prices starting at only \$150 per day! This remarkable journey begins in Reykjavik, Iceland, sails through the frosty waters of the Arctic, and then into the vast Atlantic. Ever wanted to see the Eastern Seaboard during the peak foliage season? This cruise has that covered, and also stops at several US ports including Martha's Vineyard, New York City, and Charleston, SC before crossing through the warm waters of the Caribbean.

## Special Edition Newsletters

Featuring a single advertiser, these special issues with 'advertorial' format (written by *Luxury Cruise News*) provide greater visibility and an opportunity to relay detailed product information. An ad from the sponsor is also included. A limited number of special editions are published annually.

For more information please e-mail: [sales@ttandk.com](mailto:sales@ttandk.com)

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# Luxury Cruise News

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Target a specific group of readers with a dedicated e-mail.

Different cruise 'destination' selects are available including: Alaska, Antarctica, Baltic, Bermuda, Caribbean, Europe, Hawaii, Mediterranean, New England, Mexico, Norway, Panama Canal, South Pacific, Transoceanic, World Cruises, Small Ship Cruises and more.

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Perfection at every turn, that's Celebrity Solstice™

## Expertly designed with you in mind – Celebrity Solstice.

Celebrity Cruises is proud to introduce you to the newest addition to our top-rated fleet – Celebrity Solstice. Filled with luxury at every turn, Celebrity Solstice will provide a vacation experience of distinctive style and elegance, utilizing design elements that are beyond extraordinary.

We invite you to take a sneak peek at what awaits you on board Celebrity Solstice:



• No Celebrity ship has more innovative or spacious staterooms than Celebrity Solstice.



• Our new AquaClass staterooms provide unlimited access to the Relaxation Room and Persian Garden in AquaSpa for the ultimate in relaxation and pampering. You'll also enjoy exclusive dining in our onboard specialty restaurant, Blu.



• Innovative and luxurious, the entertainment venues aboard Celebrity Solstice impress even the most discerning travelers.

• Celebrity is collaborating with the world's premier glass museum, The Corning Museum of Glass, to create an industry-first aboard Solstice class ships - a unique and exciting Hot Glass Show.™

Sailing from Ft. Lauderdale to the Caribbean, you can be one of the first to experience our newest class of ships when Celebrity Solstice begins sailing December 14, 2008 - April 12, 2009.

Starting from \$829

Day	Ports of call	Arrive	Depart
1	Ft. Lauderdale		4:30 p.m.
2	At Sea		
3	San Juan	2:00 a.m.	8:00 p.m.
4	Philipsburg, St. Maarten	8:00 a.m.	11:00 p.m.
5	Tortola, British Virgin Islands	7:00 a.m.	1:00 p.m.
6	Labadee, Haiti	10:00 a.m.	6:30 p.m.
7	At Sea		
8	Ft. Lauderdale	7:00 a.m.	

Call your travel Agent or a Celebrity Vacation Planner at 888-305-9153, 8:00AM to Midnight-7 days a week.

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