

# Luxury Cruise News

*Luxury Cruise News* is a bi-weekly e-mail newsletter that reaches over 800,000 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: European Cruises, Cruising with Kids, The Panama Canal, Small Ship Cruising and more...


**REACH OVER 800,000  
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](#)



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**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.




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**Intriguing Itineraries**

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


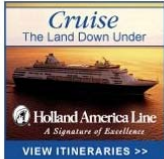
Celebrity Cruises' "Savor the Caribbean 2007" aboard *Millennium* provides seven nights of foodie heaven! [With itineraries](#)



**See Celebrity's Caribbean**

10 & 11-night sailings starting from **\$799**

[view itineraries >](#)

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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

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**Cruises for 'Foodies'**  
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 Nancy Campbell  
 Editor - [Luxury Cruise News](#)

**160x160**

**Text Box**

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**160x600**

**300x250**

**160x160**

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 ENIVY The Steakhouse, in Las Vegas (Eastern Caribbean cruise departing Feb. 17, 2007); and Rafn Bergefloun, chef/owner of Imperial Foz in Atlanta, who was voted one of the "100 Best Chefs in America" (Grand Mediterranean and North Africa cruise departing Mar. 12, 2007).

**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.

**The Arctic to Antarctica - Your Alternative World Cruise**  
 Sail from pole to pole - on a 66-day adventure - with prices starting at only \$150 per day! This incomparable journey begins in Reykjavik, Iceland, sails through the foamy 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.

**NORWEGIAN COASTAL VOYAGE**

## 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.

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