

 SILVERSEA®

The background of the entire page is a photograph of the Tower Bridge in London. The bridge's two massive stone towers are visible on either side, with their blue-painted steel suspension cables and walkways. The bridge is open, allowing a large white cruise ship to pass underneath. The ship, named 'SILVER WIND', is positioned in the center of the frame, moving from left to right. The sky is a mix of blue and white clouds, and the water in the foreground is dark and slightly rippled.

THE EVOLUTION OF THE LUXURY GUEST

Silversea continues to set the standard and surpass all expectations of ultra-luxury cruising. Leading the industry in destination offerings sailing to over 900 destinations on all 7 continents. With a fleet of 9 intimate ships, you'll find the perfect balance of yacht-like intimacy combined with the space, amenities and diversions typically reserved for larger vessels.

AN EVOLVING TARGET

Our passengers, and potential passengers, no longer reflect the traditional age of 'retired travelers'.

Our future lies with the **Baby Boomers**.

- More active and dynamic in retirement
- See retirement as a time to enrich and reward themselves.
- More hungry for experiences
- They see the journey as an opportunity to improve themselves
- Value personal enrichment
- Baby boomers are the **highest travel spenders**
- **68% of disposable income** in U.S. is controlled by baby boomers
- **\$15 trillion** is expected to be inherited by baby boomers in the next 20 years
- Only **5-10% of marketing** is targeted at this traveler segment

TREND IN THE WORLD OF LUXURY

The meaning of luxury has evolved.

- Ostentatious opulence is replaced by authentic, memorable experiences
- Exclusivity resides in things that are simple, beautiful and true
- Experience is the new currency in luxury



ACQUIRING NEW CLIENTS

WHERE DO YOU FIND THEM?

Charities
Club affiliation
Church/Synagogues/Temples
Ask for referrals

HOW DO YOU IDENTIFY THEM?

Past travel history
Current or retired executives
Cars they drive
Home/homes they own
Education

OPPORTUNITIES FOR NEW CRUISE EXPERIENCES

Premium cruise clientele
Escorted land tour clientele
River cruise clientele
Multi-generational families

TOOLS & CHANNELS

SUPPLIER RESOURCES
CONSORTIA TOOLBOX
INDUSTRY REPORTS

SOCIAL MEDIA
DIRECT MAIL
DIGITAL

EMAIL MARKETING
CONSUMER EVENTS
EDITORIAL/ADVERTORIAL

PRO TIP

STAY IN CONSISTENT CONTACT WITH YOUR CLIENTS
IF YOU'RE NOT SPEAKING WITH THEM SOMEONE ELSE IS...

OUR FLEET



SILVER SPIRIT 608 Guests



SILVER MUSE 596 Guests



SILVER WHISPER 388 Guests



SILVER SHADOW 388 Guests



SILVER WIND 298 Guests



SILVER CLOUD up to 254 Guests



SILVER EXPLORER 144 Guests



SILVER GALAPAGOS 100 Guests
RETIRING SUMMER 2020



SILVER DISCOVERER 120 Guests
RETIRING SUMMER 2020



SILVER DAWN coming soon 2021



SILVER MOON coming soon 2020



SILVER ORIGIN coming soon 2020

SILVERSEA

No more than **608** GUESTS

SUITE SIZE **376** SQ FT*



1:1.5 Staff to guest ratio



ROUND TRIP
ECONOMY AIR
FREE



TRANSFERS
FREE



EXCURSIONS
\$657



PRE-POST
HOTEL
\$400

*Suite size based on Veranda Suite

PREMIUM CRUISE LINES

No less than **1,250** GUESTS

No more than
SUITE SIZE **300** SQ FT



1:3 Staff to guest ratio



AIR
\$1,000



TRANSFERS
\$100



EXCURSIONS
\$307



PRE-POST
HOTEL
\$400

SILVERSEA WORLDWIDE VOYAGES





DISCOVER THE DISTINCTION

LUXURY LIFESTYLE

- Spacious, ocean-view suites
- Butler service in every suite
- Onboard gratuities
- Inclusive room service
- Complimentary Wi-Fi for all suites
- Enrichment lecturers and more
- Personalized service – nearly one crew member for every guest
- Multiple restaurants, diverse cuisine and open seating dining
- Beverages in suite and throughout the ship, including champagne, select wines and spirits

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