



Sun Princess in Glacier Bay
Glaciers so close it seems you could reach out and touch them.

www.princess.com

Princess Cruises & Tours

Princess Cruises Uses **ConstantTouch™** Strategy to get closer & strengthen its relationship on a 'One-to-One' basis' with its Sales Partners; \$200 million later - proves building mindshare pays off

Princess chose eContact to help develop a stronger relationship, with its travel agent sales partners. With a large loyal established past passenger base many recent sales and marketing initiatives had increasingly ignored its distribution channel; the Travel Agency & frontline Agents. With 75 District Sales Managers and 22,000 travel agencies that actively sell cruise travel, one can see how difficult a challenge it can be to maintain a constant and influential mindshare amongst its distribution; especially small and medium sized agencies with multiple at home agents in a very competitive industry.

Building upon a Successful Brand

The challenge for eContact was to build upon a successful brand to increase consciousness in the travel agent's and/or owner manager's mind about products changes, differentiators, new sales/marketing programs available to help them. The ultimate goal: to impress upon travel counselors & specialists why a Princess cruise should be an option included in every cruise vacation recommendation to a client and why it is different from the competition.

"Princess quickly saw the power of the ConstantTouch™ Business Development Model" according to Princess, Senior Vice President of sales & marketing.



Overview

Industry

Travel-Cruise Industry

Company Profile

Rising from modest beginnings in 1965 with one ship cruising to Mexico, Princess Cruises has grown to one of the three largest cruise lines in the world. Its fleet of nine ships carries more than 600,000 passengers each year to more worldwide destinations than any other major line.

Princess first gained acclaim as the star of *The Love Boat* television series, which introduced millions of viewers to the then-unique concept of a sea-going vacation. The company name and famous "seawitch" logo have remained synonymous with cruising and *The Love Boat* ever since.

Business Situation

Princess faced an increasingly competitive cruise industry. With billions of dollars committed by all the major lines to new inventory Princess needed to double sales just to stay in the same position as the previous year. The company sought an incremental sales solution that drove revenue as well as expanding its distribution base for longer term growth.

Business Tactics

New account development, reverse trending, Customer Win backs, and Brand loyalty.

Business Solution

Princess chose eContact to develop a proactive sales communication program that provided sales guidance and education to agents. In parallel, supported an agent education and expert program to build mindshare.

Result

Within three months of its introduction, the **Agency Connection™** program had reached out to 18,500 travel agencies and generated \$20 million in new incremental revenue. **18 months later the program was producing \$280 million dollars in sailed revenue per year**