



## How do I get more from my cruise?

In a world where everyone wants (and perhaps deserves) greater value, the cruise counselor's role has changed. In the continuing effort to enhance the cruise experience, the buzz in our world is providing these types of enhancements. Taking the cruise experience to the next level adds satisfaction and enjoyment to cruises, which quite frankly haven't existed before.

These value-adds are both aboard ship and on shore. Aboard ship pre-arranging alternative dining options, spa appointments, and guidance through the cruise lines' shore excursion programs are now routine.

Perhaps more important is guiding guests to unique and intimate shoreside experiences. These range from private car and drivers; private tours to areas not typically available to the public; restaurant, sporting event, or show reservations in port; day rooms at resort hotels; hotel stays away from the ship during an overnight port call; and even more exotic types of events.

The point is that rather than wandering aimlessly in port, guests can maximize their time seeing as much as possible in a relaxed and comfortable mode of transportation. This is especially relevant with families and multi-generational travel, where having private transportation arranged in port allows the family to travel together while accommodating the needs of both young children as well as seniors.