



Customer Buying Trends

A recent CLIA report found that cruisers believe the best cruise pricing can be found online, but also recognize that it's not always all about the price. Agents still rank first in service followed by cruise lines themselves. What does this mean for you and your website? Your site needs to be easy to find, easy to navigate and be informative. If a client wants to reach you, will finding contact information be easy to access, or will they need to search for this. Make sure to communicate to your potential clients that they will get great service and great pricing from a qualified travel agent – online or offline!

Can Promotions Increase Sales

As consumers we are bombarded with specials and promotions designed to get us to buy more stuff! And you know what? They work! Travel companies are no different. You want clients to book with you, but recognize there's lots of competition out there! What kinds of promotions are you running to grow your business? And more importantly, how much does that promotion cost you? Shore Excursion promotions are much less expensive than offering onboard credits and pre-paid gratuities! So it's no surprise that more and more frequently, our travel agency partners use free or discounted shore excursions to materially increase their cruise sales. It's easy to turn your excursion commissions into discounted or free shore excursions for your clients! Take advantage of our automated excursion reminder email program with your promotion to really maximize your results! This will ensure your clients are always offered the best excursions at the best prices! Not sure how? We can help!

Start working with us!

Visit our [Travel Agents page](#) to sign up and start earning commissions today!

Of course, you can always call our Excursions Experts Monday - Friday, 9 a.m. to 6 p.m. EST at 866-999-6590 or email info@shoreex.com with any questions or if you need anything.

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