MEMO

TO:

FROM: Janelle Leighton, Vice President of Marketing

DATE: September 9

RE: New Marketing Plan

It’s time to develop a strategic marketing plan for our two new cruise initiatives: Extended Luxury and Intimate Islands. Both types of cruises are aimed at a high-end consumer who tends to be a frequent cruiser. Extended Luxury includes a lengthier itinerary for those who want a longer vacation and includes all the finest amenities aboard our most posh ships. It is priced accordingly. Intimate Islands is geared toward couples and families who desire destinations and excursions that are off the beaten path and less touristy.

I have reserved Conference Room C for one week from today, September 16, at 2 p.m. Please spend some time researching and brainstorming in advance and come prepared to present your ideas. Contact me if you have any questions.

I look forward to developing the marketing plan for these exciting new cruises with you.