

LEMONEIGHT

THE ZEST

now this is epic!



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Seatrade Cruise Conferences

Lemoneight kicked off a busy Fall & Winter season at the first Seatrade Cruise Med since the pandemic in beautiful Malaga, Spain. The next #STCMed is scheduled for September 2024.

You can get your European fix this September 6-8, 2023, at **Seatrade Cruise Europe** in Hamburg, Germany - the hub of Europe's cruise industry. Lemoneight will be there to check it out and connect with you as the official Social Engagement Partner. Learn more at www.seatrade-europe.com/

#STCGlobal

Seatrade Cruise Global in Ft Lauderdale is coming up soon - **March 27-30.**

There's still time to register at www.seatradecruiseglobal.com



Pss! Need help with your booth? Check out Page 3

Upcoming Events

Seatrade Cruise Global

Social Engagement Partner

Fort Lauderdale, Florida; March 27-30

Cruise360

Workshop Leader, Jamaica Cruising

Fort Lauderdale, Florida; April 18-23

Seatrade Cruise Europe

Social Engagement Partner

Hamburg, Germany; Sept. 6-8

Annual FCCA Cruise Conference

Invited Guest

Mazatlan Mexico; Nov. 6-10

What's Happening

AROUND THE WORLD

✦ St Maarten

In October, "The Friendly Island" became a home port to the Ritz-Carlton Yacht Collection with the arrival of the *Evrima* in Port St. Maarten, Philipsburg. There are plans to expand the collection in 2024 and beyond.

We are **so** proud of you, St. Maarten!

✦ Yucatan

Lemoneight will be working on a strategic tourism project with the Government of Yucatan. Stay tuned to our socials this year to learn more about this epic collaboration!

Qatar ✦

In October, Claudine will head back to Doha to do some epic work with Tour Operators and Tour Guides. We are super excited about the big things happening with **#CruiseQatar**.

Back in Belize ✦

Over a few trips, we completed Year 1 of the ELEVATE Ambassador Training Program with the Belize Tourism Board...and the fun isn't stopping! 2023 will be Year 2 of the program, and we'll be heading back to our old friends to catch up and jump back in to build up leadership and workers, so they can show the world all they have to offer - be sure to follow us as we explore more of beautiful Belize!



Where We've Been

Blue Lagoon

Lemoneight and Blue Lagoon Island/Dolphin Adventures shared a vision of safety training that would be comprehensive, engaging, and **FUN** - so we embraced the challenge, and it paid off!

We enjoyed exciting sessions in November with tour and adventure guides, learning safety procedures and policy in a way that was interactive, practical, and relevant.

Check out Blue Lagoon Island at www.dolphinencounters.com/



Barbados

In October, we hung out with over 150 taxi drivers and other local tourism staff for an epic workshop on creative tour design.

Participants had a blast learning how to level up, from just showing tourists around to creating a tour experience guests will remember for years to come!

See the fun in this reel by Barbados Tourism Marketing Inc. www.instagram.com/p/CjdZeC9AZJs/



Standing Out

EPIC New Collaboration!

We're all about making your brand stand out, so Lemoneight has collaborated with **Teamwork Marketing** to help you level up with creative, experiential events, brand promotion, and more. They are passionate professionals, and we are excited to be working together to make your brand bubbly and unforgettable!

Learn more at: lemoneight-consulting.com/teamwork



LOCAL DESTINATION HEROES:

Meet Yssenia

Lemoneight began during the 2020 pandemic, so we are excited to feature a fellow entrepreneur who saw the opportunity to pursue something new and started a new line of business! Claudine sat down with Yssenia Guerra of **Yessi's Cuisine & Catering** to discuss entrepreneurship, growth, and her incredible product!



Yssenia is from Orange Walk, in northern Belize, and has a passion for food - especially fusion cooking. Her company, Yessi's Cuisine & Catering, has seen growth and success since its founding in 2014. But March 2020 came, as it did for everyone, and she found herself with a lot of unexpected downtime. So she started experimenting with flavors and formulas, mixing tradition and innovation until she hit just the right balance.

"I had a lot of time to rest at home and time to play around," Yssenia told Claudine. "I love making sauces, and I just started making [them] for friends and family. Eventually, I made them into a product, and I'm so in love with them. I have 13 flavors in all...and I want to continue and grow more."

That innovation and commitment to growth has paid off, with popular subscription services My Belize Box and Treats From Belize featuring her sauces. The products

can be found in many local stores in the Orange Walk area and are even sold on Harvest Caye, Norwegian Cruise Line's private island in southern Belize.

Recently, Yssenia was also invited to showcase her sauces at a major business expo in Honduras. She was humble while sharing the news. "I got a call, and they told me, 'Hey, guess what. We want to use your product; we want to feature you at an expo in Honduras.' I said, 'Sure, no problem,' and I got it shipped."

Considered by many to be "Belize's Finest Hot Sauce," Yessi's Cuisine now sells 13 varieties, including Mango Chilli, Garlic Habanero, Pineapple Habanero, and their star flavor: Sweet Chilli.

It is an honor to sit with another female entrepreneur who ventured out and took a risk during the pandemic and made something great!



Claudine's Favorite: Sweet Chilli



You have **got** to try this sauce! Check out www.facebook.com/YessiCuisineAndCatering/





Cruise Convos

Podcast: Talking with Cruise Industry Leaders Around the Globe

Cruise Convos is **BACK** and better than ever! Join Claudine for this all-new season - now on Seatrade Cruise Talks.

We want to get to the heart of what makes our cruise industry *amazing*, in a format that complements your busy lifestyle. In each quick - less than 28 minutes! - engaging episode, we will be chatting with thought leaders and impact creators to learn what motivates them and drives their passion to succeed.

LISTEN NOW

Episode 1: Alex Zeist of Virgin Voyages
streaming now at bit.ly/3HJLKaC

DID YOU KNOW?

Providence (Not Rhode) Island

While Puritan settlements are most associated with New England in the U.S., Isla de Providencia, Colombia, was once home to Providence Island Colony. It was founded in 1630 and meant to be a model Puritan community, but by 1641, it had been captured and all residents were removed.

Bridge to Hamburg

Hamburg has nearly 2,500 bridges! That's more than any other city in the world, *and* more than London, Amsterdam, and Venice combined. This port city is located at the junction of three major rivers, with two lakes in the city center, and many other waterways throughout.

Forest for the Trees

There are five countries with no natural forests: Qatar, Nauru, Gibraltar, San Marino, and Greenland. At the other extreme, 98.3% of land in Suriname is forested, while Russia boasts the largest area of forest at 815 million hectares.

Say What?

About 43% of the world's 6000+ languages are endangered. To help safeguard our linguistic diversity, preserve languages, and promote multilingualism, UNESCO established International Mother Language Day on February 21, 1999.

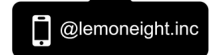
This is a great year to reconnect with your mother tongue or learn a new language!



We're On TikTok

Find us on TikTok
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or scan the QR code to get news, motivation, and general epicness right on your FYP!



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