

LEMONEIGHT

THE ZEST

now this is epic!



WHAT'S INSIDE

- Epic Updates
- Conference Recaps
- Destination Features
- Features by the Team & Friends
- ...and more!

What's Happening

AROUND THE WORLD



✦ FAM Trip in Yucatan

In November, we'll be back in Yucatan to host a FAM Trip through the region. We are so excited to share this special place with the trip guests and all of you!

Turks and Caicos ✦

Claudine is excited to attend the Caribbean Tourism Association's **2023 Regional Tourism Youth Congress** in Providenciales, Turks & Caicos, on October 13



Virgin Voyages ✦

Claudine and Terri-Ann Richards will be sailing on the Valiant Lady in late October.

Stay tuned for epic photos and adventures!



Image Source: Valiant Lady. (2023, September 21). In Wikipedia. [https://en.wikipedia.org/wiki/Valiant_Lady_\(ship\)](https://en.wikipedia.org/wiki/Valiant_Lady_(ship))

MEDCruise Recap

MED Cruise 62nd General Assembly | May 23-26 in Corfu, Greece



We had a truly epic time at the 62nd MedCruise General Assembly in Corfu, Greece! MedCruise President Figen Ayan said, "It is difficult to reflect the fruitful, proactive, fun, knowledgeable, unique days we have completed all together upon this most expected event of the cruise industry," and we couldn't agree more! So much happened that we couldn't cover it all, but we would love to share some top moments. *Read more on LinkedIn at <https://bit.ly/43JM6G1>*



Seatrade Europe

Hamburg, Germany | September 6 - 8, 2023

Seatrade
europe

06-08 September 2023
Congress Center Hamburg | Hamburg, Germany

For three days in beautiful Hamburg, Germany, Lemoneight mixed and mingled with over 300 cruise industry insiders, discovering exciting new developments in the European market - particularly in the unique river cruise sector.

EPIC: At the State of the Industry panel, Lemoneight received a shoutout, recognizing us as one of the leading sustainable companies for our work in training!

Seatrade Europe was the place to be this September - see you again in September **2025!**



Hala from Qatar!

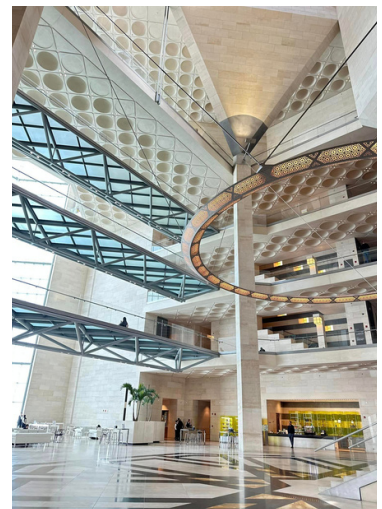
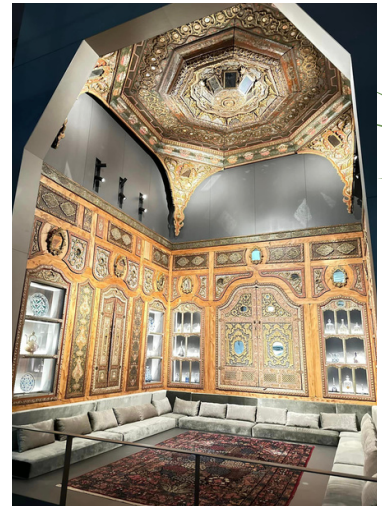
Two Days with Tour Guides in Beautiful Doha

Working with Qatar Tourism (@VisitQatar on X, Instagram, and TikTok), Claudine stayed a week in the stunning city of Doha on the Persian Gulf to deliver two days of high-energy, interactive, and fun workshops for tour guides and operators in the cruise sector.

The workshops focused on all elements of creating the perfect day for cruise guests visiting from around the globe. We focused on empowering guides and operators with the skills and tools to deliver and create unforgettable experiences that showcase what makes Qatar unique and special.

When work was done, Claudine got to play! Visiting the beautiful Port of Doha, interacting with locals of all stripes, and indulging in epic Qatari cuisine, from five-star hotel restaurants to a grandmother's kitchen!

Learn more about this remarkable destination at www.visitqatar.com



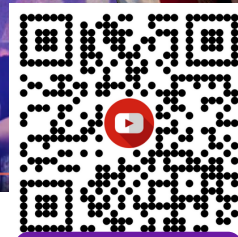
IN CASE YOU MISSED IT...

Regal Rewards

HONORING TRAVEL ADVISORS WITH JAMACIA CRUISING

Claudine and Conor were honored to attend the First Annual Regal Rewards Ceremony, where we got to celebrate the results of our travel advisor training program and recognize the efforts of the Top 5 advisors!

Watch the entire ceremony on YouTube at bit.ly/3OUGiWc, and read our exclusive recap at bit.ly/3OJHuub



Watch it all!



Star Pride

At the end of May, Claudine spent eight days on **Windstar Cruises' Star Pride**, an extraordinary all-suite yacht that's just the right size for fun and restful luxury. Sailing out of Haifa Cruise Port on May 27, she enjoyed stops in Jerusalem, Limassol, Rhodes, Heraklion, Mykonos, and Athens, where she had to say goodbye to the ship and get back to the grind!

In Rhodes, she got to really immerse herself in the island's rich history by taking a pottery tour and class. Rhodes has been known for its pottery and ceramics since ancient times - some documents even state that clay bricks used to construct the Hagia Sophia in Constantinople came from the island! Participants in this excursion got to witness a pottery master at work creating a beautiful vase, learn about tools and wheels, and create and decorate their own unique pieces.

Thank you so much to Windstar Cruises for giving Lemoneight such EPIC experiences to share!



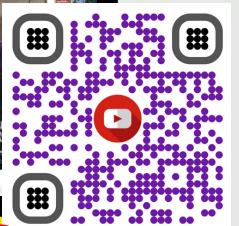
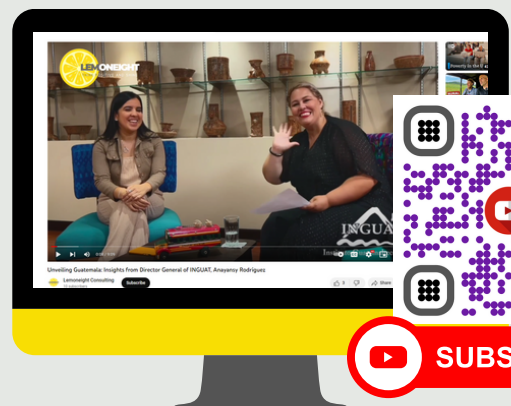
YouTube

Check out the new channel!

With more and more great video content to share, we knew it was time to launch the official Lemoneight YouTube channel! We will be sharing longer-form videos, interviews, and more.

Subscribe today!

youtube.com/@LemoneightConsulting



Lemoneight in Guatemala

Visiting the Heart of the Mayan World

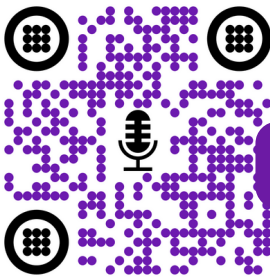
Claudine headed to Guatemala with Andrés Guevara (@SivarCuisine) - El Salvador's top food influencer - to deliver some absolutely EPIC training for INGUAT, explore unique destinations, and savor the Land of Eternal Spring's delectable local cuisine!

At Tikal, the team got to tour the Temple of the Great Jaguar, the resting place of Jasaw Chan K'awiil I, dated to 732 AD.

It was truly a joy to immerse ourselves in this amazing destination and culture while doing what we are most passionate about - developing people and empowering them to embrace tourism and show the world all that they have to offer!



Keep reading for an introduction to our EPIC new team member Andrés (@SivarCuisine)!



LISTEN NOW

Cruise Convos

All-New Episodes for **Season 2**

Cruise Convos Season 2 Continues!

NEW EPISODES EVERY 2 WEEKS

On Cruise Convos, we get to the heart of what makes our cruise industry *amazing*, in a format that complements your busy lifestyle. In each quick and engaging episode, Claudine chats with thought leaders and impact creators to learn what motivates them and drives their passion to succeed.



Is your booth ready for Seatrade Global?

Let us help you out - reach out to info@lemoneight-consulting.com for more epic info



THE ZEST



FROM THE SALES DESK

New Approaches to Sales

Sales is a process of continuous efforts with innovations and a strategic approach with many facets to it, and your success depends on several permutations and combinations of techniques! In this Gen Z world, where advanced developments like artificial intelligence are taking business to another level and viewers lose interest in less than thirty seconds, we want *new* systems and ways to get sales done.

Here are a few approaches to try!

Bundle Product Strategy (Voyage + Flight)

Modern cruise clients love to have everything “under one roof.” To make any proposition alluring and rewarding, the *Grouped Item Technique* generally works the best: Bundling a cruise package with flight, a shore excursion package with the cruise, or a cruise with land arrangements.

Price Point & Execution

For any fruitful deal, one of the main points at the pitch is the cost of the item and its execution.

Having an unmistakable comprehension of the price tag will continuously prompt the right pitch. Incredible execution will always lead to better client retention and referrals and, eventually indirect sales.

MICE Sales

A cruise is an ideal illustration of a “Work with Delight” combo; onboard venues offer a select scope of conveniences and greatness standpoint for their separate gatherings, rewards, and recognition programs. It’s a floating city that can offer you a *Wow* insight into food, entertainment, and accommodation. In 2023 the World Wide MICE Industry is expected to be at US \$860 Billion.

NOT THOSE MICE

MICE stands for **M**eetings, **I**ncentives, **C**onferences, and **E**xhibitions, which can make up a significant portion revenue for hospitality venues



Pooja Soni

Pooja is a street-smart salesperson from Mumbai who loves the cruise industry and is enthusiastic about travel. She joined the Lemoneight team in 2022 as our epic Business Development Specialist!

FROM OUR EXPERT

The Social Pillar of Sustainability

Global employment in hospitality and tourism totaled 295 million jobs in 2022 (Statista, 2023*). The social pillar of sustainability requires positive impacts in the areas of education, equity, social resources, health, well-being, and quality of life for the millions of people employed by hotels, resorts, cruise lines, destinations, historical sites, airlines, food and beverage, etc.

Recruiting, retaining, and promoting your workforce could be the healthiest thing you do for your tourism and hospitality business, and here's why:

- 1 Long-Term Resilience**

A sustainable workforce ensures that businesses have a stable and skilled labor pool, reducing the risks associated with high turnover rates common in the industry. This stability helps companies weather economic downturns and external shocks more effectively.
- 2 Positive Reputation**

Consumers increasingly prioritize environmentally and socially responsible businesses. By promoting a sustainable workforce, tourism and hospitality businesses can enhance their reputation, attract eco-conscious travelers, and tap into a growing market segment.
- 3 Cost Savings and Efficiency**

Sustainable workforce practices often involve training and retaining employees, which can lead to higher levels of productivity and reduced recruitment costs.

Happy teams create healthy businesses! Creating and cultivating an environment in which the team member experience is the Number One priority not only benefits your bottom line but also contributes to the overall health and sustainability of the tourism and hospitality industry.

Eleanor Erickson

Eleanor Erickson holds a Master of Science in Sustainable Tourism and Hospitality from East Carolina University. A 20-year veteran of the hotel industry, she currently empowers companies to set and achieve growth and development goals, focusing specifically on the social pillar of sustainability.

Eleanor is an advisor and lead trainer at Lemoneight.



THE ZEST

FROM THE TECH DESK

Technology and Travel: The Age of Social Media Marketing

The meteoric rise of social media has permanently changed the landscape of marketing, and the travel industry is no exception. What once required large investments into traditional marketing can now be accomplished with a cleverly deployed social media campaign, and for a fraction of the price. **Here are three technology tips to help you get a head start in the age of social media marketing:**

1

Your People

I begin this list, not with technology, but with how you encourage your team to use it. The personal connections made with tourists, and the amazing people at your destination, are what bring visitors back for a return trip. Social media provides an opportunity to showcase your destination's authentic voice, enabling you to foster and cement real connections before travelers even arrive - it rewards unrefined glimpses into the color of your community. **Give your people permission to be creative and authentic, and watch your engagement skyrocket!**

2

Consumer Drones

Many are still quick to dismiss the opportunities found in social media marketing. The slow grinding gears and high price tags of traditional marketing are justified by a very polished end product that is high in production value. Surely your junior social media manager could not produce such high-quality content, right...? Wrong! The advent of consumer drones allows for the in-house production of cinema-grade content for your destination. Invest into a consumer drone, and your social media manager can churn out content befitting a David Attenborough documentary, at their convenience, all at the press of a button.

3

Artificial Intelligence (AI) Language Models

If social media marketing seems like a foreign notion to you, I recommend leveraging another underutilized tool: AI chatbots. These language models are trained on a massive corpus of data and can be considered your trusty assistant for any project. Having trouble planning content to post? Ask an AI chatbot to help you plan a content calendar. You can converse with these chatbots to plan and execute your social media marketing strategy with ease.

Social media marketing can become your greatest asset, and the technology to support you is only getting better. Leverage technology to unleash the potential of your people on social media and make your destination shine!



Conor Vienneau

Conor is passionate about integrating solid training and emerging technology. He's been a vital part of the Lemoneight team, serving as Tech Advisor and more since 2023.

FROM OUR EXPERT

Create Impactful Branding - Without Dying Trying

I'm here to explain the path you should follow to create content that reflects your brand's identity and, at the same time, engages with your audiences. Fortunately, I'm still alive and didn't die trying; the lemon tree has finally blessed me with its fabulous Lemoneight. Well, today, I'm going to share it with you, dear reader.

First of all, you must keep in mind who your brand is. For many, it's easy to think of it as a person (also known as brand humanization) to identify attributes like its communication style (Is it friendly? rebellious? respectful?). Knowing your audience can help you narrow down how it communicates and looks. The visual appearance is closely tied to the brand identity.

In this regard, I emphasize that brands, just like people, are never exactly the same as each other. They may have similarities, but they will never be exactly alike. The human hand will never draw the same picture exactly, so if you don't believe me, try drawing a lemon and repeating that exact drawing several times. It's impossible.

By personalizing and humanizing brands, we add our unique touch to them. You might be inspired by a brand you saw on the street or in an ad and think, "I imagine it like this." Well, my friend, let me tell you that drawing inspiration from your heroes is the first step in creating a visual pattern or image of how you want your business to be perceived. It's about creating something of your own without abandoning your essence. It's important that throughout this process, you understand the vision of the organization because this is crucial for communicating their values and beliefs graphically and textually, in other words, the heart of their brand.

Colors also play a significant role in all of this, and anyone who tells me otherwise can join me in a "lemon battle" to the death. The clearest example I can give you in this regard is the Barbie campaign. When you saw a billboard in pink, you immediately knew it was a marketing effort for her debut. Simply impressive.

If I may say it in my native language, Spanish, I would say that at Lemoneight, we are "enamorados del morado" (in love with purple). A color that, according to color theory, represents wisdom, creativity, and magic, attributes that are undoubtedly a significant part of our essence, who we are. Our branding.

Marie Avilés

Marie was recently promoted to Director of Social Media for Lemoneight and will soon be in charge of a new team member. She graduated from Universidad Dr. José Matías Delgado with a degree in Communication Science, and considers **CREATIVITY** to be her superpower - and we agree!



FEATURED GUEST ARTICLE

Transformational Cruise Travel

Transformational Cruise Travel: The journey as a motivator for substantial development and deeper contact with nature, culture, and local life.

Main goal: To offer travel experiences that will allow passengers to make significant and lasting changes in their lives through the experiences they gain from their cruise.

The past three years changed the way we travel and understand our experiences. The cruise industry can play a pivotal role in designing and providing programs that will evolve sustainable excursions to transformational, where the offered activity will target to change the perspective of each traveler. Participation will enable them to self-reflect and set new targets that will lead to the evolution and vital development both personally and professionally, resulting in deeper contact with nature, the local culture, and life.

The transformational cruise journey aims to learn, develop, and engage with the destinations visited and is defined as any travel event that enables people to make significant and lasting changes in their lives through the experiences they gain from their travels. In essence, this is a journey with experiences and motivation that aims to change the perspective of each traveler, self-reflection that leads to evolution and effective development both personally and professionally, as well as deeper contact with nature and every culture and local community that meets and learns about them.

Transformational cruise travel means that a passenger who participates can devote their time to an unplanned exploration or activities related to rejuvenation, exercise and well-being, profound cultural experiences or active and remote ex-cursions, and even the pursuit of knowledge. Also, to better understand and participate in the reality of the locals in their everyday life and especially getting involved with their life journey, how they set targets and how they succeeded.

What we need to offer to the cruise passengers, who will choose to participate, will be the ability to reconnect with nature and the activities planned and, therefore, reconnect with themselves and their partner, their children or anyone else travelling.

In general, when travellers contact the local environment and locals and see their way of life and work and the efforts they make for a better tomorrow, they feel that they can make changes in their lives and become, in essence, better people.

The essential intense personal experience that everyone will feel is the one we are looking for and will allow the passengers to connect and then equate with their personal and professional lives. We must offer experiences in their purest form that shift perspectives, free the imagination, inspire understanding, and cultivate empathy.

Ioannis Bras

Ioannis is the Founder and CEO of Five Senses Consulting & Development, a boutique consulting company that specializes in Cruise Development for Ports and destinations and Digital Destination Marketing projects.

Mr. Bras is also the Project Manager responsible for the creation of 33 Seaplane bases for the Region of South Aegean in Greece and a Seatrade Ambassador.

We at Lemoneight often collaborate with Ioannis. Learn more at www.fivesensesconsulting.com/



FROM OUR TEAM

Versatility in the Workplace

We've all heard it: Jack of all trades, master of none. But sometimes, we need a team member who can do a little bit of everything! If that's you - or you're annoyed with a colleague like this - read on.

Undoubtedly, deep, specialized knowledge and experience are *crucial* in every field, but those without that can feel out of place and undervalued in their workplace. If you're not a specialist, you should never doubt your value and contribution to your team - embrace the gift of versatility, and you'll be an asset to everyone.

Even for this special issue, other team members had specialized competencies to share with everyone, and when I was asked to write an article, I scoffed. *I have nothing of value to add; I just do, well, **stuff!***

But that's the key: You can do all kinds of **stuff** that nobody else can (or at least, can do efficiently).

If you're bouncing between all kinds of things, *embrace* that you're saving your more specialized teammates loads of time. *Your* foundational knowledge in each of *their* areas can allow you to do things like draft useful outlines, presentations, and proposals, which they can then fine-tune with their expert vision - a much easier process than pulling them away from what they do best to have them spend an afternoon writing or trying to design a presentation. If there's a scheduling conflict, you can leave the technical call to the master and jump on a broader conversation, knowing they can trust you to take relevant notes and ask meaningful questions they can follow up on without starting from scratch.

- **Cohesive Messaging and Branding.** If you have a finger in every pot, you know whether the whole meal works. Because versatile team members are often helping out various departments and colleagues, they can have an easier time quickly seeing a project that's drifting off-focus or noticing off-brand communication, for example.
- **Flexibility.** Let's face it: in the modern workplace - especially outside of large corporations - very few people have a job where they do one thing, all day, every day, or even one set of tasks. Everyone has to become flexible, but if you're already naturally drawn toward learning new things and accepting challenges, you're starting from the proper foundation.
- **Giving Back.** Not everyone is naturally versatile, and that's OK. You can help ease the burden for your less-flexible teammates by bridging the gaps until they've stretched their muscles out more.
- **Fun!** Honestly, it's much more *fun* to do something different every week (at least for some of us!). When you're enjoying what you do, you'll do it better, which is an unqualified benefit to your team and clients.

Trista Robichaud

Trista joined the Lemoneight team in 2022 as the company's first employee and Claudine's go-to person for all sorts of tasks and projects. She is a dedicated, hard worker who always strives to deliver more than was promised. Claudine would say she's pretty epic!



...and there's more!

Meet Andrés!

We are super excited to have Andrés on the team! As El Salvador's most influential foodie and chef, he brings a passion for food culture, an eye for great content, and an instinct for social media that is matched by only a few.

Keep an eye out to see more from Andrés and Lemoneight in the future!

@SivarCuisine

ELEVATE Training Expo

Lemoneight was a proud sponsor and participant in the 2023 BTB Elevate Training Expo on September 28-29 in Belize City. The training event was designed specifically for those in the tourism industry, and an epic time was had by all!



DID YOU KNOW?

Jamaica Farewell?

Not according to statistics shared at Jamaica Cruising's Regal Rewards Ceremony in May! After experiencing record highs for incoming cruise passengers in 2019, followed by a complete stop to cruise tourism in 2020, they are in full swing and on track to exceed pre-COVID arrivals by 2025. It looks like the world is saying, "Jamaica? **Hello!**"

Great Blue Hole

Belize's Great Blue Hole isn't just for divers - it can be seen from outer space! At 108 meters (354 feet) deep, it's the deepest sea hole in the world and is surrounded by Lighthouse Reef, a natural coral atoll and the world's second-largest barrier reef. Plan to check out this UNESCO World Heritage Site the next time you visit beautiful Belize.

Dollar Dollar Bill

Of the 180 currencies currently recognized by the United Nations, over 30 share the name "dollar," including the United States, Canada, Australia, Liberia, Brunei, and Guyana. The most popular of these is the US Dollar, used as an international reserve currency and an official currency in more than eight countries.

World Sustainable Transport Day

This November 26 is the UN World Sustainable Transport Day. You can honor and celebrate sustainable transport on that day - and every day - by walking, biking, or taking public transit to work or while running errands. Learn more at <https://www.un.org/en/observances/sustainable-transport-day>

ATTENTION: TOUR GUIDES!



Are you motivated and dedicated to becoming the best tour guide you can be? Are you looking to network and build community with other ambitious tourism professionals committed to encouraging and building each other up?

Email info@lemoneightconsulting.com for an invitation to our **exclusive** online community for tour guides.

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We love to keep in touch!



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