

LEMONEIGHT

# THE ZEST

*now this is epic!*



**Seatrade  
Cruise  
Global**

27-30 March 2023

Fort Lauderdale  
Broward County  
Convention Center  
Fort Lauderdale,  
FL USA



## Seatrade Cruise Global 2023

We had an absolutely EPIC time as the official **Social Engagement Partner** at **Seatrade Cruise Global 2023** in Fort Lauderdale this year!  
*Enjoy highlights from the conference inside!*

**ALSO INSIDE:** #STCGLOBAL 2023 • MEET THE PLANNERS •  
STAND OUT FAM TRIPS • WHAT'S NEW • CRUISE CONVOS • AND MORE...



# Seatrade Cruise Global

March 27-30, 2023 • Fort Lauderdale, FL





# Seatrade Cruise Global

March 27-30, 2023 • Fort Lauderdale, FL

## Panel: The Rise of Social Media in Cruise

Claudine moderated this epic panel filled with social media experts ready to share their insights and ideas!

- **Caitlin Angeloff from Holland America** shared the importance of storytelling and reaching out to cruisers by focusing on other areas of interest they can explore on board.
- **Nathalie Fernandez of Royal Caribbean International** discussed the social media-saturated world and the impact seen by partnering with influencers from outside the cruise industry.
- **Scott Eddy, host of VideoGlobetrotter**, talked about the importance of building human connections, being visible on all platforms and the importance of having different content aimed at the audience that uses each platform.
- **Herve Bellaiche of Ponant** spoke about the different audiences we reach on different social media platforms and managing responses to media reports around crisis situations.



## My Perfect Day:

*Innovating the FAM Trip Experience*

Claudine facilitated this interactive workshop exploring new opportunities and ways to innovate in the FAM Trip experience through the lens of the "Perfect Day." Participants looked at communication, authentic connection, and the driving reasons and questions FAM trip guests are motivated by and stretched their creative muscles with intense small group activities!

## Panel: Millenials Making Waves

As part of *Tomorrow's Talent, Today* showcasing cruise industry up-and-comers to watch, this panel, moderated by Claudine, was *the* place to see what the rising generation is doing in cruise.

Featured speakers:

- **Alexander Gumbs**, CEO of Port St. Maarten
- **Noriko Gamero** Deputy General Manager of Fort Street Tourism Village, Belize
- **Emma Bond**, Global Event Manager at Seatrade







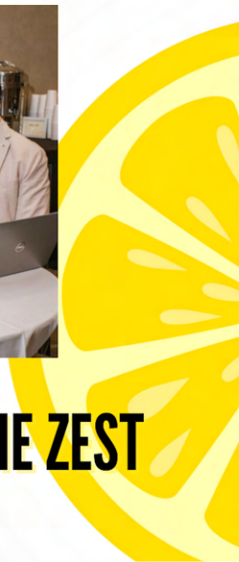
# 1ST ANNUAL CPAA Meet the Planners

Lemoneight is a proud member of the Cruise Professional Advisors Alliance (CPAA). The CPAA brings together experts with varied experience and backgrounds in the cruise industry to support one another in global outreach, accountability and integrity, resources, and cost-effective solutions. Along with Lemoneight, the CPAA includes Access Cruise, Five Senses Consulting, Travelyields Ltd., Macmaritime, Cruise & Port Advisors, and Tom Spina Consulting.

This year, the CPAA launched its first "Meet the Planners" networking event to connect ports and destinations with cruise line planners for an exclusive and unprecedented opportunity to meet face-to-face with the same goals - no pretense, no beating around the bush. And it was EPIC! See what happened below:



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# Playing with Teamwork!

at #STCGlobal

Making Your Brand **Bubbly** and **Unforgettable!**

Lemoneight and Teamwork teamed up at Seatrade Cruise Global! Visitors to our booth got to transport themselves poolside right on the conference floor - making a *splash* without getting drenched!



Talk to Teamwork at:

[teamwm.com](http://teamwm.com)

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# Stand Out FAM Trips

FAM Trips offer an amazing chance to put your tourism products on the map and personally promote them to re-sellers worldwide, and many destinations and businesses take advantage of this opportunity to share what makes them special.

## So how can *your* FAM Trip stand out?

Lemoneight Founder & CEO Claudine Pohl shares her top three tips!

### A SALES OPPORTUNITY

A FAM trip is one of the biggest sales opportunities in the tourism industry. As a tour operator, port, or organization, you have the potential to put your destination and your business on the map. The main aim of a FAM trip is to network, build relationships and personally promote your tourism products.



### A POSITIVE IMPRESSION

Many destinations and tourism experiences are fantastic, but if the FAM trip experience is weak, the entire destination and experience will appear weak in the eyes of your guests. Always keep in mind that your FAM trip guests are well-traveled, have high expectations, and are used to good hospitality. It will *not* be their first FAM trip. This is your time to be memorable, so make sure to make a positive impression!

### AN EPIC FAM TRIP

We conducted a survey with key industry leaders to find out what makes the perfect FAM trip, and we are sharing the top three game-changers to level up your FAM trip experience.

## 1 CONNECTION

The number one answer our surveyed leaders saw as a changemaker is **the WHO**. Who is conducting the FAM trip, and can they deliver and create *real* connections? Can they read verbal and non-verbal cues? Can they invoke excitement and curiosity, adding value to the overall experience?

"I felt the FAM trip was about me," a respondent shared. Displaying your destination and tourism products is first priority, but should it be? This may sound strange, but your top priority should be building a connection with your FAM-guests. Only then you will be able to fully connect them to your destination and tourism products. Only then are you able to show its uniqueness and its potential!

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## WHAT IS A FAM TRIP?

FAM is short for *Familiarization*.

A FAM Trip is a complimentary or reduced-rate travel program for cruise executives, travel agents, media, and influencers. It's designed to familiarize guests with a specific destination or business by allowing them to experience the tourism product first-hand and to stimulate the sale of travel.



## 2 CURIOSITY

When developing your FAM trip, ask yourself the following questions:

- What do we have in our destination that can spark curiosity?
- What can I teach my FAM guests about our destination and tourism products?

### Personal Experience

I have traveled to many destinations. Many places stand out, but some places really piqued my curiosity! When I was in Guatemala visiting a Mayan site, I looked down to the ground and saw an object wondering what it was. I thought, *What's that? What's inside?*

The guide quickly noticed my curiosity and picked up the nut, and asked, "Claudine, do you know what's inside?" I replied, "Some sort of nut?" He then shared that it was an almond. "Let's see what's inside," he said. He took a rock and hit the nut three times. He then said, "Take a look." He gave me the nut and asked me to open it up carefully. And there it was: an almond! My almond to see, touch, smell, and taste. It was a full moment of discovery, and this story stays with me! My curiosity was sparked, and I learned something new and delicious.

**An everyday moment for you is a unique experience for a visitor.** Always stay connected, looking for any opportunity to add value. Create moments of curiosity and surprise. You want your guests to get excited and share their experience passionately with their clients - your potential customers!

## 3 STAND OUT

What will you do differently to stand out and be remembered?

Grenada is an island in the Caribbean Sea. I've traveled extensively, and I will *never forget* the way the Grenadian culture and people stood out. I was invited to a local home to join in a traditional local meal called an "oil down" - a meal prepared with care with ingredients from their own garden. It was, hands down, the most epic dish around.

The experience was more than just visiting a home and eating a traditional meal; **it was a discovery.** An insight into their family, culture, and lifestyle. During that time, I became part of the family and the island. Every single part of this experience drew me closer to the local culture, creating a strong, lasting bond not only to the family and the experience but to the destination.

*Grenada stood out!*

### REMEMBER THESE

Decide what kind of trip you want to host, and don't forget the three game changers. Always be looking for opportunities to put your destination on the map and get ready.

Before your next FAM trip, keep your focus on personal connections, creating curiosity, and standing out, and you will deliver an epic experience your guests can't help but share! ●

## VIRTUAL FAM TRIPS

### STILL A GREAT TOOL IN YOUR TOOLBOX!

Virtual FAM trips gained more interest during the height of COVID-19 travel restrictions, and have largely been abandoned now that in-person travel is back in full swing. But the pandemic - along with weather, family obligations, and unexpected scheduling conflicts - can still interrupt individuals' plans, making the Virtual FAM Trip a valuable tool to gather feedback and show your destination off and connect with important clients, executives, and influencers!

### VIRTUAL FAM TRIPS: TOP 3 TIPS

- #### 1 Bring the experience to life!

You are behind a screen, so your body language, smile, and the whole experience need to be a bit more animated.
- #### 2 Be inclusive - we, not me!

Communicate in an inclusive manner to draw your guest into the experience. Say things like, "We are going to the museum" instead of, "I will show you the museum." Key words can make someone feel part of the journey, just as if they were right there with you.
- #### 3 Do your homework...

Study your audience. Get to know what your guests like, dislike, and what their interests are before the virtual tour. Doing your research will help you connect better with them, so they can connect with your destination!



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# What's New

## WITH LEMONEIGHT



### ✦ Belize, Year Two

Claudine and Eleanor kicked off Year Two of ELEVATE Ambassador, Lemoneight's joint training program with the Belize Tourism Board, at the end of April. It was exciting to see faces old and new, and participants' enthusiasm was absolutely contagious! We can't wait to get back this summer for the next set of workshops.

**Keep shining, Belize!**

### ✦ Meet Marie

In April, Lemoneight welcomed our new Social Media Manager, Marie Avilés, and we think she's pretty epic. If you noticed creative new content on our socials, then you've already seen some of her work!

**About Marie:** "Well, I think my ultimate power is called CREATE. I think it was some random afternoon when I was writing ideas in my notebook and doing a half-crooked drawing for a designer when I said *this is my superpower!* What I'm passionate about is called CREATING."



### Off to Corfu ✦

From **May 23-26, 2023**, Claudine will be at the 62nd Annual MedCruise General Assembly in **Corfu, Greece**, meeting one-on-one with members and speaking on the topic: "Let's Influence." You *know* it's going to be EPIC, and you'll be able to see the best on our socials!

### ✦ Sustainability

Claudine will be in *la belle province* **June 19-21, 2023**, to speak and moderate the "Sustainable Development" panel at the Cruise Canada New England Symposium in **Quebec City**. We're grateful for the opportunity to discuss this crucial topic with the experts!





# What's New

WITH LEMONEIGHT



## Meet Eleanor

April was a big month for fresh talent at Lemoneight, as we partnered with **Eleanor Erickson** to lead training sessions for resorts and hotels, and brought her on to the team as an advisor. Belize got the first taste of her expertise and powerful storytelling, and we are excited to share the experience with more of you!

## Jamaica Cruising Workshop

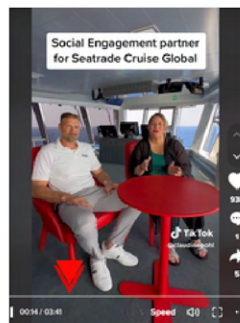
For the third year in a row, we had the honor of leading the Best of the Best workshop with Jamaica Cruising at Cruise 360 in Fort Lauderdale, and it was as packed and high-energy as ever! Cruise Sales have increased by 27%, way to go!



## Pooja & Claudine Sail with Virgin Voyages

Claudine and Pooja spent time on Virgin Voyages' **Valiant Lady** in early April, enjoying an epic adults-only cruise, meeting with crew, staff, and other passengers, enjoying amazing food, epic events, and unforgettable nightlife - and sharing all the fun with you on our socials!

Claudine also sat down with Captain Niksa Stjepovic for a short interview - go to [bit.ly/3B0GZW0](https://bit.ly/3B0GZW0) to check it out if you missed it.





# Get to Know Us:

## THE LEMONIGHT TEAM!



**CLAUDINE**  
Founder & CEO



**POOJA**  
Manager of Business  
Development & Strategy



**ELEANOR**  
Advisor & Training Facilitator



**MARIE**  
Social Media Manager



**TRISTA**  
Executive Support



**CONOR**  
Tech Advisor



## Our All-Time Favourite Songs:

**Claudine:** "On Top of the World" by Imagine Dragons

**Eleanor:** "September" by Earth, Wind & Fire

**Pooja:** "Aaj Mere Piya Ghar Aayenge" by Kailash Kher

**Trista:** "Don Quixote" by Gordon Lightfoot

**Marie:** "Don't Start Now" by Dua Lipa

**Conor:** "River" by Leon Bridges







# Cruise Convos

*Podcast: Talking with Cruise Industry Leaders Around the Globe*

- Fun and informative conversations with cruise insiders and inspiring leaders
- New episodes every month
- Packed with information and insight, all in under 28 minutes!

## LISTEN NOW

Episode 4: Rafat Ali of Skift  
Streaming now at [bit.ly/3LHssno](https://bit.ly/3LHssno)

## DID YOU KNOW?

### City of Bergamot

Despite its association with Earl Gray tea - and English classic - bergamot is actually native to Italy's Calabria region. Used in foods, candies, essential oils, fragrances, and, yes, teas, it's such an important crop that it's a symbol of Reggio Calabria. Be sure to check out the *Museo del Bergamoto* - The Bergamot Museum - on your next trip!

### Multitasking or Just Distracted?

A 2019 study showed that university students were **25%** more likely to listen to music, text, browse the internet and social media, play games, and watch videos during class in online courses than in person! We know that multitasking negatively affects learning, so you decide: Is this a great use of time, or just a distraction from what's really important?

### Feline Fine

Belize is home to the *only* jaguar reserve on the planet! Declared a jaguar preserve in 1986, the Cockscomb Basin Wildlife Sanctuary near Davis Falls in the Stann Creek Region, contains Victoria Peak, Belize's second-highest mountain, *Chucil Baluum*, a Mayan ceremonial site, and is home to around 200 jaguars!

### Dino-mores

The Chicxulub crater on Yucatán Peninsula was formed when an asteroid hit the earth there around 65 million years ago. The impact caused climate change around the globe and may have set off the events that led to the extinction of the dinosaurs! Today, you can visit the site in Chicxulub Puerto, Yucatán, see the Sendero Jurásico, and enjoy beaches, cenotes, and so much more!



We're On  
**TikTok**

Find us on TikTok  
[@lemoneight.inc](https://www.tiktok.com/@lemoneight.inc)  
or  
scan the QR code  
to get news, motivation,  
and general epicness  
right on your FYP!



## Connect With Us

*We love to keep in touch!*



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