

Ms Volendam Delights TravelManagers' Clients

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TRAVELMANAGERS

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Two of TravelManagers personal travel managers representing Geraldton Western Australia, Chris Dobson and Carly Kay, recently organised promotional activities to celebrating Holland America Lines' Ms Volendam's rare visit.

The international cruise ship is not often seen in these waters and TravelManagers felt it was a unique opportunity to introduce the local population to the delights of big ship luxury cruising on its circumnavigation voyage of Australia.

Local newspapers, The Geraldton Guardian and The Midwest Times ran competitions with the prize being a special tour of the ship and attendance at a VIP luncheon. The competitions were published and ran over two weeks with winners announced 10 days prior to the ship's visit to ensure the necessary security arrangements were able to be set in place. The manager of the Geraldton Guardian, Gerald Marquis remarked that the response to the competition was huge.

Both TravelManagers' personal travel managers Ms Dobson and Ms Kay are accredited members of the International Cruise Counsel of Australia (ICCA). They escorted 20 of their VIP clients on a ship inspection including lunch on board along with 16 newspaper competition winners and four newspaper representatives.

Both Ms Dobson and Ms Kay remarked the event would not have been possible without Holland America Lines' general sales agent, Barry Downs from Travel The World. Ms. Dobson believed the event and promotions had been hugely worthwhile.

"I have had three clients mention they now want to sail on Holland America Lines' in the near future. The feedback on the day was amazing - everyone absolutely loved it and many indicated their interest in cruising had been perked."

Ms Kay says it's not surprising that cruising is going from strength to strength.

"It's a great way for groups of friends to holiday together, I have recently booked a group of eight for a cruise, I've no doubt they will have a ball. You unpack once and everything is at your finger tips, it is hugely economical."

TravelManagers would like to make special mention of The Geraldton Guardian for supporting them with the promotion.

For more information please visit: <http://join.travelmanagers.com.au>



Chris Dobson - personal travel manager



Carly Kay - personal travel manager