

CRUISING FOR SUCCESS

AS BRITAIN'S NEWEST PRIVATELY-OWNED CRUISE LINE, CRUISE & MARITIME VOYAGES SEEMS TO ALREADY BE ON TO A WINNING FORMULA.



With the public appetite for cruise holidays continuing to grow, Cruise & Maritime Voyages (CMV) has realised that they can occupy a real niche in the market, especially operating from easily accessible departure points such as the Port of Tyne.

According to CMV's Commercial Director, Chris Coates, it's the company's unique proposition that is attracting new customers.

"As far as cruising is concerned, we believe that size isn't necessarily everything, especially for our more mature customers," explains Chris. "We provide a smaller ship cruise experience that's targeted specifically at the 50+ age group. It's more leisurely and friendly, and the fact that our cruises are only for adults means that people know they can relax in comfortable and spacious surroundings."

CMV has been running cruises from Newcastle to the Fjords of Norway and the Baltic cities since the company started operating in 2010.

The increasing appetite for CMV cruises has led to the introduction of a new flagship vessel, Magellan, which will make its first voyage from the Port of Tyne to the Norwegian Fjords on Saturday 28th March.

For Chris, even though Magellan is a larger vessel than the other CMV ships operating out of the Port of Tyne, it still fits with the CMV model. "The huge resort ships can obviously carry a lot more facilities, but if you're focussed on what you're going to see, then a smaller cruise ship has lots of advantages," he explains.

"It's a really good turnaround port, the facilities are excellent, the staff are always exceptionally friendly and helpful and there is ample, secure car-parking."

Chris Coates
Commercial Director, Cruise & Maritime Voyages

"There is clearly a market for both, but for us, the benefit of a smaller ship is that it provides accessibility to a variety of places. We can travel deep into the Norwegian Fjords for example, and this flexibility is something that our customers find appealing."

With the introduction of Magellan, CMV will now be able to handle 5,000 cruise passengers a year through the Port of Tyne, which is becoming more and more popular with cruisers from all over the north of the UK. "Because of the Port's close proximity to Scandinavia and the Baltics, people get a more interesting cruise because it takes less time to get to the various destinations," adds Chris.

"As a result we're seeing people coming from much further afield to start their cruises from the Port of Tyne, as well as from the traditional areas of Tyne and Wear, Northumbria and Cumbria."

Key to that are the exceptional facilities at the Port of Tyne's International Passenger Terminal.

"It's a really good turnaround port," Chris comments. "The facilities are excellent, the staff are always exceptionally friendly and helpful and there is ample, secure car parking."

"The vast majority of our customers want to drive to their embarkation point, but for those who don't, the Port's location, just eight miles from Newcastle, makes it really accessible by other modes of transport."

It is factors such as these which make Chris and his team confident that the Port of Tyne will continue to grow in popularity as a base for cruises in the future.

"Despite the trend for huge ships, I fervently believe that there is a promising future for cruise operators like ourselves," says Chris, "particularly as more and more people look for experiences that are more personal. That's why we're continuing to invest in new vessels like Magellan and why we'll be expanding our cruises out of the Port of Tyne in 2016."

To find out more about where you can get to from the Port of Tyne with CMV, and a range of other cruise operators, visit www.portoftyne.co.uk/cruises.

"...the Port's location just eight miles from Newcastle makes it really accessible..."

Chris Coates
Commercial Director,
Cruise & Maritime Voyages
(pictured above left)



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NUMBER OF CMV CRUISES FROM THE PORT OF TYNE IN 2015

27

TOTAL NUMBER OF CRUISES SAILING IN 2015

625K

NUMBER OF PASSENGERS USING THE PORT'S INTERNATIONAL PASSENGER TERMINAL EVERY YEAR

Pictured above left: Chris Coates, CMV Commercial Director with Alasdair Kerr, Commercial Director, Port Services at the Port of Tyne