

Media Kit

2024



CruiseReport.com is one of the most trusted names in cruise journalism. Since 2002, Chris Dikmen and Rickee Richardson have told the stories of more than 39 cruise lines and 135 ships to an international audience of cruise enthusiasts.

The CruiseReport website and social media landscape is visited by more than 4.4 million consumers each year*.

CruiseReport has a new emphasis on video production to complement written editorial coverage.

As travel industry influencers, Mr. Dikmen and Ms. Richardson also fall squarely into one of the most sought-after demographics of the cruise industry.

Mission

Our goal is to accurately and fairly inform consumers about the cruise and travel products we cover.

*Viewership totals for 2023



@cruisereport

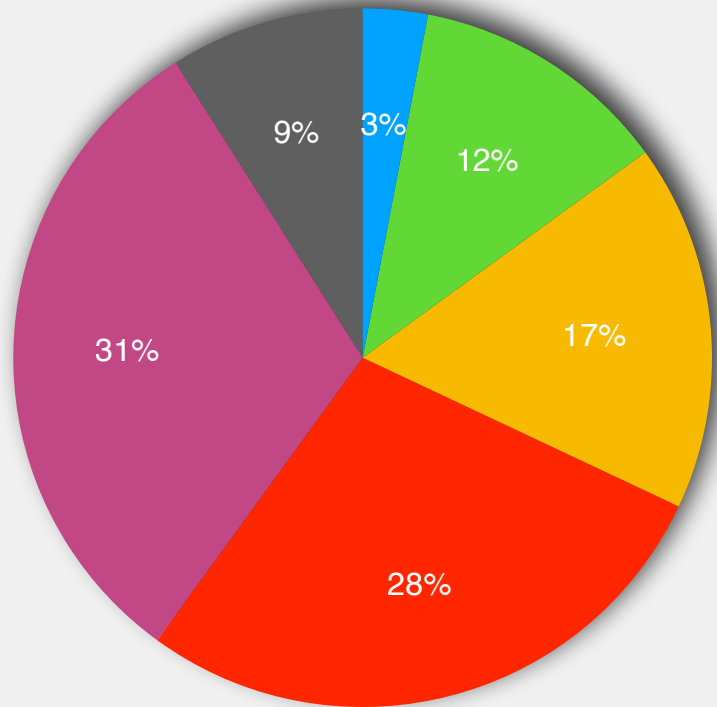
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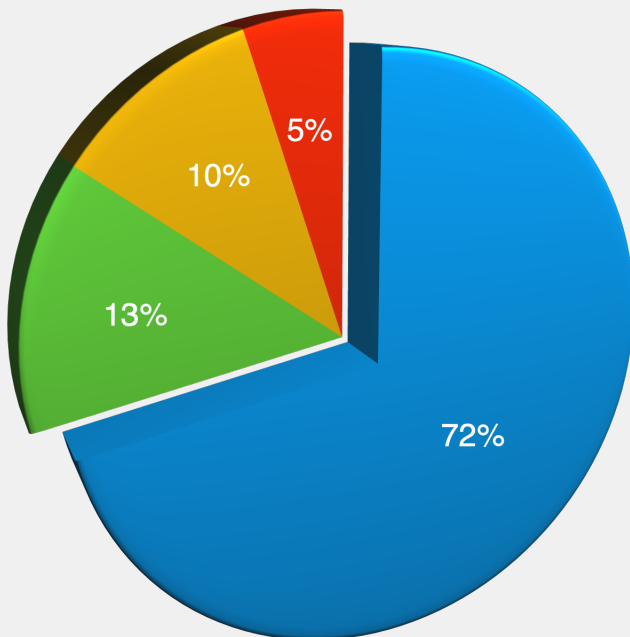
● < 25 ● 25-34 ● 35-44 ● 45-54 ● 55-64 ● 65

**76% between
35 and 64**

**68%
OVER 45**



● USA ● U.K. ● Canada ● Other



In-Depth Cruise Review Videos

The bread-and-butter of our coverage has always been our in-depth, detailed reviews of cruise ships. Now we have taken that same attention to detail and brought it to our YouTube channel @cruisereport.



Daily Cruise Blog & Social Media

We post a daily written cruise blog to our website including photos from the day's experiences. We also post daily to Instagram and Facebook @Cruisereport.

Travel Product Reviews

Our viewers have a great deal of interest in innovative products that make travel safer, easier and more fun.



Hotels and Resort Reviews

We encourage cruise enthusiasts to spend an extra two or three days in cities where they plan to embark or disembark their ship. Therefore, we also include reviews of luxury hotels and resorts in our blog and social media.

Influence

76.6%

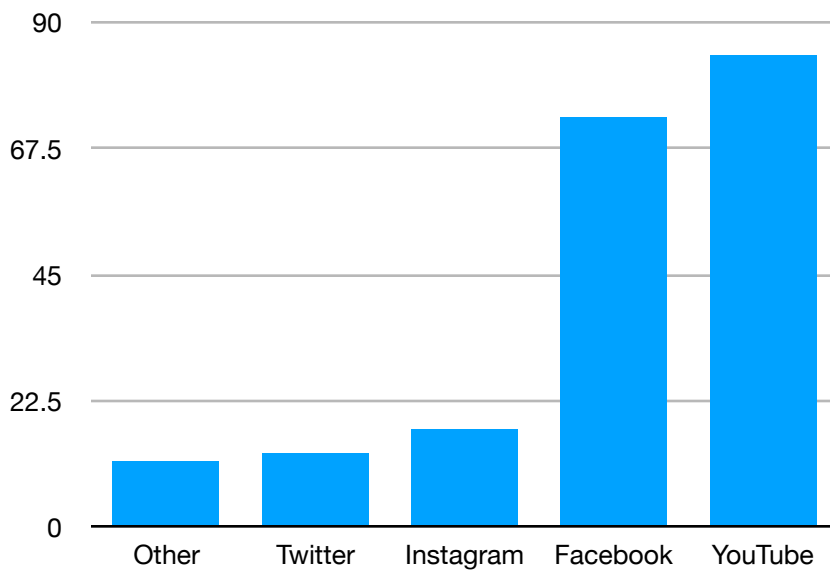
of CruiseReport followers surveyed said that their cruise purchase decision was influenced by CruiseReport content.

Reach

70.6%

of CruiseReport followers surveyed said they try to read every cruise review posted to our website.

■ Percentage who use social media by platform



84.18% of cruise enthusiasts surveyed use YouTube.
73.02% use Facebook.

**SOCIAL MEDIA**

Media Coverage - Cruise

Our 2023 media coverage includes all of the following for 7-night or longer media sailings:

- Daily cruise blogs with photos posted to our blog website (<https://cruisereport.com/cruise-blogs>).
- Daily social media updates (Facebook/Instagram).
- Cruise Vlog (video blogs) shot during the cruise*.
- Final cruise review video posted to our YouTube channel at conclusion of sailing.
- All web content is promoted through social media as well as our email list of over 97,000 opt-in cruise enthusiast subscribers.
- Hi-resolution photos and/or video files are available to host at no additional charge.

BLOG

**posting of video content is contingent upon adequate WiFi/Internet access onboard the vessel, or in port. Otherwise, vlog content will be posted after the conclusion of the sailing.*

VIDEO



What we request

- **Cruise accommodations** for two journalists (sharing a single stateroom or suite) on a 7-night (or longer) regularly scheduled sailing.
- **Complimentary WiFi** (premium if available) for two journalists. This allows us to post to social media during the cruise.
- **Roundtrip Airfare** to/from DFW airport for two journalists.
- The opportunity to interview a senior staff member is always appreciated (Hotel Manager, Cruise Director, Executive Chef, etc.)

Special Packages/Shipboard Credit

The inclusion of drink packages, specialty dining, spa packages, complimentary excursions, shipboard credit is never requested, however, most cruise lines do offer such extras to journalists. Each cruise line has a different policy on what they provide to media. However, if these are provided, coverage of each will be included in our review and video.

Specialty dining venues receive additional coverage in our Cruise Ship Dining blog.

To schedule a media project

Contact us today at media@cruisereport.com

20 YEARS OF CRUISE JOURNALISM

Cruise lines we have covered since 2002:

Abercrombie & Kent

Aranui

AMA Waterways

Avalon Waterways

Azamara

Carnival Cruise Line

Celebrity Cruises

Crystal Cruises

Disney Cruise Line

Great Am. Steamboat

Hebridean Island Cruises

MSC Cruises

Norwegian Cruise Line

Oceania Cruises

Paul Gauguin Cruises

Princess Cruises

Regent Seven Seas Cruises

Royal Caribbean

Seabourn

SeaDream Yacht Club

Silversea Cruises

Swan Hellenic

Tauck River Cruises

UnCruise Adventures

Uniworld River Cruises

Viking Ocean Cruises

Viking River Cruises

Windstar Cruises



TWO JOURNALISTS. ONE MISSION.

Chris Dikmen

Chris Dikmen is the President and Managing Editor of CruiseReport.com. In 1997, he created Online Agency, the first, and largest, template-based website tool for travel agents. In 2001, he sold his interest in Online Agency and launched CruiseReport.com, a consumer cruise review website.

Mr. Dikmen is responsible for all photography, videography, updating the website and social media posts.

Most mornings on a media sailing, he can be found at his laptop, editing photos, video or blog entries.



Rickee Richardson

Rickee Richardson is Senior Editor at CruiseReport.com. You will rarely see Ms. Richardson walking around a cruise ship without her notebook. She is a voracious note taker and highly observant.

She contributes her perspective on daily blogs and cruise review content and is responsible for proofreading and editing all of the website's written content.

Ms. Richardson's background is in the airline industry where she was responsible for flight attendant training programs and manuals and interacting with the FAA.

