

APT Seabourn

THE CHALLENGE

Travel consumers often lump all cruising into the same category, limiting interest among affluent travellers who tend to avoid mainstream cruise experiences.

Our goal was to redefine immersive small-ship expeditions as a distinct and highly desirable form of luxury travel.

THE INSIGHT

Today's affluent travellers want richer, more personalised travel—but the sheer volume of information is creating decision paralysis. In the end, only two voices truly influence them: people they feel connected to and experts they believe in (those who have been there and done that).

THE IDEA

Use the credibility and expertise of our premium journalism to engage APT's audience with rich, long-form content that showcased the exclusivity of small-ship expeditions and the extraordinary destinations they unlock, meeting travellers' need for trusted guidance.

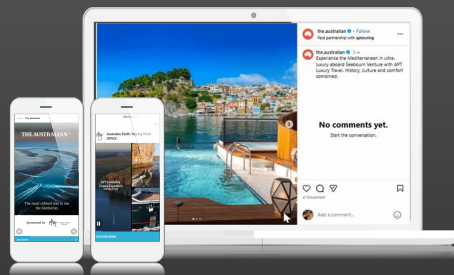
PRODUCTS USED

STANDARD NATIVE

PREMIUM NATIVE

PRINT ADVERTORIAL

SOCIAL POSTS



CLIENT TESTIMONIAL

"We needed to shift a deep-seated perception of what 'cruising' means, and News Australia delivered. Seeing preference jump by nearly 17% proves that when you combine our luxury product with their editorial authority, it resonates."

News Australia helped us redefine luxury expedition travel for a very discerning audience. By leveraging the credibility of The Australian, we didn't just reach readers, we moved them."

**Jason Shugg, Chief Marketing Officer
APT Travel Group**

brand metrics **RESULTS**

+7% Awareness
(From 55% to 59%)

+6% Consideration
(From 32% to 34%)

+17% Brand Preference
(From 14% to 17%)

+9% Booking Intention
(From 12% to 13%)