



SAIMAA Lake Cruises





Introduction

- Why Finland?
- Saimaa Lake Cruises Oy
- Adelle Cruises B.V. & Beijerland Shipping B.V.
- Other vessels of Adelle Cruises
- Our vision on Inland Cruising





Our Cruises in Finland

- Sailing area - Saimaa Lakeland
- Variety of itineraries
- Theme cruises
 - Cycling, walking, nature watching , golf
- Possibility of sailing to Vyborg





Our Cruises in Finland

- Itinerary SVL-LPR-SVL– 4 nights/5 days
- Itinerary SVL-KUO-SVL– 7 nights/8 days
- Itinerary SVL-NUR-SVL– 9 nights/10 days
(Midsummer)
- Combination with land programs





The Vessel

- MS Saimaa Princess
- Re-usage of existing hull
- 3 star plus segment
- 100 passengers in 50 fully equipped cabins
- 2 Bars, 1 restaurant, sauna, swimming platform





Service on board

- Our formula
- Personalized service
- Local touch
- Cooperation with local partners
- Mix of Finnish and Dutch Crew





Success factors

- Destination
- Sales Network
- Marketing
- Expertise





Goals – Short term

- Achieve break-even operation in 2013
- Operate at least 170 days during the main season of 2013
- Reach an average occupancy rate of 75% in 2013.
- Reach an average customer satisfaction of 75% in 2013



Goals – Long term

- Increase the number of sailing/operating days with 4% per year
- Gain 0,05% market share per year (first year excluded) from 0,55% in 2013 to 0,70 %in 2016,
- Yearly increase of turnover with of at least 2%
- Increase the 2% in 2013 to 8.5% in profit from 2016.



St Strategies–short term

- Attract new clients (first time buyers) by positioning the company as the new, innovate and best operator on the market.
- Create a sales network in at least 3 European countries and 1 intercontinental country and/or new market.
- Focus on direct sales in Finland and the Netherlands during the low season (and possibly winter).



Strategies–long term

- Create **competitive advantages and protect the company's position** on the market by focusing on the unique and personal character of the product
- Gain market share by offering differentiated top class and exclusive products
- Create a sales network in at least 8 European and 3 intercontinental countries or/and new markets
- Increase the share of direct sales in the total turnover.



Questions?

Possibility to ask questions

Thank you for your attention!

Bedankt voor uw aandacht!

Kiitos huomiota!