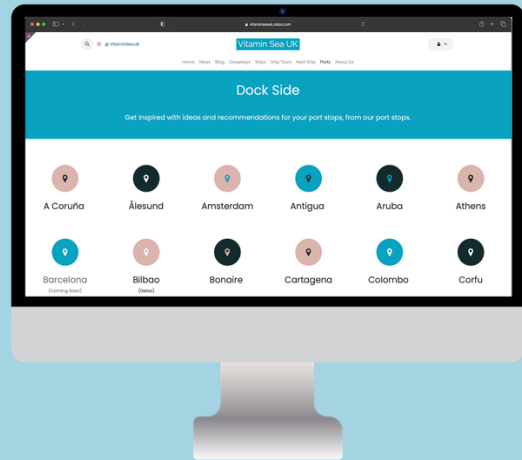
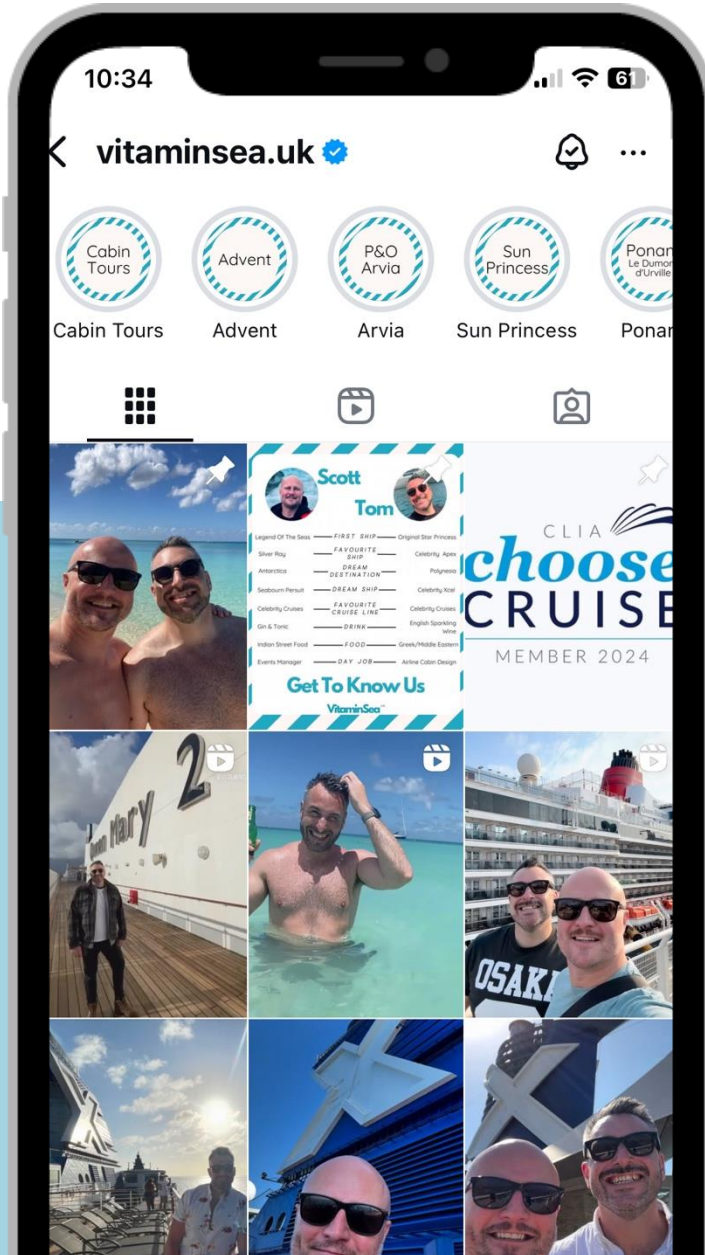


VitaminSea^{UK}



@vitaminsea.uk
www.vitaminseauk.com

Ahoy!



CLIA *choose* CRUISE

MEMBER 2024

Legend Of The Seas	— FIRST SHIP —	Original Star Princess
Silver Ray	— FAVOURITE SHIP —	Celebrity Apex
Antarctica	— DREAM DESTINATION —	Polynesia
Seabourn Pursuit	— DREAM SHIP —	Celebrity Xcel
Celebrity Cruises	— FAVOURITE CRUISE LINE —	Celebrity Cruises
Gin & Tonic	— DRINK —	English Sparkling Wine
Indian Street Food	— FOOD —	Greek/Middle Eastern
Events	— DAY JOB —	Airline Cabin Design

VitaminSea
Get To Know Us



At Vitamin Sea UK, we (Scott and Tom) are passionate about cruising and love sharing our experiences with others. Our journey began 17 years ago when Scott, started working with Royal Caribbean, falling in love with the diverse ports and cultures he encountered. Tom, on the other hand, has been a cruise enthusiast since childhood, savouring the freedom and cultural immersion that cruises provide.

We founded Vitamin Sea UK three years ago to challenge the stereotypes associated with cruising and show that it's an enjoyable and inclusive travel option for everyone. We prefer premium cruise experiences that offer excellent service, delicious food, and a resort-like atmosphere. Our content often highlights these aspects, along with the social connections we make and the joy of shared experiences, with other passengers and crew.

Over the last 90 days we have had: (with no promotion or advertising)

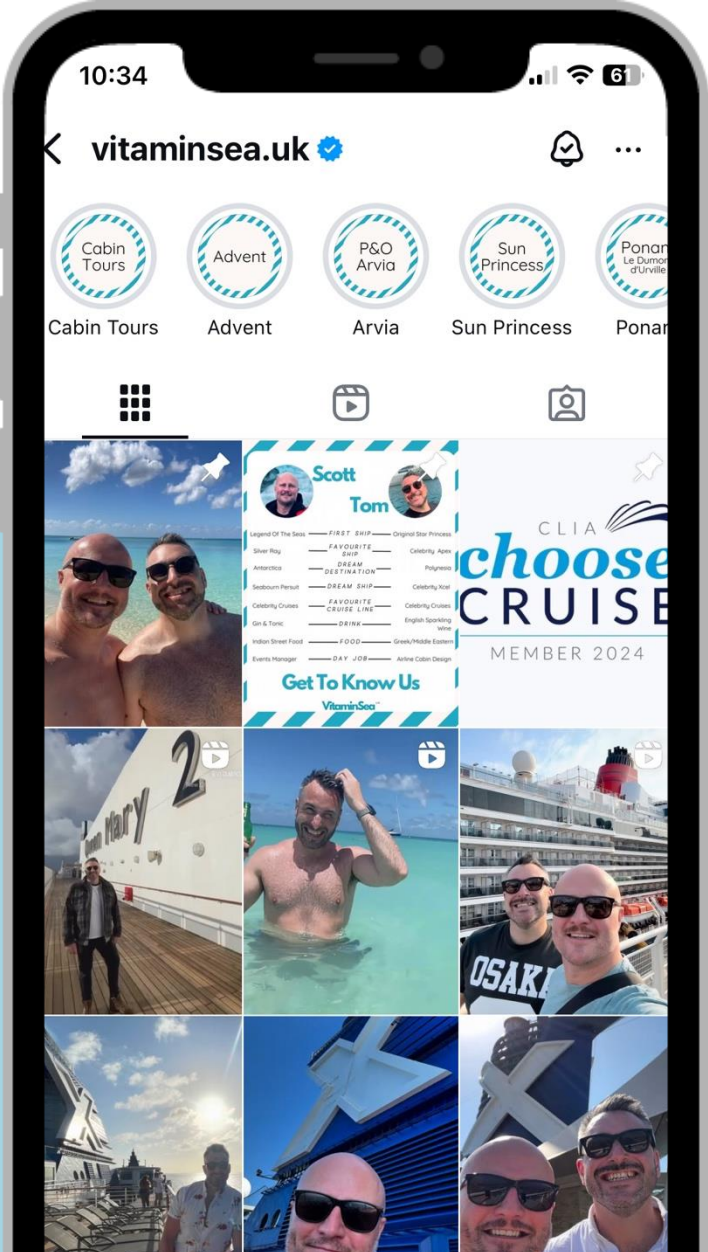
- Our top 50 items of content have been viewed 89k times
- 24k interactions with our content
- A reach of more than 3 times our follower base

Our top reel has been played 11.3k times since it was published.

We proudly have one of the highest engagement rates out of any UK Instagram profile focusing on cruising.

Our demographics

(26 Oct '24 – 23 Jan '25)



29.7k Reach



13 New Daily Followers
(Average since creation)



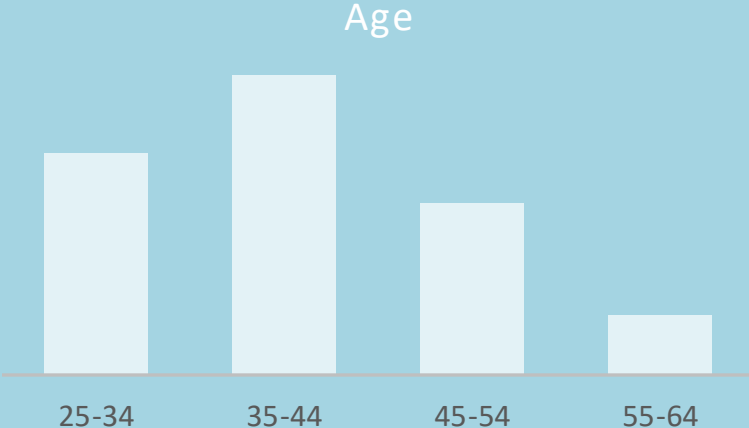
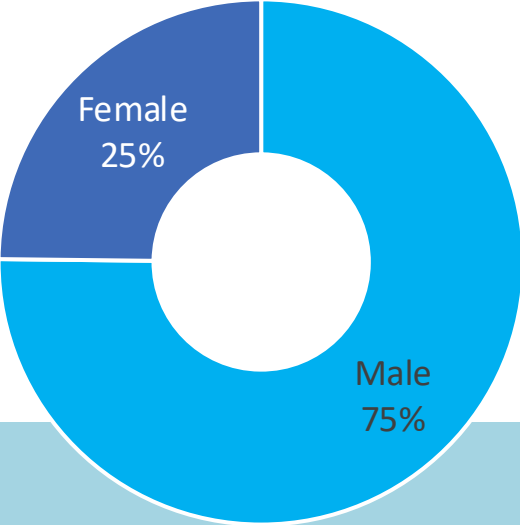
41.9 % from UK



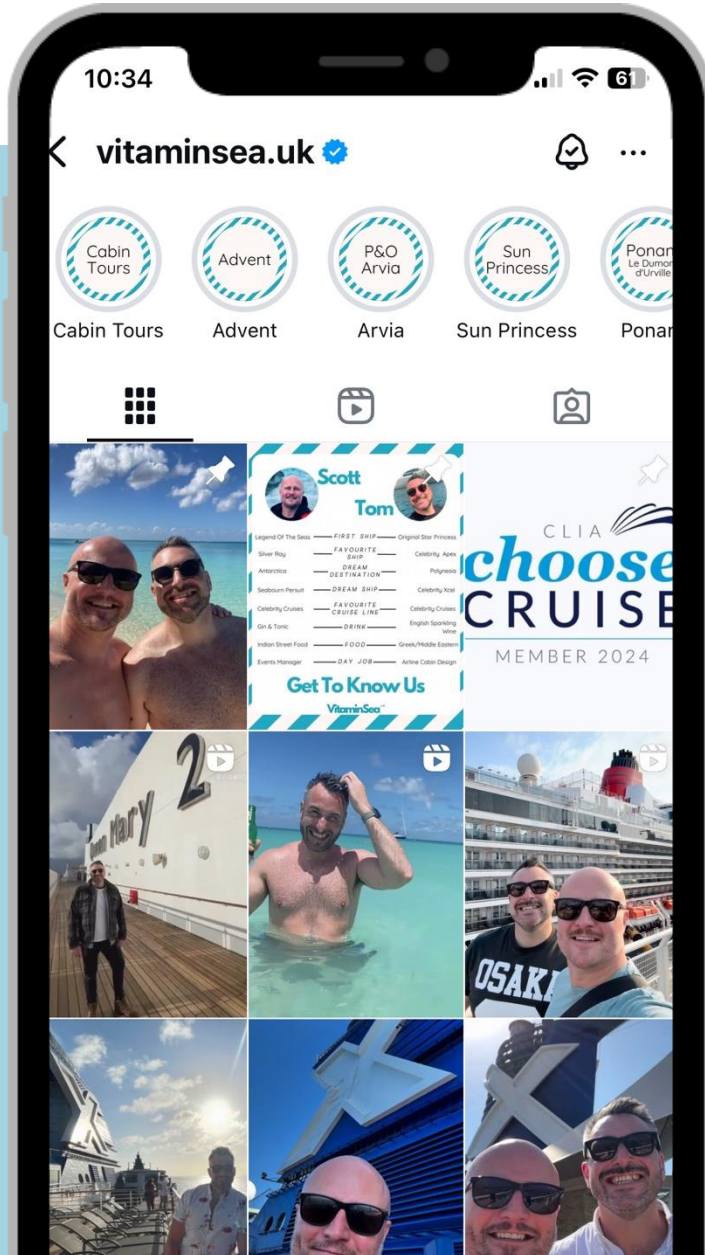
20.1 % from USA



8.3 % from Germany



Our previous partnerships



Promotion of Celebrity Apex prior to its summer home port in the UK. Content on our own channel and on Celebrity UK Instagram



Announcement of Star Princess name, promotion of Sun Princess' inaugural sailing to UK



Launch of Queen Anne prior to entering customer service



Promotion of 50th Birthday Celebration in Paris



Coverage of bank holiday sailing onboard Bolette, Launch of new brochure.



Promotion of Anthem of the Sea to UK market



Coverage of a short Hebridean adventure onboard Lucy Mary over 5 days



Promotion of their newest ship Silver Ray, whilst in Croatia over 7 days



Holland America Line

Showcasing why Holland America is the No.1 choice in Alaska; onboard for 7 nights



Shakedown cruise onboard VIVA Two, German Advent Cruise on VIVA One

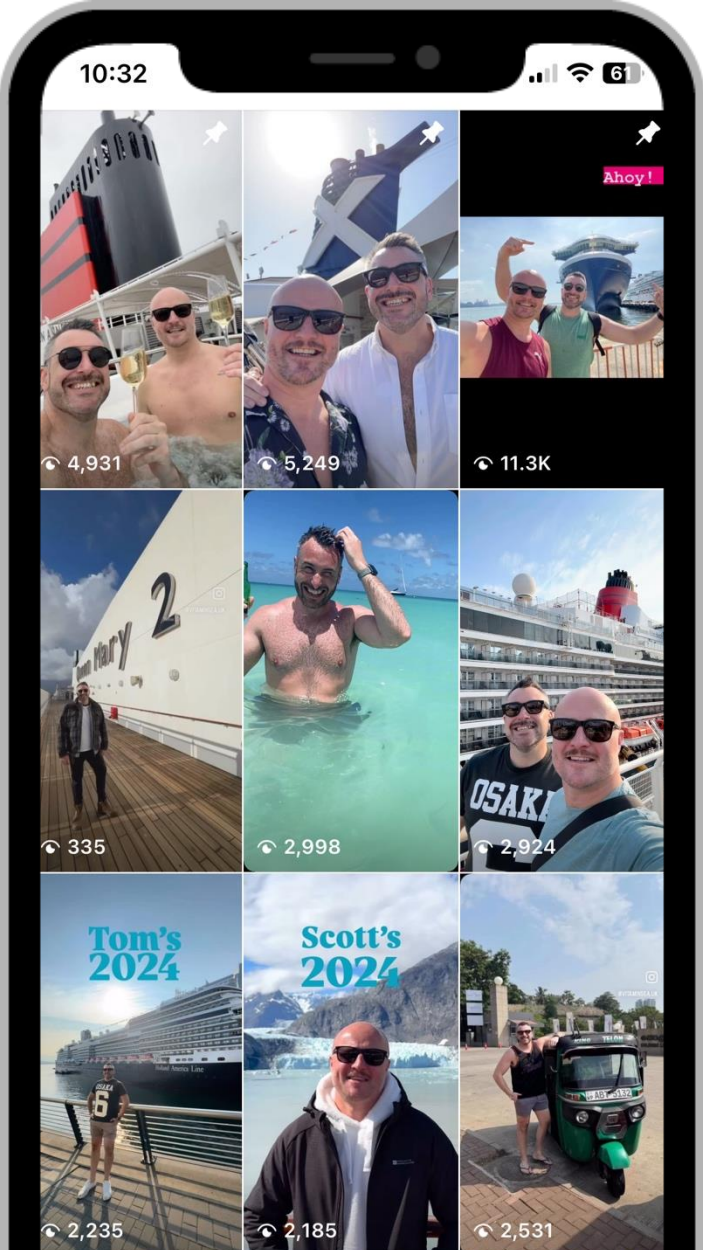


Promotion of Green & Co vegan restaurant onboard Arvia

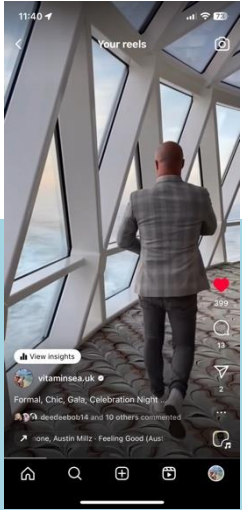


Publicising Winstar's sailings to London onboard, passing through Tower Bridge and down the Thames

Our top viewed reels



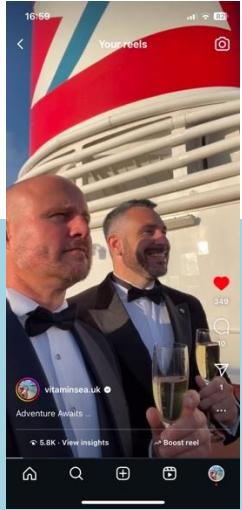
▶
11.3k



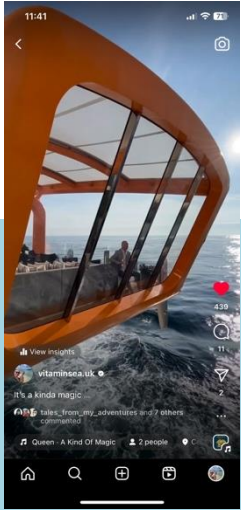
▶
6.5k



▶
6.6k



▶
5.8k



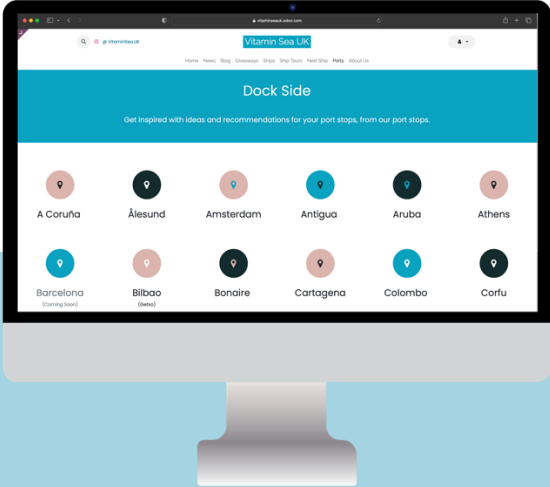
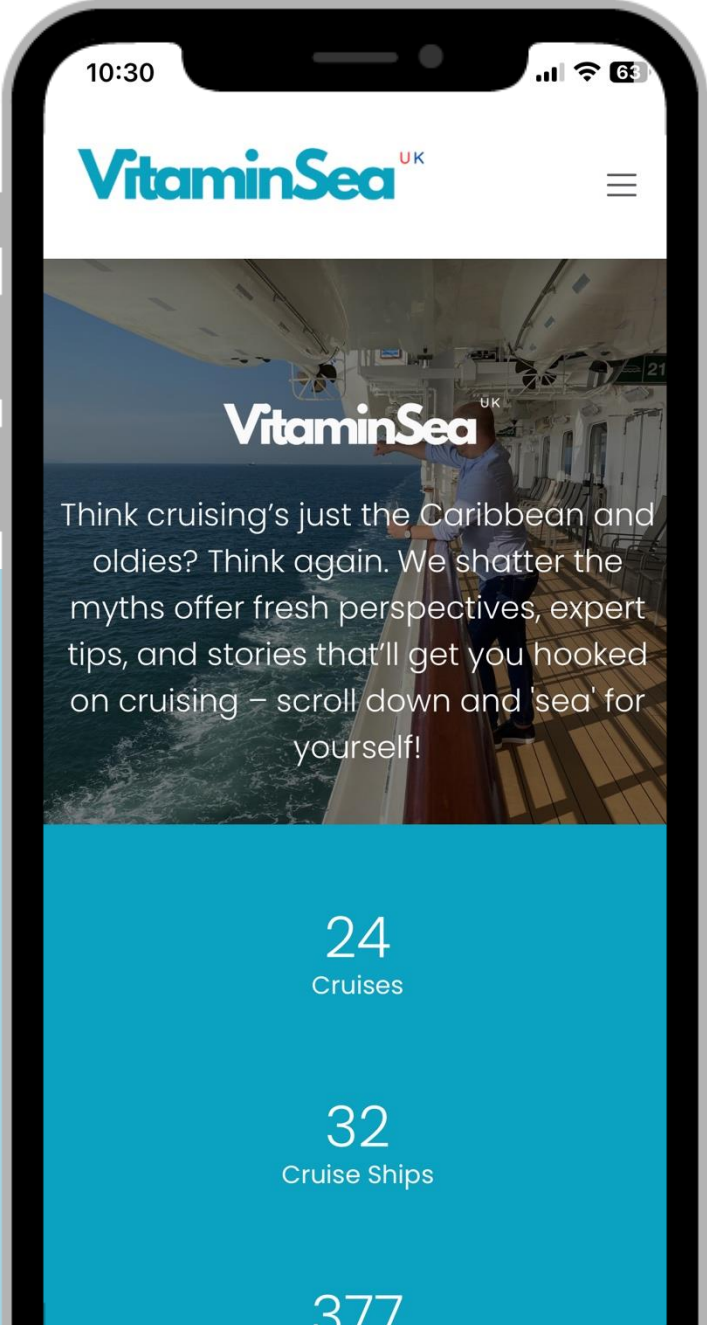
▶
7.1k



▶
8.1k

Total views
Click the reels to see them yourself

Our diversification



Through our Instagram website and blog, we bring the world of cruising to life with visually appealing and informative content. We share practical advice, ship tours, and destination guides, making our platform a valuable resource for both seasoned cruisers and newcomers alike.

We believe there's so much to love about cruising—from the staff's attention to detail and service to the amazing food and the friends we make along the way. Our goal is to show that cruising can be a fantastic adventure, offering new cultures, experiences, and unforgettable moments onboard and at every port.

We've also diversified into other areas, collaborating on podcasts, guest appearances on other YouTube channels, guest writers in magazines such as 'Sail Away', World of Cruising and strong relationships with Sailwaze and CLIA. We also have our own YouTube channel; however, its mainly used for room/ship tours linked from our website; this might be an avenue of growth in the future.