

# HOLIDAYS AT SEA



[twitter.com/holidaysatsea](https://twitter.com/holidaysatsea)



[youtube.com/holidaysatsea](https://youtube.com/holidaysatsea)



[facebook.com/holidaysatseauk](https://facebook.com/holidaysatseauk)



[instagram.com/holidaysatseauk](https://instagram.com/holidaysatseauk)



[hello@holidaysatsea.co.uk](mailto:hello@holidaysatsea.co.uk)



[www.holidaysatsea.co.uk](http://www.holidaysatsea.co.uk)

## About us

We are Gavin and Luke and we started cruising in 2014 by doing a mini break on P&O Aurora. Love was in the air and we fell in love with the ship and cruising.

Living in the port town of Milford Haven, there must be something that draws us to ship life! We enjoy sharing our cruise experiences and making videos of our cruises, they are our way of remembering the great times we've had. This has developed in to 'Holidays at Sea' – a blog and central hub for our social media activities.

We may not be the youngest cruisers but we are trying to break the stereotype that cruising is for retired people.

## [www.holidaysatsea.co.uk](http://www.holidaysatsea.co.uk)

After coming home from a cruise, we would often spend some time writing reviews on websites telling people how much of a great time we had. Also, being very active on Facebook group answering other people's questions, one day we thought let's write them all down on in our own blog. And that's where it started.

Our blog is now somewhere we can write our own reviews and share pictures with our readers. We also write port guides and answers to general questions, ideal for the new or experienced cruisers.

The blog acts as our base, somewhere a little more static than the world of social media.

# Social Media

We have always been very active within cruise groups on Facebook and is where we first went to find out information about cruising. We now spend much of our spare time in various cruise groups, helping other members with their questions.

From this we moved in to Twitter, Instagram and recently our own Facebook Page. They allow us to share and interact quickly while we are out and about.

Finally, we also have a YouTube channel, this originally started out as somewhere to place our 'holiday videos' but we soon learnt that others loved them as much as us too.



Followers: 721  
Tweets: 6,037  
Likes: 5,848



Subscribers: 456  
Total Views: 175,405  
Watch Time: 1,036,039 minutes  
Videos: 24



\*New\*  
Page likes: 70



Followers: 320  
Posts: 201

## Recent feedback

Some recent feedback we have received:

The 9 minutes of viewing this wonderful video of my absolute favorite ship in the entire Princess fleet was the best 9 minutes I have spent in some time. I felt like I was there, walking around her, just soaking up the ambiance! Cannot wait to book another cruise .... to anywhere .... on her. I need a Pacific Princess fix! Thank you for sharing this.

Top

We've booked our cruise!  
We went for the Ventura  
and a balcony room! Thank  
you so much for your  
advice!

Great information thank  
you. Very informative as is  
your great video of  
Oceana on youtube.  
Seriously thinking of  
booking this after  
watching your video

14 m Love Reply



# Recent social media activity

## Example 1 – P&O Oceana Cruise

In May we were on board P&O Oceana from Malta to Split, Venice, Ravenna and Dubrovnik. During this time, we were active on P&O Facebook groups, Twitter and Instagram. This section gives an overview of our activities and reach during the week.

### Facebook Groups:

20 posts across 2 Facebook groups totalling over 5000 members.

Likes: 1,464  
Comments: 507

### Instagram:

Posts related to the cruise: 25  
Likes: 695

### Twitter:

Posts related to the cruise: 30  
Total impressions: 7,730  
Total Engagement: 513

### Youtube <https://youtu.be/TIT2A-i9hhc>

Full ship tour & cruise video up to 1<sup>st</sup> Sept  
Views: 11,609  
Comments: 58  
Likes: 117

## Example 2 – Princess Cruises Pacific Princess

Ship visit of Pacific Princess while in our home port of Milford Haven arranged by Princess Cruises UK Media team.

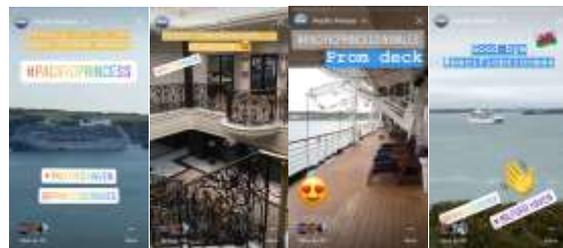
### Facebook Page:

Most popular post on our Facebook page when shared on groups had a reach of 24.2k with 7.5k engagements.



### Instagram:

We were using the story feature of Instagram with an average of 40 views per story picture. Examples:



### Youtube <https://youtu.be/MmkAtmuX0Fc>

Full ship tour after 1 week of being uploaded  
Views: 586  
Comments: 8  
Likes: 19

## Get in touch

We are happy to work with brands if they offer products we would be happy to use and tell our followers about. Please contact us via social media or by email at: [hello@holidaysatsea.co.uk](mailto:hello@holidaysatsea.co.uk).