

Cruise Reviews From Cruise Community Site SoCruise

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SoCruise is set to create the UK's leading online cruise agent and online cruise community.

www.socruise.com will sell long haul cruise holiday all round the world from all leading brands like: P&O Cruises, Royal Caribbean Cruises, Celebrity Cruises, Princess Cruises, Costa Cruises Norwegian Cruise Line (NCL), and Carnival.

SoCruise is the brain child by two key industry online experts who's identity will remain anonymous.

A www.SoCruise.com spokesperson said the UK site is expected to go live in Jan/Feb 2008 and that, there has already been a high level of interest from advertiser and consumers. The global travel market has seen a massive shift online, and the cruise market is the last thing the high street travel agents are hanging on to.

At the current time the cruise market worldwide is worth \$15 billion and there are only a few good quality UK cruise sites, but most just give consumers loads of cheap offers, rather than detailed ship information.

SoCruise planned to hit a target of 8% UK market share in 2008 with 16% in 2009.

There will be loads of special features on the website like:

SoCruise TV, SoCruise blog, SoCruise reviews, customers can create a online personal profile and give details like age, where they live, their interests, uploads their cruise photo's, favourite cruise holiday, favourite cruise ship, next cruise holiday, what cruise's they have been on.

The main unique point compared to other sites, is that online visitors will want to come back to the site, every day and week, to update there personal profile, communicate with their new found friends and view the latest news.

www.socruise.com

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