

## OceanEvent

# Incentives under full sail

**Ships are an obvious sell as venues for events with a maritime flair. However, special expertise is required for exclusive charters, which is where agencies such as OceanEvent come in.**

The unique appeal of events on cruise ships is beyond doubt. However, exclusive charters of big vessels are a costly business and not infrequently go beyond the given budgets. What is more, many shipping lines only offer exclusive charters for a minimum of seven nights. That's another problem, given that corporate events, particularly incentive trips during a credit crunch, very seldom last a whole week. But ships brokers such as OceanEvent from Starnberg in Germany have come up



with a solution. OceanEvent says that it will take sought-after cruise ships and big sailing ships off the regular routes years in advance and split up the period booked among different clients.

With this shared charter rate model OceanEvent enables agencies and companies to offer short cruises starting from two nights at rates far below those quoted by the shipping lines. Specifically, OceanEvent says these short but very superior trips can cost up to EUR 90,000 less than the respective shipping lines' normal charter rates, depending on the group size and number of participants. But short charter offers have to be promoted well in advance. OceanEvent recently began drumming up custom for its short charters on the Royal Clipper, for instance. From June 8 to 12, 2010 it is advertising good-value shared charter rates for the vessel, embarking and disem-

Royal Clipper: 1,760 m<sup>2</sup> deck space

## The Royal Clipper's restaurant

barking in Civitavecchia near Rome. The Royal Clipper, the biggest true sail vessel in the world with 5,000 m<sup>2</sup> of sail area divided among 42 sails, is available on that date for an exclusive four-day charter in the western Mediterranean. The impressive 134 metre long vessel with a 16 metre beam does more than justice to the demands of staging

## Biggest five-mast true sail vessel

MICE programmes, OceanEvent insists. It can carry a maximum of 227 passengers, for whom meetings would be feasible in the spacious restaurant, the library and various lounges. And the 1,760 m<sup>2</sup> deck space under the rigging creates a truly nautical backcloth for cocktails or product presentations.

Incidentally, the Royal Clipper is the biggest five-mast true sail vessel in the world. Mod-

elled on the legendary Preussen, which sank in 1910 in the English Channel, it is also the biggest sailing ship to have been built since the beginning of the last century. The Royal Clipper offers its 227 potential passengers 110 cabins – which, its owners assert, feature all the amenities to be expected of a deluxe hotel. The large double bed can be converted into two singles as required. Appointments include marble baths, wall safe, television set, direct-dial telephone and superior furnishings, along with an en-suite shower room and WC.

Founded in 2003, OceanEvent offers other vessels besides the Royal Clipper. Claiming to be the foremost provider of corporate events on board large yachts and cruise ships, it will advise clients on the choice of suitable vessel – consultancy that is certainly necessary. After all, in the region of 400 very different vessels can be chartered to cruise the world's seas.

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