

SELLING TIPS



National Geographic Orion

Citizen science with AE Expeditions

PICTURES: Ralph Lee Hopkins, Jamie Lafferty

How to sell

Expedition enrichment

Onboard lectures and citizen science projects might not sound exciting, but they're a key tool to sell adventure cruising, finds [Rebecca Barnes](#)

The facts: One of the highlights of an expedition cruise is the onboard enrichment, all about bringing the itinerary to life by way of lectures and citizen science projects, delivered by some of the best naturalists and expedition leaders in their fields. Not only will clients glean some fascinating insights, but they should also find it rewarding, says Andrew Turner, sales director EMEA at AE Expeditions. He says: "Citizen science helps demystify the scientific process and support communication between scientists and the general community. We take pride in giving back and educating passengers on the ever-changing, remote destinations they travel to, providing ample chances to interact with the natural world in a respectful manner."

The upsell: An expedition cruise is a journey of discovery like no other – visiting off-grid destinations means there's invariably lots to learn. This is where expedition programmes come in, ensuring passengers get the most out of what they're seeing, whether it's foreboding icebergs in Antarctica or flora and fauna in the Amazon. "Our enrichment programmes significantly enhance the travel experience by providing crucial context and eye-opening education on the destinations," says Stefan Kredel, vice-president of expeditions at Abercrombie & Kent. "These activities and expert-led talks can transform scenic viewing into profound, multi-layered understanding."

The misconception: Think the talks will be dull? Think again. For starters, photography enthusiasts will be able to hone their skills on AE Expeditions' Antarctic Explorer: Through the Lens itinerary in February 2026, which is guided by leading wildlife and landscape photographers. Alternatively, try seabird spotting from the observation deck and exploring ancient Aboriginal art up close on Scenic's Kimberley cruises; or book a private Zodiac tour with Silversea to guarantee uninterrupted views and one-to-one access to an expert guide in the remote polar regions.

The expertise: Speakers are often at the top of their game: Seabourn Conversations offers guests the chance to interact with the finest minds in science, literature, history and more; while Swan Hellenic's Explore Space at Sea Series gives guests the chance to mingle with esteemed astro-physicists from the US Seti Institute. "Guest speakers offer in-depth insights and compelling conversations, helping travellers connect more deeply to people, places and wildlife," says Danielle Bates, head of UK sales at National Geographic-Lindblad Expeditions. "Our naturalists are as different as their specialities, and their knowledge about the natural world runs wide and deep. They have a knack for describing species and natural phenomena in relatable ways, whether explaining the behaviour of a brown bear to a child or describing the physics of glacier formation to an academic."