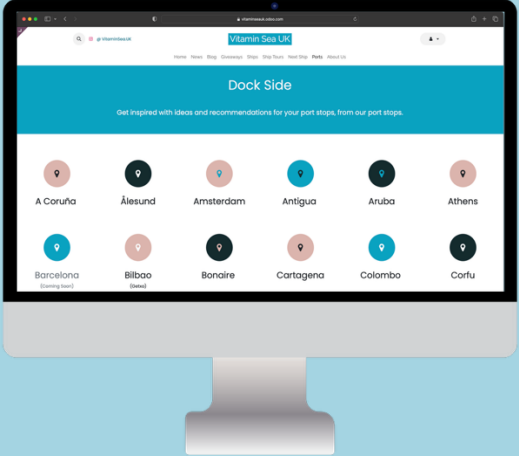
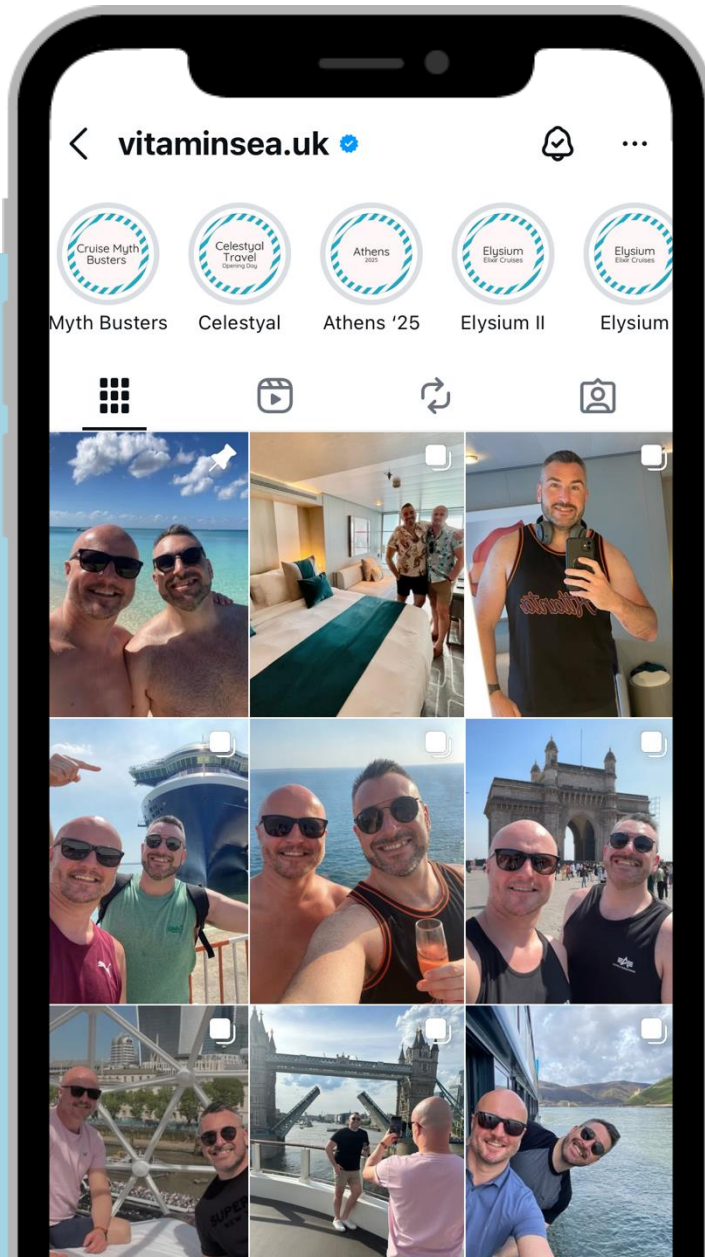


VitaminSea^{UK}



@vitaminsea.uk
www.vitaminseauk.com

Ahoy!



At Vitamin Sea UK, we (Scott and Tom) are passionate about cruising and love sharing our experiences at sea. Scott began his journey 17 years ago with Royal Caribbean, while Tom has been a cruise enthusiast since childhood.

We launched Vitamin Sea UK to flip the script on cruising—showing it's not just for the Caribbean or retirees, but for anyone who craves adventure, style, and connection. We prefer premium experiences with exceptional service, world-class dining, and a resort-like atmosphere, and our content highlights these details alongside the joy of shared moments onboard.

In the past 90 days—without a penny spent on promotion—our content has delivered:

- 89k views across our top 50 posts
- 24k interactions
- Reach more than 3× our follower base
- A top reel played 11.4k times

We proudly maintain one of the highest engagement rates of any UK cruise profile.

Why Cruise Lines Work With Us

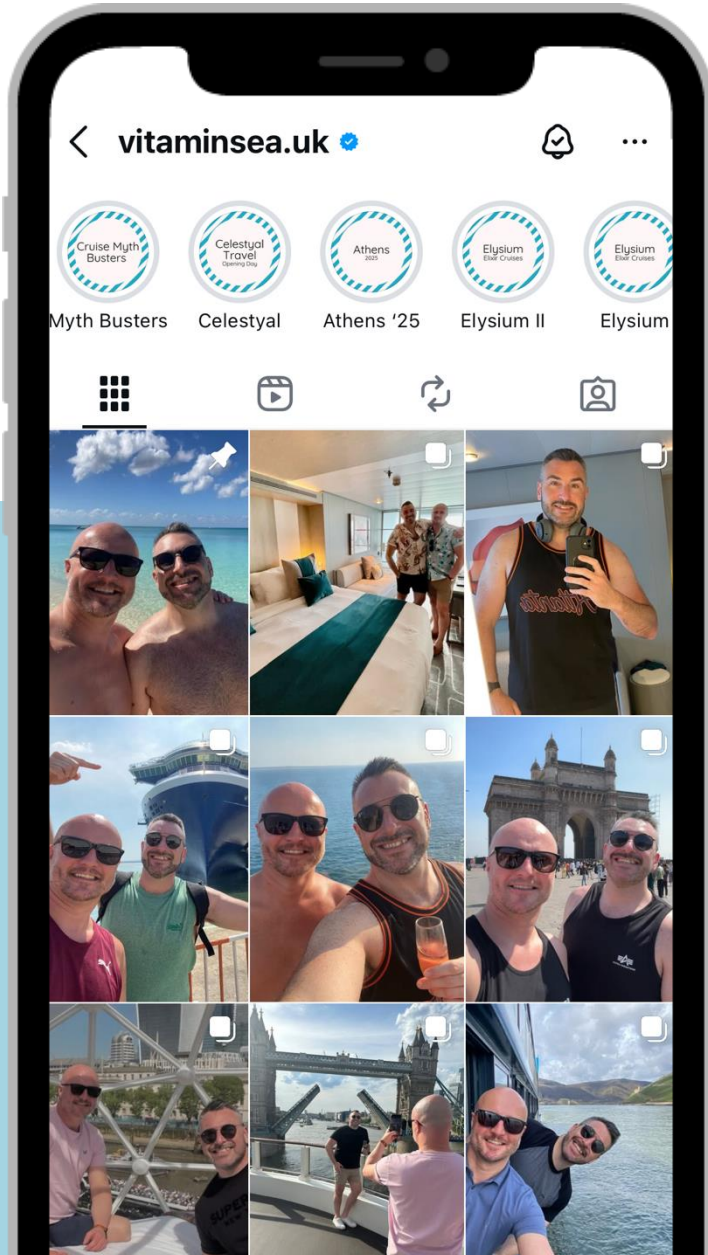
Brands work with us because we don't just post content—we create authentic connections between cruise lines and travellers ready to book. Our audience isn't passive; they're planners, dreamers and doers.

Cruise lines already trust us to build buzz—whether promoting Celebrity Apex in the UK, the launch of Cunard's Queen Anne, Sun Princess' inaugural sailings, or showcasing Silversea's Silver Ray.

With a 4–6% engagement rate and a core following in the UK (42%) and USA (20%), we bridge the gap between inspiration and action—sparking wanderlust and driving bookings.

Our demographics

(21 Jun – 18 Sep '25)



45k Account Reach



30 New Weekly Followers



4.3 - 3.5 % Engagement Rate



Over 1m views



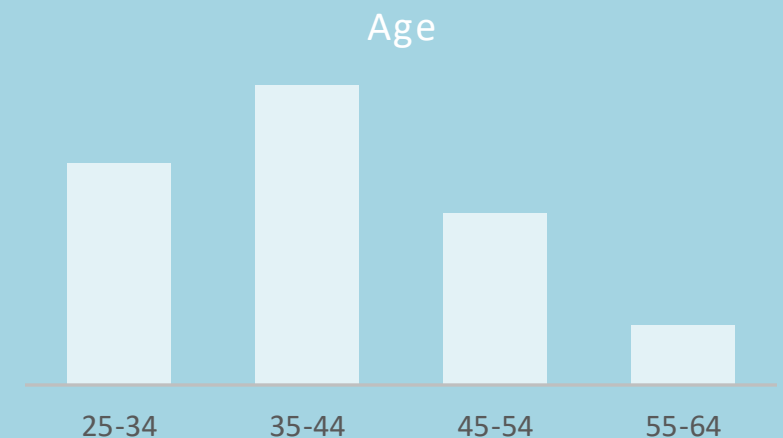
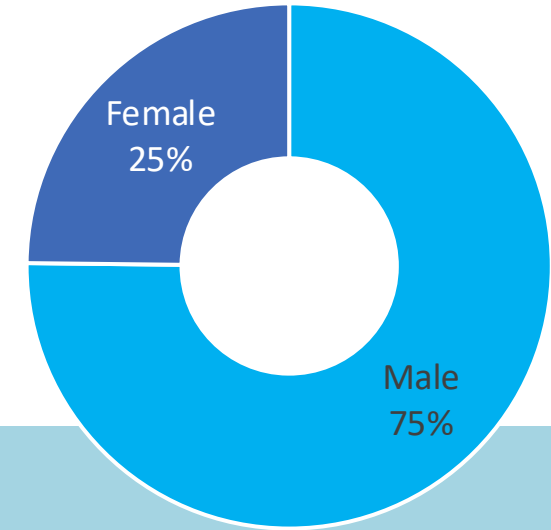
41.9 % from UK



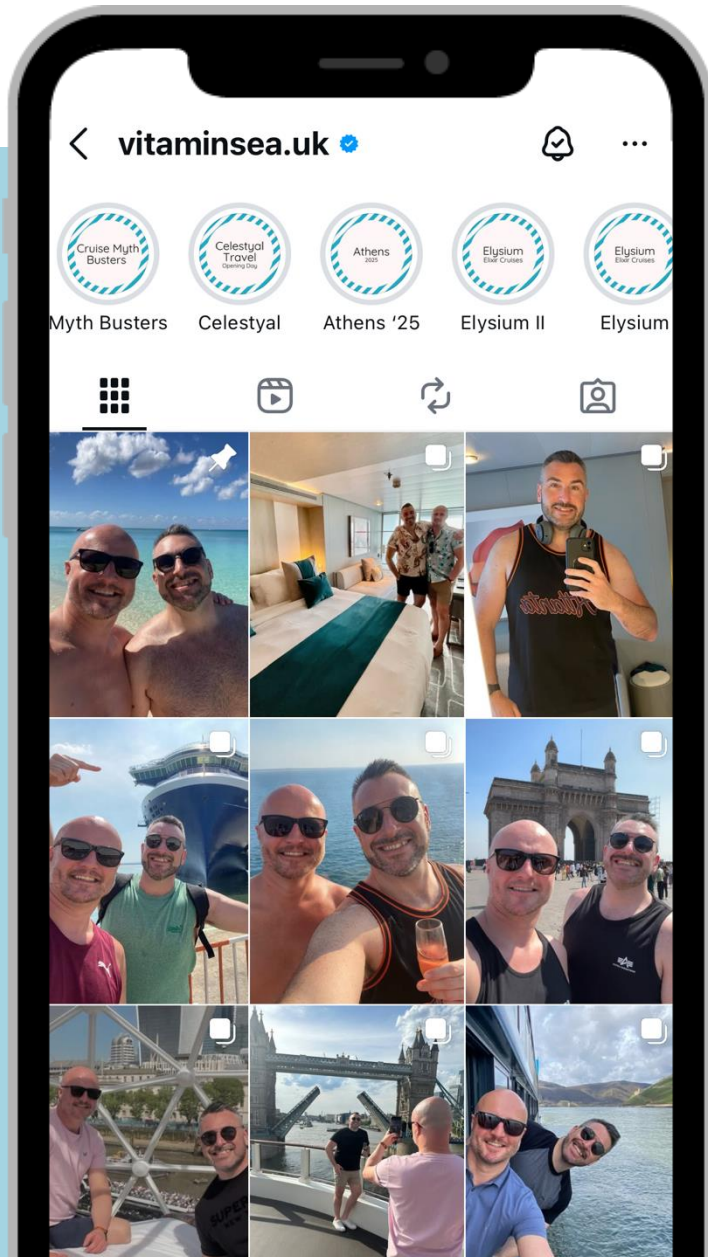
20.1 % from USA



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, promotion of Sun Princess' inaugural sailing to UK and Sky Princess for Families



Launch of Queen Anne prior to entering customer service



Continued partnership to showcase their Boutique yachts in Greece



Showcasing 'Yachting, not cruising' onboard SeaDream II whilst in central London



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 and Exclusive social media access to Porto Mirante in 2025 season

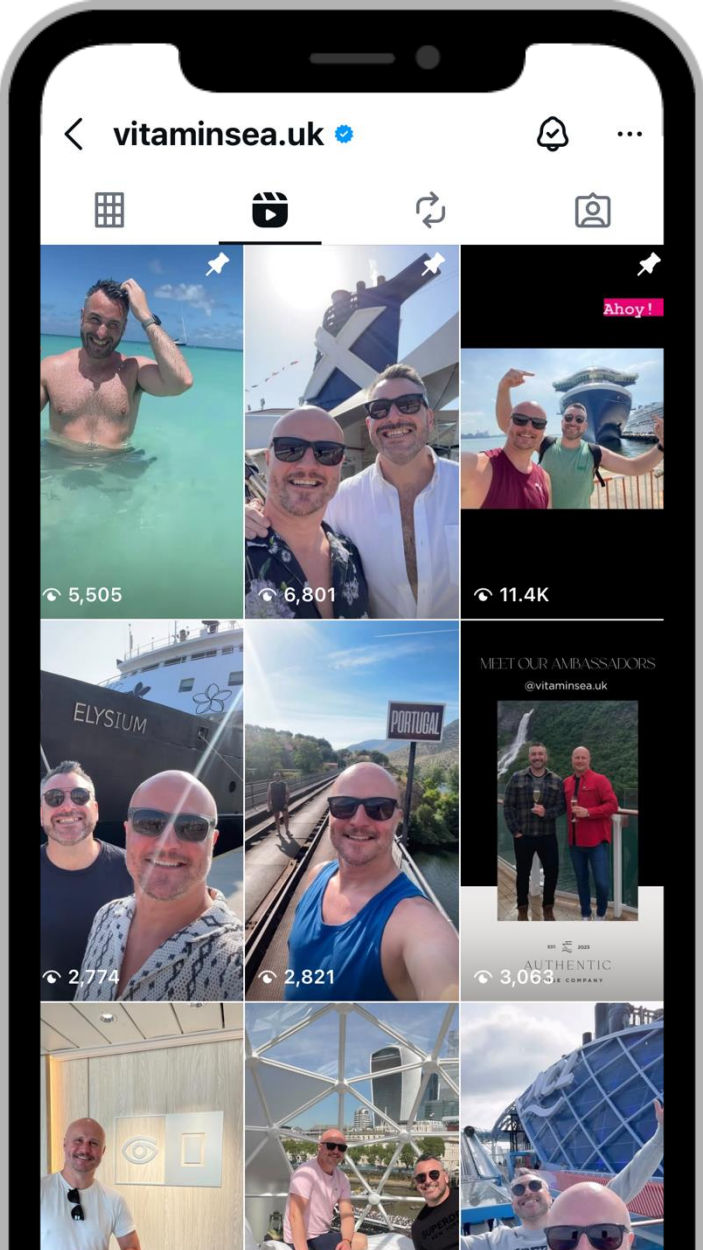


Maiden call and cruise in and out of London onboard National Geographic Endurance

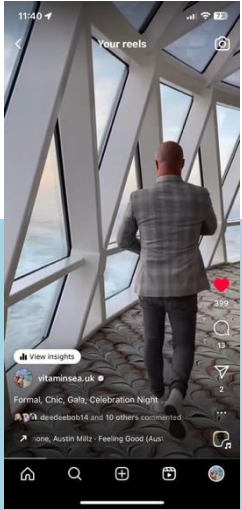


Publicising Winstar's sailings to London onboard, passing through Tower Bridge and down the Thames

Our top viewed reels



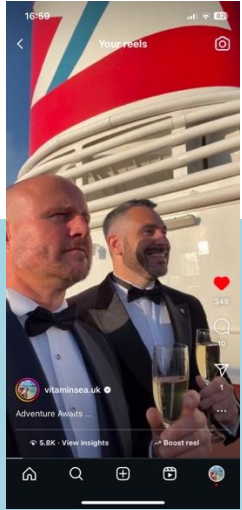
▶
11.4k



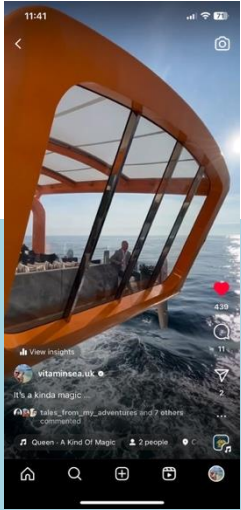
▶
6.6k



▶
6.6k



▶
5.8k



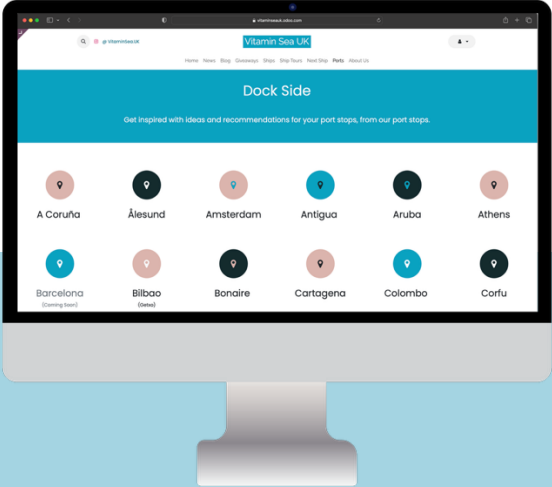
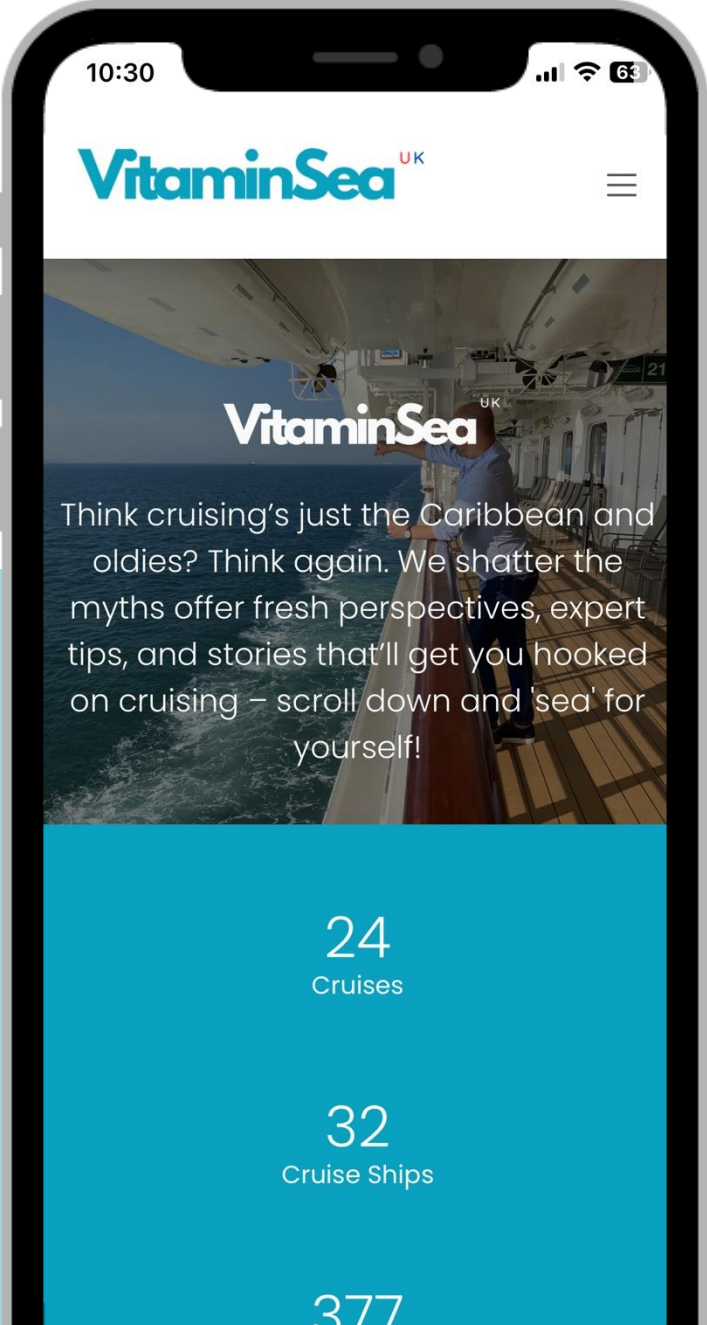
▶
7.4k



▶
8.1k

Total views

Our diversification

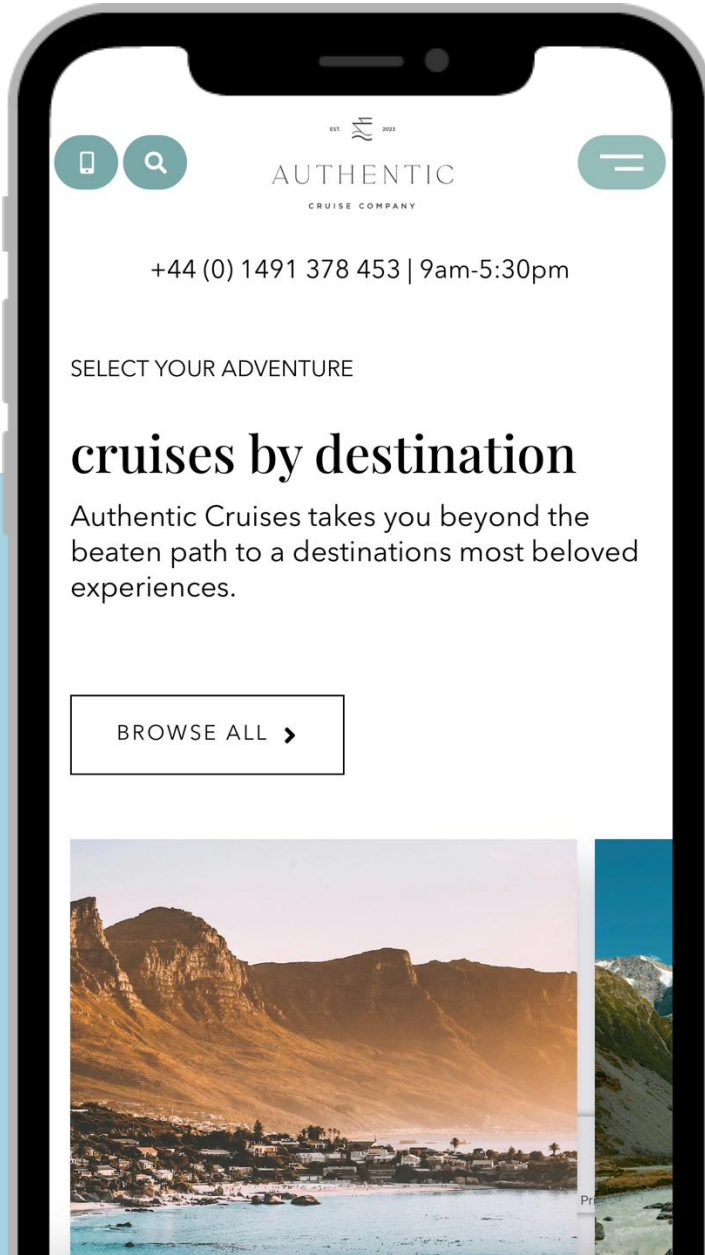


Through Instagram, our blog, and video, we bring cruising to life with inspiring visuals, insider advice, and stories that spark wanderlust. We share practical advice, ship tours, and destination guides, making our platform a valuable resource for both seasoned cruisers and newcomers alike.

We believe cruising is about so much more than the ship—it's about the stories, the flavours, and the friendships you take home with you. 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.

Real Bookings



Authentic Partnerships, Real Bookings

Our partnership with Authentic Cruise Company is a direct link between the content we create and the customers who book. It means cruise lines working with us don't just benefit from reach and engagement—they see their itineraries placed in front of travellers who are actively planning their next voyage.

When we collaborate with a cruise line, the story doesn't stop with our Instagram feed. Authentic Cruise Company amplifies that content through their own customer channels at authenticcruises.co.uk extending the life and impact of each campaign. Our own hosted trips are also highlighted to their database, giving your sailings extra visibility among an audience primed for premium cruise experiences.

For cruise lines, this offers a powerful advantage:

- Content that inspires, supported by targeted distribution that converts
- Campaigns that showcase your ships and itineraries to audiences ready to book
- A seamless bridge between brand storytelling and customer sales

By combining Vitamin Sea UK's trusted storytelling and high engagement with Authentic Cruise Company's established sales network, we deliver a partnership that connects awareness to action. It's more than collaboration—it's a clear pathway from content to conversion.