

Here's how you get people on board

Have you got clients dreaming of Ibiza's beach-club buzz or late nights in the Med? Keen to explore Barcelona and Rome? Or drawn to Dubrovnik, Santorini, Cozumel or Bimini from Miami?

Are they booking a celebration, couples' escape or friends' getaway? Do they prioritise food, nightlife, wellness, culture or winter sun?

Here's your quick guide to matching the right customer with the perfect Virgin Voyages experience.



Turn holiday dreams
into a Virgin Voyage

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Holiday enquiry

How this resonates

Ken who likes to visit Vegas enjoys casinos, gambling, entertainment and fine dining.

Virgin Voyages sailings from Miami combine iconic American flair with vibrant entertainment and a lively casino scene. Guests can indulge in over 20 Michelin-chef-curated dining experiences, designed for high-energy, upscale escapes.

Sophia wants a fun, stylish getaway with her friends, with great nightlife and Instagram-worthy moments, ideally somewhere warm like the Caribbean.

Caribbean itineraries with extended port stays, the adults-only Beach Club at Bimini, and DJ-led pool parties set the tone. Onboard, enjoy chic bars and lounges, including The Manor nightclub and The Sip Lounge, alongside design-led, Instagram-worthy spaces made for social sharing.

Mark and Emma are foodies who love bold flavours and immersive dining, paired with exploring the Mediterranean's iconic cities.

Mediterranean itineraries visiting ports like Barcelona and Rome, over 20+ eateries on board, and standout concepts like The Test Kitchen, a boundary-pushing, laboratory-style tasting experience alongside Michelin-chef-curated menus, globally inspired cuisine and no traditional buffets or main dining rooms.

Cait and Chris are seeking a breathtaking, adults-only escape where luxury meets stunning scenery, with indulgent couple moments and intimate evenings under the stars.

Alaska sailings through the Inside Passage with glacier views, adults-only luxury, intimate dining and shared spa moments. Elevate it with a Splash of Romance package, including priority boarding, Champagne, sail-away access and thermal suite passes for two.

Tom is a social traveler who likes meeting new people, attending themed events, and exploring new places.

Caribbean and Mediterranean itineraries, hosted social events, themed parties, group fitness classes, mixology sessions, and communal dining experiences on board.

Frankie wants a relaxing escape focused on wellness, yoga, and self-care, ideally by the sea.

Relaxed sea days complemented by yoga and meditation classes, a state-of-the-art gym and outdoor track, the indulgent Redemption Spa thermal suite, wholesome dining options and tranquil deck spaces perfect for unwinding.

Lily enjoys active holidays with fitness, sports, outdoor adventures, and exploring new destinations.

Active sailings with scenic port days, a fully equipped gym, The Runway outdoor track, yoga, spin and HIIT classes in B-Complex and Balance Studio, plus a boxing ring and Outdoor Sports Court.