

TRAVEL AND HOSPITALITY

Regent anticipates return to cruising with emotive series

April 26, 2021



Regent Seven Seas Cruises is highlighting its commitment to quality onboard service. Image credit: Regent Seven Seas Cruises

By SARAH RAMIREZ

Regent Seven Seas Cruises is showcasing its heritage and community spirit in a film campaign featuring its team members.

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Through "[The Heart of What We Do](#)" campaign, the luxury cruise line profiles its own cruise directors, matre'd and others who provide elevated service to Regent's guests. With cruising still largely on hold due to the COVID-19 pandemic, cruise lines have embraced online channels and digital storytelling to engage with travelers.

"We put this 'The Heart of What We Do' video series together to highlight the incredible work our crew does across our fleet of luxury ships," said Janice Davidson, vice president of creative and brand management at [Regent Seven Seas Cruises](#), Miami. "Our crew are the epitome of professionalism and their dedication and passion in delivering the unrivaled Regent experience is why our guests return to us time and again.

"Our crew and guests share a special bond and often become true friends and so we put this together in the hope that guests can reminisce on wonderful vacations while we wait to return to sailing," she said.

Regent family

In "The Heart of What We Do," crew members share a glimpse of both their "home lives" and reminisce about their "ship lives." Common threads present in each chapter include stories about career beginnings, appreciation for unique travel experiences and a desire to welcome back guests.

The series began with a short featuring John Barron, a Regent cruise director who has worked with the cruise line since its first world cruise. He splits his time between being voyages and extended stays with his family in the United Kingdom.

Regent's Jorge Caerio is passionate about dining and fitness

"Our guests come onboard for our luxury experience," says Jorge Caerio, a matre'd at Regent who hails from Portugal. "My greatest pleasure is to see our guests enjoying our beautiful and amazing restaurant we have onboard."

Through each episode, it is also apparent that the stars of the Regent crew have long been devoted to the cruise line a passion that is also central to their service.

For instance, cruise director Lorraine Weimerskirch originally joined the cruise line as a singer and dancer on its former ship, the Radisson Diamond, in 1994. Steph Armengol, vice president of hotel operations, joined Regent in 2000 at the start of the Olympic Games in Sydney.

"Regent is a family," Mr. Armengol says. "The pandemic brought us even closer we got to know each other better, we got to see each other's home through the video calls.

"It was an experience, and we can't wait to come back to the office to welcome back our guests, our crew and bring that family together again," he says.

Family is a literal term for some Regent crew members, as seen in the most recent campaign film featuring cruise director Jamie Logan and assistant cruise director Dana Logan. The couple met on their first world voyage.

Husband and wife Jamie and Dana Logan met and fell in love on a Regent world cruise

Mr. Logan, who has a medical degree, had been recently promoted to assistant cruise director when he met the future Ms. Logan, who was onboard as a dancer. Since then, the couple has worked on 13 world cruises and visited more than 550 ports of call.

According to Regent's Ms. Davidson, the "The Heart of What We Do" campaign will be ongoing and more episodes will be revealed. Each film can be seen on the cruise line's Facebook, Instagram, Twitter and YouTube profiles.

Setting sail

The personal campaign may be an effective strategy for Regent considering the current climate.

Even during the coronavirus crisis, hospitality groups should create emotional, rather than cognitive, connections with travelers, according to a study from the United Kingdom.

Researchers argue that emotional attachment is essential for the hospitality industry to recover since it can increase travelers' desires to visit specific sites after the pandemic ends ([see story](#)).

According to the Global Travel Trends Report from American Express, as consumers become eager to indulge on travel, perceptions about luxury hospitality have also improved.

Personalized experiences are the most desirable luxury offering, as cited by 82 percent of respondents. Interest is also up for culinary experiences, cruises, outdoors activities and other wellness offerings ([see story](#)).

"Over the last year, we've engaged with our past guests in a number of ways including holding special online recitals with some of our very talented entertainment team and sharing some recipes from our gourmet restaurants to enjoy at home," Ms. Davidson said. "Our past guests are also enthusiastic on social media with many sharing photos of their favorite voyages and where they are most excited to cruise next."