

TRAVEL AND HOSPITALITY

Regent shares guest testimonials in authentic video series

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Becky and Irv, two of the guests featured in #MyRegentExperience. Image credit: Regent Seven Seas Cruises

By LUXURY DAILY NEWS SERVICE

Regent Seven Seas Cruises is letting its passengers do the talking in a new campaign.

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For #MyRegentExperience, the cruise line enlisted travelers for sit-down interviews, resulting in an extensive Q&A video series. The effort can be seen as a spin on user-generated content, positioning ordinary travelers as authentic voices promoting Regent cruises.

Passenger perspectives

The new campaign features three couples Deborah and Tom, Dennis and Diana, Irvy and Becky and two travelers appearing by themselves Nick and Paul.

The participants appear in multiple short videos, answering one question per clip, for a total of 24 already published on Regent's YouTube channel. Although the videos are well produced, they are not overly polished with the passengers appearing in casual clothing in what appears to be a stateroom onboard.

Diana and Dennis discuss why they chose to go to Alaska with Regent

Most of the questions are reminiscent of what a friend or family member may ask someone who is returning from a cruise. Topics include how Regent differs from other cruise lines, the dining and offshore experiences, ship features and why they would recommend Regent.

At times, some of the interviewees veer slightly off topic for instance, discussing fellow guests they have met when asked about onboard experiences however, this only adds to the videos' authenticity.

Participants also answer questions about cruising to Alaska. Presumably, the campaign was filmed aboard the Seven Seas Explorer or Seven Seas Mariner Regent ships that go on Alaskan voyages.

Video viewers are also prompted to share their own guest testimonials on Regent's site.

Last year, Regent showcased its heritage and community spirit in a film campaign featuring its team members.

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. In the series, crew members shared a glimpse of both their "home lives" and reminisce about their "ship lives" ([see story](#)).

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