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Margaritaville at Sea Launches Dedicated Trade Initiative

By **Newsdesk**

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(Margaritaville at Sea Paradise)

Margaritaville at Sea has introduced an initiative to create solid strategic alliances within the travel trade industry. Under the direction of newly appointed Senior Vice President of Sales and Partnerships **Frank Belzer**, a team of sales managers has begun assisting travel advisors in booking voyages with the cruise line. Besides attending trade shows and conducting one-on-one meetings with advisors, the Margaritaville at Sea team has begun a series of webinars showcasing various elements of the *Islander*, the line's newest ship, which sets sail from **Port Tampa Bay** in June.

Another educational offering includes the hosted "**Parlay on Paradise**" programming aboard the ship *Paradise*, where firsthand experiences complement instruction and digital sales tools for advisors. To facilitate the on-demand booking process, the line has also allocated resources to build a new platform to ensure a quick and efficient reservation process. While the new platform is being built out, Margaritaville at Sea has refreshed and enhanced its current booking engine, simplifying the registration process and providing new assets for advisors.

The line will be participating as a sponsor or vendor at select festivals, expos and other community events throughout **Florida**. During these events, the Margaritaville at Sea sales team will be joined by a local travel advisor who will be on-site to book reservations for interested travelers directly. According to Belzer, Margaritaville at Sea has seen a 500 percent increase in travel advisor registrations since the efforts began.

In addition, Margaritaville at Sea is inviting **U.S.** military service members (active duty and veterans), police, fire, EMS personnel, government healthcare workers and educators to now to sail for free with a paying guest as many times as they like throughout the year on the both the *Margaritaville at Sea Islander* and the *Margaritaville at Sea Paradise*. All passengers sailing in the hero's stateroom will receive an **Express Pass** and other benefits as part of the enhanced "**Heroes Sail Free, Heroes Sail First**" program.

The line's first vessel, the *Margaritaville at Sea Paradise*, carries guests from the **Port of Palm Beach, FL**, on two- and three-night sailings to the **Bahamas**. The line's new *Margaritaville at Sea Islander* will set sail from Port Tampa Bay in June on four- and five-night itineraries with stops in **Key West, Cozumel** and **Progreso**. Onboard, guests can enjoy live entertainment across numerous themed shows, dining venues, bars and lounges. Both ships also house the signature **St. Somewhere Spa, Fins Up** fitness center, **Pickleball at Sea, Fin City Arcade, Margaritaville Casino**, children's clubs, play areas and more.

For more information, visit [www.margaritavilleatsea.com](https://margaritavilleatsea.com/) (<https://margaritavilleatsea.com/>).

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