



MARGARITAVILLE AT SEA CRUISES TO MARKETING SUCCESS WITH GOVX

PARTNER SUCCESS STORY

MARGARITAVILLE
at Sea

SUMMARY

As a new brand in cruise, Margaritaville at Sea - operating two-night cruises between Palm Beach and the Bahamas - partnered with GOVX to drive awareness and trial, and launched their nationally popular “Heroes Sail Free” promotion exclusively to GOVX verified members.



PARTNERING TO MAKE A DIFFERENCE

Founded in 2022, Margaritaville at Sea is a floating island vacation that brings music legend Jimmy Buffett’s iconic Margaritaville hospitality brand to the cruise experience. Their inaugural vessel, Margaritaville at Sea Paradise, features 658 stylishly nautical-themed cabins and outstanding amenities that include diverse dining venues, pools, entertainment programming, retail stores, spa, fitness center, and more.



Catering to budget conscious and time constrained vacationers, the cruise line offers three-day, two-night voyages between Palm Beach Florida and Grand Bahama Island. Knowing that many active-duty military, veterans, first responders, teachers, and government workers might be excellent prospects for a relatively short and accessible Margaritaville at Sea cruise, the company reached out to GOVX and confirmed that the GOVX member community and Margaritaville at Sea target audiences overlap significantly. They also discovered that beyond simple (and free of cost) verification, GOVX could be a fabulous marketing partner. You see, cabin cost is just a part—in some cases a small part—of the total dollars spent by a typical cruiser, and being a new cruise brand, Margaritaville at Sea needed creative ways to drive awareness and trial, and capture the added revenue from food, drinks, entertainment, and more. They were also thrilled to be able to target their promotion at everyday heroes in the GOVX community. The two companies embarked on a partnership that resulted in the massive success of the “Heroes Sail Free” program, garnering national attention while making it possible for tens of thousands of GOVX members to cruise in style. Thanks to various marketing initiatives, over 45,000 everyday heroes and their guests have sailed aboard Paradise in the first year of the program alone!

Partnerships like this deliver benefits to everyone involved, but most importantly to the GOVX member community and their families, who get to enjoy fun and affordable adventures that might otherwise be out of reach.

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Partnering with GOVX has been such a no-brainer for Margaritaville at Sea. We serve the same population, and the savings that we realize with free-of-charge verification allows us to make it possible for more everyday heroes to enjoy much needed time away from their stressful jobs. We look forward to continuing to partner with GOVX to bring even more deserving members of the service community aboard Margaritaville at Sea Paradise.

- CHRIS IVY, PRESIDENT, MARGARITAVILLE AT SEA

45K

CONVERSIONS
IN YEAR ONE