

## **FYI: Here is How We Differentiate Our Two Cruise Products**

ABCHH has two product lines for cruises: (1) Lowcountry Cruises, and (2) Adventure Cruises. Lowcountry Cruises are educational in order to acquaint new boaters and experienced boaters new to the areas local waters. Generally speaking, Lowcountry Cruises are within 15-20 miles of Hilton Head and emphasize boating safety, navigation hazards in our local waters and “how to” information for the new boater.

Adventure Cruises are for the experienced boater. There is no emphasis on boating education. Destinations are more distant with cruises of long duration. They require skilled & confident captains as we venture into skinny water; execute pivot turns within the length of the boat; dock under difficult conditions; cross two or more sounds; raft boats; beach boats; anchor; “lock thru”; and stay overnight. Adventure Cruises also include shore-based activities such as hikes, picnics and guided tours of our destination.

NET: Befitting the brand name, Adventure Cruises offer ABCHH members true on-the-water “adventures.”

|                                | <b>Lowcountry Cruise</b> | <b>Adventure Cruise</b>       |
|--------------------------------|--------------------------|-------------------------------|
| Boating Education and “How To” | Yes                      | No                            |
| Experienced captains           | No                       | Yes                           |
| Advanced helmsman skills       | No                       | Yes                           |
| Distance                       | Under 25 mi.             | 35-100 mi.                    |
| Duration                       | Under 4 hours            | Up to 10 hours...to overnight |
| Shore-based programs           | No                       | Yes                           |