

# CASE STUDY

## Cruising Ahead

West Kent Chamber of Commerce has been supporting local businesses in Tunbridge Wells for over 150 years and takes pride in its networking events and successful members. One such member is GetCruising, the first cruise-only travel agency in the UK. GetCruising has progressed in its first year from an unknown start-up to a company with a loyal and constantly expanding clientele. It also won 'Best New Business' at the West Kent Business Excellence Awards.



The company's Managing Director and owner, Gary Wardrop, explains the advantages of the Chamber's support: "I've been a member of the West Kent Chamber pretty much since I opened GetCruising in January 2008. Joining a well-established and prestigious local organisation like the Chamber was one of my main priorities and there's no doubt that it has paid dividends.

"In our first year I spent a lot of time just getting our message out there and being a member of the Chamber helped with this aim. It's been a great way to meet potential new customers, establish all-important credibility and also as a useful introduction to other local businesses. The networking aspect of being a Chamber member is critical to the success of my business."

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