

Skylord Travel Launches Tech-Powered Cruise & Holiday Brand

With cutting-edge tech, premium airline partnerships, and bold expansion plans, Skylord Cruise and Holidays aims to reshape how travel is packaged and sold.



Rickmansworth, Hertfordshire Aug 21, 2025 ([Issuewire.com](https://www.issuewire.com)) - Skylord Travel PLC, a trusted aviation brand for over 42 years, is making waves in the cruise and holiday sector with the launch of Skylord Cruise and Holidays. The new division will be led by Andrew Todd an experienced travel industry leader, alongside industry veteran Manish Suchde, and cruise veteran Martin Tanner, marking a bold expansion into bespoke, tech-powered travel experiences.

“Cruise and holidays deserve their own spotlight,” says Skylord’s leadership. “By launching Skylord Cruise and Holidays alongside Skylord Travel, we can market more precisely, create sharper customer journeys, and give each audience the clarity they need.”

Tech at the Core

Skylord's proprietary technology dynamically builds and prices complex cruise and holiday packages in real time, enabling scalable, accurate, and customer-centric offerings across both B2C and B2B channels.

"AI is at the heart of what we're building," the team explains. "From automatically creating and pricing packages to optimising digital marketing, it allows us to scale faster, stay price-accurate, and deliver products that agents and customers really want."

Leadership with Vision

Andrew Todd brings nearly two decades of cruise industry experience to Skylord, having worked closely with Tanner for 17 years. His appointment signals a strategic shift toward cruise-first growth.

"In Skylord, I saw an exciting opportunity to bring a much-loved, trusted brand into the cruise market," Todd says. "Skylord is perfectly positioned to offer cruise and holiday products that are not only unique, but also highly profitable for our partners to sell and promote nationwide."

Skylord's direct airline relationships allow it to seamlessly package premium flights with cruises, a capability few competitors can match.

"Our direct airline connections are a real differentiator," Skylord notes. "We can package premium flights with cruises seamlessly, creating value-rich products that others, simply can't match."

B2C & B2B Strategy

On the consumer side, Skylord is investing in owned channels, SEO, PPC, social, email, local shops, events, and even its own Skylord Cruises magazine, to build long-term brand equity.

"We're building our brand for the long term with owned channels," says Skylord. "It's about control, not dependency on third parties."

For trade partners, Skylord is activating its existing network of 500+ agents with cruise product delivered via tech feeds, white-label websites, extensive offline support, and detailed training. Skylord Cruise and Holidays has also recently become a contracted supplier for Protected Trust Services (PTS), with ongoing conversations happening with other travel consortia brands too.

"We're giving agents cruise product they can sell instantly," the team explains. "It's about making agents into cruise sellers overnight."

Global Expansion

Skylord's international roadmap begins with Ireland, combining B2C and B2B strategies, with the USA, the world's largest cruise market, firmly in its sights.

"Ireland will be our first international step," Skylord confirms. "Beyond that, the USA is firmly on our radar, and with AI-driven marketing and packaging, we can scale into it effectively."



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