

## Crew Markets

There are an estimated 225,000 crewmembers working aboard the global cruise fleet. They come from all over the world, from different backgrounds and cultures, and have different tastes and preferences for foods and snacks from their home countries.

This is where Crew Concierge comes in, providing more than 2,500 products from the United States, the Philippines, Great Britain, Indonesia, South Africa, Scandinavia and the Caribbean to ships' crew markets, according to David Hirsch, founder and CEO.

Hirsch said he got the idea when working aboard cruise ships from 1995 to 1999. "There were times when I needed basics – shampoo, toothpaste and maybe some snacks when the mess was closed. I needed these items, but was unable to get off the ship because I was on duty. And when I was able to get off, the prices in the ports were two to three times more expensive.

"I also used to miss some of the creature comforts I used to take for granted. I yearned for something as simple as a bowl of Kraft Macaroni and Cheese."



The V-Mart aboard the Voyager of the Seas

Going ashore in 1999, Hirsch remembered his sea days and the idea started to germ that eventually turned into a plan when he and his wife, Ashley, launched Crew Concierge in 2005.

"We walked up and down the ports, handing out flyers at the crew gates, hoping for orders. After two weeks and no orders from crew, we got a \$5,000 order from a ship. The flyer had made its

ways into the hands of officers looking for a more efficient way to supply their ever growing crew needs.

"This was the tip of the iceberg," Hirsch continued.

Since its 2005 launch, the company services 40 ships throughout the world for both U.S. and European cruise lines. Goods are shipped either through the lines' own South Florida logistics centers or by Crew Concierge.

Hirsch said they have supplied everything from 1,500 Santa hats to 220 volt appliances, while ships are in the U.S., and 40 pounds of fresh salmon so a captain could make his gravlaks.

Last month, the order for the Adventure of the Seas totaled 2,800 cases of goods sent on 13 pallets. The crew market onboard stores 285 different products.

"We are working with a marine electrical company to build a prototype of a marine-rated surge protector because one of our vessels wants it, but it does not exist yet," Hirsch added.

What started out as slop chests have grown to full-fledged walk-in convenience stores in crew areas.

He said that some vessels mark up the products slightly, and the profits are used to fund crew welfare activities. ■

adonis

the human touch

## Time is of the Essence

ADONIS - THE GLOBAL HUMAN RESOURCE SOLUTION

- Web Recruitment • Crew Management
- Payroll • Crew Planning • Course Scheduler
- Competence Matrix • Documents Handling
- Mail Merge • Crew Station Bill • Crew Effects

**NEW!** Crew Portal with Time & Attendance



Automatic ship-shore replication of crew and payroll information.  
For more information, visit [www.adonis.no](http://www.adonis.no)