



Lance Julian, right, and son, Harry, are captains and run Cruise Naples out of Tin City in downtown Naples. Behind them is the M/V Double Sunshine. / MARC BEAUDIN/news-press.com

Written by

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## **When you go**

Cruise Naples and Adventure Naples

- Where: 1200 Fifth Ave. S., Naples
- When: 7 days a week, 7 a.m. to 7 p.m.
- Cost: Adult tours starting at \$30 and full day rentals topping off at \$430 plus tax and fuel.

## **Tips for Success**

Harry Julian, co-owner and president of Cruise Naples, said he and his father, Lance, have developed a successful business by:

- Hiring exceptional staff and empowering them; You're only as good as your worst employee
- Making sure the company is well capitalized
- Evolving and adjusting the business to best serve its customers
- Making sure they enjoy what they do for a living

## Share your story

Is business thriving in the tough economy? Are you willing to provide specifics for a weekly feature on successful local businesses, such as revenue numbers and tips for success? Share your story by contacting Business Reporter Yvonne McClellan at 335-0492 or by e-mail at [ymcclellan@news-press.com](mailto:ymcclellan@news-press.com)

Careful research and planning have helped a Naples-based maritime tourism company run a tight operation and expand strategically even through the recovering economy.

Cruise Naples owners Lance and Harry Julian scouted different areas in Naples, examining locations as well as existing sightseeing companies for boat counts and foot traffic before they purchased a business in Tin City in April 2009.

They have since rebranded the company as Cruise Naples, added vessels and expanded their services to give customers a greater variety of activities to choose from, said Lance Julian, owner and general manager.

“We’re doing better because we took the assets that we purchased, we improved their presentation, we took the crew that was here and the good crew stayed with us,” he said.

The changes have been instrumental to the company’s continued growth, even from the start.

Its first nine months in business, from April to November 2009, the Julians increased sales by 16 percent more than what the company had collected for the same period in 2008, when it operated as Lady Brett.

In the first quarter of 2011, the company had that growth, raking in about \$701,000 in gross income before expenses compared to about \$412,000 for the same period the year before — an increase of 70 percent.

The company’s gross profit also grew by 61 percent year over year in the first quarter of 2011.

Although purchasing an established business with a good operator has been a part of their success, Lance Julian said their extensive family history and experiences in the maritime industry have been instrumental in building their knowledge and expertise over the past 25 years.

They are five generations deep in the maritime industry and also own and operate Marine Team International, which has helped streamline water safety and water scenes for film sets across the globe ranging from movies such as Titanic to Hangover II that’s slated to be released in May.

Cruise Naples has blossomed by adding vessels and expanding services through its subsidiary company, Adventure Naples, that offers boat and Jet Ski rentals for do-it-yourself types.