



NO CRUISE CONTROL

LOIS PAYNE

CRUISE TRAVEL WRITER • CONTENT CREATOR • PHOTOGRAPHER

First-hand editorial travel writing and visual storytelling across luxury, expedition, ocean and river cruising. No Cruise Control combines detailed long-form features with social-first video, photography and practical cruise guidance. Created by Lois, a specialist nurse by day and cruise travel writer and content creator in her spare time.

LUXURY • EXPEDITION • OCEAN • RIVER

Nearly 20 years cruising | 22 cruise lines | 575 nights at sea | CLIA UK Creator Member
nocruisecontrol.com | Instagram @nocruisecontrol85 | YouTube: Lois No Cruise Control

WHAT NO CRUISE CONTROL CREATES



EDITORIAL

Long-form, first-hand cruise features, ship guides, dining reviews, destination coverage and practical reader-focused advice.

SOCIAL

Cruise-focused Reels, carousels and photography across Instagram, Facebook, TikTok and YouTube. Instagram content is built around five recurring pillars: Cruise Tips, Hidden Gem, Worth It, Ship Spotlight and Cruise Explained.

PHOTOGRAPHY

Original ship, suite, dining, destination and expedition imagery, created from extensive first-hand travel experience.

AUDIENCE	130K+	30K+	13K+	5K+
	Instagram	YouTube	Facebook	TikTok

SELECTED COVERAGE

- **National Geographic-Lindblad Expeditions**
Expedition ship comparison and Svalbard coverage
- **Celebrity Cruises: The Retreat**
Celebrity Equinox Retreat experience and South America/Antarctica coverage
- **Scenic Eclipse II**
Discovery yacht media coverage and photography
- **Crystal Serenity**
In-depth luxury cruise feature, publishing August 2026



AVAILABLE FOR

- Editorial commissions
- Media events & ship visits
- Press trips & destination coverage
- Photography & image licensing
- Social campaigns & partnerships

INDEPENDENT PERSPECTIVE

Extensive first-hand cruise experience across 22 cruise lines, with much of No Cruise Control's travel independently booked and paid for.