



“How can the DR best leverage cruise tourism to improve the current and future impact from cruise visitors”



FCCA Workshop 2008



The tourism industry of the D.R.



- #1 Tourist destination of the Caribbean.
- 4 Million visitors in 2007
- 60,000 hotel rooms
- #1 US income to the economy
- Increase of 5% 2008
- 1 million US tourists
- More than 250 billion US Dollars to the economy



The cruise industry in DR



- The cruise industry in Dominican Republic has its roots in 1993 with the arrival of approximately 60 cruise ships to our national port system.
- This year two ports are in full operation: Santo Domingo (Don Diego) and La Romana; and some facilities for arrivals in Catalina Island and in Cayo Levantado, Samaná .
- The ports of Sans Souci and Don Diego were concessioned to the private sector, which has invested more than US\$50. millions in the new terminal.
- The port of Sans Souci is being renovated according to international standards and will compete at an international level and it is expected to open on the first quarter of 2009.



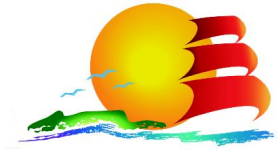
The cruise industry in DR



- Last season 2007-2008 we received 325,000 cruise passengers to the three cruise destination and we expect to double the arrivals for the next 2008-2009 winter season.
- Estimated by end of yr. 2008: over 400 ships and more than 600,000 cruise passengers.
- It is expected that DR will receive an impact of over US \$70 millions to the economy.
- Competitive edge: the #1 destination in the Caribbean Strategically located in route of all cruises.
- We offer a cultural heritage and richness to complement our “beach and sun” destination.



What are we doing to best leverage the cruise tourism to improve the current and future impact from cruise visitors?



- We are designing our new cruise policies.
- Promoting the cruise industry accordingly with the principles of a sustained development: watching over the environment, bringing benefits to the communities and profitability to the investments.
- Integrating the communities. Generating direct and indirect employments.
- We are educating the people about the importance of the industry.



What are we doing to best leverage the cruise tourism to improve the current and future impact from cruise visitors?



- Cruise conversion programs: promoting the destination to the cruise passengers in order to convert cruise passengers into land-based vacationers.
- Promoting the country as a complete tourist destination encouraging Tour operators and cruise lines to offer the option of half of the stay in a ship and half in land.
- Survey economic impact of the industry to our country (BREA)
- We are just starting to develop our cruise industry!!!

