



Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

First Quarter 2007



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President's Letter

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*FCCA staff members
Michele M. Paige with Victoria Lalta
aboard the Disney Wonder.*

"We should all be concerned about the future because we will have to spend the rest of our lives there." Charles F. Kettering

Every action we take helps pave the road of tomorrow, but some don't find themselves thinking about the future because it comes upon them so quickly. Yes, time is a fickle thing, but anticipation and preparation grant something similar to foreknowledge. Though it may not be possible to forecast the future, focusing on goals and ways to fulfill them allow you to create circumstances you want to see. By keeping your eyes and mind open, it's hard for an unpleasant surprise to sneak up on you.

The cruise industry has definitely kept their sight through actualization of this insight. Because of this, not just the future looks promising; we have seen progression in all time periods. The past has seen a growth rate of over 8% per annum since 1980. This growth has continued through 2006, with third-quarter results and fourth-quarter estimates totaling 12.1 million passengers worldwide with 10.2 million originating in North America. But we can still so much to look forward; despite the constant progression there is still growing room. It's estimated that only 17% of the total U.S. population have ever cruised, leaving many to join us in our journey to tomorrow.

We hope that you will assist us in constructing our road. The FCCA, Member Lines, along with our Platinum and Associate Members, have always worked together with the destinations and represented organizations. We know that only through teamwork can we attain mutual progression, and we realize that any success to one part positively impacts the whole. Looking beyond the present, it becomes essential for us to view ourselves as a unit and notice that only through unity can we compose the most promising future.

This issue of **Caribbean Cruising** presents the continual evolution of the industry through articles such as MSC Cruises Extraordinary Development, which shows the actions MSC's taking to perpetuate their expansion. The BREA Economic Impact Study Overview focuses on the present by highlighting that during the 2005-2006 cruise year cruise tourism generated significant benefits to the 19 destinations that participated in the study. John Tercek, Vice President - Commercial Development, Royal Caribbean Cruises Ltd., provides examples of the circumstances that lead to the cruise lines' making investments in ports.

Other articles showcase some FCCA events, such as the Holiday Gift Project. We also provide info on our keynote event, the FCCA Conference and Tradeshow, that is also well underway, and the stage will be set in Cozumel, from October 8th-12th, 2007.

Respectfully yours,

Michele M. Paige

Let your guests
cruise to your cruises



2007 Platinum Membership Cruise Onboard the Disney Wonder

The much anticipated annual Platinum Cruise tradition continued this year onboard the *Disney Wonder*, disembarking from Port Canaveral and sailing January 25 – 28, 2007. Festivities began Wednesday, January 24th, on-land at any Disney Theme Park of choice. Disney provided guest a complimentary Disney Theme Park Hopper Pass to explore Disney at their leisure. Unfortunately, rain and a chill in the air kept many indoors by day, but the evening dessert reception and fireworks extravaganza at the American Pavillion of Epcot brought out the FCCA troops, even in the rain! Guests weathered the storm in full Mickey-poncho attire while sipping their hot chocolate. After the fireworks show, the group was escorted directly to the transportation waiting nearby, ready to warm up passengers and get them back to the Coronado Springs Resort, where all stayed the night.

The 25th began with excitement as FCCA Members, Cruise Executives, families and friends boarded the *Disney Wonder*. As could be expected, various Disney characters

greeted passengers and posed for a picture or two. Most toured the ship, had a bite to eat and then headed to the FCCA Welcome Business Card Exchange held in the Studio Sea Lounge. This event was the first official FCCA event onboard and gave members and executives an opportunity to either meet for the first time or reacquaint with friends and partners. Anthony F. Orsini, Senior Director Cruise Operations and Business Development, Jacksonville Port Authority shared, "The character of the proceedings favored the relaxed atmosphere that makes all FCCA events well worth the investment of the time. The organized events were just right with everything you needed, but not so much as to damper the ease of relationships among the participants. The Platinum Cruise was a great opportunity to stay in touch and refresh friendships that are so important to this business."

The FCCA group was abundant enough size to secure their own dining room each night. All enjoyed the different dining experiences onboard each evening, switching from

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CARNIVAL CRUISE LINES DISNEY CRUISE LINE ROYAL CARIBBEAN INTERNATIONAL



Gregg Burrows and wife with Mike Pawlus (RSSC) and daughter.



Michael Ronan, (RCI) with Tom Wolber, (DCL).



Capt. Tringale (CCL) and wife Laura, renew vows during the Platinum Cruises.

Animator's Palette, where the room vibrantly illuminates by meal's end and leads to Parrot Cay Dining Room where Caribbean pirates, clad in pirate skull and cross-bone bandannas joined the guest. and lastly the group finished their dining experience in Triton's Dining Room where they were treated to elegant French cuisine.

On Saturday, January 27th, FCCA cruisers enjoyed a sunny day on Castaway Cay. The day offered many options some opted to explore the private island by bike, while other bathed in the sun relaxing the day away in the Caribbean breeze.

Disney Cruise Line has been recognized for their renowned onboard entertainment. Each night prior to dinner, guests enjoyed original stage productions featuring beloved Disney characters. The shows weren't solely for the children onboard; adults were just as impressed with the creativity, talent, and special effects that went into each performance. The last evening, was especially exciting when over twenty Disney characters interacted with cruise passengers. Children, awed by the site of all of their favorite characters, had autograph books in hand to capture the moment.

Even with all the fun and relaxation

going on, the FCCA members and executives still managed to join together in the spirit of business and partnership at the Advisory Council Meeting, one-on-one meetings and informal breakouts, as well as the private cocktail receptions and individually planned meetings. The FCCA group maximized their time together by making sure to assemble and discuss important topics while all in the same place- whether that be poolside, a boardroom, or a cocktail lounge.

found the one-on-one meetings with those executives helpful. They seemed genuinely interested in learning of our concerns and frequently made insightful suggestions that will be very beneficial in our cruise business activities with the ports and lines. This was feedback and information that would be almost impossible to get any other way," said Philip Crannell, Senior Vice President, Global Ports & Maritime, CH2M Hill Ltd.

The family of Captain Domenico and Laura Tringale were elated to share in the celebration of the couples 40th wedding anniversary. Captain Tringale surprised Laura with a wedding vow renewal ceremony held on Friday, January 26th. Michele Paige, President of the FCCA, shared, "I have known the Tringales for many years and feel honored to have shared in this special day they are a beautiful couple."

Crannell summed up his FCCA Platinum Cruise experience with many thanks and compliments to Disney Cruise Line. Many of the FCCA guests would also agree with his comments, "Making it truly memorable was the *Disney Wonder* meeting venue, the Disney executives, and ships crew, went out of their way to make sure we had a wonderful time and were treated like VIP's."



Cruise Executives and Platinum Members pose after receiving 5 year anniversary pins.

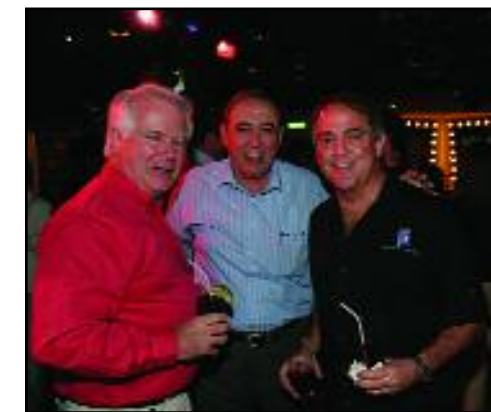
"I've sailed on at least 4 other FCCA cruise retreats and can say this was the most successful of them all. The structured FCCA functions were well attended and offered excellent opportunities for Platinum members to present their agendas to the many senior cruise executives that attended. I especially



Steve Tarazi, Augusto Terracina, Matthew Sam (HAL) and Victoria Lalta (FCCA), stop to smile for the camera.



Eric Benedict (NCL), Octavio Molina, and Chris Roberts (NCL) pose for a picture at the cocktail reception.



Rick Strunck (NCL), Jose Busto and Roger Blum (CCL) at the cocktail reception.



Russell Daya (DCL) and wife Lisa, with Bobby Velasquez, enjoy a drink before one of the events.



FCCA delegation meets with the Mexican delegation during the platinum cruise.



John Tercek (RCCL), with Sheila Gurganus at one of the many one-on-one meetings.

Captain Svein Sleipnes Joins FCCA's Security Operations Committee



Captain Svein Sleipnes, Vice President of Port Operations for Norwegian Cruise Line, has been involved in the cruise industry, both at sea and on land, for nearly three decades.

Captain Sleipnes began his cruise career as a First Officer with Norwegian Cruise Line in 1982. Promoted quickly through the ranks, he became the youngest captain in the fleet just ten years later in 1992. Seeking to bring his wealth of nautical experience landside, Captain Sleipnes was hired as Port Captain with Royal Caribbean Cruise Line. He was serving as Director of Nautical Operations for Royal Caribbean when Norwegian Cruise Line had to have him back as Vice President of Nautical Operations.

Today, Captain Sleipnes is Vice President of Port Operations. Throughout his executive tenure with NCL, he has been designated as Company Security Officer – directly responsible for all security-related matters throughout the entire company, on land, at sea and at all port and terminal facilities.

Born and raised in Aalesund, Norway, a coastal town rich in history from the Viking culture to medieval times and beyond, Captain Sleipnes now makes his home in Davie, FL, with his wife, Katherine, and two sons, Hans five and Christian three years old.



CRUISE SHIP NEWBUILDS

	Cruise Line	Ship Name	Delivery	Tonnage	Capacity	Price*	Shipyard
2006	Costa Cruise Lines	<i>Costa Concordia</i>	Summer	112,000	3,800	\$565	Fincantieri
	Holland America Line	<i>Noordam</i>	January	81,769	1,918	\$400	Fincantieri
	Mediterranean Shipping	<i>MSC Musica</i>	July	90,000	2,568	\$476	Chantiers de l' Atlantique
	Norwegian Cruise Line	<i>Pride of Hawaii</i>	April	92,000	2,376	\$395	Meyer Werft
	Norwegian Cruise Line	<i>Pearl</i>	December	93,000	2,384	\$463	Meyer Werft
	Princess Cruises	<i>Crown Princess</i>	May	116,000	3,080	\$500	Fincantieri
	Royal Caribbean Int'l	<i>Freedom of the Seas</i>	May	158,000	3,600	\$750	Aker Finnyards
2007	Aida Cruises	<i>AIDAdiva</i>	April	68,500	2,030	\$378	Meyer Werft
	Carnival Cruise Lines	<i>Carnival Freedom</i>	February	110,000	2,974	\$500	Fincantieri
	Costa Cruise Lines	<i>Costa Serena</i>	May	112,000	3,800	\$636	Fincantieri
	Cunard Line	<i>Queen Victoria</i>	December	86,000	1,968	\$468	Fincantieri
	Mediterranean Shipping	<i>MSC Orchestra</i>	April	90,000	2,568	\$476	Chantiers de l' Atlantique
	Norwegian Cruise Line	<i>Gem</i>	October	93,000	2,384	\$463	Aker Finnyards
	Princess Cruises	<i>Emerald Princess</i>	Spring	116,000	3,100	\$525	Fincantieri
	Royal Caribbean Int'l	<i>Liberty of the Seas</i>	Spring	158,000	3,600	\$750	Aker Finnyards
2008	Aida Cruises	<i>TBA</i>	Spring	68,500	2,070	\$390	Meyer Werft
	Carnival Cruise Lines	<i>Carnival Splendor</i>	Spring	112,000	3,000	\$577	Fincantieri
	Celebrity Cruises	<i>Solstice</i>	Fall	118,000	2,850	\$641	Meyer Werft
	Holland America Line	<i>Eurodam</i>	Summer	86,000	1,918	\$450	Fincantieri
	Mediterranean Shipping	<i>MSC Poesia</i>	March	90,000	2,568	\$476	Chantiers de l' Atlantique
	Mediterranean Shipping	<i>MSC Fantasia</i>	Spring	133,500	3,300	\$550	Chantiers de l' Atlantique
	P&O	<i>Ventura</i>	Spring	116,000	3,100	\$580	Fincantieri
	Royal Caribbean Int'l	<i>Independence of the Seas</i>	Spring	158,000	3,643	\$828	Aker Finnyards
2009	Aida Cruises	<i>TBA</i>	Spring	68,500	2,030	\$390	Meyer Werft
	Carnival Cruise Lines	<i>Carnival Dream</i>	Fall	130,000	3,608	\$666	Fincantieri
	Celebrity Cruises	<i>Equinox</i>	Summer	118,000	2,850	\$641	Meyer Werft
	Costa Cruise Lines	<i>TBA</i>	Summer	92,000	2,260	\$531	Fincantieri
	Costa Cruise Lines	<i>TBA</i>	Summer	112,000	3,004	\$577	Fincantieri
	Mediterranean Shipping	<i>MSC Serenata</i>	Spring	133,500	3,300	\$550	Chantiers de l' Atlantique
	Royal Caribbean Int'l	<i>Genesis Class</i>	Fall	220,000	5,400	\$1242	Aker Finnyards
	Seabourn	<i>TBA</i>	TBA	32,000	450	\$250	T. Mariotti
	Aida Cruises	<i>TBA</i>	Spring	68,500	2,030	\$417	Meyer Werft
2010	Celebrity Cruises	<i>Eclipse</i>	Summer	118,000	2,850	\$698	Meyer Werft
	Costa Cruise Lines	<i>TBA</i>	Summer	92,000	2,260	\$556	Fincantieri
	Norwegian Cruise Line	<i>TBA</i>	Summer	93,000	2,384	\$510	Aker Finnyards
	P&O	<i>TBA</i>	Spring	116,000	3,100	\$616	Fincantieri
	Seabourn	<i>TBA</i>	TBA	32,000	450	\$250	T. Mariotti
2011	Carnival Cruise Lines	<i>Carnival Magic</i>	Spring	130,000	3,608	\$666	Fincantieri
	Disney	<i>TBA</i>	TBA	122,000	2,500	TBA	Meyer Werft
2012	Disney	<i>TBA</i>	TBA	122,000	2,500	TBA	Meyer Werft

Note: FCCA Member Cruise Lines in bold. * Prices are estimated (in millions).

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**Ensenada Cruiseport Village's increasing passenger record**

Ensenada Cruiseport Village (ECV), situated on the Baja California Pacific coast of Mexico, is an all-weather port located 70 miles south of the border with the United States. ECV is currently undergoing construction to complete a premiere cruise ship facility. Planned developments include a three-berth cruise terminal, a mega-yacht marina, the construction of a service station for fuel provision to pleasure boats, a commercial centre for retail shops and restaurants, and a central plaza.

This year ECV is expected to receive an estimated 640,000 passengers, with the integration of Carnival Cruise Line's Elation beginning June 2007.

The 2,052-Passenger "Fun Ship" Elation will arrive periodically to the port of Ensenada, serving the San Diego-Ensenada-Cabo San Lucas route.

Additionally, with the deployment of Elation, Princess Cruises will also expand their arrival season from March through October.

Many of the registered passengers are from Carnival and Royal Caribbean cruise lines which operate three and four-day cruises departing from Southern California. Ensenada also handled a wide range of partial and full 'homeport' operations from the aforementioned cruise lines, as well as several other leading cruise lines like Holland America.

During October of 2006, ECV had a small celebration at the pier commemorating the 3-millionth passenger record where Port authorities, Tourism representatives, media and ECV staff attended to welcome and congratulate Ms. Marcia Rhynold, a Canadian citizen whom was the fortunate 3-millionth passenger. Ms. Rhynold arrived to the Port of Ensenada aboard the Royal Caribbean Cruise Ship "Monarch of the Seas". The 4-millionth passenger record is expected to be in the last quarter of 2007.

This record reinforces Ensenada's position as one of Mexico's leading cruise destinations, and the busiest port on the Pacific coast of Mexico.

Bridgetown Cruise Terminals Launches New Excursion for Water Lovers

Bridgetown Cruise Terminals Inc. launches a new and exciting excursion in the coming weeks: the company, Sea Spi Distribution (Caribbean) Inc. that will be operating from Carlisle Bay, St. Michael conducting tours on the revolutionary electric personal watercraft – the Sea Spi. Water lovers and land lovers will enjoy a pleasurable and innovative guided tour on the whisper quiet Sea Spi. Independent persons can operate their own single Sea Spi while families and couples can share the experience on their own twin Sea Spi. Through the bubble-free viewing glass you will be able to view the underwater world of the Carlisle bay that is home to six of Barbados' underwater wrecks such as the Cornwallis, the Bajan

Queen, the Berwyn, the Barge, the Eillon and the Ce-Trek; a collection of War vessels, freighters, and tug boats!

Within minutes of embarking you will be above the shipwrecks and greeted by schools of tropical fish, Sea Turtles, Sting Rays, Sea Horses and so much more. Gliding undetected through tropical waters, your guide will educate and enlighten you on the marine environment as you travel along seeking the sights below. The experience will be yours to embrace for years to come! Age participation is between 5 and 80 years old. Maximum weight restriction is 300 pounds per guest. Life vests are required and provided during your Sea Spi experience. Wear your swimsuit and do not forget your sun protection!

Bermello Ajamil & Partners, Inc. Selected as General Architectural Consultant for the Port Everglades Master Plan

Bermello Ajamil & Partners, Inc. has been selected as General Architectural Consultant for Port Everglades for the next three years. Throughout this contract, Bermello Ajamil & Partners, Inc. will continue providing Port Everglades with architectural design services, planning, permitting, construction administration, and other consulting services in support of the Ports' needs.

As part of the DMJM/AECOM Master Plan Team, Bermello Ajamil & Partners, Inc., is responsible for development of the Cruise Market Assessment and Berth Demand Analysis for the Port's 20-year Vision Plan. This assessment looks at the critical role Port Everglades plays in the continued development of the Caribbean cruise region. The final master plan will be completed in the summer of 2007.

Antigua – Consistently Upgrading

The completion of new bollards to facilitate the mooring of the mega ships that dock at Heritage Quay pier, as well as maintenance dredging to the Heritage Quay dockside are just a few of the upgrades completed in Deep Water Harbor this season.

In addition, all the navigational lights in the turning basin have been changed and are fully functional. The old Industrial Development building on Newgate Street has been removed and there is now a taxi and tours dispatch facility available to cruise ships docked at Heritage Quay pier. The Duty-Free shopping district of Heritage Quay has also completed work on their public areas including additional wheelchair access points, painting of all public buildings & more public information signs to assist cruise passengers in finding their way through the capital city St. John's.

Several upgrades have also been completed at Nevis Street pier. For instance, new shock absorbers & fenders have been installed to facilitate the increased traffic to the pier. These infrastructural improvements have been made in a conscious bid to maximize the potential gains available to the sector & in turn increase the visitors overall experience while on island. Cruise stakeholders are pleased that Antigua is heading for another bumper cruise season this year. The passenger figures predict in excess of three quarters of a million visitors coming to the

island's shores to shop and partake in all the destination has to offer.

In addition, it will be Valentine's Day every day during the month of June in Antigua & Barbuda as the country has launched its 2007 Passion in Paradise promotion. This year's promotion will again feature a destination wedding contest in conjunction with Jolie Magazine. After the successful launch of the 2006 campaign, the Tourism Office in the US has launched the 2007 campaign, in conjunction with KISS FM Radio in Atlanta. The promotion will also be featured in several print, radio and on-line media outlets throughout the United States. Expectations of this year's promotion are high, as the official opening of the new Mediterranean Village at Sandals is also slated for the month of June.

Half Moon Rises

Big changes are coming to Norfolk's downtown skyline in April as the nation's newest and most state-of-the-art cruise facility opens its doors. Named for a 17th century fort "built in the shape of a half moone," the Half Moone Cruise & Celebration Center will spotlight Norfolk's rich maritime history and position Virginia as a true gateway for cruise ship passengers. The 80,000-square-foot facility is located at the mouth of the Chesapeake Bay in downtown Norfolk, within walking distance of more than 2,000 hotel rooms.

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ers will enter the second floor Grand Rotunda by way of a bridge spanning the water from a downtown park. Once inside, they'll be greeted by a 54-foot mermaid cast in terrazzo tile. The 13,500-square-foot Half Moone Vista serves as the main processing area, and the building is the only one of its kind with nearly 14,000-square-feet of outdoor terrace space.

The Half Moone is already garnering much attention, and in 2007, Norfolk will be home to the world's two largest cruise lines; Carnival Cruise Lines and Royal Caribbean International. On April 28th, Royal Caribbean's Empress of the Seas will sail from the Half Moone as it begins its regular Bermuda itineraries.

Skyride Tops in St. Thomas



St.Thomas Skyride to Paradise Point named "Best Tourist Attraction in the US Virgin Islands" by readers of the VI Daily News.

St.Thomas Skyride, formerly called Paradise Point Tramway, has carried almost two million passengers since its opening in 1994. The Skyride is a member of the St.Thomas Greatest Attractions group and is one of the most popular shore excursions sold onboard in the port of St.Thomas.

The Skyride takes guests 700 feet straight up Flag Hill to Paradise Point. The roundtrip ride takes 15 minutes and

guests can get off and stay as long as they like at Paradise Point, the top facility. Paradise Point offers spectacular views of the Charlotte Amalie harbor and neighboring islands. The facilities at Paradise Point include a bar and cafe, nature trail, parrot shows, wedding gazebo and retail shops. Paradise Point is home of the famous Baileys Bushwacker.

The recent 2007 award joins previous Best of the VI awards for "Best frozen drinks" and "Best bar with live entertainment".

Construction of the St.Thomas Skyride started in January 1994 and took 8 months to complete. The tramway/skyride system was manufactured by Doppelmayr lifts of Austria and is similar to those used in ski resorts worldwide. The St.Thomas Skyride operates with 2,100 feet of cable suspended by 8 towers and is the only lift of its kind in the Caribbean.

The Skyride is located across the street from the WICO cruise ship dock and the Havensight Mall in St.Thomas.

Panama Canal Railway Company is Awarded the Panama Maritime Excellence Award



PANAMA MARITIME VIII World Conference & Exhibition is a confer-

ence organized by Panama's Maritime Law Association, the Panama Chamber of Shipping, the Panama Canal Authority and the Panama Maritime Authority. The conference, of national and international importance which takes place every two years, is considered one of the main maritime events of Latin America and the Caribbean. This year's conference, which took place from Feb 4-8, 2007, focused on "Business Opportunities Emerging from the Panama Canal Expansion". This year's conference was attended by over 675 delegates from Europe, Latin America, Asia, the U.S. and the Caribbean. Discussions included; the Panama Canal, Labor & Seafarers, World Fleet, Legal Matters, Regulatory Matters, and Business Opportunities regarding the Expansion of the Canal and the dynamic port development of Panama.

One of the highlights of the conference is the awarding of the prestigious Panama Maritime Excellence Award. The Organizing Committee of Panama Maritime VIII presents its annual Excellence Award at the closing Gala Dinner to a company or individual who has significantly contributed to growth and development of Panama's maritime sector. Past winners include; China Ocean Shipping Company (COSCO) and Mitsui O.S.K. Lines (MOL), two of the world's largest shipping lines.

This year's nominees included Alberto Aleman, Administrator of the Panama Canal, the mega-shipping line Maersk, Grupo Boluda (international ship supplier), Braswell Shipyards (dry-docks), Petroterminal of Panama (Panama's Trans-isthmian oil pipeline).

The winner of this year's Panama Maritime Excellence Award was the Panama Canal Railway Company.

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New for 2007, Cayman's largest and most eagerly anticipated tourist attraction, Boatswain's Beach is now open.



Pronounced "Bo-suns" Beach, this one-of-a-kind, 23-acre adventure marine park promises is one of the most exciting attractions in the Caribbean.

Boatswain's Beach celebrates Caymanians' stewardship of the seas and relationship with nature through tactile, colorful, educational and memorable experiences.

The park allows visitors to experience the rich history of Caymanian life in a fun and safe environment while providing opportunities to observe and interact with native flora and fauna. In keeping with its cultural heritage, Boatswain's Beach is the new home of the world renowned Cayman Turtle Farm.

As part of the emphasis on Cayman's heritage, the historic Cayman Turtle Farm has made its new home within Boatswain's Beach. The only one of its kind in the world, the turtle farm is home to over 11,000 Green Sea Turtles, ranging in size from six ounces to six hundred pounds each. Visitors can tour an actual working farm, which is both educational and entertaining, and turtles are available for guests to hold for an amazing and unique photo opportunity.

The Cayman Turtle Farm has held a long standing tradition of releasing some of the turtles that have been bred at the farm. This tradition was initially inspired by the Cayman Turtle Farm's commitment to both its conservation initiatives of ensuring the continuation of the species, and of the on-going research that will help biologists learn more about turtle migration and nesting behaviour. Visitors to the island can have the opportunity to actively

participate in an annual turtle release, as this year's annual release takes place early November 2007. This is an once-in-a-lifetime experience and those interested in participating should send an email to info@boatswainsbeach.ky for more information.

The turtle farm breeds the Green Sea Turtle, named for the green colour of the fat deposits inside its skin. Other turtle species exhibited on the farm include the Loggerhead Turtle, the Kemps Ridley, and the beautifully patterned Hawksbill Turtle.

The new expanded facilities at Boatswain's Beach will ensure visitors continue to learn more about these amazing sea creatures, as well as our new additions including the predators, birds, crocodiles, and other exciting creatures. The new park also houses a world-class research and educational facility that focuses on the conservation of sea turtles.

Visitors can now enjoy a refreshing, cool dip in the ever inviting Breaker's fresh water tidal lagoon and dine on a scrumptious meal at Breaker's Snack Shack. Items on the menu include jerk chicken and pork, hamburgers, sandwiches, and desserts amongst other delights. Everyone will enjoy the experience of the finest Caymanian cuisine at a variety of locations throughout the park.

Let your imagination soar as you wander through the beautiful free flight bird aviary or stroll down an historic Caymanian street complete with porch side artisans. Children and adults alike will delight in interacting with starfish, urchins, and crabs at the touch pool.

By summer of this year, the park will offer visitors a unique opportunity to swim and snorkel with fish and other marine life in its 1.3 million gallon salt water lagoon. Guests can also peer into the predator tank and come nose-to-nose with sharks and eels.

For those wanting to take a little of Boatswain's Beach home, visit our 3,500 square foot retail cen-

tre located in the reception building.

The farm is open seven days a week from 8:30am to 4:30pm and is wheelchair accessible. Entry for adults is US\$75.00 and US\$35.00 for children 2-12; children under 2 have free entry in to the park (prices are subject to change). The farm is located on Northwest Point Road in West Bay, just eight miles from George Town.

Boatswain's Beach has launched its membership club on December 9th, 2006, providing everyone with the opportunity to receive continuous updates, discounts, travel opportunities around the world, and many other exciting membership only activities at the park. For information on the club, and to receive updates and press releases on the park, contact marshaebanks@boatswainsbeach.ky.

Boatswain's Beach can also cater for functions of all types and sizes. Whether your party is an anniversary, birthday, business affair, Christmas, or New Year function, Boatswain's Beach can host any occasion. As small as a group of 10 or as large as a group of 2,000 people, Boatswain's Beach can make it happen!

With its ability to weave entertainment, education, and conservation together in one cohesive package, Boatswain's Beach will take your next business event to another level. Furnished by an excellent sunset, Caribbean music in the background, an array of delectable foods and the finest wines and spirits, your special event will turn into a beautiful evening that will never be forgotten.

Boatswain's Beach will handle all the details, from catering and decorations to music and entertainment. For more information on having your next event at Boatswain's Beach, please contact the Special Events Coordinator, Mr. Gary Dominguez at 949-3894 ext. 1002 or at events@boatswainsbeach.ky.

For more details on Boatswain's Beach visit www.boatswainsbeach.ky.

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MSC Cruises Continues Its Extraordinary Development

11 Ships by 2009: A European Record

MSC Cruises has come a long way from the two-ship fleet that emerged in 1995, becoming the fastest-growing cruise line with a fleet that competes on an international level. In fact, the MSC Cruises fleet will total 11 ships by 2009, offering more than 1,100,000 berths and securing the line's place as a European market leader.

"MSC Cruises has sustained a huge development program, increasing the fleet size yearly since 2003 and, at the same time, maintaining an excellent standard of onboard services. Italian cuisine, hospitality, design and sophisticated interiors remain the cornerstone of the MSC Cruises' philosophy—all aimed at giving guests personalized and impeccable service," says Richard E. Sasso, president and CEO of MSC Cruises USA.

MSC Cruises' fleet of two ships, MSC Monterey and MSC Rhapsody, was joined in 1997 by MSC Melody. Today, the

classic MSC Rhapsody and MSC Melody continue to offer guests the comforts and intimate atmosphere found on exclusive yachts.

In 2003, the era of the four sister ships began; first to arrive was MSC Lirica in 2003; joined by MSC Opera in 2004 and by MSC Armonia and MSC Sinfonia in 2005. These ships are the same tonnage, all built by Chantiers de l'Atlantique, now known as Aker Yards.

The new MSC Cruises flagship, MSC Musica, which debuted in 2006, increased the fleet to eight ships. MSC Musica has 1,275 cabins, 80% of which are external (65% with a balcony), plus public areas totalling 237,000 square feet. She is the first of the line's new generation of ships. On Nov. 24, 2005 the first panel of sister ship MSC Orchestra was laid in Aker Yards; the ship will join the fleet in spring 2007, followed by another sister, MSC Poesia, in 2008.

MSC Cruises has also confirmed another order for Aker Yards: the building of MSC Fantasia and MSC Serenata. These are the biggest ships to be commissioned by a European ship owner to date, for a total investment of more than 1 billion Euros. These two post-Panamax ships will each be 133,500 gross registered tons, 1,093 feet long and 125 feet wide. Each will be able to accommodate up to 3,900 passengers and 1,313 crew members. The designs and concepts used for the building of these MSC Cruises' ships will follow the high standards of elegance and sophistication found in MSC Lirica, MSC Opera and MSC Musica.

THE NEW FLAGSHIP

MSC Musica—the newest MSC Cruises flagship, launched on June 29, 2006 in Venice by godmother Sophia Loren—is a jewel of design and elegance, never pretentious or ostentatious, but rather subtly flaunting the quality and good taste typical of Italian style, designed under the direction of leading architects Giuseppe and Marco De Jorio, whose firm is also responsible for the design of MSC Lirica and MSC Opera.

The piano suspended on a crystal platform above a waterfall in the foyer provides an instant preview of the futuristic solutions adopted for the ship's interior design. Guests may sip a health beverage in the Wellness Bar and Fitness Center, while choosing between a Bali massage and a sea water treatment in the 13,000-square-foot spa. Or, lie at the edge of one of the three pools, go for a dip in one of the four Jacuzzis on the upper deck, enjoying the delights offered by the functional and entertaining Pool Area, separated down the middle by a great bar with a mega canvas. Living on the ship day after day, guests come to appreciate the 236,000 square feet of public space.

The onboard cuisine, refined and made to order, may be sampled in four restaurants, two of which are à la carte - specializing in Japanese (Sushi Bar) and Italian (Il Giardino) food - and in the Wine Tasting Bar, which offers a vast selection of Italian and international wines.

The elegance of MSC Musica is not merely structural. It may also be admired in the onboard services and the attention to



detail that contribute to making every guest feel special. The service--ever impeccable, zealous and reflecting the quintessential Italian hospitality--combines courtesy with great professionalism.

MSC ORCHESTRA TO DEBUT

MSC Cruises is preparing to welcome another jewel in the crown of its rapidly expanding modern fleet. MSC Orchestra will arrive from the shipyard this May, ready to cruise the seas and to spread worldwide the elegance and style of the Italian-styled cruise company.

This new addition to the fleet replicates the high standards of construction already utilized by MSC Cruises and sets the benchmark for the larger ships in the fleet. MSC Orchestra will be christened in the port of Civitavecchia, Italy in May and will depart from Venice June 2, 2007 with a dream itinerary between Greece, Turkey and Croatia

MSC Orchestra's size--90,000 tons, 961 feet long and 108 feet wide--allows her to host 2,550 double occupancy (3,013 in total). The technology and innovative engineering, the ample public spaces and the number of staterooms with balconies (of its 1,275 staterooms, 80% are external, with 65% of those balconied), make MSC Orchestra a model that is tailored to the market needs of the global vacation industry and confirms the excellence of the MSC Cruises' product.

Once again, the planning of the public areas was assigned to Studio De Jorio Design International, who has succeeded in blending interior design and choice of colors with the architectural and technical details.

MSC Musica and MSC Orchestra have signaled the birth of a new type of cruise liner. On board, space and location of the various public areas have been optimized in order to provide an excellent ratio between passenger capacity and onboard facilities. The more than 236,800 square feet of public space offer a large choice of facilities for all activities: five restaurants (L'Ibis, Villa Borghese, La Piazzetta, Four Seasons, Shanghai Chinese Restaurant), 10 bars (two of which are open-air), three meeting and conference rooms, plus lots more.

THE MSC CRUISES EXPERIENCE

"When you are on an MSC Cruises' ship you are treated to the finest in Italian hospitality and cuisine as well as European-style entertainment that the whole family will enjoy," says Sasso. "The ambiance coupled with the exotic destinations creates a true cultural experience."

As an Italian-owned company, when it comes to Italian hospitality, design, cuisine and charm, MSC Cruises captures it all. Guests experience the true essence of Italy, from the elegant, spacious Italian-inspired decor and the classic Italian hospitality of the crew to La Cucina Italiana, combining regional Italian recipes with gourmet dishes and more-tradi-

tional All-American favorites. Everything from the pasta to the accents is authentic.

Onboard, there is complimentary 24-hour room service on Caribbean sailings, luxurious spa and fitness facilities, a casino, Internet and coffee cafés, miniature golf, children's facilities and programs, and so much more.

The entertainment has audiences saying "Wow!" The theater features international-style entertainment--very visual yet appropriate for all ages. Musical performers can be found in the lounges and on deck, keeping things lively all through the day and well into the night, yet there are also plenty of places on board for those who prefer solitude.

MSC Cruises transports guests to some of the most remarkable destinations in the world, including the pristine beaches of the Caribbean, the history-laden cities of the Mediterranean, the remarkable landscapes of Northern Europe and exciting South American cities. And the line's transatlantic and repositioning cruises feature extended sea days and plenty of time to enjoy some of the cruise experience--as well as special theme sailings.

Sasso adds, "No matter where in the world you are or what time of year it may be, when you are on an MSC Cruises' ship you will be treated to an experience that is Beautiful. Passionate. Italian."



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Cozumel... A Travelers Paradise

For those people planning a vacation in Mexico, Cozumel is definitely one of the places to consider. Even after decades as a popular vacation resort, Cozumel remains a serene, quiet and undiscovered piece of paradise. These aspects and the partnership held with the cruise industry also make it a perfect refuge for a peaceful and professional setting, and the FCCA is glad to have this luscious land act as the host for the 14th Annual FCCA Caribbean Cruise Conference and Trade Show, which opens Monday, October 8, 2007. Tour Operators are in for a special treat, as they can attend the Orientation Workshop when the event begins and then experience first-hand knowledge throughout the rest of the week. The Trade Show also opens on Monday, but the Opening Ceremony takes place Tuesday evening at Playa Mia.

The resort of Cozumel is actually the largest inhabited island in Mexico. The combination of natural beauty and visitor amenities rivals any Caribbean island destination. Until recent years, Cozumel was known mainly as a popular port-of-call for cruise ship passengers and not much else. That has begun to change, however, as more and more visitors discover the stunning natural beauty of Cozumel.

The city of Cozumel is sometimes overrun by day trippers from Cancun and departing cruise ship passengers. This temporary population swell dissipates a few hours later, and the many wonders of Cozumel can then be explored at a more leisurely pace.

The jewel shaped, beautifully flat island of Cozumel lies a mere 19 kilometers off the Yucatan Coast. The interior of the island of Cozumel features lush jungle vegetation, while the shore line boasts white sand beaches surrounded by the bluest, clearest water found anywhere on Earth.

Cozumel has long had a reputation as the premier spot for serious divers, and with good reason. The island features some of the most beautiful and delicate coral formations, and the sea creatures inhabiting the reefs are some of the most fascinating and spectacular species dwelling this world.

The diving and snorkeling opportunities in Cozumel have become renowned and motivate many to drive, fly and walk in order to swim. Divers can spend hours exploring the undersea coral formations, along with the remains of the great Spanish galleons that once made Cozumel their home.

Nature lovers of all sorts make Cozumel their destination.

The giant sea turtles living in Cozumel lay their eggs from May to September—a fascinating sight to behold. In addition, Cozumel offers some of the best bird watching opportunities anywhere in Mexico. Situated only a short distance from the Tulum Corridor, Cozumel Contains hidden beaches and archeological ruins to tempt both history buffs and outdoor enthusiasts.

The lodging on Cozumel has been greatly upgraded in recent years. While there is still a great variety of budget hotel offerings including rustic bungalow hotels, there are also a great many upscale resorts, where the visitor's every need can be fulfilled.

The hotels and resorts of Cozumel are dotted along the long western coastline, with San Miguel serving as an unofficial midpoint. The town itself features several two and three star properties, which cater mostly to the budget travelers and divers. Fortunately, massive resort expansion has not happened, due both to a lack of water and a desire to protect the delicate ecosystem of the island. This helps to keep island life simple and relaxed.

Cozumel has certainly come a long way since the days when marauding bands of pirates used its sheltered cove as a hide-out. Though it remains a great hideaway, it currently services vacationers seeking to get escape and relax in a truly spectacular island getaway.

The wonderful thing about Cozumel is its combination of the best of Mexico in one great package, including the friendly faces of the natives, excellent prices, great shopping opportunities and wonderful dining. Add to this the endless opportunism for outdoor recreation, and you see why Cozumel is finally getting its due as a premier vacation location and a perfect destination for the FCCA Caribbean Cruise Conference & Tradeshow.

The island of Cozumel named "The Land of the Swallows" by the Maya who inhabited it more than 2,000 years ago, is located in the state of Quintana Roo, east of the Yucatan Peninsula. Situated along the world's second-largest reef network and home to the famed Palancar Reef, discovered by Jacques Cousteau in 1962, Cozumel boasts a first-class international dive and snorkel reputation. Cozumel has also established itself as a prime golf, honeymoon and family vacation destination. The island is recognized as a top vacation destination, noted for its diversity, offering something for every traveler, and great vacation value. Visit Cozumel on the World Wide Web at www.islacozumel.com.mx.

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Cruise Lines Invest in Cruise Ports



*John F. Tercek, Vice President -
Commercial Development,
Royal Caribbean Cruises Ltd.*

In the past, cruise lines viewed ports of call and home ports as interchangeable; the lines had the ultimate flexibility of moving the ships- "Floating hotels". There were plenty of interchangeable facilities most ports were generally industrial bulkheads with concrete wharfs and quays with converted warehouses for terminals. Ships were smaller 400 feet was a large ship! and could fit into many facilities. If a port raised its tariffs, then the lines could just move their ships somewhere else. Berthing reservations were as simple as a telex from the ship to its agent in the port to request a berth.

The boom in the number and size of cruise ships ordered and constructed, starting about 1997, began to change the lines' outlook and relationship to the destinations. The increasing number of ships started to create congestion on "key days", such as homeport berths in Miami on Saturdays and Sundays or a berth in St. Thomas or Ocho Rios on a Tuesday or Wednesday in the winter.

Cruise lines began to realize that the flexibility of the early years in the industry was being eclipsed by the need of making sure that ships could get berthing "slots" on the days needed to make a logical itinerary. The lines began to make commitments in tactically important ports to make minimum annual ship calls in exchange for secure berthing rights.

The governments and ports authorities of most port communities recognized the need for expanded and enhanced infrastructure and undertook the improvements necessary to grow with the industry, taking the initiative with design input and advice from the major lines and the FCCA. Some ports, for various political, financial or logistical reasons, have not taken the development initiative in a timely manner or preferred to invite a third party to make the investments.

Logically, and somewhat inevitably, the larger cruise lines started to make investments in the infrastructure in certain

destinations in addition to the minimum usage commitments. Logically, because the cruise lines know best the location and scope of their forecast operating requirements. Inevitably, because the business of the cruise industry is to deliver a superior vacation experience to its customers for comparative value. Making investments to enhance the guests' shore-side experience is both good for business and a good business practice.

This paper provides several actual case studies to illustrate examples of the circumstances that can lead to cruise lines making investments in shoreside facilities.

Urgent Need for Infrastructure Enhancements

Increasing ship lengths and capacities mandated a dock expansion and extensions program in strategic ports when the Voyager of the Seas was introduced by RCCL in 1999. Some ports were able to timely implement the requisite infrastructure enhancements, and others were not.



PAN AM Terminal I & II, San Juan, Puerto Rico

For example, RCCL stepped in to assist the Puerto Rico Port Authority in 2000 to ensure that San Juan could homeport a Voyager-class ship. RCCL obtained the legal right to enter into the property of PRPA and designed and developed the Pan American Terminals I and II, at a cost of some \$30 million. PRPA did not have the staff or mandate to develop and finance new facilities. Accordingly, RCCL built the facilities and provided construction financing. Upon completion, RCCL sold the facilities to PRPA for cost, and committed to a minimum usage of the facilities in exchange for certain preferential berthing rights for its ships, which enabled PRPA to finance the purchase.



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Thus, in exchange for taking on the responsibility of building and financing its necessary facilities, and agreeing to use them, RCCL was able to create facilities designed to its specifications, which probably would not have been created otherwise. The Adventure of the Seas, the 3rd Voyager class ship, commenced operations in 2001, replacing the Monarch of the Seas on a year round pattern to the southern Caribbean.

Public Tenders to Privatize Public Infrastructure

The Government of Honduras conceived to offer the facilities of the cruise Port of Roatan Island to be privatized for a 30-year concession through a bid process. The goal was to induce a private owner to develop appropriate expansion and enhancement of the cruise port facilities to better accommodate the needs of the growing cruise industry.



Port of Roatan Expansion Project.

RCCL chose to participate in this tender process and was awarded the tender through competitive bid, which typically included an evaluation of technical qualifications of the bidding consortium and price economics. RCCL is presently working to expand the port facilities and to create a more appealing waterfront village with shops, cafes and services for visitors.

As is customary, RCCL as the new private “concessionaire” of the port must gain the approval of the Honduran government for its berthing policies and tariff structures. The port must be operated for all users with published tariffs and policies.

This project is an example of a government, which wisely perceived that it lacked the resources or skills needed to upgrade facilities for a rapidly growing industry, that achieves its goals by inviting the private sector to implement

such improvements. A cruise line is a viable candidate to lead a privatization initiative, as the cruise lines know best their long term growth patterns, as well as the tastes and preferences of their customers, armed with “insider knowledge” that another investor may lack.

Note this is an instance not of mitigating overcrowding at a port, but of creating new facilities to accommodate the need for alternative destinations and more choice for cruise customers.

Creating New Ports

A more recent development is the cruise lines creating their own facilities from scratch to meet their forecast needs for infrastructure in places it did not exist.

For example, for years RCCL (and the industry) was requesting the Port of New York City to undertake to expand its cruise facilities at the West Side Piers to be able to accommodate calls by the Voyager class. Forced by NYC’s lack of timely response, RCCL identified an opportunity to rehabilitate a vacant military dock located across the Hudson River in New Jersey.



Cape Liberty Cruise Port – Bayonne, New Jersey

Working closely with the property owner, the Bayonne Local Redevelopment Authority, RCCL converted warehouses into terminals and cleaned and upgraded berthing facilities. BLRA continues to own and operate the facilities, which were financed by municipal bonds backed by RCCL minimum usage commitments.

As is typical for this type of structure, RCCL gains a prefer-

ential usage right (not an exclusive right) to berth its vessels at the piers in Bayonne in exchange for its commitments. RCCL has commenced year-round sailings to the Caribbean from Bayonne.

Competitors Working Together to Achieve Common Objectives

In certain instances, the government or port may recognize that it might create a competitive stalemate if it tries to privatize with only one cruise line. Certain destinations are deemed too important by the cruise lines to allow one to gain a competitive advantage.

The Port Authority of Civitavecchia, Italy (the Port of Rome) invited Carnival Group and RCCL to collaborate on a privatization of its cruise operations and an expansion of port infrastructure. During the mandated public notice period, MSC Cruise Company expressed an interest to participate in the initiative. Accordingly, the three cruise lines have created a special purpose company to manage and invest in the port.

While the port will be operated for the benefit of all users, the

three primary users are jointly determining the necessary and appropriate scope of development and provision of services. Accordingly, the size, quality and timing of the deliverables should most closely reflect the cost-benefit calculations of the users, who ultimately will pay for the investments through their ship calls and usage fees.

We’re Pretty Busy!

These examples of actual projects illustrate actual circumstances that have led to cruise line investment in port facilities in the major cruise operating theaters and some of the business structures that have been utilized. While they highlight Royal Caribbean initiatives, Carnival Group has also been very active in port development. As the cruise business continues to grow and evolve, cruise line involvement in developing and investing in port facilities will likely continue to expand.

John Tercek, based in Miami, manages Shoreside commercial development activity for Royal Caribbean Cruises Ltd. in all the world’s cruise operating regions.



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Cruise tourism and natural destinations: The Peccary Hills case in Belize

The cruise industry can save the very natural destinations that it markets in cruise itineraries.

The International Ecotourism Society (TIES) argues that the principles of sustainability can be applied to any type of tourism, including mass tourism. According to TIES, sustainable tourism is defined as “tourism that seeks to minimize ecological and socio-cultural impacts while providing economic benefits to local communities and host countries.” Cruise tourism, therefore, could be characterized as “responsible travel” in its own right.

A seminal publication by Conservation International (CI) entitled *From Ship to Shore: Sustainable Stewardship in Cruise Destinations* posits that, “major stakeholder groups need to work together to maintain, protect and preserve the quality of natural and cultural resources in cruise destinations.” These stakeholder groups include the cruise lines, governments, shore operators and civil society.

A remarkable place in Belize – the Peccary Hills – engenders a perfect opportunity for the development of a sustainable tourism model in which major stakeholder groups can work together.

The Peccary Hills area is located about 30 km southwest of Belize City, the principal cruise ship port in Belize. It is accessible both by land and through the inland waterways of the country. The area, which encompasses both private and national land, covers approximately 27,000 acres and represents a matrix of upland and lowland rainforests, pine savanna, fresh water creeks, riparian forests, mangrove forests, and coastal lagoons. The upland forests cover a stunningly beautiful area of karsts formations including several natural arches.

Recently completed biodiversity assessments praise the area for its undisturbed and diverse habitats and great abundance of wildlife that include big animals like Tapirs and Jaguars and other rare and endangered species. The bird count at this time



places 307 species on the property. There are also many interesting geological formations, including a wealth of marvelous caves that still contain artifacts from the pre-Colombian Mayan culture. The area is remarkably undisturbed given its proximity to Belize’s most populated urban center – Belize City – and consequently the habitats have been identified recently as a critical gap in the Belize National Protected Areas System Plan.

The entire Peccary Hills area was faced with almost total alteration and loss of biodiversity in the late 1990 under an extensive housing and subdivision development covering the entire Peccary Hills area, an area in which scientists today confirm the presence of 22 distinct eco-systems and several endemic species. The project stalled after approximately 215 acres of forest had been cleared, providing an opportunity for concerned stakeholders to look for alternatives. Recently, a Belizean shore excursion operator, David Gegg, negotiated a purchase agreement over the private lands for use as a tourism destination and private protected area. With the support and participation of community leaders, conservation biologists and other professionals, Gegg has developed and is in the process of implementing the protected area and a park management program. By working with the neighbouring communities he has also been able to deliver a remarkable combination of wilderness and adventure experiences to tourism markets. Several tours have already been designed and are operational and others are planned.

In support of the Peccary Hills initiative, the Government of Belize recently allocated a 10,600-acre swath of national land to the new protected area, thus paving the way for the achievement of Gegg’s vision. A new NGO, the Gracie Rock Reserve for Adventure Culture and Ecotourism (GRACE), has been created. The community of Gracie Rock located within the Peccary Hills is poised to become the primary beneficiary of the project and already 21 individuals from the community have been provided with tour guide training and are permanently employed. Others are being trained as Park Rangers and will soon be deployed in an effort to protect the



habitat and its occupants. Ironically, says Gegg, “Our guides and rangers once lived off the land through hunting of wild game but are today the custodians of the property. They have become ardent conservationists themselves.”



The membership of GRACE’s Board of Directors comprises Gegg himself, as well as other major stakeholders including adjacent landowners, community leaders, conservationists and ecologists. The NGO’s main role will be that of managing the Peccary Hills and facilitating community development. At present Gegg sponsors a meal program at the

local school and supports a football (soccer) team called the Peccary Park Rangers which participates in intra-rural tournaments. Belize’s national environmental trust fund, PACT, along with international NGOs such as The Nature Conservancy and Conservation International have expressed strong interest in supporting the Peccary Hills initiative.

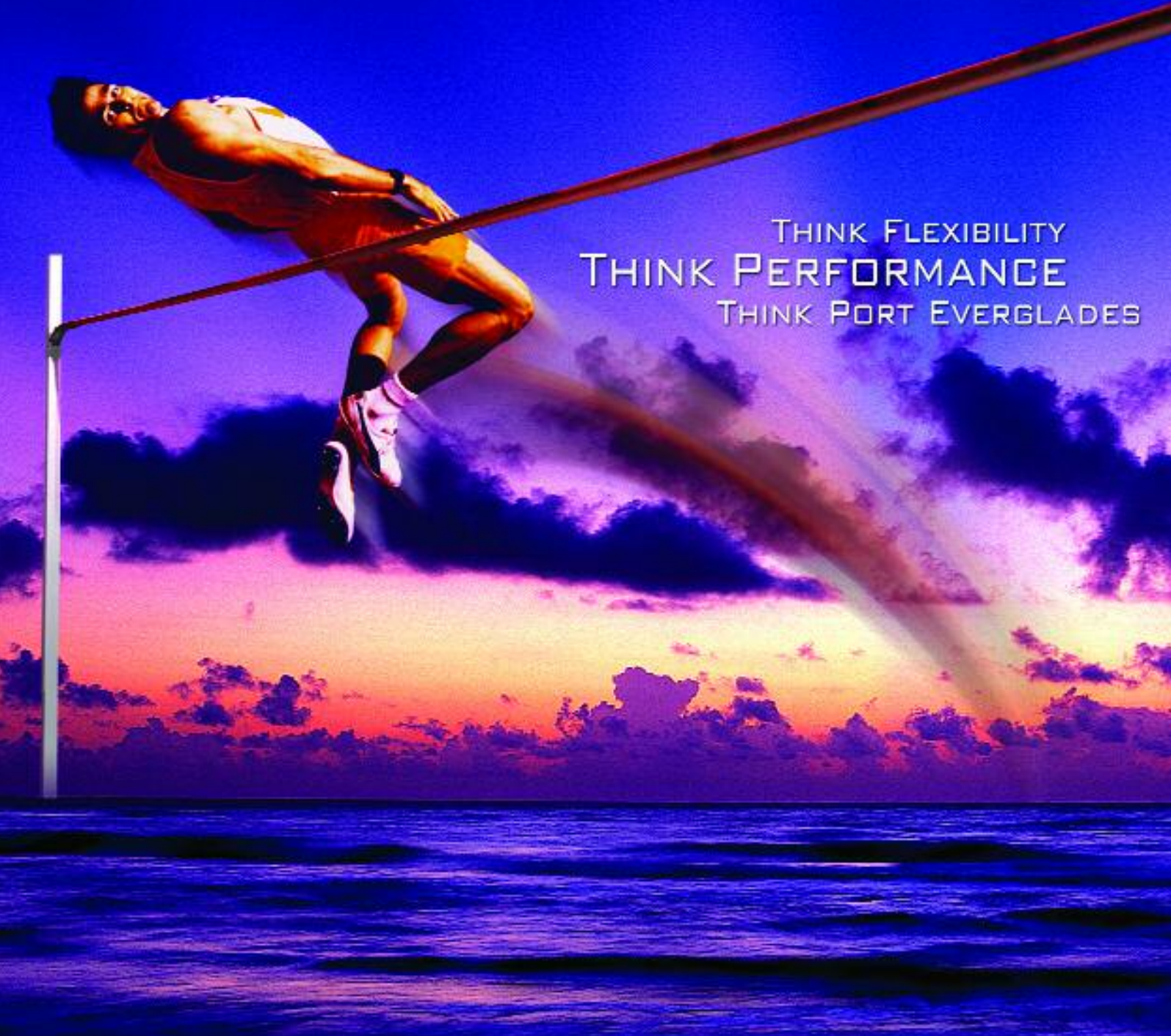
Not surprisingly scientists are taking a closer look at the Peccary Hills due to its proven biodiversity and several research projects are due to commence in the weeks ahead. Renowned bat experts Bruce and Caroline Miller of the Wildlife Conservation Society will be conducting research on the bat populations and species of the area. In the summer, Omar Figueroa, a Belizean scientist studying at the University of Florida, will conduct research on Jaguars and Jabirus in pursuit of his doctorate degree. The Milwaukee Zoological Society has set up a field station and their team is presently studying birds through a program called ‘Birds Without Borders’. A Co-Management agreement has also been signed between GRACE and Belize’s National Institute of Culture & History (NICH). Under that agreement GRACE will collect all user fees for cave visitations with the fees shared between GRACE and NICH. Archeologists under the supervision of NICH will also be mapping and studying several of the recently found caves.



Three major stakeholder groups are therefore participating or set to participate in the Peccary Hills initiative – a local shore excursion operator, government, and civil society.

The Peccary Hills initiative provides a golden opportunity for the cruise lines to take part in this model sustainable tourism project linking cruise tourism and protected areas. With the cruise lines on board, the Peccary Hills initiative would be in a better position to accomplish the following conservation and business objectives: 1) provide benefits to the surrounding communities and the national protected areas strategy, 2) provide profitable business opportunities for environmentally-sensitive tourism practices, and 3) directly integrate cruise tourism with native habitat and species conservation. This third point is a key component of Gegg’s plan to generate sufficient revenue from cruise tourist visitation that will support the core operating costs of the new Peccary Hills protected area. Financial projections indicate that the present availability of a reliable, plentiful and interested client base (i.e., cruise tourists) will make it possible to finance the core and basic costs of protecting endangered habitats while meeting the required profit margins for the private sector partners of the Peccary Hills initiative. If this occurs, this would be the first time in Belize that cruise tourism will have been used to support the establishment and core funding for a protected area.

Possibly the greatest long term benefit of the Peccary Hills initiative can be applied directly to all citizens of planet earth as we face the threats of global warming. About one half of the property; an area that was previously stripped of its forests, qualifies for reforestation under the Clean Development Mechanism of the Kyoto protocol and the resultant carbon sequestration may earn credits on international markets. The Nature Conservancy has set a goal of placing one tenth of the earth’s surface under protected status by 2015. Belize as a country has already placed 36% of its land area in some form of protected status and the Peccary Hills initiative will increase the area while providing connectivity between other protected areas. The Peccary Hills initiative is seen as a win-win situation for all concerned. For more on the Peccary Hills please contact info@gracebelize.org



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The FCCA Holiday Gift Project

During the holiday season, most worry about finding the perfect gift for their families, friends, or loved ones. They anxiously anticipate the big day while their concerns change to wondering when they should reveal their secret and if their offering will receive the proper acceptance. Others have a lot more on their minds. Instead of spending their sum on presents or a grand feast, they use the last of it to get any food at all. Though their best efforts may provide food, the children often miss out on many of the customs and traditions that bring joy to the multitude. Some don't even have parents or family who might prepare for the occasion.

The FCCA Foundation took this into consideration and made a few deliveries that St. Nick neglected, distributing over 6,000 holiday gifts to those less fortunate throughout 28 destinations in the Caribbean and Latin America. Though they didn't receive the traditional festive gathering and run out in the morning to discover the milk and cookies gone with presents in their place, the children received a celebration thrown in their honor. Instead of eagerly peeking out of their window, attempting to get a glimpse of a reindeer-drawn sleigh, the children looked to the oceanfront, awaiting the arrival of a cruise ship.

The Holiday Gift Project was made possible through the collaboration of the FCCA, its Member Lines and crew, along with the destinations themselves. The charitable coalition visited institutions including orphanages, homeless shelters, foster homes, and schools. The crew of the participating vessels acted as Santa's helpers. Since the jolly fellow forgot to hand his representatives the Naughty List, all of the children received a gift specialized for their age, gender, and interests.

In Montego Bay, Jamaica, 35 volunteers arrived to a surprise when

they witnessed the Christmas cheer in DRB Grant Basic School. In order to express their gratitude, the children prepared a feast and songs for the crew members of the *Carnival Conquest*. The cruise director then prepared a slide show to show the guests what the crew does on their own time and how they give back to a community that they visit each week.

Beatrice Moine, Hotel Director from Celebrity Cruises *Mercury*, stated, "The *Mercury* Team participated in bringing some joy and laughter to 220 orphans for the holidays. The kids were shy at first, then Celebrity Santa made his entrance, and some rushed to him and hugged him endlessly while some others (the little ones) were so impressed they were scared to get close to him. They made us feel as if we were kid again, and remember how we also were scared of Santa."

Though not everyone showed their thanks as elaborately as the DRB Grant Basic School, the smiles served as more than sufficient for the volunteers. The participants exemplified the "giving is better than receiving" philosophy and simply sought to provide some Yuletide joy. For the majority, the gifts given during the event would be the sole remnants of the season.

Due to its constant success, the Holiday Gift Project has become an annual event and continues to thrive and progress as the years come and go. As Gianfranco Verde, Passenger Services Director from *Sun Princess*, Princess Cruises, remarks, "Year after year crew members sign up and request to help and participate during the FCCA's Holiday Gift Project. Everyone wants to have the pleasure and the privilege of being part of this good cause." The spirit of giving really blazed and spread as a fire through the snowy season thanks to the the FCCA and its Member Lines. Hopefully the trend

FCCA Holiday Gift Project





www.f-cca.com

continues and the popularity follows suit. Santa already has a packed schedule and needs all the help he can get. Nobody, especially St. Nick, wants to see a sullen child on Christmas. It's a time where their smiles should radiate as brightly as the decorations that deck the ornate halls. This joy wasn't meant to be reserved for a particular group; the season should deliver universal cheer.

This is just one of the events that the FCCA Foundation organizes in order to improve the lives of those in the Caribbean and Latin America. Already in its thirteenth year, it strives to show that money alone isn't the best means of assistance. Raising the spirits is just as important as monetary aid. It takes caring and physical participation in order to help the hearts instead of just the pockets. By employing these strategies in conjunction with other techniques, such as workshops and the Outreach Program, the lives of thousands have been impacted—a more than adequate return on the millions of dollars invested.

FCCA thanks all the Member Lines' crew members, Ministers of Tourism, Mayors and Commissioners. Thousands of smiles would have gone unwrapped without the participation of the following destinations, cruise lines, and their crew:

Carnival Cruise Lines

Cabo San Lucas, Mexico
Cozumel, Mexico
Freeport, Bahamas
Montego Bay, Jamaica

Ocho Rios, Jamaica
Mazatlan Mexico
Progreso, Mexico

Celebrity Cruises

Nassau, Bahamas
Puerto Vallarta, Mexico
St. Kitts

Costa Cruise Lines

Dominican Republic

Disney Cruise Line

St. Maarten
St. Thomas, USVI

Holland America Line

San Juan, Puerto Rico

Norwegian Cruise Line

Belize
Roatan, Honduras

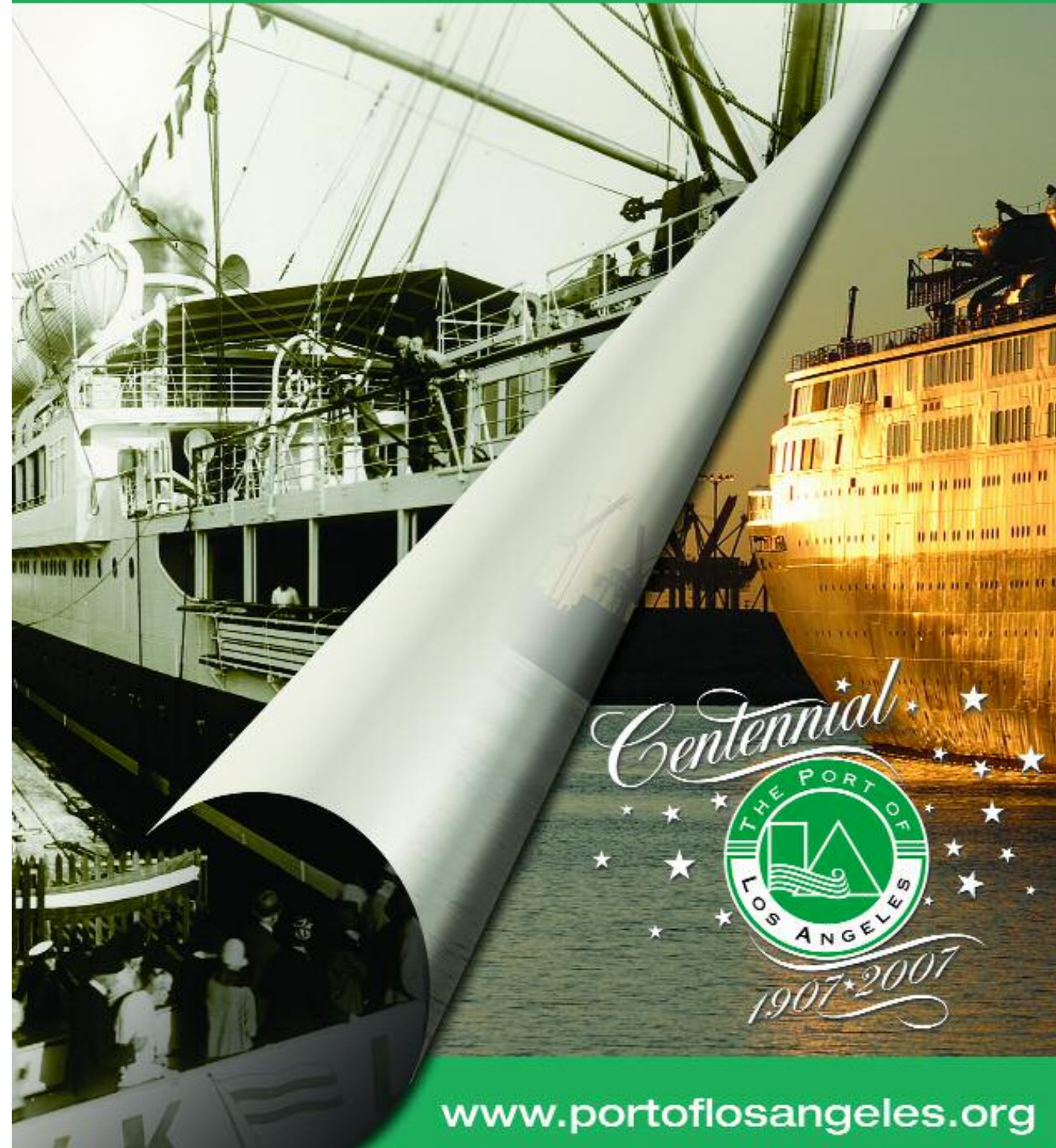
Princess Cruises

Barbados
Cayman Islands
Dominica
Grenada
St. Lucia

Royal Caribbean International

Antigua
Aruba
Costa Maya, Mexico
Curacao
Ensenada, Mexico
Ocho Rios, Jamaica
St. Croix, USVI

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Royal Marine Insurance Group

Insurance Corner

Royal Marine Insurance Group (RMIG) is pleased to contribute to the FCCA's Quarterly Newsletter.

It is our intention to provide you with an update on the Insurance for Tour Operators as well as provide an overview of the insurance product for those Tour Operators who do not currently have insurance coverage in place.

INSURANCE UPDATE

RMIG met, in December, with several of the Shore Excursion Management who represented the various cruise lines: Princess; NCL; Carnival; RCCL; and management from the FCCA. Also, the Underwriter for ACE Advantage was present to answer questions.

Graham Davis of Princess chaired the meeting, and he presented points of interest, questions and concerns that were gathered through a survey conducted amongst the various tour operators. Karen Miller, President, and Bill Roversi, VP of RMIG together with Mark Klempner of ACE INA answered and addressed the items of "premium" for insurance; certificates; communications and growth potential:

- RMIG provided a "PowerPoint" presentation outlining the Tour Operators Insurance Program. There are three separate and distinct coverage's offered. Some or all may be appropriate to your business depending on the structure of the particular tour.
 - General Liability
 - Contingent Auto Liability
 - Contingent Watercraft Liability (Motorized)

(See below under "Insurance Overview" for a summary.)

- Premium or Rates: RMIG advised in four years there has been "no" rate increase in any area except for "Contingent Watercraft Insurance". The increases here were attributable to the high rate of "claims" experience for this class of business. Mark Klempner said he would review the rating for Contingent Watercraft and advise accordingly. Mark has since reported back to management that there will be a marked reduction in rates for this area of insurance but ACE will need to monitor the claims closely.

All Other Rating – No Increases in Four Years -- Explained: RMIG advised that the "Premium" is derived from the "Gross Receipts" and "Number of Passengers" the tour operator services during the year. If business "increases" the premium will show an increase --- but again, it's not because of a rate increase; it is because the tour operators business volume changed. The same would apply if the tour operators business declines in sales; there would then be a reduction.

ACTION TAKEN: RMIG's president suggested that this information be included in the Tour Operators Renewal Letter. An example is as follows:

PREMIUM EXAMPLE from Letter: We are pleased to enclose your renewal proposal for the upcoming policy period of **Date** to **Date**. For your convenience, below is a chart summarizing the information used to calculate your renewal premium.

	<u>Current Premium</u>	<u>Renewal Premium</u>	<u>Percent Change</u>
Gross Receipts:	\$100,000	\$120,000	+20%
Auto Passengers:	10,000	11,000	+10%
WC Passengers:	5,000	5,750	+15%
Premium:	\$8,684	\$9,248	+6.5%
Reason for Increase:			
The increase in the premium is due to the combined increase of your gross receipts and the amount of passengers transported by Automobile and Watercraft.			

- Claims History and Frequency: RMIG advised that to date there have been 510 claims notices filed. Klempner discussed how ACE reviews claims and it was noted that no action was required on several of the notices. To date, the total paid in reserved claims are \$5,124,968.38

ACTION TAKEN: Both RMIG and ACE suggested that Tour Operators who do not have claims – should benefit. Therefore, effective immediately, if you have not had a claim reported in a two year period – you will receive a **NO CLAIMS BONUS** upon renewal of your policy.

Listed below is 'specimen' wording from the No Claims Bonus Endorsement:

"The above policy of insurance is hereby amended to include a return premium discount in the amount of five percent (5%) of the annual gross premium, including all endorsements to this policy. The return premium discount will be credited towards the renewal premium.

Further, this discount is only payable subject to the following conditions:

- No claims reported, investigated, reserved or paid within the last two (2) policy periods; and
- The policy is renewed for a further twelve(12)months period with the same company;
- The minimum earned premium for this policy is Three Thousand Dollars (\$ 3,000.).

- Communications:
RMIG will provide quarterly updates to the FCCA Shore Excursion Committee meetings;
RMIG to provide semi annual reports for the FCCA Executive Committee meetings;
RMIG available to organize insurance workshop for tour operators. FCCA to schedule;
RMIG is now LINKED on FCCA website.

Growth Potential:

RMIG continues to look for automation opportunities...such as the data base we've created for the Cruise Lines to check the status of tour operators insurance; as well as the link to RMIG from the FCCA's website.

-Other areas we are working to improve are "On Line Systems" for certificate issuance policy issuance; claims reporting; and completion of applications.

INSURANCE OVERVIEW

The following is a brief summary of the insurance program available through RMIG. The insurance is provided by ACE INA, which is a division of the ACE Group of Companies who provides insurance and reinsurance for a diverse group of clients around the world. ACE is rated A+ Superior by the financial institution of A. M. Best.

As noted above there are three types of coverage that can be purchased for your tour operator business. Listed below is a brief description:

General Liability: \$2,000,000 limit also called Third Party or Public Liability, this covers bodily injury and property damage to tourists while in your care, custody and control while enjoying your various tours or sites. This coverage excludes auto, aircraft and motorized watercraft. Non-motorized watercraft such as kayaks, canoes, sunfish, etc. are included. There is no deductible for bodily injury, so you are covered from the first dollar! This does not replace any business property or liability placed locally.

Contingent Auto Liability: \$5,000,000 limit, for vehicles with a capacity of 40 or more passengers and \$2,000,000 for those vehicles with a capacity of less than 40 passengers. This coverage sits over whatever is the local legal limit and can be utilized for owned, hired and non-owned vehicles. For example, if your local limit is \$100,000 this would provide the contingent liability to the full limit required. This coverage applies to your tour participants while in transit picking up that coverage excluded in the general liability.

Contingent Watercraft Liability (Motorized): \$2,000,000 limit, this provides liability coverage for owned or non-owned watercraft having a motor that carries passengers for hire. The liability will cover the passengers. Scuba diving, parasailing and jet skis are excluded but swimming and snorkeling are included.

RMIG is proud to represent the FCCA and all members associated with this fine organization. We welcome you to call our office and speak with us. The staff is here to support your needs, and we look forward to the opportunity to earn your business.



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Uxmal
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Merida
30 min.



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Port of Progreso Participates In Seatrade 2007

The Port of Progreso participates, along with the State Government, SSA Cruise Terminal and Tour Operators in the Seatrade event, sharing with the Cruise Lines the projects for industry growth.

The consolidation of Carnival Cruise Lines and the return of Royal Caribbean Cruise Lines, as well as new cruise lines arrivals programming thrust the investment projects for Port Progreso's infrastructure and the development of new tours.

Up to the year 2005, over 150 million US dollars has been invested in the port, and new infrastructure works are strengthening the business ties with the cruise ships industry, thus creating a social wellbeing favoring up to 2 thousand families in South East Mexico.

Investment in infrastructure for Port Progreso in 2006: 70 million US dollars.

1. Dredge of the navigation curve (For more safety).
2. Enlargement to 8 lanes of the Progreso-Mérida-Progreso Highway.
3. Building of the new Market.
4. Duty free island.
5. Building the Second Phase of the commercial area at the Cruise Terminal.

Port Progreso is the only genuinely Mexican port in the Caribbean route, colonial cities as Merida and Valladolid, as well as archaeological sites, as Chichen Itza and Uxmal, positioning the port as a strategic place to visit.

Cruise ships' passengers enjoy 17 organized tours, visiting archaeological sites as Chichen Itza (90 min.), Uxmal (90 min.), Dzibilchaltun (20 min.), colonial cities as Merida (30 min.), XVII century convents, cenotes, caverns, colonial haciendas and beautiful beaches, resting and enjoying the seashores of Progreso and Telchac, practicing sports and aquatic activities or playing golf, just 20 minutes away from the ship, in a 26° C environment (annual average tempera-

ture) and the exquisite Yucatecan cuisine, all together representing the richness of the Maya culture, which strongly appeals to the international tourism.

The arrival of the cruises' passengers and crew members at Progreso is received in the middle of a happy and hospitable environment by the Yucatan people, tourism activity that provides the community with a great drive, a key factor that allows their development and growth in Southeast Mexico.

The cruise ship terminal has an extension of 5.5 hectares and 2 docking positions, with enough capacity to service two last generation mega cruise ships at the time, the north and south docks, with 320 meters of length and 30 feet of draught, as well as 1 docking position for ferries, which has 180 meters of length and 23 feet of draught. *

Services for passengers and crew members

The terminal has 22 commercial stores, 2 bars, swimming pool and playground area, a special location exclusively adapted for crew members, public telephone service, drinking water service for the ships and ecological treatment for organic-inorganic-dangerous residues, fire alarm system, bunker, car rentals, moorings, free-of-charge port-city-port continuous transportation service for passengers and crew members, and more.

On line technology

The arrival and anchorage of the cruise ships at the port can be seen on line with cameras filming on real time 24 hours a day, through the web site www.puertasyucatan.com/mm/camaras/camaras.htm thus making us the forefront in this technology in the Caribbean area.

** Progreso has 8 additional docking positions with 34" of draught for cargo handling, which can be given to the cruise ships in the event of a contingency or bad weather in the area; It has all the infrastructure necessary for assisting up to 20 thousand passengers a day comfortably, at the Cruise Terminal.*

Seasickness - Relief is Just a Drop Away

Seasickness. It's not something we want to talk about in the cruise industry. But it does happen, and it can negate all the effort that goes into making a cruise a pleasant and memorable experience.

Dramamine, Dramamine II, and Bonine are the drugs most commonly used to ease the nausea associated with seasickness. All are over the counter anti-histamines that cause drowsiness. This is certainly the case with Dramamine. But even "non-drowsy" Dramamine II and Bonine can cause drowsiness and all of these drugs are known to interact with alcohol, pain medications, anxiety medications and muscle relaxants.

A better solution has found its way to the retail market. Queasy Drops are lozenges that users suck like a cough drop. They're non-drowsy, use all natural ingredients and are not known to interact with common prescription drugs, over the counter pain relievers or alcohol.

Seven years ago Queasy Drops were developed to treat morning sickness in pregnant women. The requirements for the drops were difficult, to say the least. They couldn't affect the health of mother or child, and had to be effective without interacting with any other medications. The doctors who developed the original product (marketed as Peggie Pops) started by looking at natural remedies known to provide nausea relief such as ginger, sour flavors and mints. They found that by concentrating the ingredients their effectiveness was improved dramatically.

The drops also turned out to be an incredible asset for chemotherapy patients who often suffer from nausea ranging from mild to severe. As a result Three Lollies, the maker of Queasy Drops has a long term relationship with the National Children's Cancer Society, donating a percentage of profits as well as product for patients.

But until January of this year Queasy Drops were virtually unknown outside of oncology centers and obstetrician's offices. For some time the healthcare professionals at Three Lollies had known that Queasy Drops provided relief from motion sickness. According to Three Lollies CEO Jim Pathman "There has been an increasing demand for a retail



version of the product. It reached a point where we could no longer ignore that demand, but moving into the retail market has entailed some real challenges and a very different distribution model". The move to retail meant new packaging, new flavors and a new consumer oriented approach to the product - which has just been picked up by retail drug giant Walgreens.

Queasy Drops are available in Cola, Ginger, Green Tea with Lemon, Sour Raspberry and Banana flavors. Pomegranate flavor will be available later this year. They're available as Queasy Drops for adults and as Queasy Pop Kids (lollipops) for children. But do they work?

We were initially skeptical, but the drops work surprisingly well. They're most effective if you take one before you get sick. If you know you're prone to seasickness your best bet is to pop one before you leave the dock and then pop one periodically throughout the day. If you're already starting to feel a little queasy sucking on a Queasy Drop will settle your stomach in about ten minutes or so. But if you wait until you're physically ill it can take up to an hour and a couple of drops before you're feeling yourself again. So the earlier you take the drops the faster you'll get relief.

Because the drops use natural ingredients you will also find that different flavors may be more effective for some people. According to Dr. Pathman "We recommend that you start with a variety pack to determine what flavors work best for you, then buy a pack of just that flavor if you still need them".

The drops will provide relief for just about any kind of motion sickness, upset stomach or nausea. Users have reported some relief from a stomach virus and even from a queasy stomach caused by a hangover.

The best news is they're inexpensive. A box of 10 Queasy Drops retails for around \$3.49, and a twenty pack for around \$5.99. They taste good, and in a few minutes passengers can be back to enjoying their cruise.

For more information on Queasy Drops go to their web site at www.QueasyDrops.com, or contact their marine sales office at 856-665-3045.

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An Intimate Experience with Paradise - GRENADA - The Tropical Spice Isle of the Caribbean

By Edwin Frank, Grenada Board of Tourism

When God designed the chain of Caribbean islands that have emerged to become the most popular cruise ship destination in the world, special care was dedicated to Grenada. Located most southerly among this chain of volcanic islands at 12 degrees north of the Equator, this 120 sq mile tropical paradise has carved for itself a reputation that has motivated discerning cruise ship passengers to source out cruises that have incorporated Grenada in their itineraries. Testimonials from those who visited Grenada previously have been instrumental in producing a level of interest among potential visitors resulting in a demand for cruises to this unique and unspoiled destination.

The State of Grenada, which also includes the sister islands of Carriacou and Petit Martinique gives visitors a special tropical mix of historical, cultural and natural attractions. Foremost are the warm hospitable characteristics of its people who are well-known for their very welcoming disposition. Added to this is the ambience at the newly-commissioned cruise ship port that has further transformed and enhanced the picturesque Esplanade and surrounding areas. Here arriving passengers can decide on participating in activities that take into consideration the sites and attractions of the island, while also ensuring that various souvenir items and other products are purchased from the many high-quality shops in the mall. Time should also be allocated to marvel at the majestic sea gulls as they perform acrobatic dances to highlight the fact that Grenada is endowed with a range of tropical birds and animals

that make it a popular bird-watching area. Truly, Grenada, with its pristine attractions, treasured gems, and a people who greet you with their friendly welcoming smiles is a Caribbean stop that must be considered.

Within the capital city of St. George's, visitors should take in the kaleidoscope of priceless architectural structures – buildings, churches and undulating roads that are paved with history and names that originate as far back as the 17th century; names that are linked to French generals, British lords, governors, mayors, lieutenants and many more.

Away from the city, visitors can explore the scenic country sides which lead to the petroglyphs left by our native people, spice plantations, and cliff sites that are notorious for French-Carib combats. They would find it especially interesting to climb the steps of Fort George and Fort Frederick; forts that acted as the eyes and ears of the island, providing the strength to defend the honor of the queens and kings who ruled from afar. They will also be exposed to opportunities to become involved in hiking within the rain forest, mountain biking, diving, river tubing, 'donkey and crab racing', or the 'Congo line', which translates into a 'wicked' orchestration of rhythm and local drumming. Add to this the bliss of exotic hideaways, hidden beaches, coves, caves, islets, waterfalls and underwater art sculptures. Certainly with such diversity, visitors should hasten to be among those purchasing passes



on board for the excursions that include the lush mountains and panoramic views beheld from every level.

Visitors to Grenada are also exposed to the colourful and artistic presentations of Grenada's tropical blooms and flowers that have won gold and silver awards in the annual Royal Horticultural Society event at Chelsea in the United Kingdom. They can also taste rums and liqueurs that have been awarded gold, silver and bronze medals at international competitions and share in the national pride associated with the receipt of bronze and silver medals from re-noun forums and competitions like the "Taste of the Caribbean Resorts" competition.

Grenada is likewise adored for her exquisite local dialects and wide array of tropical fruits, provisions and spices that have made Grenada internationally famous. Cruise ship passengers can collect some of its famous oils and perfumes and sample the indigenous art displayed on paintings, crafts and fabrics. Shopping centres in the capital St. George's and in the environs of the world-famous Grand Anse Beach allow

for all purchases deemed appropriate. Foremost among them are the Melville Street Shopping Mall, the Grand Anse Craft & Vendors Market, Excel Plaza, South City Plaza, and Spiceland Mall.

In contemplating plans to partake in the island's product offering, visitors should be prepared to sample local recipes rich in world famous spices, created by a history and culture that have transcended from one generation to another. Most restaurants offer local cuisine, which includes fresh products from both the land and surrounding sea.

Indeed, Grenada continues to improve its services and facilities to welcome both stayover and cruise visitors. These investments include the construction of five-star accommodation facilities and first-class marinas.

Visitors are welcomed to savour and enjoy this diverse island, Grenada, "the spice of the Caribbean".

For more information please visit www.grenadagrenadines.com

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Economic Impact of the Cruise Industry, Cruise Passengers Equal Profits...

Data from October 2006 BREA (Business Research & Economic Advisors):

A Survey-based Analysis of the Impacts of Passenger, Crew and Cruise Line Spending.

Conducted in partnership with the following 19 cruise destinations and governments: Antigua; Aruba; The Bahamas; Barbados; Belize; Cayman Islands; Cartagena, CO; Costa Maya, Mexico; Cozumel, Mexico; Curacao; Dominica; Grenada; Key West, FL; Martinique; San Juan, Puerto Rico; St. Kitts & Nevis; St. Lucia; St. Maarten; St. Thomas, U.S. Virgin Islands.

The cruise industry is the fastest-growing category in the leisure travel market. The industry has experienced an average annual passenger growth rate of over 8% per annum since 1980. Over 103 million passengers have taken a 2+ day cruise from 1990 on. Of this number, nearly 75% of the total passengers have been generated in the past 10 years, with 45.6% comprising the past 5 years. The Caribbean remains the number one cruise destination in the world, with 46.6% of capacity deployment.

The growth of the cruise industry continues as we enter an era distinguished by 12 additional innovative, feature-rich ships, international ports-of-call and convenient departures from proximal embarkation cities. We are forecasting a record of 12.6 million passengers in 2007, an increase of 0.5 million guests over 2006, with 10.6 million originating in North America, representing a 4.1% yearly growth.

This positive forecast follows another successful year for the cruise industry. Based on third-quarter 2006 results and fourth-quarter estimates, the cruise industry carried 12.1 million passengers worldwide in 2006, an 8% increase over the 11.18 million carried in 2005, with 10.2 million North Americans in 2006 (compared with 9.67 million in 2005). The industry also maintained their high utilization rates, posting a collective occupancy factor of 104.7% through the first three quarters in 2006.

Between 2007 and 2010, the cruise industry will invest a staggering \$15.2 billion in 29 state-of-the-art new

ships totaling 85,462 lower berths. In 2006 alone, seven new ships, from Costa Cruises, Holland America Line, MSC Cruises, Norwegian Cruise Line, NCL America, Princess Cruises and Royal Caribbean International, with guest capacities ranging from 1,848 to 3,600 passengers, sailed the world's waters for the first time. Today's new ships offer facilities to accommodate family members of all generations and satisfy almost any whim that can arise.

The cruiser target market is adults 25 years or older, with household earnings of \$40,000+. This segment represents 44% of the total US population. Of the total US population that is 25 years or older, with household earnings of \$40,000+, 39% indicates that they have ever taken a cruise, with 22% cruising in the past three years. It is estimated that only 17% of the *total* US population has ever cruised and 10% have done so within the last three years.

During the 2005-2006 cruise year, cruise tourism generated significant economic benefits to the 19 participating destinations of the BREA study. The contribution amounted to nearly \$1.8 billion in direct expenditures, 41,500 jobs and \$600 million in employee wages in the 19 destinations.

The typical cruise ship carrying 2,000 passengers and 800 crew members conservatively generates \$190,476 in passenger and crew expenditures during a single port-of-call visit. The usual port of call passenger spends an average of \$98.01 at each port they visit, while average

COZUMEL - The Island of swallows and adventurous spirits



CALICA/ PLAYA DEL CARMEN - Discover the hidden beauty of ages past



COSTA MAYA- Experience diverse and untouched natural terrains



PROGRESO- Explore the gateway to the Mayan World



spending per port of call by crew members is \$74.56. Cruisers spend approximately \$1,690 per person, per week, for their cruise and other vacations as compared to the average spending of \$1,180 by other vacationers.

Cruise Industry Economic Impact per destination

The **U.S. Virgin Islands** was the destination with the highest economic contribution during the 2005-2006 cruise year, due to it having the highest per passenger spending rate in the Caribbean. Total cruise tourism expenditures in **U.S.V.I.** totaled \$362 million. **St. Maarten**, with the second highest per passenger spending rate and the highest average crew expenditure rate, resulted in \$246 million in cruise tourism expenditures. Despite the disruptions caused by Hurricane Wilma, which limited passenger and crew visits due to the destruction of the cruise ship piers, **Cozumel** still led the Caribbean in the number of passenger visits. In **Cozumel**, total cruise tourism expenditures were \$214 million. The **Cayman Islands**, with the second highest number of passenger visits, ranked fourth, with \$180 million in direct cruise tourism expenditures. It's important to view each destination separately in order to understand how essential tourism is to each destination and why it's important to continue the effort and progression.

It is estimated that 460,443 cruise passengers and 197,226 crew arrived at **Antigua**. Of these, approximately 391,377 passengers (85 percent) disembarked. In addition, 78,890 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$32.9 million (\$US) and \$4.1 million (\$US) respectively. On a per passenger basis, the average total expenditure was \$84. Similarly, each crew member who went ashore in **Antigua** spent an average of \$52.96. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$4 million (\$US) in **Antigua**. Nearly all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$41 million (\$US) in cruise tourism expenditures in **Antigua**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 720 residents of **Antigua** paying \$6.1 million in

annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,215 jobs and \$10.4 million in wage income in **Antigua**.

It is estimated that 563,082 cruise passengers and 223,904 crew arrived at **Aruba**. Of these, approximately 478,620 passengers (85 percent) disembarked. In addition, 89,562 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$54.2 million (\$US) and \$7.0 million (\$US) respectively. Average spending per passenger was estimated at \$113.26. Similarly, each crew member who went ashore in **Aruba** spent an average of \$78.45. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$5 million (\$US) in **Aruba**. Approximately 80 percent of these expenditures were payments for port fees and navigation services while the remaining 20 percent consisted of payments for ship supplies. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$66.2 million (\$US) in cruise tourism expenditures in **Aruba**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 985 residents of **Aruba** paying \$14.1 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,710 jobs and \$24.6 million in wage income in **Aruba**.

It is estimated that nearly 2 million cruise passengers and 800,000 crew arrived at **The Bahamas**. Of these, approximately 1.6 million passengers (80 percent) disembarked. In addition, 279,784 crew members (35 percent) went ashore. Total passenger spending and crew spending were \$96 million (\$US) and \$5.5 million (\$US) respectively. On a per passenger basis, the average total expenditure was \$60.54. Similarly, each crew member spent an average of \$19.96. Based upon data provided by the FCCA member cruise lines, we esti-

mated that all cruise lines spent \$42.8 million (\$US) in **The Bahamas**. Nearly all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$144.4 million (\$US) in cruise tourism expenditures in **The Bahamas**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 2,235 residents of **The Bahamas** paying \$34.3 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 3,965 jobs and \$60.9 million in wage income in **The Bahamas**.

It is estimated that 506,626 cruise passengers and 207,072 crew arrived at **Barbados**. Of these, approximately 405,301 passengers (80 percent) disembarked. In addition, 82,829 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$45.3 million (\$US) and \$6.3 million (\$US) respectively. On average, each passenger spent \$111.82. Similarly, each crew member spent an average of \$76.18. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$5.7 million (\$US) in **Barbados**. Approximately 90 percent of these expenditures were payments for port fees and navigation services while the remaining 10 percent consisted of payments for ship supplies. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$57.3 million (\$US) in cruise tourism expenditures in **Barbados**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 950 residents of **Barbados** paying \$9.7 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,635 jobs and \$16.8 million in wage income in **Barbados**.

It is estimated that 726,621 cruise passengers and

288,574 crew arrived at **Belize**. Of these, approximately 610,362 passengers (84 percent) disembarked. In addition, 72,144 crew members (25 percent) went ashore. Total passenger spending and crew spending were \$53.6 million (\$US) and \$1.3 million (\$US) respectively. On a per passenger basis, the average total expenditure was \$87.77. Similarly, each crew member spent an average of \$18.23 in **Belize**. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$9.3 million (\$US) in **Belize**. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$64.2 million (\$US) in cruise tourism expenditures in **Belize**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 1,215 residents of **Belize** paying \$12.9 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,885 jobs and \$19.9 million in wage income in **Belize**.

It is estimated that 1.86 million cruise passengers and 747,650 crew arrived at **Cayman Islands**. Of these, approximately 1.67 million passengers (90 percent) disembarked. In addition, 261,678 crew members (35 percent) went ashore. Total passenger spending and crew spending were \$138.3 million (\$US) and \$12 million (\$US) respectively. Average spending per passenger was estimated at \$82.73. Similarly, each crew member spent an average of \$45.92. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$29.4 million (\$US) in the **Cayman Islands**. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$179.7 million (\$US) in cruise tourism expenditures in the **Cayman Islands**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 2,090 residents of the **Cayman Islands** paying \$37.2 million in annual wages. Adding the indi-

rect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 3,705 jobs and \$66 million in wage income in the **Cayman Islands**.

It is estimated that 38,142 cruise passengers and 17,179 crew arrived at **Cartagena**. Of these, approximately 32,421 passengers (85 percent) disembarked. In addition, 5,154 crew members (30 percent) went ashore. Total passenger spending and crew spending were \$3.7 million (\$US) and \$224,897 (\$US) respectively. On average, each passenger spent \$114.73. Similarly, it was estimated that each crew member who went ashore in **Cartagena** spent an average of \$43.64. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$600,000 (\$US) in **Cartagena**. Nearly all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$4.5 million (\$US) in cruise tourism expenditures in **Cartagena**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 95 residents of **Cartagena** paying \$0.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 140 jobs and \$0.8 million in wage income in **Cartagena**.

It is estimated that 757,419 cruise passengers and 294,982 crew arrived at **Costa Maya**. Of these, approximately 605,935 passengers (80 percent) disembarked. In addition, 147,491 crew members (50 percent) went ashore. Total passenger spending and crew spending were \$46.2 million (\$US) and \$7.4 million (\$US) respectively. On a per passenger basis, the average total expenditure was \$76.28. Similarly, average spending per crew member was estimated at \$50.25. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$6.6 million (\$US) in **Costa Maya**. Essentially all of these expenditures

were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$60.2 million (\$US) in cruise tourism expenditures in **Costa Maya**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 1,115 residents of **Costa Maya** paying \$7.3 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,770 jobs and \$11.7 million in wage income in **Costa Maya**.

It is estimated that 2.1 million cruise passengers and 890,976 crew arrived at **Cozumel**. Of these, approximately 1.7 million passengers (80 percent) disembarked. In addition, 356,390 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$157 million (\$US) and \$17.4 million (\$US) respectively. Average spending per passenger was estimated at \$91.64. Similarly, each crew member spent an average of \$48.77 in **Cozumel**. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$39.5 million (\$US) in **Cozumel**. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$213.9 million (\$US) in cruise tourism expenditures in **Cozumel**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 3,715 residents of **Cozumel** paying \$25.4 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 5,945 jobs and \$40.8 million in wage income in **Cozumel**.

It is estimated that 298,545 cruise passengers and 120,254 crew arrived at **Curacao**. Of these, approximately 253,763 passengers (85 percent) disembarked.

In addition, 42,089 crew members (35 percent) went ashore. Total passenger spending and crew spending were \$13.5 million (\$US) and \$1.6 million (\$US) respectively. On a per passenger basis, the average total expenditure was \$53.34. Similarly, it was estimated that each crew member who went ashore in **Curacao** spent an average of \$39.18. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$2.9 million (\$US) in **Curacao**. Approximately 90 percent of these expenditures were payments for port fees and navigation services while the remaining 10 percent consisted of payments for ship supplies. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$18 million (\$US) in cruise tourism expenditures in **Curacao**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 250 residents of **Curacao** paying \$4.4 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 420 jobs and \$7.5 million in wage income in **Curacao**.

It is estimated that 223,500 cruise passengers and 88,488 crew arrived at **Dominica**. Of these, approximately 189,975 passengers (85 percent) disembarked. In addition, 35,395 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$9.7 million (\$US) and \$2.6 million (\$US) respectively. On average, each passenger spent \$51.20. Similarly, average spending per crew member was estimated at \$74.80. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$1.5 million (\$US) in **Dominica**. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$13.8 million (\$US) in cruise tourism expenditures in **Dominica**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 255 residents of **Dominica** paying \$1.9 million in annual wages. Adding

the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 390 jobs and \$3.0 million in wage income in **Dominica**.

It is estimated that 289,617 cruise passengers and 125,045 crew arrived at **Grenada**. Of these, approximately 246,174 passengers (85 percent) disembarked. In addition, 50,018 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$13.2 million (\$US) and \$1.3 million (\$US) respectively. On a per passenger basis, the average total expenditure was \$53.82. Similarly, it was estimated that each crew member who went ashore in **Grenada** spent an average of \$26.07. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$1.8 million (\$US) in **Grenada**. All of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$16.3 million (\$US) in cruise tourism expenditures in **Grenada**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 320 residents of **Grenada** paying \$2.1 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 485 jobs and \$3.1 million in wage income in **Grenada**.

It is estimated that 907,053 cruise passengers and 368,135 crew arrived at **Key West**. Of these, approximately 852,630 passengers (94 percent) disembarked. In addition, 147,254 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$47.1 million (\$US) and \$9 million (\$US) respectively. Average spending per passenger was estimated at \$55.21. Similarly, each crew member spent an average of \$61.14 in **Key West**. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$12.6 million (\$US) in

Key West. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$68.7 million (\$US) in cruise tourism expenditures in **Key West**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 755 residents of **Key West** paying \$17.2 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,260 jobs and \$35.4 million in wage income in throughout **Florida**.

It is estimated that 91,147 cruise passengers and 46,920 crew arrived at **Martinique**. Of these, approximately 77,475 passengers (85 percent) disembarked. In addition, 18,768 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$3 million (\$US) and \$529,271 (\$US) respectively. Average spending per passenger was estimated at \$39.35. Similarly, it was estimated that each crew member who went ashore in **Martinique** spent an average of \$28.20. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$500,000 (\$US) in **Martinique**. All of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$4 million (\$US) in cruise tourism expenditures in **Martinique**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 70 residents of **Martinique** paying \$0.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 115 jobs and \$0.8 million in wage income in **Martinique**.

It is estimated that 1.3 million cruise passengers and 509,638 crew arrived at **San Juan**. Of these, approxi-

mately 1.2 million passengers disembarked. This total number of passengers that came ashore included 564,265 embarking passengers and 85 percent of 732,214 port-of-call passengers. In addition, 203,856 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$115 million (\$US) and \$18.6 million (\$US) respectively. On a per passenger basis, the average total expenditure was \$96.94. Similarly, each crew member spent an average of \$91.13 in **San Juan**. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$36.4 million (\$US) in **San Juan**. Approximately 80 percent of these expenditures were payments for port fees and navigation services while the remaining 20 percent consisted of payments for ship supplies. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$170 million (\$US) in cruise tourism expenditures in **San Juan**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 2,225 residents of **San Juan** paying \$30.4 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 3,865 jobs and \$55.4 million in wage income in **San Juan**.

It is estimated that 117,245 cruise passengers and 48,761 crew arrived at **St. Kitts**. Of these, approximately 93,796 passengers (80 percent) disembarked. In addition, 19,504 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$5.4 million (\$US) and \$402,037 (\$US) respectively. On average, each passenger spent \$57.40. Similarly, average spending per crew member was estimated at \$20.61. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$900,000 (\$US) in **St. Kitts**. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$6.7 million (\$US) in cruise tourism expenditures in **St. Kitts**. As a result, this economic contribution

of cruise tourism expenditures generated direct employment of 125 residents of **St. Kitts** paying \$0.9 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 205 jobs and \$1.5 million in wage income in **St. Kitts**.

It is estimated that 432,181 cruise passengers and 190,703 crew arrived at **St. Lucia**. Of these, approximately 345,745 passengers (80 percent) disembarked. In addition, 76,281 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$28.6 million (\$US) and \$2.4 million (\$US) respectively. On a per passenger basis, the average total expenditure was \$82.62. Similarly, each crew member spent an average of \$31.01 in **St. Lucia**. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$3.8 million (\$US) in **St. Lucia**. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$34.8 million (\$US) in cruise tourism expenditures in **St. Lucia**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 685 residents of **St. Lucia** paying \$4.5 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 1,035 jobs and \$6.7 million in wage income in **St. Lucia**.

It is estimated that 1.45 million cruise passengers and 724,450 crew arrived at **St. Maarten**. Of these, approximately 1.3 million passengers (90 percent) disembarked. In addition, 289,780 crew members (40 percent) went ashore. Total passenger spending and crew spending were \$189.3 million (\$US) and \$46.2 million (\$US) respectively. Average spending per passenger was estimated at \$145.15. Similarly, each crew member spent an average of \$159.55 in **St. Maarten**. Based upon data provided by

the FCCA member cruise lines, we estimated that all cruise lines spent \$10.9 million (\$US) in **St. Maarten**. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$246.4 million (\$US) in cruise tourism expenditures in **St. Maarten**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 3,210 residents of **St. Maarten** paying \$57 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 5,590 jobs and \$99.3 million in wage income in **St. Maarten**.

It is estimated that 1.8 million cruise passengers and 703,043 crew arrived at **U.S. Virgin Islands**. Of these, approximately 1.63 million passengers (90 percent) disembarked. In addition, 351,522 crew members (50 percent) went ashore. Total passenger spending and crew spending were \$288.3 million (\$US) and \$50.6 million (\$US) respectively. On average, each passenger spent \$176.69. Similarly, it was estimated that each crew member who went ashore in **U.S. Virgin Islands** spent an average of \$143.83. Based upon data provided by the FCCA member cruise lines, we estimated that all cruise lines spent \$22.7 million (\$US) in the **Virgin Islands**. Essentially all of these expenditures were payments for port fees and taxes and navigation services. Passenger and crew visits along with these additional expenditures by the cruise lines generated a total of \$361.6 million (\$US) in cruise tourism expenditures in the **U.S. Virgin Islands**. As a result, this economic contribution of cruise tourism expenditures generated direct employment of 3,525 residents of the **U.S. Virgin Islands** paying \$77.7 million in annual wages. Adding the indirect contribution that results from the spending of those local businesses that are the direct recipients of passenger, crew and cruise line expenditures, the direct cruise tourism expenditures generated a total employment contribution of 6,165 jobs and \$135.6 million in wage income in the **U.S. Virgin Islands**.

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Reaching Out With A Helping Hand The FCCA Outreach Program

When in a time of need, those afflicted reach out for a helping hand. The FCCA prides itself with working hand-in-hand with the represented destinations in the Caribbean and Latin America and understands the need of assistance. Through training programs, destinations and tour operators can: enhance cruise services, learn the L.A.S.T. principle, see cruise passengers spending patterns, improve marketability and customer service levels, and recent statistics.

The helping arm didn't limit its extension. Though it's essential to allow the destinations to understand their product and how to handle the way to optimize it, things don't always work out to plan. The unexpected happens, and when it does, one often wonders why they're not prepared. The Outreach Program was established to help with such events. While realizing that a pound of cure saves a ton of lifting, the FCCA still is willing to do the heavy lifting.

We recognize the importance of working with the communities, so the program takes a more active approach in assisting destinations. The FCCA has been able to conjoin their knowledge and resources with past techniques used in order to help before, during, and after a catastrophic event. Natural disasters hit us all hard, so we want to provide support through every stage of the process. Similar to the Service Excellence/Cruise Passenger's Equal Profits Program and the Caribbean Taxi Program, the FCCA has been able to employ their preparatory tactics. Instead of getting ready for an influx of passengers, the FCCA

shows how to establish safe practices for disasters. If the worst does make itself present, we will make our own presence known and attempt to carry rather than desert.

We also understand how different needs develop and are ready for any task at hand. All we ask for is for you to request help. We are willing to engage in anything that might benefit our partnering destinations. Feel free to contact us with any projects necessary. Your input let us know the problems of the people. Once aware, the FCCA and the Member Lines can come to your aid to the best of our abilities. Though we are more than willing to repeat anything done, we want to be able to adapt to any situation. Some Outreach Program Projects we have already engaged include:

- Cleaning beaches/roads
- Painting schools, hospitals, and orphanages
- Hurricane clean ups
- Crew visiting the elderly
- Community projects
- Hospital volunteering

Your destination is our priority, and we want to answer any call. We want to help in any way possible, but we need the problem to be voiced. For more information or inquiries about the FCCA Outreach Programs, please contact Adam Ceserano at 954-441-8881 or via e-mail at adam@f-cca.com.

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FCCA 2007

Poster Competition Winners



*Senior division winner;
Rajesh Harnarine, Trinidad & Tobago*

Each year the Florida-Caribbean Cruise Association invites students from the Caribbean and Latin America to participate in the annual FCCA Foundation for the Caribbean Children's Environmental Poster Competition. The competition's purpose is to promote and stimulate environmental awareness among students and effectively educate younger generations on the importance of environmental protection. Each country submits one poster in each age category to represent as its finalist.

The FCCA asked what would have a beneficial environmental impact, and fourteen nations answered with a resounding voice. This reply emitted no sound; it came in the form of something more natural: art. The 2007 Children's Poster Competition showcased the participants' ability, creativity, and their consciousness of the world around them. Due to the impressive turnout and skill, the task of judging proved almost as difficult as creating the posters must have been. The talent from both groups was overwhelming.

The categories hopefully struck home to the participants and granted them not only awards, but awareness. Students were encouraged to create a poster that visually depicted at least three ways they could help protect the environment and promote the knowledge among students. The goal is to effectively educate effect and significance of environmental protection. Each country showcased the work of their finalists, one per group, to represent their country. There is a rigorous judging process conducted in three rounds for this competition, originating in the local schools, moving to the country's selection committee, and ending with the FCCA's Judging Panel. Selection of the winners was a difficult feat, as all of the works portrayed effective, sound ideas coupled with masterful technique.

However, winners had to be chosen and included 10-year-old Josie Lee of Belize Elementary School in the Junior Division (ages 12 and younger) and 14-year-old Rajesh Harnarine of



*Junior division winner;
Josie Lee, Belize*

Trinidad & Tobago's Presentation College in the Senior Division (ages 13 – 16). Josie Lee's poster, titled "We only have one earth," illustrates the negative effects that wasted resources and the massive increase in garbage have had on the global climate. The poster implements the practices of reducing, reusing and recycling in order to conserve energy. The idea is that in using this principal we let our environment become clean and simultaneously protect our planet. Rajesh Harnarine's poster, "Forest Delight," is based on similar concepts. Recycling is depicted through the use of material such as wrapping paper, recyclable paper and plastic. It also displayed the endangered birds, including the Pawi and the Crane, as well as the Rosy Periwinkle, in an abstract. It shows a possible outcome of the recovery of these species; that they may evolve into the forms presented on the poster. Both received an educational scholarship of US \$3,000 for their achievements and a reception will be held in their honor aboard an FCCA Memberline ship.

The FCCA also congratulates the second and third place winners in each division. Second place finalists were eleven-year-old Shadell Carrington from Barbados in the Junior Category and fifteen-year-old Nidia Georgina Anaya Vargas from Mexico in the Senior Category. Third place winners were ten-year-old Gaspar Manzano Vila from Mexico in the Junior Category and fifteen-year-old Brian Acuna Madriz from Costa Rica in the Senior Category. Second place winners in both categories will each receive US \$1,500, and third place winners will receive US \$1,000. The FCCA also awards matching funds to the first, second and third place winners school for art supplies. The other finalists in each division receive US \$200 for their participation and good work.

The FCCA thanks all participants for their hard work and looks forward to seeing more dazzling displays of talent in the future. It's true that every participant was a winner, and the knowledge gained is always a worthy reward. Even those whose work never left the local level still deserve appreciation, and they are encouraged to try again next year.

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European Union



Jeffrey Jack
Chief Purser
Windstar Cruises



**St. Vincent
& the Grenadines**

Jeffrey hails from the multi-island state of St. Vincent and the Grenadines (known as the "Jewels of the Caribbean" and the "Gem of the Antilles," both were featured in the Pirates of the Caribbean movies!).

Jeffrey brings experience in the cruise industry from Disney Cruise Lines and Royal Caribbean Cruise Lines to his position. His first job in the cruise industry was as an assistant manager at a recruitment agency. Opportunities opened and Jeffrey served as an assistant purser and guest relations manager before joining Windstar Cruises as a chief purser in January 2007.

"I love making people happy and helping them to achieve their own potential," he said. "I also believe in the benefits of giving exceptional guest service at all times, and seek every opportunity to wow our guests."

A certified lifeboat driver, Jeffrey counts sky diving, biking, hiking, and diving among his hobbies.

Garnet Ralph
Bar Steward
Princess Cruises



Jamaica

Garnet Ralph is from Jamaica, and has been working for Princess Cruises since November 2004. He began his career as a Junior Bar Steward and has progressed to the position of Bar Steward and he hopes to be promoted to a Bartender very soon.

Garnet's first job with the company was onboard the *Sun Princess*. Today, he describes his work experiences as fun, educational, and loves interacting with the passengers. His experience onboard has given him the opportunity to meet people from all over the world, which enables him to learn from many different cultures.

Garnet is a regular on the *Crown Princess*' morning show, "What's Up TV". He feels it is important for the passenger to wake up each morning to a smiling face, something he strives to constantly deliver. He lets the passengers know what activities are happening around the ship, especially in the bar. He introduces the "drink of day" and any other promotional events happening that day. Since he began appearing on the morning show, Garnet has been receiving great feedback from passengers who feel they have an instant connection with him.

Garnet was a runner up for Employee of the Month in February 2007. He loves to entertain both the passengers and the crew and is known onboard for his "Caribbean Shake." Garnet also performs the martini demos to passengers. He would like to continue entertaining passengers while pursuing his career goal to become a Bar Manager or join the Entertainment Department as cruise staff.



Costa Concordia

Inaugural Cruise: July, 2006
Shipyard: Fincantieri Sestri Ponente
Shipyard Location: Genoa, Italy
Country of Registry: Italy
Cruising Speed: 20.5 knots

Size & Capacities
Tons: 112,000
Length: 951 feet
Passengers: 3,780
Crew: 1,068

Accommodations

Cabins with Balcony: 501
 Ocean view cabins: 343
 Inside cabins: 586

Facilities

Decks: 13
 Pools: 3
 Whirlpools Spas: 5

Nationality of Crew

Italian/International

Deployment

Western Mediterranean

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Around The Caribbean



FCCA Security Operations Committee meets with (left) Hon. Guy Josheph, Minister for Communications Works, Transport and Public Utilities, St. Lucia (3rd on left) Hon. Ezechiel Joseph, Minister for Agriculture, Forestry and Fisheries, St. Lucia (center) Hon. Allen M. Chastanet, Minister of Tourism & Civil Aviation, St. Lucia (2nd on right) Prime Minister John Compton, St. Lucia and (right) Senator Hon. Ausbert d'Auvergne, Minister for Economic Affairs, Economic Planning, National Development and Public Service, St. Lucia.



FCCA Delegation meets with (2nd from left) Lic. Ernesto Rodriguez Escalona, Secretary of Tourism - Guerrero, Mexico along with Mexican private sector partners.



FCCA Security Operations Committee meets with members of the Quintana Roo, Mexican Congress.



(left) Matthew Beaubrun, Cox & Company, St. Lucia with Amilicar Cascais, Vice President of Tour Operations, Carnival Cruise Lines.



Berthia Parle past President of Caribbean Hotel Association with Colin Hunte, President of St. Lucia Hotel and Tourism Association and Michele.

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