

The 14th Annual

FCCA Caribbean Cruise Conference & Trade Show

October 8 - 12, 2007

Cozumel

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Florida-Caribbean Cruise Association

11200 Pines Blvd., Suite 201 Pembroke Pines, Florida 33026

Phone: (954) 441-8881 • Fax: (954) 441-3171 E-mail: info@f-cca.com • Website: www.f-cca.com

Reach out and touch

Come nose to nose with a shark

Giggle at an iguara Tickle a turtle

Boatswain's Beach, the new home of the world famous Cayman Turtle Farm, offers visitors a unique opportunity to interact with a variety of Caymanian flora & fauna – above and below the water After mingling with our marine life, stroll down a historic Caymanian street complete with porch side artisans, be amazed by the colors and sounds of the many exotic tropical birds in the free-flight bird aviany, take a leisurely walk as you explore the nature trail, get hands on learning experience in the interactive education center, and enjoy a meal in one of our excellent restaurants.



This unforgettable experience includes:

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Message from the FCCA



MICHELE M. PAIGE PRESIDENT, FLORIDA-CARIBBEAN CRUISE ASSOCIATION

Teamwork Leads to Partnership

"Teamwork is the ability to work together toward a common vision, the ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

Since the first FCCA Conference in 1994, our goals have remained basically the same - to establish cooperative linkages between the FCCA Member Lines and our private and public sector CHAIRMAN & CEO, CARNIVAL CORPORATION & PIC / FICLA CHAIRMANN



partners by forging and developing mutual understandings while increasing bi-lateral communications.

With your help, we have made significant strides each and every year, and we at the FCCA personally thank all of our partners who believed in our efforts from the beginning and who continue to work with the FCCA in our attempts to maximize the benefits of cruise tourism by fostering these invaluable partnerships.

We extend a special thanks to all of our supporters who consistently demonstrate their commitment to the FCCA and the cruise industry by participating in the FCCA Associate/Platinum Membership Programs, advertising in FCCA publications, attending the FCCA Caribbean Cruise Conference & Trade Show and being our advocates in your destinations.

Today, the FCCA Conference & Trade Show continues to serve as an integral forum for establishing and maintaining cooperative teamwork with the cruise industry and our partners. Over the next few days, we will all have the opportunity to listen and learn from one another. We will have the opportunity to interact face-to-face with other decision -makers in all areas of cruise tourism. We will have an opportunity to work together, to fine tune our common vision, to develop fresh partnership and to further our objectives.

Therefore, our message for all our friends and partners in attendance this year is to take full advantage of this opportunity to gain valuable information and important relationships with the cruise executives from the FCCA Member Lines who are committed to working with you.

We encourage you to work with us as we continue our credo: "Winning with Teamwork!"



Chichen Itza 90 min.



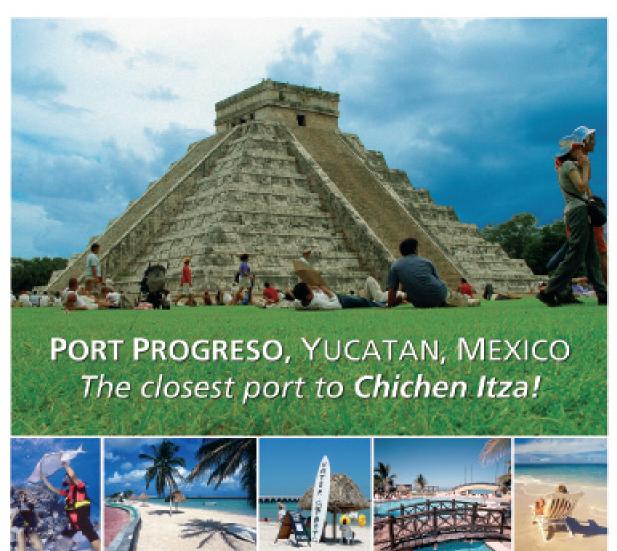
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Uxmal 90 min.



Merida 30 min.







Message from the Minister of Tourism

Dear Members and Partners of the Florida-Caribbean Cruise Association,



I would like to begin these lines by giving you the warmest welcome to Cozumel, venue of the 14th Annual Conference of the FCCA, and one of the most important destinations of the Mexican Caribbean.

Recently we had the opportunity of celebrating in our Country, an important Seminar on Cruise Ships, an event that counted with the participation of FCCA's President. After this major event, several lines of action have taken place on the subject that we have decided to impel in México.

At the time, in México City, we established that it was necessary to consolidate our country's position as first place in the

world for reception of cruise line passengers, with an organized development. This situation would open the possibility for diversity in our tourist offer, besides giving impulse to the local socio-economical activity.

We assumed as well, this would be the result of coordinated efforts which would involve the main industrial representatives, and, in an important manner, the local and federal authorities.

México has clarity in its goals on this important segment. We need to be more competitive. And, above all, our highest goal is to extend the benefits, mainly to those communities that relay on tourism activity.

We know that the activity and daily effort of international entrepreneurs, as those that belong to FCCA, that soon will visit us, which focus on countries and regions that are adopting sustainability criteria, preservation and maintenance of their coast lines and ecosystems, in the development of this important industry, and as we all know, share great enthusiasm in these commitments.

Please receive, in name of the Mexican government, the warmest welcome to Cozumel, expressing my best wishes and encouragement in your efforts for development in an ambiance of hospitality, that reflect the personality of the local citizens and authorities of Cozumel, the World's first destiny for cruises. We await you with open arms.

Sincerely,

Rodolfo Elizondo Torres Mexico's Minister of Tourism

Message from the Governor of Quintana Roo

Dear FCCA Members and Attendants,



On behalf of the People and the Government of Quintana Roo, it is my pleasure to give you all the warmest welcome to Cozumel, The Island of Swallows, where the 14th Florida-Caribbean Cruise Conference and Trade Show takes place this year.

Being a Cozumelean myself, this occasion gives me the opportunity to share with you the charm and the beauty of this island while we discuss important issues related to the cruise industry situation and trends.

We are very proud of hosting the annual FCCA Conference this year, because it enhances the importance of Cozumel as the most visited Port of Call in the world. Both the municipality and the state government have worked closely to earn this opportunity and to fulfill -and exceed- all your expectations.

Cozumel boasts to combine the best of the Mexican Caribbean, and offers this addedvalue product to our cruise visitors, providing them with an extraordinary experience they will surely keep in their memories as their best trip souvenir.

But don't let my words substitute what you may discover for yourself: Along these days you will be able to experience the quietness of our town, the flavors of our cuisine, the richness of our cultural heritage, the wonders of the reef beneath the sea level, and above all, the hospitality of our friendly people, who have been determined to stand up to the various challenges they have faced in the past, as the struggle of Hurricane Wilma.

May your stay be fruitful in terms of a better comprehension and understanding of the cruise market; may we all find ways to improve our performance in this business; may we build or strengthen win-win relationships among the FCCA members and may you get back home with more friends than you had upon your arrival, are my best wishes.

Sincerely,

Hon. Félix A. González Canto Governor of the State of Quintana Roo



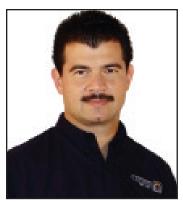


See you in Cozumel

October 08-12, 2007

Information: Florida-Caribbean Cruise Association Tel: (954)441-8881 Fax: (954) 441-3171 e-mail: registration@f-cea.com

Message from the Mayor of Cozumel



On behalf of the people of the Island of Cozumel, I would like to extend our warmest welcome to all of our visitors, friends and attendees of the FCCA Annual Conference & Trade Show.

This year is a very special year for us. We are honored to host the most important event of the cruise ship industry. It represents an opportunity to showcase why Cozumel is the number one cruise ship destination in the world. We offer more than seventy different options of daily tours which include a chance to experience sun, beach, coral reefs, culture, archeology, our hospitality and much more.

Cruise ships began to arrive to the Island in the 1970's, with occasional dockings. Today during high season there are up to 10 cruise ship arrivals in one day, converting Cozumel into the main port of call in the Caribbean.

While in Cozumel I invite you to visit our natural parks such Chankanaab and Punta Sur, the Island museum, take a promenade to our beautiful monuments on the main boulevard, go diving and explore the largest barrier reef in Mesoamerica, but most of all feel the warmth of our people who will be more than delighted to share our mutual treasures and all that we have to offer.

Our visitors will be witnesses of an ambitious project led by the local government, rescue of the historic, traditional and picturesque downtown. The intention is to revive Cozumel history, identity, its provincial flavor, looking into our past to build our present and future.

The FCCA has a special relationship with Cozumel; in times of trouble they have extended a helpful hand. Through their foundation schools, public parks and children have benefited and we are also working with them to protect our natural resources. Hosting the FCCA Conference is our chance to show how grateful we are.

We have organized the Conference through a public/private partnership working with the different sectors in the tourism industry to come together to make this event a successful one. I am confident that this Conference will continue to build the relationship the island has with cruise ship industry.

Cozumel, island of swallows, Mayan sanctuary of "Ixchel" goddess of fertility, welcomes you. Enjoy your stay.

My very best wishes to all of you to have a successful Conference and take home the best experience you have ever had.

Thank you for your support and for choosing Cozumel!

Sincerely yours,

Gustavo Ortega Joaquin Mayor of Cozumel



Let yourself be soothed by the turquoise sea water, the delicate sand on immense and tranguil beaches. Discover a luxuriant natural environment trekking, guad biking or horseriding. Let its depths seep into you. Let yourself be enchanted by a thousand spices, taste the local gastronomy. Let yourself be amazed by a rich historical heritage and culture.

Let yourself go... The Islands of Guadeloupe offer you their most beautiful assets.

Guadeloupe Estando Tourist Board

Head Office: S, require de la barrique - DP 355 - 97355 Pointe-la-Pière cedex Tel. : +590 (0)5 90 82 09 (81 - Fax : +998 005 90 80 99 22 E-mail: info@tentendequadeloupe.com

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www.hashashquahdoiga.com







Government Leaders

The FCCA Member Lines thank the Tourism Leaders of the Caribbean for showing their support of the Cruise Industry through their attendance at this Conference.

Antigua

Hon. Harold Lovell
Minister of Tourism & Civil Aviation
Ministry of Tourism, Antigua & Barbuda

Aruba

Hon. Edison Briesen
Minister of Tourism & Transportation
Aruba Ministry of Tourism

Bahamas

Hon. Neko Grant Minister of Tourism Bahamas Ministry of Tourism

Barbados

Sen. Rudy Grant
Parlimentary Secretary
Ministry of Tourism & International Transport

Belize

Hon. Godfrey Smith Minister of Foreign Affairs & Tourism Belize Tourism Board

Cayman Islands

Hon. Charles Clifford, JP
Minister of Tourism, Environment, Investment,
& Commerce
Cayman Islands Government

Costa Rica

Hon. Carlos Benavides Jimenez Minister of Tourism Costa Rica Ministry of Tourism

Dominica

Hon. Yvor Nassief Minister of Tourism Ministry of Trade, Industry and Tourism

Dominican Republic

Magaly Toribio
Vice Minister
Ministry of Tourism of the Dominican Republic

Grenada

Hon. Dr. Clarice Modeste-Curwen Minister of Tourism, Civil Aviation, Culture & the Performing Arts Ministry of Tourism, Grenada

Guadeloupe

Josette Borel Lincertin
President, Guadeloupe Islands Tourism Authority
Guadeloupe Islands Tourism Authority

Guatemala

Willi Kaltschmitt Commissioner of Tourism Guatemala Tourism Board

Honduras

Hon. Ricardo Martinez
Minister of Tourism
Honduras Institute of Tourism

Jamaica

Hon. Edmund Bartlett
Minister of Tourism
Ministry of Tourism, Entertainment & Culture

Government Leaders

Martinique

Marie-Claude Clery Vice President, Martinique Tourism Authority Martinique Tourism Authority

Mexico

Rodolfo Elizondo Torres Mexico's Minister of Tourism

Lic. Felix Arturo Gonzalez Canto Gobernador del Estado de Quintana Roo

Lic. Gustavo Ortega Joaquin Presidente Municipal de Cozumel Government of Quintana Roo

Nevis

Hon. Joseph Parry Premier & Minister of Tourism Ministry of Tourism

Nicaragua

Hon. Mario Salinas Minister of Tourism Nicaragua Ministry of Tourism

Puerto Rico

Terestella Gonzalez-Denton Executive Director, Puerto Rico Tourism Company Puerto Rico Tourism Company

St. Kitts

Hon, Richard Skerritt Minister of Tourism, Sports & Culture St. Kitts Tourism Authority

St. Lucia

Hon. Allen M. Chastanet Minister of Tourism & Civil Aviation/Chairman CTO Ministry of Tourism, St Lucia

St. Maarten

Hon. Theo Heyliger Commissioner of Harbour and Public Works Island Government of St. Maarten

Trinidad & Tobago

Hon. Howard Chin Lee Minister of Tourism Ministry of Tourism, Trinidad & Tobago

U.S.V.I.

Hon. Beverly Nicholson - Doty Commissioner of Tourism U.S. Virgin Islands Department of Tourism



Comfort Creole Cuisine Frenc Rain Forest Paul Gauguin

French Flair guin Ti-Punch

air Flowers
Pristine Beaches
The Sweet Life
Fun Gardens

Saint-Pierre, the little Pompeii



Quench your thirst for adventure!

Go ahead – take the plunge!

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



Pronounced 'Bo-sure'
Beach, this one-of-akind, 23-acre solventure marine park promises
is one of the most exciting
attractions in the Carib-

Boatswain's Beach celebrates Caymonians' stowardship of the sess and relationship with nature through tactile, colorful, educational and memosoble 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 foune. In keeping with its cultural heritage, Boatswain's Boach is the new home of the world renowned Cayman Turtle Ram.

As part of the emphasis on Cayman's heritage, the historic Cayman Turtle Farm has made its new home within Boatswein'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 longstanding 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 listand 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 filtraine experience and those interested in participating should send an email to infogiboarswainsbeachly for more information.

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

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

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 scar 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 snorkal with fish and other marine life in its 1.3 million gallon salt-water legoon. 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 centre 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 liptices are subject to change). The farm is located on Northwest Point Road in West Bay, just eight miles from George Town.

Boatswain's Beach launched its membership club on December 9th, 2006, providing everyone with the apportunity to receive continuous updates, discounts, travel apportunities 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 manshaptantisabboatswainsbeachlor.

Boarswain's Brach 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 Brach can make it happen!

With its ability to weave entertainment, education, and conservation together in one cohesive package, Boatswain's Beach will take yournest business event to another level. Furnished by an accontric sunset, Caribbean music in the background, an array of defectable 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, Nr. Gary Dominguez at 949-3894 Ext. 4002 or at events@boatswainsboachdoy.

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

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FCCA Member Cruise Lines

CARNIVAL CRUISE LINES

3655 N.W. 87th Ave Miami, FL 33178-2428

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Website: www.carnival.com

CELEBRITY CRUISES

1050 Caribbean Way • Miami, FL 33132 Tel: (305) 539-6000 • Fax: (305) 374-7354

Toll Free: (800) 437-3111

Website: www.celebritycruises.com

COSTA CRUISE LINES

Venture Corporate Center II 200 South Park Rd. Suite 200 Hollywood, FL 33021-8541 Tel: (954) 266-5600 • Fax: (954) 266-2100 Website: www.costacruises.com

CUNARD LINE

24305 Town Center Drive Santa Clarita, CA 91355 Tel: (661) 753-0000 • Fax: (661) 753-0133 Website: www.cunard.com

DISNEY CRUISE LINE

PO Box 10210 Lake Buena Vista, FL 32830-0210 Tel: (407) 566-3500 • Fax: (407) 566-3751 Website: www.disneycruise.com

HOLLAND AMERICA LINE

300 Elliot Avenue West Seattle, WA 98119 Tel: (206) 281-3535 • Fax: (206) 281-0351 Website: www.hollandamerica.com



MSC CRUISES (USA) INC.

6750 North Andrews Avenue Fort Lauderdale, FL 33309 Tel: (954) 772-6262 • Fax: (954) 776-5836

Website: www.msccruises.com

NORWEGIAN CRUISE LINE

7665 Corporate Center Drive Miami, FL 33126

Tel: (305) 436-4000 • Fax: (305) 436-4120 Website: www.ncl.com

PRINCESS CRUISES

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Tel: (661) 753-0000 • Fax: (661) 753-0133 Website: www.princesscruises.com

REGENT SEVEN SEAS CRUISES

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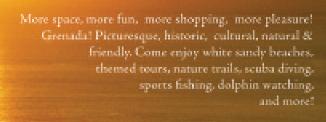
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Website: www.royalcaribbean.com













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Cruise Executive Listing

Carnival Corporation & plc

Richard Ames, Sr. Vice President, Shared Services

Micky Arison, Chairman & CEO

David Candib, Manager, Business Development, Strategic Planning Armando Corpas, Director, Project Management, Strategic Planning and Port Development

Javier Gallardo. Advisor

Giora Israel, Vice President, Strategic Planning

Carlos Navarra, Director, Strategic Planning and Port Development

Alberto Uch, General Manager, Puerta Maya

Carnival Cruise Lines

Andrea Ascarate, Manager, Group Shore Excursion, Sales and Education

Roger Blum, Vice President, Cruise Programming

Robert Blythman, Director, Tour Operations

Gordon Buck, Vice President, Caribbean Relations

Amilcar Cascais, Vice President, Tour Operations

Brendan Corrigan, Sr. Vice President, Marine Operations

Capt. Gaetano Gigliotti, Port Captain

Andy Landsberger, Product Supervisor, Tour Operations

Roberto Martinoli, Executive Vice President Operations

Leon Sutcliffe, Director, Port Operations

Erika Tache, Product Supervisor, Tour Operations

Terry Thornton, Vice President, Marketing Planning

Domenico Tringale, Vice President, Port Operations

Celebrity Cruise Lines

Dan Hanrahan, President & CEO

Costa Cruise Lines

Hans Hesselberg, Vice President, Hotel Operations

Disney Cruise Line

Russell Daya, Manager, Marine and Security Operations

Tom McAlpin, President

Larry Stauffer, Manager, Shore Excursions and Island Recreation

Holland America Line

John Cook, Shore Excursion Product Manager Tim Littley, Manager, Deployment & Itinerary Planning

Tino Salud, Director, Port Operations

Matthew Sams. Vice President. Caribbean Relations

Bill Sharp, Vice President, Port Operations & Fleet Security

MSC Cruises (USA) Inc.

Richard Sasso, President & CEO

Norwegian Cruise Line

Eric Benedict, Manager, Shore Excursion Operations

Alvin Dennis, Vice President, Purchasing & Logistics

Alina Juliachs, Product Development Specialist

Shannon McKee, Director, Shore Excursion Operations & Cruise Rewards Colin Murphy, Vice President, Land Services and Destination Development

Patrick Powers, Product Development Manager

Steve Riester, Vice President, Planning & Analysis

Chris Roberts, Product Development Manager

Joanne Salzedo, Director, Shore Excursion Product Development

Svein Sleipnes, Vice President, Port Operations

Rick Strunck, Director, Itinerary Planning

Andy Stuart, Executive Vice President, Marketing, Sales & Passenger Services

P & O Cruises

Joanna Boxall, Shore Excursions Executive Martin Young, Shore Excursions Executive

Princess Cruises/Cunard Line

Donna Barnett, Port Operations Specialist

Graham Davis, Manager, Caribbean & Atlantic Shore Operations

Lisa Jensen, Shore Excursion Specialist

Crystal Morgan, Manager, Market Planning, Deployment & Itineraries Stephen Nielsen, Vice President, Caribbean & Atlantic Shore Operations

Regent Seven Seas Cruises

Mike Pawlus, Vice President, Product Planning Penny Zeilman, Senior Travel Concierge, Land Programs

Royal Caribbean Cruises Ltd.

Richard Fain, Chairman & CEO

John Fox, Vice President, Government Relations

Eleni Kalisch, Vice President, Congressional Affairs

Craig Milan, Sr. Vice President Land Operations, Royal Caribbean

Cruises Ltd./President, Royal Celebrity Tours

John Tercek, Vice President, Commercial Development

Royal Caribbean International

Adam Goldstein. President & CEO

Royal Caribbean International/Celebrity Cruises

Christopher Allen, Director, Deployment & Itinerary Planning

Diana Block, Vice President Revenue Management and Deployment

James Boink, Director, Commercial Development

Joel Davis, Account Manager, Aquatics,

Andy Horton, Account Manager, Shore Excursions & Explorations!

Paul Loughrin, Account Manager, Explorations! Caribbean/Bahamas

Henry Lopez, Director, Hotel & Corporate Purchasing

Michael Ronan, Vice President, Government Relations, Caribbean, Latin America and Asia

Patrick Schneider, Director, Shore Excursions & Explorations!

THE GATEWAY TO THE CARIBBEAT Port of San juan • Puerto Las Américas (Ponce) • Port of Mayagüez (Porta del Sol)













True to its name "rich port", the island lays claim to the largest sea port in the Caribbean, Port of San Juan. Puerto Rico also boasts two active ports across the island, making it truly a maritime mecca of the Americas.



MOBILE...

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From Four Lanes to Shipping Lanes...



ALL ROADS LEAD TO MOBILE BAY

Already, some 52,000 cars from 50 states and Canada filled with families, couples and friends, drove to Mobile to embark on Western Caribbean cruises on the Carnival Funship Holiday out of the Port of Mobile. And this was for only 4 and 5-day cruises!

The new state-of-the-art Alabama
Cruise Terminal was built to
accommodate Mobile's new
cruise industry. Complete with
attached parking garage and a
sparkling modern design, it makes
embarking/debarking for cruises
more comfortable than ever.



For more information contact:
Al St. Clair, Director
Sheila Gurganus, Operations Manager
(251) 338-7447 - Office
(251) 338-7455 - Fax
www.shipmobile.com

Session One

Monday, October 8 1:00 p.m. – 2:30 p.m.

Shore Excursions/Operations (Theatre – La Fiesta)

New Tour Operator Orientation

Representatives from the member lines will present an overview of the expectation of new Tour Operators. Guidelines set in place will outline the requirements such as tour content, value for the money, pricing, insurance requirements, etc.

Moderator: Mico Cascais, Vice President, Tour Operations, Carnival Cruise Lines,

FCCA Shore Excursion Committee Chairman

Panelists: John Cook, Shore Excursion Product Manager, Holland America Line

Patrick Powers, Product Development Manager, Norwegian Cruise Line

Graham Davis, Manager, Caribbean & Atlantic Shore Operations, Princess Cruises Penny Zeilman, Sr. Travel Concierge, Land Programs, Regent Seven Seas Cruises Paul Loughrin, Account Manager, Explorations!, Royal Caribbean International

& Celebrity Cruises



Session Two

Tuesday, October 9 5:00 p.m. – 6:30 p.m.

Marketing (Theatre – La Fiesta)

Sharing of ideas for improving the destination experience for both cruise passengers and hotel visitors.

Areas of discussion will include:

- Developing/enhancing the destination "brand".
- Current consumer trends for vacation interests and expectations.
- Service and hospitality.
- Getting the basics right...cleanliness, safety and security.
- Excursion innovation and new opportunities.

Moderator: Terry Thornton, Vice President, Market Planning, Carnival Cruise Lines

FCCA Marketing Committee Chairman

Panelists: Gustavo Ortega Joaquin, Presidente Municipal (Mayor), Government of Cozumel,

Quintana Roo, Mexico

Larry Stauffer, Manager, Shore Excursions & Island Recreation, Disney Cruise Line Martha Paredes, Public Relations & Marketing Manager, Presidente Intercontinental

Cozumel Resort & Spa

Carlos Del Pino, Managing Director, Wyndham Cozumel Resort & Spa & Islander Properties

Sergio Briseño, Director, Pelicanos Tours S.A. de C.V, Mexico

Penny Zeliman, Senior Travel Concierge, Land Programs, Regent Seven Seas Cruises Vincent Vanderpool-Wallace, Secretary General, Caribbean Tourism Organization (CTO)

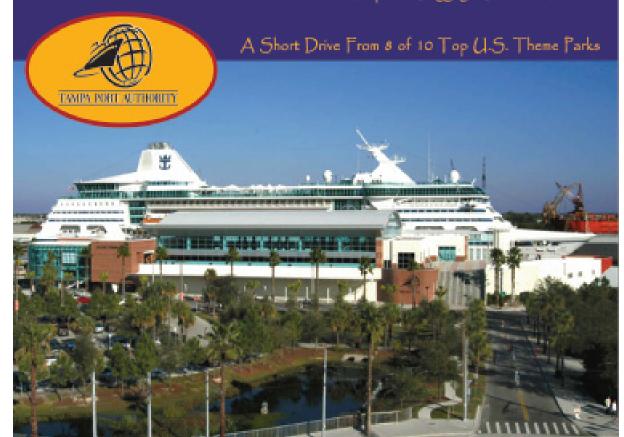


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Session Three

Wednesday, October 10 2:30 p.m. – 4:00 p.m.

Shore Excursions/Operations (Club Resort Sales Office – Limited Space)

Tour Quality

Representatives from the Member Lines will discuss the importance of maintaining the quality of your tour including the following topics:

- Vehicles proper maintenance and appearance
- Boats proper maintenance and safety equipments such as life preservers, etc.
- Tour Safety
- Guides
- Tour Content

Moderator: Graham Davis, Manager, Caribbean & Atlantic Shore Operations, Princess Cruises

Panelists: Mico Cascais, Vice President, Tour Operations, Carnival Cruise Lines

Larry Stauffer, Manager, Shore Excursions & Island Recreation, Disney Cruise Line Patrick Schneider, Director, Shore Excursions & Explorations, Royal Caribbean

International & Celebrity Cruises
Adam Ceserano, Vice President, FCCA

Marc Melville, Co-Managing Director, Chukka Caribbean Adventures, Jamaica

Marketing (Theatre – La Fiesta)

How can the Cruise Lines and destinations work together to achieve the mutual goal of improving overall consumer demand for the Caribbean.

Focusing on the following areas:

-Strategies for converting cruise passengers to return destination visitors.

-Sharing of best practices - consumer marketing, website / E - marketing, travel agent support.

-Cooperative sales and marketing initiatives.

Moderator: Terry Thornton, Vice President, Market Planning, Carnival Cruise Lines

FCCA Marketing Committee Chairman

Panelists: Andy Stuart, Executive VP, Marketing, Sales & Passenger Services,

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Session Four

Thursday, October 11 3:00 p.m. – 4:30 p.m.

Shore Excursions/Operations (Theatre – La Fiesta)
Tour Guides – Your Best Kept Secret for a Successful Tour

Guest speaker, Bill Fletcher from Jewell Gardens, Alaska, will discuss and provide an audio-visual presentation of the importance of proper training of your tour guides. Your guide can make or break a tour – bring your experience to next level from an ordinary tour to an exceptional experience your guests will not soon forget!

Moderator: Robert Blythman, Director, Tour Operations, Carnival Cruise Lines

Panelists: Mico Cascais, Vice President, Tour Operations, Carnival Cruise Lines

Paul Loughrin, Account Manager, Explorations!, Royal Caribbean International

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Patrick Powers, Product Development Manager, Norwegian Cruise Line Bill Fletcher, General Manager, Jewell Gardens & Glassworks, Alaska



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Cozumel shows a new face to all visitors this year. The Rafael Melgar Avenue by the shore (known as Malecon) is more splendid than ever with beautiful gardens and a fresh coat of paint. In the main plaza you will see a kiosk with lush and colorful gardens to welcome arriving tourists.

To make the promenade along the Malecon even more attractive, a collection of monuments have been restored and built for the enjoyment and benefit of both our visitors and our inhabitants.

Cozumel is an island of cultural treasures; although a pirate's refuge in the past, today lives as a modern treasure full of natural jewels, but above all of cultural riches. We invite you to come and discover them!

The traditional and picturesque downtown of San Miguel de Cozumel has an icon that is almost two centuries old, the Public Clock. It was built in 1910 and inaugurated on September 15th same year, as part of

celebration **National** the of our Independence. On week days, there are folkloric dance performances as well as pre-Hispanic ballet performances by the main square.

There is an ambitious project currently in development that plans to renovate this traditional area. An investment of 3.5 us million dollars is planned. The first phase will conclude by the end of this year and beginning of 2008.

The investment is composed of contributions from the National Tourism Fund, the State government, and the Municipal government. Plaza del Sol, the most popular and characteristic building in the main square that includes the flea market and public offices, will be remodeled with the inspiration of an old Cozumel downtown.

The project include wider sidewalks to make tourist walk areas safer and more comfortable, street lighting, benches, trash



cans, and short-term parking. The most important work will be to restore and reintroduce public and private buildings within the look of the area's traditional architecture. The owners of businesses around the plaza will be motivated to improve the images of their shops as well.

The church of San Miguel, another traditional icon of the island, was confirmed as a catholic church in 1946 and dedicated to the saint patron of the island. It was built by US Mariknoll Missionaries to replace the old church destroyed by the Carranza troops during the Mexican Revolution in 1915. Catholic services are available daily.

Leaving the plaza and taking the Malecon Avenue, the main pier in town is located where the first original wooden dock was built back in 1936. It was a fishermen pier. Destroyed through the years by hurricane attacks, the structure we see today has been updated to meet the present needs of vessels. This pier is the connecting point for the ferry boats crossing to the mainland (at Playa del Carmen) daily and for the glass bottom boats that make daily snorkel trips.

Heading north, the first stop must be the Diver's Fountain Monument comprised of bronze arch simulating a reef with a diver in the bottom of the sea emerges. Multicolor lights at night can be appreciated as the spouts of water escape from the bottom. This monument was remodeled and inaugurated last April.

To continue on the promenade, you will pass by the Museum of the Island. The building hosting the museum was the luxury hotel in 1938. It has four exhibit rooms, a library, a Mayan house and a restaurant upstairs with an incredible bay view.

The next monument, El Mestizaje, is dedicated to Gonzalo Guerrero. It pays tribute to our rich heritage. It shows Spanish Gonzalo Guerrero assimilating the Mayan





world, his native wife and children. It was remodeled and inaugurated last April. It is a nice place where tourist and locals gather to enjoy the beautiful sunsets and to feel the sea breeze. It has become an must-see stop for a magical picture.

The last monument in this tour is the Two Culture Encounter. This magnificent monument symbolize the moment when the first catholic mass was celebrated in Mexican lands, upon the arrival of Spanish Captain Juan de Grijalva in Cozumel.

Three bronze sculptures symbolize the encounter of two worlds: the Spanish and the Mayan. One sculpture represents a Spanish priest, the other an ancient Mayan man, and the third a native woman and a child. The main landmark of the park is the Ixchel sculpture in the middle of a fountain. Ixchel was a sacred Mayan goddess of fertility, moon and water. Around the fountain there are extracts of narration from the book of Bernal Diaz, describing the discovering of Cozumel.

An investment of \$300 thousand was made with contributions from Federal. State and Municipal governments. This work represents the remembrance and historical identity of San Miguel.

A few steps north, there is an old combat airplane at the entrance of the Military Air Base, as a memorial to the Air Squadron 201 and its heroic members. Since the 1950's, Cozumel was base of the famous

Mexican Air Force Air Squadron 201. The Air Squadron 201 has been the only armed contingent from Mexico who fought abroad, during Second World War in the Pacific Ocean.

The tour ends there, but not the various attractions that Cozumel offers to visitors. Tours are a very important part of what Cozumel has to offer its guests.

There are tours for different ages and interests, offered by professional and reliable tour operators. If you want to explore the jungle, famous ATV's, jeeps and buggies are available. If your choice is the beach, tour the island by bus, stop in a shopping mall for a folkloric show in a nice air conditioned theatre and then go shopping. If your passion is diving or snorkeling, options are numerous – explore famous reefs along our Mesoamerican Reef Barrier where you can see the splendid toad fish. If you only want to see the beautiful bottom of the sea from the surface, very the brand-new sea spi will soon be available! It is a unique motorized machine with underwater view glasses. If you are an adrenaline addict, dare yourself behind the wheel of a speedboat gliding through the waves of the island's turquoise sea. If you want to learn about Mexico and the most famous and historic monuments and archeological sites then visit Discover Mexico, a cultural theme Park.

As you can see options are endless. Come to Cozumel! Be part of the magic in the Mexican Caribbean.

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The Original Canopy Tour® (OCT), the pioneer and world leader in Canopy-based experiences for people of all ages, has opened 3 new craise ship oriented attractions in the Caribbean during this past year.

OCT LIMONTM opened in October 2006 at VERAGUA RAINFOREST, located less than an hour from the port. With 9 traverses covering almost 1 kilometer of the most pristine tropical rainforest imaginable, this has already proven to be one of the highlights to cruise passengers arriving to this popular Costa Rican port.

The LA MARQUESA ORIGINAL CANOPY TOUR PARK** opened in PUERTO RICO in August, 2007. This spectacular new tour is located less than 30 minutes from the Port of San Juan. With 8 traverses inside the remarkable La Marquesa Forestry Reserve (owned by the Municipality of Guayrabo) and a spectacular view of the city and port, this brings an amazing new adventure tour to the cruise ship visitors of this island. Include it as a shore excursion from the ships or in a pre-or-post tour package.

This month, OCT opens in Antigua, Guatemala at the Finca Filadelfia Coffee Plantation, already a beautiful attraction in itself. This unique tour offers 2 amazing adventures; one, a typical Original Canopy Tour through the cloud forest and the other, a more adventurous journey across a valley of the coffee plantation, with traverses over 300 meters (1,500 ft) long and 300 meters (900 ft) high.

So what makes The Original Canopy Tour® unique? First of all, it is <u>NOT</u> a zip line; in fact OCT's systems make "zip lines" obsolete, as they have much higher safety standards in design, materials and operation, putting them miles ahead of anything else available in the marketplace.

Not all "canopy tours" are created or operated equal.

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- The Original Canopy Tour® starts with safety in the design; a unique design for each location is made with the safety of your clients in mind. Although OCT's tours may 'feel' scars, they are actually safer than walking on the ground.
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- OCT does not use dangerous steel wire cables, as they corrode, conduct electricity, experience metal fatigue and are limited in the way
 you can operate a tour. The use of OCT's patent-pending Hrope^{ros} technology gives your clients a quiet ride with no armoying "zip"
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- OCT does not cut trees during the design or installation process. All routes are planned with the ecosystem in mind. OCT's unique
 platform systems allow for the platforms to be literally suspended from the trees. There is no need for nails or screws into the trees,
 leading to a healthier ecosystem and all platforms have emergency escapes built in.
- OCT's expert System Operators receive over 200 hours of training BEFORE they can work with clients. With OCT's copyrighted training program and operations system it means your clients will be guaranteed a safe and educational journey. All system operators are trained in safety practices and in the unlikely event of an emergency, in high angle rescue.
- OCT's maintenance program is second to none. Daily, weekly and monthly inspections are performed and reports are maintained on site.
- · OCT is covered by Royal Marine Insurance and has over 14 years of accident free operations.

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FCCA Silent Cruise Auction

All Conference attendees are invited to participate in the 2007 Silent Auction. The FCCA Member Lines have graciously donated the following vacations, which will be offered to the highest bidder at a fraction of their retail value. At the conclusion of the Conference, the person who submitted the highest bid for each cruise becomes the winner of that cruise. You will have the opportunity to submit and increase your bid throughout the Conference. Please remember that all proceeds from this Silent Cruise Auction will benefit the FCCA Foundation

Carnival Cruise Lines

The most popular cruise line in the world. Carnival ships have everything you need for your kind of fun, bright lights, lavish shows, glamorous Las Vegas style Casinos and a friendly international staff to fulfill your every expectation.

3, 4 or 5 Day Cruises-for-Two in the Owner's Suite. Choose from various vessels and ports of calls.

Valid through: October, 2008

Estimated Value - \$ 1,000 per couple per day

Celebrity Cruises

Every imaginable luxury awaits you from state-of-the-art staterooms, the latest therapies and treatments the famous AquaSpa, their signature Five-Star service and the worldrenowned cuisine of Master Chef Michel Roux.

7-Night Alaska Cruise for two onboard one of Celebrity's luxurious vessels in an outside stateroom. Choose from various ships sailing from Seattle, Vancouver or Seward.

Valid dates: Seasonal sailings from May 2008 through September 2008

Estimated Value - \$ 2.500

Costa Cruise Lines

7-Night Caribbean Cruise for two (space- available) onboard a breathtaking beautiful cruise ship that reflects the spirit and warmth of Italy. Costa offers a modern masterpiece offering every comfort, convenience and amenity for your enjoyment.

7-Night Caribbean cruise for two -Select from various dates and vessels.

Valid dates: Seasonal sailings from December 2007 through April 2008

Estimated Value - \$ 2.000

Cunard Line

6-Day Transatlantic Crossing for two in a Britannia deluxe balcony stateroom on the World Famous Queen Mary 2. Step aboard and live the dream. The Golden Age of ocean travel lives on in an unbroken legacy of British tradition, understated elegance and indulgent lifestyle.

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Estimated value - \$ 5.000

Disney Cruise Line

You are about to begin a fantasy unlike anything you've imagined, a Disney Cruise Line vacation. Adults find excitement and indulgence and children have the time of their lives. Families unite and make memories to last a lifetime.

3-Night Bahamas Cruise for two in a deluxe ocean view stateroom. Choose from select dates.

Valid through: December 2008 Estimated Value - 1,000

Holland America Line

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7-Night Fall Caribbean or Mexico Cruise for two in an outside stateroom Select dates and vessels

Valid through: September 2009 Estimated Value - \$ 3,000

FCCA Silent Cruise Auction

MSC Cruises (USA) Inc.

7-10 Night Caribbean cruise for two in an outside stateroom. We look forward to introducing you to the distinct style of an MSC cruise. From the world-famous Italian cuisine to the personal attention and friendliness of an Italian crew, our guests are treated to the finest Italian hospitality afloat.

7-10 Night Caribbean Cruise-for-Two on the Lirica or the Opera Sailing from Ft. Lauderdale, Florida.

Valid through: December 2008 Estimated Value - \$ 3.000

Norwegian Cruise Line

Discover the world of Freestyle Cruising in an outside cabin on one of Norwegian Cruise Line's ships to the Caribbean. This innovative new vacation concept transforms the traditional cruise into a far more personal unique experience.

7-Night Hawaii Cruise-for-Two. Select from various vessels and dates sailing from select Hawaiian ports of call

Valid through: October 2008

Estimated Value - \$ 3,000 (depending on ship and sail date)

Princess Cruises

Sail from one fabulous port to another and experience "Personal Choice" dining, a unique and exciting option as well as the traditional dining experience. Relax and pamper yourself because Princess' ships are destinations in themselves, equal in amenities and services to any land-based resort.

7-Night Caribbean Cruise-for-Two. Select from various vessels and dates. Sailing from Ft. Lauderdale, Florida, Galveston, Texas or San Juan, Puerto Rico

Valid through: October 2008 Estimated Value - \$ 2,099

Regent Seven Seas Cruises

7 to 10 Night cruise for two (space-available) onboard the Seven Seas Voyager, Navigator or Mariner. There is a place where luxury is comfortable and simplicity is elegant. Extreme luxury awaits you aboard the 6-star ships of Regent Seven Seas. The highlights are as endless as the pampered moments in between. Cross the threshold and experience the thrill of indulging mind and body in renowned luxury of Regent.

7 to 10 Night Cruise-for-Two. Select from various vessels, itineraries and dates. Sailing from various ports.

Valid through: October 2008 Estimated Value - \$ 6,000

Royal Caribbean International

Step aboard any of Royal Caribbean's newest floating masterpieces and you'll know you are in for a totally unique cruise experience. The amenities, staterooms and service will exceed all of your expectations.

7-Night Mediterranean cruise for two onboard one of the many world class Royal Caribbean ships (space-available). Valid through: Seasonal sailings from May 2008 through November 2008

Estimated Value - \$ 2,000

Location & Hours of Bidding: Bids can be placed at the FCCA Silent Auction hospitality desk located in the Wyndham Resort & Spa Lobby.

Monday, October 8, 2007 Tuesday, October 9, 2007 Wednesday, October 10, 2007 Thursday, October 11, 2007

5:00 pm - 8:00 pm 3:00 pm - 6:00 pm

10:30 am - 12:00 pm, 1:30 pm - 5:00 pm

9:00 am - 11:00 am

Don't forget to check your bid throughout the day to see if you are the highest bidder.

Announcement of Winners: Winners will be announced at the closing of the Trade Show at the FCCA hospitality desk.

Note: All cruise awards are based on space availability. Port charges, transportation to/from the port of departure are not included. All proceeds benefit the FCCA Foundation. The Foundation is a non-profit, charitable organization to benefit humanitarian causes in the Caribbean Region.



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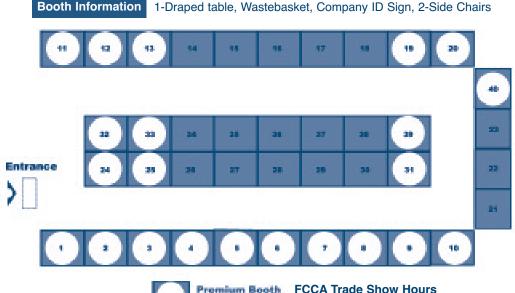
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FCCA Trade Show Floor Plan



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FCCA Trade Show Hours

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Today San Andres with it unique landscaping of beaches, which blend with the exotic vegetation of the islands, a free port, and a new pier is OPEN TO NEW BUSINESS with entire lines.

Carrying the name Seaflower, to honor the ship that brought the first pilgrims to these lands, the archipelago of San Andres and Providence is located 480 miles North-West of the Colombian maintand in the Caribbean Sea, in close ecological and archaeological contact with the northern part of Colombia, Central America and other islands in the Caribbean. It is made up of the islands of San Andres, Providence and St. Catherine; Bolivar and Albuquerque islets; Cotton, Haynes, Johnny, Roneador, Serrana, Serranilla, Quitasueño, Rocky, and Crab eays and Alicia and Bajo Nuevo sand banks.

It was declared a biosphere reserve by Unesco's program Man and Biosphere (MAB) in November 10th of 2000, reaffirming the natural magic of its green lands, rich submarine biodiversity and multicolored seas that at a distance resemble a melting pot of life immersed in the Caribbean.

The above can be explored at the diversity of tourist destination within the island including but not limited to:

- The aquarium: an unspoiled natural spot dedicated to fish watching activities.
- Pirate Henry Morgan's Cave: The famous pirate Henry Morgan was resident in the archipelago and it was from here that he planned various assaults on galleons laden with gold destined for Europe. It has not been established exactly where his treasure was hidden, but some islanders affirm that it was in morgan's cave, a small deep lake within a cave of coral rock.

- The Blowing Hole: It is located on the southern most tip of the Island. This natural phenomenon, the Islander's pride and joy, is produced by a series of subterranean tunnels in the coral reef that come together at this point just a few meters from the sea. At high tide when a wave comes in through the tunnels with sufficient force, the compressed air in the tunnels comes rushing through the hole.
- Johnny Cay: A small cay that can be seen from downtown San Andres and represents the essence of San Andres, music and unique beaches.
- The Poxe Hole: The sea has carved out a natural swimming pool in the coral rock, which is great for swimming, snorke ling and diving. It is to the Southeast of the Island, next to the Tom Hooker road.
- Downtown San Andrés: is locally known as North End, here is where the tourist, business and shopping zones (free port), government offices and the main beach are situated.
 Musical concerts are organized on the main beach, and the majority of the restaurants are in this area. The architecture is modern, although a few Island houses remain as a reminder of days gone by.
- Shopping area: San Andres is consider a shopping paradise, where the value added tax is yet unknown, and therefore, not charged to the consumer. In addition, the island has the privilege of being a free port allowing tourist to enjoyed shopping for but not limited to Handerafts, jewelry and antiques, perfumes, liquor, decorative object including art pieces made by one of the native artist, clothing's and much more.

In resume, unique multicolored beaches, calm waters, natural pools, idyllic keys, touring riding a horse along nature pathway, variety of water sports and tours by boat or by car are just a sample of the intense tourist activity of this Caribbean paradise.

We invite you to provide your passengers the opportunity to experience diversity and passion in one place, come and visit ter...



For more information, please contact Maria Lacouture at the Colombian Government. Trade Bureau – Proexport USA at 305-374-3144 or mlacouture@proexport.com.co



FCCA Essay Contest Winner

"If I was a Cruise Passenger, what would I like to see or do in my Country?"



Christina Ashtia Ram, 10 Years Old, Charlestown Primary, Nevis

It is the breezy tropical morning of 24th August, 2010. Our captain announced that we were berthed alongside the newly constructed Long Point Deep Water Port of Nevis, and our cruise ship, "Queen of the Seas" is the first vessel to be able to do so since, hitherto the facility, could not allow a vessel of this magnitude to do so. What kind of island is this Nevis? I have never heard of it before. I hope that it is special, because today is my birthday. Anyway, I 14 year old; Christina Ram placed my dainty feet on the pier and hoped that at least I would have an interesting day.

Suddenly the pulsating rhythms of steel pan music filled the air. As our feet followed the music we were asked to assemble under a huge tent by nice looking, friendly young ladies. A group of mini busses drove up and we were whisked to a place called Caribbean Cove. We were told that it was rehabilitated and extended to include more than one theme

and designed to serve as an assemble point for cruise ship tourists. You can imagine where I headed when upon our entry; I espied bumper cars floating on water. Imagine my shock when I saw my parents piling into one. That was fun. We were then called to order and a group of tourist guides each specializing in a different area of tourism gave us an overview of what is to be enjoyed on this island.

One guide responsible for aquatic activities really captivated my interest when she spoke of submarine dive around the island. The submarine is equipped with a transparent hull on the lower deck which will unable us to view the marine life in their natural habitat.

Imagine seeing all the weird creatures of the sea within touching distance! Scuba diving, surfing, rides on the catamarans or just swimming and relaxing on the beach were also part of this package. Inland exploration would also titillate the interest of the eco tourists with the offer of nature hikes, horseback riding and a tour of the nature park where animals and plants of the island abound in harmony in this sanctuary. Imagine being able to see an army of monkeys out of captivity. As I listened, my brain began calculating just how much of these activities would I be able to enjoy. Just then, one of the tour officials began talking of a cable car tour above the island. How cool! Imagine riding, way above some of the hills which I had already glimpsed and at the same time having a bird eye view of the island and the ocean including our ship! As is this was not enough, the evening offered dinner and a chance to look at one of the many hot spots on the island and for the culturally inclined, there is a spanking new cultural complex which offered a daily program featuring steel pan, string band, African drumming, drama, singing, etc. This would be a must for my parents.

Of course the typical needs of a cruise ship tourist are also catered for: the island tour, the duty free shopping arcade (I know that Dad would have to get a leach to keep Mom moving from the stores), the banks, internet cafes, restaurants, and a mall specializing in local art and craft among a host of other facilities.

It is now 10pm and time for boarding. A I tiredly made my way on board the ship I looked up to the faces of my parents and asked, "Mom, Dad, can we please come and spend our vacation in Nevis next year?". They whispered "yes, Honey!", and I know I had gotten the best birthday ever!

Would it be too much to be seen in Nevis by 2010? I am positive that if these attractions are provided for Nevis, it would be the cruise ship tourist destination of the Caribbean. Way to go Nevis!

Junior Division Finalists: 2nd Place - Nieya van Nie, Aruba 3rd Place - Lashonte Browne, Antigua & Barbuda

FCCA Essay Contest Winner

"If I was a Cruise Passenger, what would I like to see or do in my Country?"



Naïna Marie Aimee Patrice, 16 Years Old, OGEC Seminaire College Martinique

Tchou....

"The passengers to Ste. Anne are asked to disembark."

I could discover a splendid landscape, a magnificent beach with a sand as white as snow.

- "-Naina! Naina!" Who can call me like that?
- "-Naina! You finally chose your destination?
- -My destination? But what is she talking about?" I thought.

In front of me I can see a short brown-haired woman.

"What you did not look at the booklet? I sum it up for you. You have the choice between four proposals: to disembark at Ste. Anne or Fort de France and from Fort de France take the shuttle which will carry you to Trois-Ilets in the south of St. Pierre in the north of the island."

"The north of the island? But where am I?" I finally dared to stammer.

"You are on a cruise! Are you ok? Sorry but I must disembark here at St. Anne. Try to regain consciousness before the evening!

Euh...Ok!" In any case I had no choice.

I'm ready to stop at Fort de France and then take the shuttle to St. Pierre. Here is the square of the Chamber of Commerce with its very coloured markets, the shimmering stalls furnished with local fruit, vegetables, local handicrafts, basket making, pottery, etc...and the welcoming street vendors advertising their products in creole.

I meet Paul, a passenger who seems friendly. He suggests me to spend the day with him, instead of following the group on a guided tour. Then, are welcomed by charming hostesses dressed in creole costumes with a background traditional music of Martinique. They propose us to go around the city in the small train. In the ruins actors make St. Pierre revive as it was before the eruption. St. Pierre used to be called small Paris of the West Indies. The convivial environment put me in a good mood and I feel ready to spend a good day of discovery. I must see the maximum in little time.

Several stops are proposed such as the theater, the vulcanologic museum and Depaz house. We choose the last one and after a rewarding visit, a small punch tasting is offered and handicrafts and gifts are sold. After the tasting, a young man comes on a strange heavy vehicle called a quad and suggests to discover the fields by means of this small jewel. He was pleased to drop us off at the center of science and earth. This jaunt on a quad allowed us to discover wonderful landscapes and to take splendid photographs. After two hours quite full of good enrichment, many taxis are waiting for the visitors on the car park. We chose Leon, who invites us to have lunch at home. His wife Gisele prepared a "feroce", avocado mixed with manioc flour and cod with a refreshing drink called "Madou", composed of citrus fruit leaves. After this tasty meal, Leon

FCCA Essay Contest Winner

takes us to the observatory of "Mornes de Cadets". If you are a viewpoint lover, you would be astounded. As we start to feel the heat we think that it would be a pleasure to have a cold drink. Luckily, Leon has an idea, the river, with its luxuriant vegetation, its marked out path and fresh and pure water so that this bath makes us feel good. Leon understands my fascination to nature, so we discuss the subject and the wonders of North Caribbean. While leaving the river we meet Albert very busy with the preparation of the paragliding expedition that arrives at Raisiniers, a beach of black sand in Carbet.

No sooner said than done, I'm flying over the green jewel of Martinique, I mean North Caribbean. In hardly 10 minutes we reach the beach and I see splendid coloured sails in the distance, they are local traditional sailing boats: "Les Yoles Rondes". This unique tour in the world is organized during the summer holidays; these boats are inspired by the "gommier" and the European skiff. A huge crowd is gathered along the beach in order to see these seabirds cross, what makes the happiness of the street vendors. Albert takes us to the open-air theater called garden of butterflies. We cross this musical garden place of relaxation with many rare species of plants and flowers but paradoxically not a butterfly.

Lastly, Albert proposes to come up to the quay, where we discover a surprise, it is a boat named aquabulle which will go back to Fort de France. Its characteristic is to observe sea-beds through a glazed underwater cabin. This cabin allows you to admire the wrecks of some boats which sank after the eruption of Mount Pelee in May 1902 as well as "Manmandlo" a siren which is inspired by the marine myths of the Caribbean, settled 10 meters deep off St. Pierre.

This concrete sculpture is made up of two parts, a head looking at the surface and a tail coming out of the sand, as if the body of the siren got stuck in the sand. With its 3.50m height, Manmandlo is one of the largest modern work of art immersed in the world. We get back on board where we exchange photographs with the tourists who chose the other routes suggested. We were ten groups and the four corners of the island were visited. The south with its white sand, its museums, its history, its hotels and towns like Trois-Ilets, Sainte Anne, Diamant, etc...The north with adventure, in particular the crossing of Precheur to Grand Riviere by boat, fishermen's villages, conviviality, rusticity, local handicrafts, etc. The center with the capital, its monuments, its markets, etc. It was the opportunity to see that Martinique offers a diversity of landscapes, activities and comes up to the expectations of various types of tourists. We suggest the captain to include a film in his ship TV programs to show the island and an introduction to creole. It's time to weigh anchor, we leave Martinique and I can hear a bell ringing...This ringing...

This ringing! But it is the telephone! I understand that it was just a dream. It is Estelle, a child-hood friend who has been living abroad for ten years but who I have kept in touch with. She announces me that in one month she will go on a cruise to the Caribbean with a stopover in Martinique. She is so surprised to see my reaction, my joy, so I explain to her how aware I became of the richness of my island and what little effort people have to make, to make it more attractive and this is the reason why I want to share my dream with Estelle and you as well.

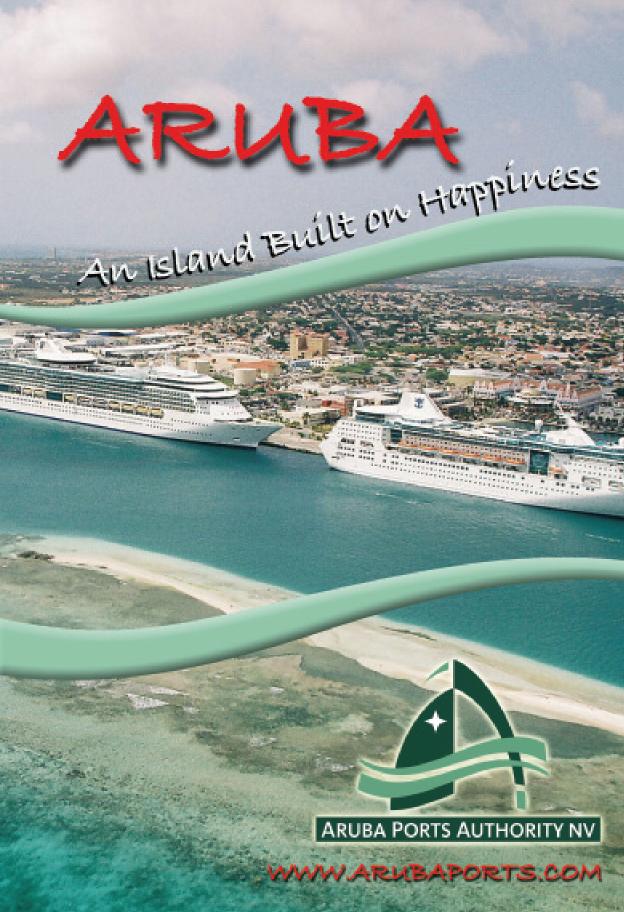
Senior Division Finalists: 2nd Place - Demetria Lyew, Jamaica 3rd Place - Felicia Yohanet Tuyu Torres, Mexico

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CH2M HILL... More then a design firm — we move the industry forward.



Sequence of Events

| SUNDAY, OCTOBER 7TH Conference & Trade Show Registration (Robertos Restaurant & Bar Azul - Wyndham Resort) 2:00 PM - 6:00 PM Trade Show, Exhibitor Move-in (Trade Show Pavilion - Wyndham Resort) |
|---|
| MONDAY, OCTOBER 8TH Conference & Trade Show Registration (Robertos Restaurant & Bar Azul - Wyndham Resort) |
| TUESDAY, OCTOBER 9TH FCCA Golf Tournament & Luncheon/Awards (Cozumel Golf & Country Club) |
| WEDNESDAY, OCTOBER 10TH |
| Breakfast (Occidental Grand & Wyndham Resort) |

Sequence of Events

| THURSDAY, OCTOBER 11TH | | |
|---|----------------------|--|
| Breakfast (Occidental Grand & Wyndham Resort) | . 7:00 AM - 8:00 AM | |
| Coffee Break @ Informal Breakouts | 0.00 AM 40.00 AM | |
| (Ballroom, Lobby Bar, Sonora Grill, Los Olivos Restaurant - Occidental Grand) | . 8:00 AM - 10:00 AM | |
| Informal Breakouts, One-on-One Meetings ~ Session 4 | | |
| (Ballroom, Lobby Bar, Sonora Grill, Los Olivos Restaurant - Occidental Grand) | . 8:00 AM - 10:00 AM | |
| Trade Show (Trade Show Pavilion - Wyndham Resort) | . 9:00 AM - 12:00 PM | |
| Coffee Break @ Trade Show (Hotel Lobby - Wyndham Resort) | 10:00 AM - 11:00 AM | |
| Lunch (Occidental Grand & Wyndham Resort) | 12:00 PM - 2:00 PM | |
| Exclusive Platinum Luncheon (Dolphinaris) (*Private) | 12:00 PM - 2:00 PM | |
| Cruise Executives & Platinum Members ONLY | | |
| Trade Show Exhibitor Tear Down (Trade Show Pavilion - Wyndham Resort) | . 1:30 PM - 7:00 PM | |
| Workshop ~ Session 4 (La FiestaTheatre - Wyndham Resort) | | |
| Coffee Break @ Workshops (Hotel Lobby - Wyndham Resort) | | |
| Conference Closing Party - Dolphin Discovery @ Chankanaub | | |
| FRIDAY, OCTOBER 12TH | | |
| Complimentary Tours (Wyndham Resort & Occidental Hotel Lobby) | . 9:00 AM - 1:30 PM | |
| Exclusive Tour & Lunch | . 9:00 AM - 3:00 PM | |
| Cruise Executives & Platinum/Associate Members ONLY | | |

~ PLEASE NOTE ~

IMPORTANT HOTEL INFORMATION: Hotels are all inclusive properties, therefore, breakfast, lunch and all beverages, including alcoholic beverages, will be available at the hotel you are registered in only.

TRANSPORTATION: Complimentary transportation will be provided to and from both Conference hotels and events. Specific times and details for shuttles will be posted in participating hotel lobbies. You must wear your Conference badge to utilize these services.

BADGES: All Conference participants are asked to wear their badges at all times during the FCCA Conference. Badges will be required for admission to all social functions, business sessions and to utilize complimentary transportation services. Only Conference DELEGATES will be admitted to the business sessions (Workshops and Informal Breakouts).

DRESS CODE: Business Functions, Meetings and The Opening Ceremony (Tuesday Evening) are Business Casual. Elegantly Casual/Smart Casual attire is recommended for the Welcome Party (Tuesday), The Cozumel Night Extravaganza (Wednesday) and the Conference Closing Party (Thursday).