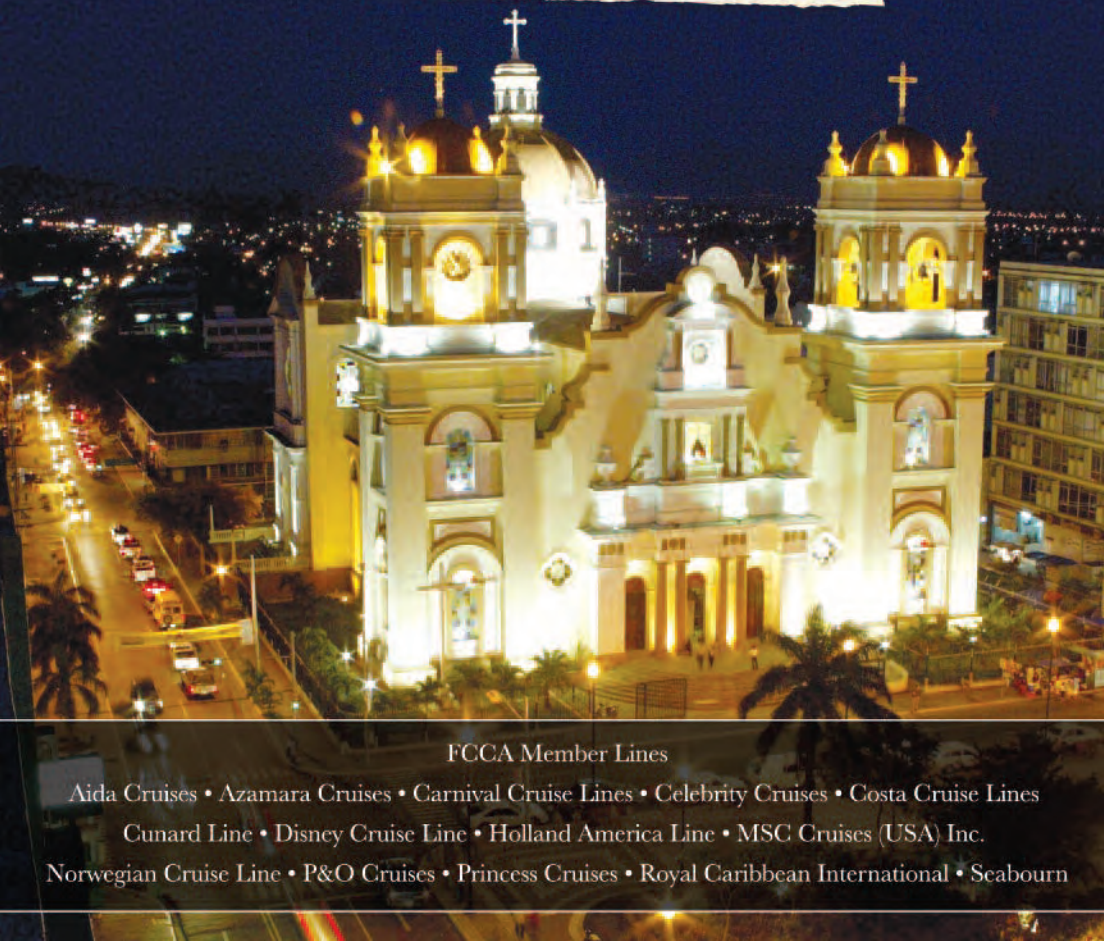




Central America Cruise Conference May 4th-6th, 2011



FCCA Member Lines

Aida Cruises • Azamara Cruises • Carnival Cruise Lines • Celebrity Cruises • Costa Cruise Lines
Cunard Line • Disney Cruise Line • Holland America Line • MSC Cruises (USA) Inc.
Norwegian Cruise Line • P&O Cruises • Princess Cruises • Royal Caribbean International • Seabourn

CONFERENCE MESSAGE



In May of 2011, the Florida-Caribbean Cruise Association will focus its attention on one of the cruise industry's most rapidly emerging markets, Central America. The FCCA will create a specialized forum where the cruise industry can meet to discuss individual issues that affect the 7 countries which form Central America – Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama – along with Colombia.

If you are based in Central America and are currently doing business or would like to be doing business with the cruise industry, you should attend this event – the 1st Annual FCCA Central America Cruise Conference, taking place May 4th-6th, 2011 in San Pedro Sula, Honduras.

The FCCA Central America Cruise Conference's business sessions, social functions and workshops will provide a superb forum to cruise industry partners from the Central America Region for the exchange of information, sharing of ideas and cultivation of valuable business relationships.

Michele M. Paige
President, FCCA



On behalf of the Government and all of the warm, friendly people of Honduras, it is my pleasure as Minister of Tourism to invite you to the 1st annual FCCA Central America Cruise Conference. We are truly honored that the FCCA has chosen Honduras as its first host Country for this important event, and we are certainly doing everything in our power to ensure that all sectors of our cruise business here in Honduras will take advantage of this wonderful opportunity to learn how to grow together as an industry.

The cruise industry is a vital part of each of our domestic economies, and it is increasingly important for us to work as a whole to ensure that Central America continues along this path to becoming the prime destination for cruise lines when scheduling their upcoming deployments.

The Florida-Caribbean Cruise Association will provide a specialized forum for us to come together as a region and educate ourselves on how to sustain this rapid growth.

I urge you to take this call to action seriously and request that you invite each sector of your respective local and domestic cruise sectors to participate in this conference. If you do not move as one country, you cannot succeed.

This conference will cover all aspects to create an understanding of the cruise industry, focus on shore excursion operators and will include marketing, purchasing, operations and port development. We will learn together exactly what the cruise industry needs from us in order to see sustainable growth for the foreseeable future and beyond. We will come together for specialized workshops, panels, and important one-on-one meetings with the opportunity to forge long-lasting relationships with the key players in this industry.

Again, I urge each of the respective destinations to join us as we set upon ensuring the growth and expansion of the cruise industry in the most beautiful region in the world, Central America.

Nelly Jerez
Minister of Tourism, Honduras

GENERAL INFORMATION

CONFERENCE OVERVIEW

A specialized conference designed specifically for destinations, suppliers and tour operators of the Central American region. This will be the premier Central American cruise industry event of the year to meet with key industry players, analyze trends and discuss current issues. The FCCA's unique forums provide unmatched networking opportunities with the decision makers from the Cruise Lines.

WHO SHOULD ATTEND?

The FCCA Central America Cruise Conference is open only to entities from the seven (7) countries that form Central America, plus Colombia. Ports and Destinations, Cruise & Tourism Agencies, Tour Operators, Attractions, Suppliers, Ship Agents from this region cannot miss this event.

REGISTRATION

Only registrations received prior to the Conference and paid in full will be deemed as a pre-paid registration at the rate of \$295 USD. Registrations processed on-site will be charged a premium rate of \$500 USD. (Complimentary registration will only be provided for Ministers of Tourism from Central American countries.)

CONFERENCE OPENING CEREMONY

The Conference Opening Ceremony will be held on Wednesday, May 4th, 2011. We have invited the former President of Colombia, Álvaro Uribe, to deliver the keynote address.

WORKSHOPS

The FCCA Central America Cruise Conference will offer three separate workshops led by an impressive roster of industry experts and guest speakers who are specialists in marketing, purchasing, shore excursions and operations. These sessions will give clear and concise information on how to succeed and excel in today's cruise industry.

INFORMAL BREAKOUT SESSIONS – One-on-One Meetings

The FCCA will pre-set meetings with cruise executives; however, you must be pre-registered as a Delegate and pay in full in order to schedule one-on-one meetings. All meetings must be assigned prior to the conference, as there will not be an opportunity to register for meetings on site. There will be no exceptions. Separate information will be sent at a later date. (Meetings arranged on a first-come, first-served basis at the discretion of the cruise executives and will be limited to 15 minutes each.)

HOTEL INFORMATION

Please contact the Hilton Princess Hotel, the official Conference Hotel, directly with any questions you may have regarding your stay and to make your reservations. Be sure to identify yourself as an FCCA Conference participant to guarantee the special rate. Rates start at \$149 per night until February 4th and \$179 after, plus applicable taxes.

Hilton Princess San Pedro Sula Hotel ~ 504-2556-9600 ~ reservations.sanpedrosula@hilton.com
Online reservations: www.goo.gl/wmMLU

QUESTIONS AND INFORMATION

If you have any questions regarding the FCCA Central America Cruise Conference, please contact the FCCA office at 954-441-8881 or e-mail james@f-cca.com

PRELIMINARY AGENDA

Wednesday, May 4th

1:00 PM - 4:00 PM	Lunch (<i>Hilton Princess</i>)
1:00 PM - 4:00 PM	Registration
5:30 PM - 6:30 PM	Meet & Greet/Business Card Exchange (<i>Hilton Princess</i>)
6:30 PM - 7:00 PM	Opening Ceremony (<i>Hilton Princess</i>)
7:00 PM - 9:00 PM	Dinner (<i>Hilton Princess</i>)

Thursday, May 5th

7:00 AM - 8:00 AM	Breakfast (<i>Hilton Princess, Intercontinental, Holiday Inn Express</i>)
7:00 AM - 9:00 AM	Registration
9:00 AM - 10:30 AM	Workshop Session 1 (<i>Arab Club</i>) 1 Featured Workshop <ul style="list-style-type: none">• <i>General Session - Cruise Industry Overview</i>
10:30 AM - 11:00 AM	Coffee Break (<i>Arab Club</i>)
11:00 AM - 12:30 PM	Workshop Session 2 (<i>Arab Club</i>) 3 Featured Workshops <ul style="list-style-type: none">• <i>Marketing</i>• <i>Shore Excursions</i>• <i>Sourcing</i>
12:00 PM - 2:00 PM	Lunch (<i>Arab Club</i>)
1:30 PM - 4:30 PM	One-on-One Meetings
4:00 PM - 6:00 PM	Cocktail Reception (<i>Arab Club</i>)
7:30 PM -	Closing Dinner Party (<i>Arab Club</i>)

Friday, May 6th

7:00 AM - 8:30 AM	Breakfast (<i>Hilton Princess, Intercontinental, Holiday Inn Express</i>)
9:00 AM -	Post Tours (Optional)



Hilton Princess San Pedro Sula



Arab Club San Pedro Sula

CENTRAL AMERICA REGISTRATION FORM

Company: _____

Address: _____

City/State/Zip: _____

Country: _____ E-mail: _____

Tel: _____ Fax: _____

Area of Interest: ☐ Shore Excursions ☐ Purchasing ☐ Marketing ☐ Operations

☐ Other _____

Pre-Paid Registration Options

Delegate(s) # _____ x \$ 295.00 = _____

Onsite Registration

Delegate(s) # _____ x \$ 500.00 = _____

TOTAL = _____

Please PRINT clearly or TYPE the Name(s) & Title(s) of all participants, for their Badge.

Payment Options:

- Check or Money Order, in U.S. dollars drawn on a U.S. bank ~ payable to the FCCA.
- Credit Card (Signature of cardholder and completed registration required for processing).

Card Number: _____

Name of Cardholder: _____ Exp. Date: _____

Billing Address: _____

Signature: _____

Payment and Cancellation Policy:

Prepaid registrations must be received by April 25, 2011. Cancellations must be in writing, there will be a minimum cancellation fee of \$100. No refunds may be offered after April 4, 2011.

FLORIDA-CARIBBEAN CRUISE ASSOCIATION

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



The opportunity to make friends with a whale shark on an early-morning dive isn't the only reason you'll visit Honduras. But it's one of the many reasons you'll never forget it.

800-410-9608

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