



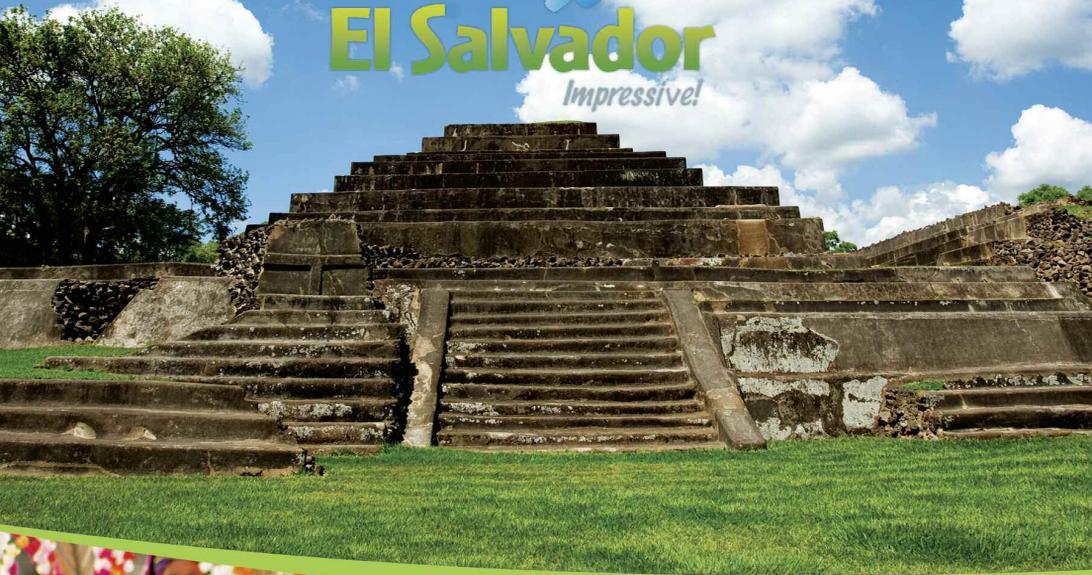
# Central America Cruise Summit

May 13 - 15, 2015



## El Salvador

*Impressive!*



### FCCA Member Lines

AIDA Cruises • Azamara Club Cruises • Carnival Cruise Line • Celebrity Cruises  
Costa Cruises • Croisières de France • Cunard Line • Disney Cruise Line • Holland America Line  
MSC Cruises (USA) Inc. • Norwegian Cruise Line • Oceania Cruises • P&O Cruises • Princess Cruises  
Pullmantur Cruises • Regent Seven Seas Cruises • Royal Caribbean International • Seabourn • TUI Cruises

## SUMMIT MESSAGE



The Florida-Caribbean Cruise Association (FCCA) will again focus its attention on a market loaded with potential during the 3rd FCCA Central America Cruise Summit, taking place in San Salvador, El Salvador from May 13-15, 2015.

The event will allow stakeholders from Central America—Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama—and Colombia to meet with FCCA Member Line executives to discuss relevant issues, foster understanding of the cruise industry and develop invaluable relationships with those that decide where ships call, what sells onboard and how to invest in destination infrastructure.

If you are based in Central America/Colombia and currently have or want cruise tourism business, this is a must-attend event. It provides hands-on participation and interaction, along with significant one-on-one time, with cruise executives that can directly impact your business.

I look forward to seeing you in San Salvador and finding ways to increase your cruise tourism knowledge and business.

Respectfully yours,

Michele M. Paige  
President, FCCA





Dear FCCA Members, Cruise Line Executives and Visitors,

It pleases me to invite you to the FCCA Central America Cruise Summit, taking place May 13-15 in our capital city, San Salvador.

I eagerly await welcoming you to our nation and showing our destination's products and progress in cruise tourism. We can say with confidence that El Salvador is on course for this voyage, and hosting the Summit is one sign of this.

The event will bring together the most relevant players in Central America's cruise industry, generating a dynamic platform for promoting and deepening the relations between our region and cruise lines, along with providing chances for both the cruise industry representatives and tourism stakeholders to explore opportunities in the region's emerging markets. El Salvador is ready and waiting to receive visitors for this event, who will discover our majestic volcanoes, charming colonial towns, historical sites, archeological parks and museums, world-class surfing and friendly and welcoming people.

Being the smallest country in Central America, attractions in El Salvador are more concentrated and easier to reach, offering the possibility to enjoy a wide array of activities all in the same day and only a few hours away from the coast.

El Salvador has two cruise ship ports, located in the towns of Acajutla and La Unión. The port of Acajutla, one of the most modern facilities in all of Central America, receives cruise ships periodically. In addition to the existing infrastructure new cruise terminal facilities are planned for Acajutla, along with other investments being made to build a strong and sustainable cruise shipping industry within El Salvador.

Cruise ship visits have experienced a growth in El Salvador over the last years, creating an economic impact across its tourism destinations. At the present time, several public institutions—including the Ministry of Tourism, the Maritime Port Authority and El Salvador's Autonomous Executive Port Commission (CEPA)—are working with local private tourism companies to promote and develop cruising as a priority tourism sector.

Our industry workers, valued travel partners and warm and friendly people look forward to welcoming you and showing El Salvador's charm, splendor and modern and natural marvels.

Save the date! San Salvador is the place to be from May 13-15, 2015.

José Napoleon Duarte Durán  
Minister of Tourism, El Salvador

# GENERAL INFORMATION

## SUMMIT OVERVIEW

The FCCA Central America Cruise Summit is a two-day event designed to foster a better understanding of the inner workings of the cruise industry. Here, we will focus our attention on one of the cruise industry's most rapidly emerging markets—Central America.

We have created this specialized forum so executives from the cruise industry can meet with stakeholders from Central America and Colombia to discuss their individual issues, teach how to optimize cruising's impact and create valuable business relationships and pathways. Befitting of the symbiotic relationships we try to reach in our industry, this event will also educate the cruise executives about Central America—its significance, wealth of offerings, benefits and more.

## WHO SHOULD ATTEND?

The FCCA Central America Cruise Summit 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

Attendees must complete registration online at: [www.regonline.com/cacs](http://www.regonline.com/cacs). Only registrations received prior to the Summit and paid in full will be deemed as a pre-paid registration at the rate of \$300 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.)

## WORKSHOPS

The FCCA Central America Cruise Summit will offer workshops led by an impressive roster of industry experts. 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 paid in full by May 1 in order to schedule one-on-one meetings. All meetings must be assigned prior to the summit, 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.)

## SUMMIT VENUE

Meetings, registration and business sessions will take place at the official Central America Cruise Summit Hotel: The Hilton Princess San Salvador.

## HOTEL INFORMATION

The Hilton Princess San Salvador is the official Summit hotel. To secure reservations, please use the this link [www.bitly.com/fccahilton](http://www.bitly.com/fccahilton). Rates starting at \$125 per room per night plus applicable taxes

## QUESTIONS AND INFORMATION

If you have any questions regarding the FCCA Central America Cruise Summit, please contact the FCCA office at 954-441-8881 or e-mail [tcannici@f-cca.com](mailto:tcannici@f-cca.com)

# PRELIMINARY AGENDA

## Wednesday, May 13th

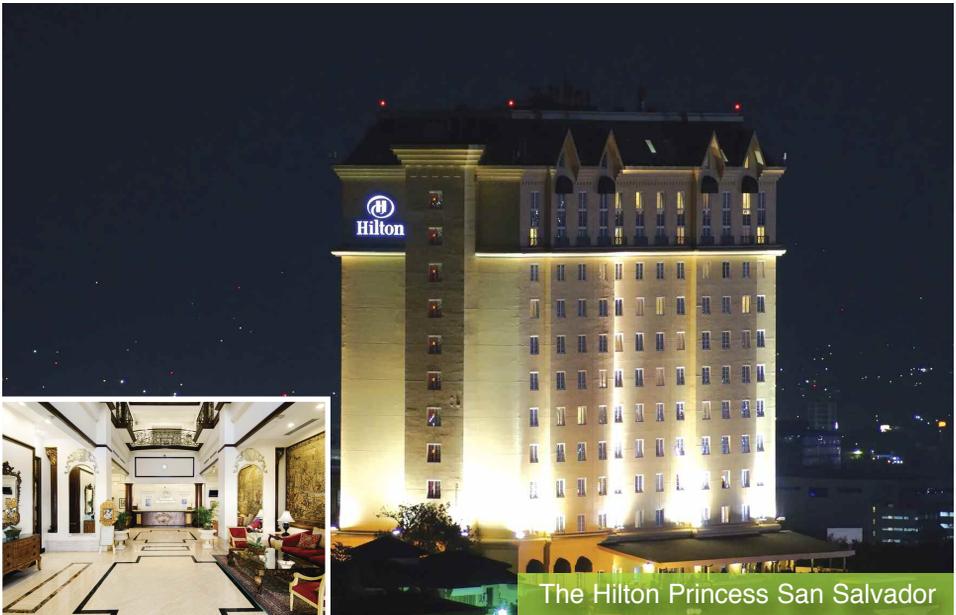
12:00 PM - 2:00 PM	Lunch
2:00 PM - 6:00 PM	Registration
4:00 PM - 5:30 PM	One-on-One Meetings - Delegates and Cruise Executives
5:30 PM - 7:00 PM	Meet & Greet/Business Card Exchange
7:00 PM - 10:00 PM	Welcome Dinner

## Thursday, May 14th

7:30 AM - 8:30 AM	Breakfast ( <i>Summit Hotel</i> )
8:30 AM - 11:30 AM	Registration
8:30 AM - 9:30 AM	<b>Cruise Industry Overview</b>
10:00 AM - 12:00 PM	One-on-One Meetings - Delegates and Cruise Executives
11:45 AM - 1:30 PM	Lunch
12:00 PM - 1:30 PM	Cruise Executives and Ministers Lunch Meeting
1:30 PM - 3:00 PM	<b>Workshop</b>
2:00 PM - 6:00 PM	Cruise Executives and Ministers Private Meetings
3:30 PM - 5:00 PM	<b>Workshop</b>
6:30 PM - 7:30 PM	Cocktail Reception
7:30 PM - 11:00 PM	Closing Dinner

## Friday, May 15th

7:00 AM - 8:30 AM	Breakfast ( <i>Summit Hotel</i> )
9:00 AM -	Post Tours ( <i>Optional</i> )



The Hilton Princess San Salvador



An unforgettable experience called  
**El Salvador.**

Meet an impressive country.  
Be ready to be amazed.

Port of Acajutla



La Libertad



National Theater



Izalco Volcano

El Salvador's Port of Acajutla has four berths capable of receiving cruise vessels, with a 33-foot, 35-foot, 30-foot and 39-foot draft. Services: customs, immigration, bunker fuel, ship chandlers, stevedores, port agents, fresh water, transportation, entertainment at arrival, attractions and tourism police service.

Visit El Salvador, everything is close to you!



[www.elsalvador.travel](http://www.elsalvador.travel)

  
**El Salvador**  
*Impressive!*

Contact:  
Marta Cristina Morales  
Project Manager  
(503) 2243-7835  
mmorales@corsatur.gob.sv