



# Central America Cruise Summit

## May 10 - 12, 2017



# Honduras

We're all about you



### 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



On behalf of the FCCA's 19 Member Lines, I invite you to the 4th biennial FCCA Central America Cruise Summit in San Pedro Sula, Honduras from May 10-12, 2017. This event was designed to help attendees from this vital, rapidly developing market to further forge relationships and understanding in order to improve their cruise tourism business.

From business sessions like one-on-one meetings and workshops to networking opportunities during social functions, the event will put you in direct contact with cruise executives that decide where ships call, what sells onboard and how to invest in destination products and infrastructure.

Better yet, these executives will be on hand specifically to help you—and the region as a whole—do more business with the cruise industry by addressing specific issues regarding the region, discussing facets of cruise tourism business like tours and infrastructure, and forming invaluable business partnerships.

So if you are based in Central America and want to increase your business with the cruise industry, I urge you to attend this event so we can grow together.

Respectfully yours,

Michele M. Paige  
President, FCCA

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## SUMMIT AGENDA

### Wednesday, May 10th

2:00 PM - 3:30 PM	Lunch ( <i>Copantl Convention Center</i> )
2:00 PM - 6:00 PM	Registration ( <i>Copantl Convention Center</i> )
4:00 PM - 5:30 PM	One-on-One Meetings ( <i>Copantl Convention Center</i> )
5:30 PM - 7:00 PM	Meet & Greet/Business Card Exchange ( <i>Copantl Convention Center</i> )
7:00 PM - 7:30 PM	Welcome Remarks ( <i>Copantl Convention Center</i> )
8:00 PM - 10:00 PM	Dinner ( <i>Copantl Convention Center</i> )

### Thursday, May 11th

7:30 AM - 8:30 AM	Breakfast ( <i>At Conference Hotels</i> )
8:30 AM - 11:30 AM	Registration ( <i>Copantl Convention Center</i> )
9:00 AM - 11:00 AM	One-on-One Meetings ( <i>Copantl Convention Center</i> )
11:30 AM - 1:30 PM	Lunch ( <i>Copantl Convention Center</i> )
12:00 PM - 1:30 PM	Cruise Executives and Ministers Lunch Meeting ( <i>Copantl Convention Center</i> )
1:30 PM - 3:00 PM	<b>Workshop - Session I</b> ( <i>Copantl Convention Center</i> )
3:30 PM - 5:30 PM	<b>Workshop - Session II</b> ( <i>Copantl Convention Center</i> )
6:30 PM - 7:30 PM	Cocktail Reception ( <i>Hilton Princess San Pedro Sula</i> )
7:30 PM - 10:00 PM	Closing Dinner ( <i>Hilton Princess San Pedro Sula</i> )

### Friday, May 12th

7:00 AM - 8:30 AM	Breakfast ( <i>At Conference Hotels</i> )
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# GENERAL INFORMATION

## SUMMIT OVERVIEW

The FCCA Central America Cruise Summit is a two-day event designed to foster a better understanding of the cruise industry's inner-workings and develop mutually beneficial relationships between the cruise industry and Central American cruise tourism stakeholders. The event's specialized forum will focus attention on one of the cruise industry's emerging markets by joining cruise executives with stakeholders from Central America to discuss their individual issues, teach how to optimize cruising's impact and create invaluable business relationships and pathways.

Befitting of the symbiotic relationships the FCCA seeks to create, this event will also educate the cruise executives about Central America—its significance, wealth of offerings, benefits and more.

## WHO SHOULD ATTEND?

Anyone from Central America doing or looking to do business with the cruise industry, including: Ports & Destinations; Cruise & Tourism Agencies; Tour Operators; Attractions; Suppliers; and Ship Agents

## WORKSHOPS

The FCCA Central America Cruise Summit offers workshops to help attendees learn about and excel in doing business with the cruise industry. Led by an impressive roster of cruise executives and successful stakeholders, these sessions will give clear and concise information on how to succeed and excel in today's cruise industry, with past topics including creating and evolving a successful tour product, and then maintaining that success; developing a cruise port, including why and how cruise lines choose to invest in or partner with a destination/port and the ways to involve both the private and public sectors; and lessons learned by other destinations addressing problems and experiencing an improvement of cruise tourism through their actions

## ONE-ON-ONE MEETINGS

Summit attendees can target key, pre-selected decision makers to promote products and receive individualized input. Cruise executives from sectors like shore excursions, destination development, government relations, port operations and purchasing will be on-hand looking to take on business and help attendees fine-tune their products to best fit the cruise lines.

These pre-set meetings are only available for pre-paid delegates paid in full by April 17. All meetings will be assigned prior to the Summit on a first-come, first-served basis.

## SUMMIT VENUE

Meetings, registration and business sessions will take place at Copantl Convention Center, San Pedro Sula, Honduras. The Hilton Princess San Pedro Sula is the official Summit hotel.

## REGISTRATION

Attendees must complete registration online at: [www.regonline.com/CAC2017](http://www.regonline.com/CAC2017). Only registrations received prior to the Summit and paid in full will be deemed as a pre-paid registration. Registrations processed on-site will be charged a premium rate of \$500 USD.

## 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 [terri@f-cca.com](mailto:terri@f-cca.com)

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experiences and adventure!



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We are all about you



We are land...



we are sea...



we are people...



we are heart...

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