



2017

24TH ANNUAL CRUISE  
CONFERENCE & TRADE SHOW

October 23 - 27 • Merida, Mexico



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

# President's Message



On behalf of the FCCA's 19 Member Lines, I invite you to the 24th annual FCCA Cruise Conference & Trade Show. This event has a long-standing history of helping attendees develop relationships and understanding to improve their cruise tourism business.

Some of us are lucky enough to know the significance of partners in business and life, relying on them for ideas, input, support and contacts. However, like any other precious resource, reliable and knowledgeable partners are rare. They can be hard to find and even harder to access without the proper avenues.

This is why the FCCA paves these inroads to lead the way to our core mission: to help our partners in destinations' private and public sectors develop cooperative and mutually beneficial relationships with Member Line executives, as well as utilize our wealth of resources, information and experience to help our partners maximize cruise tourism's impact.

You can witness this focus during the FCCA Cruise Conference & Trade Show. The event's balance between business sessions, social functions and the trade show—coupled with the attendance of more than 100 cruise executives and about 1,000 stakeholders—create the perfect forum for the exchange of information and industry trends, sharing of ideas and cultivation of invaluable business relationships.

Beyond providing that, the event epitomizes what the FCCA Platinum and Associate Membership offer, as this is just one of the many FCCA events bringing together our members and cruise line executives to help them benefit from each other and grow the industry together.

So Merida, Mexico is the place to be from October 23-27 if you want to renew worthwhile business relationships or forge new ones while learning about the latest happenings in the industry; help advance your company, product and/or destination; and experience what passengers can see and do in this dazzling destination.

See you there!

Respectfully yours,

A handwritten signature in black ink that reads "Michele M. Paige". The signature is fluid and cursive, with the first name being the most prominent.

Michele M. Paige  
President, FCCA

# General Information

## CONFERENCE OVERVIEW

The FCCA Conference is a four-day event designed to foster a better understanding of the inner workings of the cruise industry and help attendees improve their cruise tourism business. Through a specialized forum that blends meetings and workshops with social functions, attendees have a unique opportunity to develop relationships with, promote products to, and learn from approximately 100 executives from FCCA's 19 Member Lines who decide where ships call, what is sold and used onboard, and how to invest in destinations and infrastructure.

Or, as Micky Arison, chairman of Carnival Corporation & plc, said, "The FCCA Cruise Conference & Trade Show helps cruise tourism stakeholders maximize their business. In addition to imparting necessary operational knowledge, the event provides an invaluable resource—knowing the right people—by linking attendees with some of industry's most important decision makers."

## TRADE SHOW OVERVIEW

Exhibiting at the FCCA Trade Show expands the target and captures the attention of the influential audience of key decision makers from FCCA Member Lines, along with around 1,000 stakeholders. Any booth puts a product, company, or destination on attendees' and executives' minds, with events and cruise executive viewings scheduled to maximize traffic, but special destination pavilion options provide the greatest impact at the Trade Show by showcasing a destination product as a team—from vendors and tour operators to destination ministries and port operators.

"The [FCCA Trade Show] always gives me an opportunity to meet valuable industry stakeholders. These are the people who have ideas and projects I want, and need, to know about," said Adam Goldstein, FCCA Chairman and president and COO of Royal Caribbean Cruises Ltd.

## WHO SHOULD ATTEND?

Anyone 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 Conference offers workshops featuring industry experts giving information to help attendees learn about and excel in doing business with the cruise industry. Workshops include an annual CEO Roundtable, with Member Line presidents and CEOs providing insight into the latest and upcoming trends and how attendees and destinations can benefit from and take advantage of the current and future plans. Plus, cruise executives and successful stakeholders discuss pertinent topics, with past workshops focusing on 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

Conference 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 available for pre-paid delegates only. Meeting registration will be forwarded to registered delegates in August, and meetings will be confirmed on a first-come, first-served basis based on limited availability.

## HOTEL INFORMATION

Fiesta Americana Merida will serve as the official host hotel, with special discounted rates available through September 7, subject to availability. For more information, visit [www.kgrouptravel.com/fcca](http://www.kgrouptravel.com/fcca).

## TRANSPORTATION

Transfers will be provided to and from official hotels and the site of the Conference and Trade Show.

## REGISTRATION

Attendees must register online at [www.regonline.com/fccamerida](http://www.regonline.com/fccamerida). Only registrations paid in full by the designated dates will be deemed as a pre-paid registration. Registrations processed on-site will be charged a premium rate. (Complimentary registrations will be provided for Ministers of Tourism).

## QUESTIONS AND INFORMATION

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

# Preliminary Agenda

## MONDAY, OCTOBER 23

8:00 AM - 12:00 PM	Trade Show, Exhibitor Move-in
9:00 AM - 12:00 PM	Conference & Trade Show Registration
12:00 PM - 2:00 PM	Lunch
1:00 PM - 9:00 PM	Trade Show, Exhibitor Move-in
2:00 PM - 7:00 PM	Conference & Trade Show Registration
4:00 PM - 6:00 PM	<b>Platinum Member One-on-One Meetings</b> - Cruise Executives & Platinum Members ONLY
6:30 PM - 8:00 PM	<b>Cocktail Reception</b>

## TUESDAY, OCTOBER 24

7:30 AM - 11:00 AM	Trade Show, Exhibitor Move-in
8:15 AM - 9:15 AM	Multi-Language Speaking Tour Guide Roundtable
9:00 AM - 10:00 AM	Coffee Break at Opening
9:00 AM - 12:00 PM	Conference & Trade Show Registration
9:30 AM - 10:15 AM	<b>Conference Opening Ceremony</b>
10:15 AM - 11:00 AM	<b>CEO &amp; Presidents Roundtable</b>
11:00 AM - 12:00 PM	<b>Trade Show Opening Ceremony</b> - Ribbon Cutting
12:00 PM - 2:00 PM	Lunch
1:00 PM - 2:00 PM	Coffee Break at Workshop
1:30 PM - 3:00 PM	<b>Workshop</b>
1:30 PM - 5:00 PM	Trade Show
3:00 PM - 6:30 PM	Conference & Trade Show Registration
3:30 PM - 6:00 PM	<b>One-on-One Meetings</b> - Cruise Executives & Delegates ONLY
7:00 PM - 9:00 PM	<b>Welcome Dinner Party</b>

## WEDNESDAY, OCTOBER 25

8:30 AM - 10:30 AM	Coffee Break @ Trade Show
9:00 AM - 12:00 PM	Conference & Trade Show Registration
9:00 AM - 12:00 PM	Trade Show
9:00 AM - 12:00 PM	<b>One-on-One Meetings</b> - Cruise Executives & Delegates ONLY
10:00 AM - 10:30 AM	CEO/Presidents & Minister Reception <i>*By Invitation ONLY</i>
10:30 AM - 12:00 PM	CEO/Presidents & Minister Meeting <i>*By Invitation ONLY</i>
12:00 PM - 2:00 PM	Lunch
1:00 PM - 2:00 PM	Coffee Break @ Trade Show
1:00 PM - 4:00 PM	Trade Show
1:30 PM - 2:30 PM	Coffee Break @ Workshop
2:00 PM - 3:30 PM	<b>Workshop</b>
2:00 PM - 6:00 PM	Late Registration
4:00 PM - 6:00 PM	<b>One-on-One Meetings</b> - Cruise Executives & Delegates ONLY
6:30 PM - 8:30 PM	<b>Extravaganza Night Dinner Party</b> @ Trade Show

## THURSDAY, OCTOBER 26

9:00 AM - 10:00 AM	Coffee Break @ Workshop
9:00 AM - 12:00 PM	Trade Show
9:00 AM - 12:00 PM	Registration/Information
10:00 AM - 11:00 AM	Coffee Break @ Trade Show
10:00 AM - 11:30 AM	<b>Workshop</b>
12:00 PM - 2:00 PM	Lunch
12:00 PM - 2:00 PM	Platinum Member Luncheon - Cruise Executives & Platinum Members ONLY
3:00 PM - 6:00 PM	<b>One-on-One Meetings</b> - Cruise Executives & Delegates ONLY
3:00 PM - 7:00 PM	Trade Show, Exhibitor Tear-down
7:00 PM - 9:00 PM	<b>Conference Closing Party</b>

## FRIDAY, OCTOBER 27

9:00 AM - 2:00 PM	Complimentary Tours for Attendees
4:00 PM - 11:30 PM	Platinum Member Exclusive Tour (Chichen Itza Expedition)