



# Cruise Conference & Trade Show October 21 - 25, 2019

DISCOVER  
*Puerto Rico*



## FCCA Member Lines

AIDA Cruises • Azamara Club Cruises • Bahamas Paradise Cruise Line • Carnival Cruise Line  
Celebrity Cruises • Costa Cruises • 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 • Silversea Cruises • TUI Cruises • Virgin Voyages

# President's Message



On behalf of the FCCA's 21 Member Lines, I invite you to the 26th 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 San Juan, Puerto Rico is the place to be from October 21-25 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 written in a cursive, flowing style.

Michele M. Paige  
President, FCCA

# Preliminary Agenda

## MONDAY, OCTOBER 21

|                    |  |
|--------------------|--|
| 8:00 AM - 12:00 PM | Trade Show, Exhibitor Move-in  |
| 9:00 AM - 12:00 PM | Conference & Trade Show Registration   |
| 1:00 PM - 9:00 PM  | Trade Show, Exhibitor Move-in  |
| 2:00 PM - 7:00 PM  | Conference & Trade Show Registration   |
| 3:00 PM - 6:00 PM  | Shore Excursion Executive Meetings with Pavilion holders                       |
| 6:00 PM - 7:00 PM  | <b>Trade Show Opening Ceremony</b> - Ribbon Cutting                            |
| 7:00 PM - 9:00 PM  | <b>Welcome to Puerto Rico Event - Sponsored by Puerto Rico Tourism Company</b> |

## TUESDAY, OCTOBER 22

|                     |  |
|---------------------|--|
| 7:30 AM - 11:00 AM  | Trade Show, Exhibitor Move-in  |
| 8:30 AM - 9:30 AM   | Coffee Break at Opening  |
| 9:00 AM - 10:00 AM  | <b>Conference Opening Ceremony</b>   |
| 9:00 AM - 12:00 PM  | Conference & Trade Show Registration   |
| 10:15 AM - 11:15 AM | <b>Chair Talk: A Spotlight on Member Line Chairmen Shining Industry Insight</b>  |
| 11:15 AM - 12:00 PM | <b>Workshop</b>  |
| 12:00 PM - 2:00 PM  | Lunch  |
| 1:00 PM - 2:00 PM   | Coffee Break at Workshop   |
| 1:30 PM - 2:30 PM   | <b>Presidential Address: Member Line Presidents &amp; CEOs Share the Differentiations Driving Their Ships &amp; Demand</b> |
| 1:30 PM - 5:00 PM   | Trade Show   |
| 1:30 PM - 6:00 PM   | Conference & Trade Show Registration   |
| 3:00 PM - 3:30 PM   | Reception  |
| 3:30 PM - 6:00 PM   | <b>One-on-One Meetings</b> - Cruise Executives & Delegates ONLY  |
| 7:00 PM - 9:30 PM   | <b>Opening Extravaganza Event</b>  |

## WEDNESDAY, OCTOBER 23

|                     |   |
|---------------------|---|
| 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 - 12:00 PM | Heads of Government Forum <i>*By Invitation ONLY</i>            |
| 12:00 PM - 2:00 PM  | Lunch   |
| 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   | Conference & Trade Show Registration                            |
| 3:30 PM - 4:00 PM   | Reception   |
| 4:00 PM - 6:00 PM   | <b>One-on-One Meetings</b> - Cruise Executives & Delegates ONLY |
| 6:30 PM - 9:00 PM   | <b>Conference Night Event</b>                                   |

## THURSDAY, OCTOBER 24

|                    |  |
|--------------------|--|
| 8:30 AM - 9:30 AM  | Coffee Break @ Workshop  |
| 9:00 AM - 10:30 AM | <b>Workshop</b>  |
| 9:00 AM - 12:00 PM | Trade Show   |
| 9:00 AM - 12:00 PM | Registration/Information   |
| 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 Event</b>                                      |

## FRIDAY, OCTOBER 25

|                   |   |
|-------------------|---|
| 9:00 AM - 2:00 PM | Complimentary Tours for Attendees                 |
| 9:00 AM - 4:30 PM | Platinum Member & Cruise Executive Exclusive Tour |

# 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 21 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, FCCA Chairman and 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 give 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, Vice Chairman 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 Presidential Address, 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.

## REGISTRATION

Attendees must register online at [www.f-cca.com](http://www.f-cca.com). 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)