



# Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE  
Fourth Quarter 2004

State of the Industry



Barbados...  
Just Beyond Your Imagination

FCCA Member Lines'  
Hurricane Relief Efforts

2004 FCCA Caribbean Cruise  
Conference & Trade Show~Barbados



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**FLORIDA-  
CARIBBEAN  
CRUISE  
ASSOCIATION**

# Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

Fourth Quarter 2004

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Chairman & CEO  
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## FCCA Member Lines

*Carnival Cruise Lines • Celebrity Cruises • Costa Cruise Lines • Cunard Line  
Disney Cruise Line • Holland America Line • MSC Cruises (USA) Inc.  
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*Michele M. Paige with Hon. Aloun Ndombet-Assamba, Minister of Industry and Tourism, Jamaica.*

## The Power of Attitude...

*"Our lives are not determined by what happens to us, but by how we react to what happens; not by what life brings to us, but by the attitude we bring to life. A positive attitude causes a chain reaction of positive thoughts, events, and outcomes. It is a catalyst... a spark that creates extraordinary results."*

The Caribbean Region is such a warm, friendly, beautiful place... that I love so much, I can't even begin to describe my feelings. Every summer I hope and pray that those inevitable tropical storms do not turn into hurricanes. Unfortunately, as you know, this year four such storms turned into hurricanes – it seems so unfair, unjust, and downright wrong...

Nevertheless, the Caribbean Region is strong, resourceful, resolute... we've been 'knocked-down' before and survived, getting back up stronger than ever and proud as always. We have tried our best to assist all our good friends in need. In the mist of the tragic events, *Micky Arison*, FCCA's Chairman and Chairman & CEO of Carnival Corporation, believing in the power of a positive attitude, directed the FCCA to reorganize the FCCA Conference in an attempt to provide a catalyst for the Caribbean Region. Hopefully the Conference was able to accomplish that to some degree, but more importantly to also provide a clear indication that the Caribbean was up and running and open for business!

The **11<sup>th</sup> Annual FCCA Caribbean Cruise Conference & Trade Show** provided Barbados with the opportunity to showcase their ability to get the job done, under extreme pressure and time restraints and they came through with flying colors. The Conference saw over 900 cruise industry partners show up for work and leave with something positive. Thank you, one and all, for a job well done.

In this issue of **Caribbean Cruising**, you will be provided with a glimpse into the Conference, including an article on one of the most highly attended workshops, *Converting Cruisers to Land-Based Vacationers*. In addition, we feature two destinations, *Barbados* and *Antigua*, along with one of our newest Platinum Associate Members: *Dolphin Cove*. Finally, we present our new quarterly: *Platinum Highlights*.

Thanks again to all our resolute cruise industry partners for your participation and support. We wish you all the best life has to offer, may this coming year see you meet and surpass all your goals... see you next year in *St. Kitts, September 26 – 30, 2005*.

**A positive attitude is a powerful force... it can't be stopped!**

Respectfully yours,

Michele M. Paige





# FCCA Cruise Passenger Conversion Program

## *Cruise Passenger Conversion to Land-Based Vacationers....*

### *Strengthens the Economy of the Caribbean Region!*

It is estimated that 44 million Americans are currently interested in taking a cruise vacation and 27 million of them will in the next three years. With this opportunity, destinations can increase their economy by converting at least 5 - 10 percent of cruisers to land-based vacationers. With this concept in mind, the Freestay Caribbean Cruise Conversion Program was born to entice these passengers to come back to the Caribbean as land-based vacationers.

The events of September eleventh caused a serious economic decline in the United States, which resulted in a negative impact on tourism not only globally but also in the Caribbean region. Hotel utilization in the Caribbean was less than 50% year-round. Rick Murrell of Tropical Shipping recognized that the economic downturn in the US was having severe impact in the region and subsequently on his business. He was determined to find a solution and suggested, "what can we do to sustain where we live and do our business?" He saw an opportunity to contribute to the economy of the region using what already existed: "cruise passengers." The cruise industry brings thousands of potential vacationers to destinations every day. In collaboration and support with the Florida-Caribbean Cruise Association (FCCA), ministries of tourism and the Caribbean Hotel Association, Tropical embarked on the Freestay Caribbean Cruise Conversion Program.

Currently there are seven destinations participating in the Freestay Caribbean and they include: Antigua, Dominica, Grenada, St. Kitts, St. Lucia, St. Thomas, and St. Maarten. Belize, Honduras, Jamaica, and St. John are working towards implementing the program in 2005.

During the FCCA Conference and Trade Show in Barbados, October 4-7, 2004, a distinguished panel of speakers deliberated on the "Converting Cruisers to Land-Based Vacationers" workshop, moderated by Terry Thornton, Vice President, Market Planning, Carnival Cruise Lines. The panel included Jennifer Nugent-Hill, AVP-Government/Public Affairs, Tropical Shipping, Oneisha Richards, Marketing and Promotions Manager, Cayman Islands Department of Tourism, Berthia Parle, President, Caribbean Hotel Association (CHA), Senator The Hon. Brenda Hood, Minister of Tourism, Civil Aviation, Culture & the Performing Arts, Grenada and Commissioner Pamela



*Left to Right: Mike Ronan, Regional Vice President, Government & Community Relations, Royal Caribbean Cruises, Ltd., with Jennifer Nugent-Hill and Rick Murrell of Tropical Shipping.*

Richards, Commissioner of Tourism, U.S.V.I. Department of Tourism and President of the Caribbean Tourism Organization (CTO). This dynamic group provided an extensive amount of great information on the current efforts to convert cruisers to land-based vacationers.

Rick Murrell and the Tropical Shipping team have been instrumental in assisting destinations with the implementation of a "Cruise Conversion" program by providing a cost effective "turn-key" solution. Jennifer Nugent-Hill provided a comprehensive recap of the program and encouraged all of the destinations that have not implemented the program to move forward. She also offered her assistance with local training needs in order to make the program the best possible success. She expressed to the audience, "This program is not a Tropical Shipping initiative only. This is our business, our industry and ownership and partnership suggest that we will report the data, that we will support and honor what we offer, and in fact when our visitors come to our island we will take care of them and encourage them to come back. A successful region is a good business for all of us, whether or not we are in the cruise industry or land-based vacation program."

Berthia Parle explained how important it is for the CHA to find effective ways for the destinations to work with the cruise lines on this important initiative. She provided a wide variety of great ideas that motivated the audience to think about new ways to move forward with a focused "Cruise Conversion" program. The cruise industry was extremely appreciative that Mrs. Parle was able to participate in this workshop and demonstrate such a strong commitment to work with the cruise industry.

This conversion program is a work in progress. However to be totally successful in any conversion program, it really needs the support of all the other tourism partners and hospi-



tality operators. We need the support of the shops, airline partners, water sports guides, everyone who benefits from tourism has the responsibility to come together to create those really enticing unique value added programs to really get visitors to come back to the Caribbean.

"I truly hope my presence here demonstrates my commitment, my executive committee and my board members commitment to really engage the cruise sector in a new structured and enlightened partnership, and to explore together new avenues of corporation to look at joint co-operative marketing activities, such as this topic today, "Converting Cruisers to Land-Based Vacationers," and certainly other strategic alliances within a framework of mutual respect and trust for the benefit of our members, a wider community and the people of the region within which we all operate, live and love. We must however, in the interest of cementing the sponsorship, we must begin to demonstrate tangible initiatives in the spirit of compromise to achieve our desired objectives on both sides," stated Mrs. Parle.

Pamela Richards and Oneisha Richards spoke about implementation and results of their programs that had been successfully launched in the USVI and Cayman Islands. The results were very impressive and there were many new ideas discussed to make the programs even stronger. Cayman Islands results showed approximately 100,000 "Welcome Back" cards were distributed onboard Carnival Cruise Lines ships from May – December of 2003 and the program generated over a 16% response rate. The majority of cruisers they surveyed stated an interest in returning as

land-based visitors in about 3-6 years.

Pamela also discussed the importance of getting all the local groups involved in the implementation to understand and embrace the program at the beginning. It was a very important aspect to the program's success in the USVI. She offered the audience words of wisdom: "The Cruise Conversion Program is such an easy and cost effective way of getting visitors to your destination. Each destination can begin the program with Tropical's assistance and modify it to further benefit your goals."

Grenada began the Conversion Program about three years ago and Minister Hood discussed how Grenada dealt with the obstacles through the years to make the program work for her destination and the benefit they have received from the program. Plans to move forward on implementing some of the ideas from other destinations on the program and the important components for it to be successful. "I encouraged other destinations not involved to get involved, as it is a good program; it will take a while, but you will see the positive benefits of the program in the long run," said Minister Hood.

As the workshop came to a close, Terry Thornton declared, "This was by far the best workshop that we have ever put together to discuss "Cruise Conversion." We are making great progress, but there is still much more that we can do together. We are looking forward to working with all of the destinations to make their 'Cruise Conversion' programs successful."



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## *FCCA Member Lines' Hurricane Relief Efforts* *"Working together we can't be stopped!"*

The Caribbean Islands were first hit in late August of this year with Hurricane Charley, and shortly after, were slammed in quick succession by Frances, Ivan and Jeanne. This series of tropical storms hit the region with such enormous strength that September 2004 will likely be dubbed as one of the most infamous months for hurricanes in Caribbean history. In fact, this year's devastation could very well be the greatest Grenada has ever experienced. In Jamaica, Hurricane Ivan destroyed 8,000 homes and caused an estimated \$111 million in damage to livestock, sugar, coffee, and other crops. The Cayman Islands also saw unprecedented destruction from Ivan, which brought gusts of up to 200-mph and towering waves. The Bahamas were hit by Frances and Jeanne, which both caused widespread flooding and severely damaged hundreds of homes.

Not only did the region suffer significant damage to houses, office buildings and other structures, the Caribbean took a significant public relations hit as its marquee value as a tourist destination was severely impacted. The unique symbiotic relationship that exists between the Caribbean and the cruise industry, was taken to another level with the recent spate of hurricanes. Upon learning of the devastation that affected the Caribbean, the FCCA and its Member Lines, as well as other partner destinations, immediately began a comprehensive relief program to offer much-needed assistance to the islands impacted by the storms. The FCCA Executive Committee rose to the occasion and approved Hurricane Assistance for these islands and thereafter the Member Lines initiated a

"Hurricane Relief Campaign," along with the generous help of the purchasing Committee, organized by Alvin Dennis, Vice President, Purchasing & Logistics for Norwegian Cruise Line and Chairman of FCCA's Sourcing Committee. After contacting the destinations in need of help and obtaining a list of needed items, the FCCA jumped into action donating electrical generators, chains saws, blankets, flashlights, batteries,

food and much more. Organizing this campaign was no easy task, with many destinations without power or phones, but the determination of the FCCA would not be stopped.

"Our Caribbean neighbors were extremely hard hit by Hurricane Frances and we want to do our part in assisting the recovery efforts," said Colin Veitch, President and CEO of NCL Corporation. "NCL and the people of the Caribbean have been partners for over 35 years. It goes without saying that we, and the rest of our industry, would step in to help in such a terrible situation." The FCCA and its' Member Lines take in our relationships with our destination partners, and when the destination communities needed helping hands, they knew they could turn to the



*Left to Right: Michele M. Paige, President of the FCCA along with FCCA Chairman Micky Arison and The Minister of Tourism of Jamaica, The Hon. Aloun Ndombet-Assamba at FCCA Conference in Barbados.*

FCCA. Throughout the years the FCCA has worked with our partner destinations there has never been such a need for help as this current time.

"We were very grateful when we heard that we would get 16 pallets of goods and were overwhelmed with gratitude when the total was over 110 pallets. It was such a welcome sight to see a cruise ship pull into our harbor once again," stated Bryon Kelly, Director of Operations of the Tour Company, Cayman Islands.

With the help of Air Jamaica, we were able to quickly get the needed supplies to Jamaica. Honorable Aloun Ndombet-Assamba, Minister of Industry and Tourism, conveyed her country's overwhelming. "The





Government and people of Jamaica express heartfelt thanks to the Florida-Caribbean Cruise Association and its Member Lines for the swift, meaningful assistance provided to our country after Hurricane Ivan. Indeed, the FCCA has proven to be more than a partner in tourism but also a cherished friend of the Caribbean.”

Realizing the extent of devastation, the FCCA requested to the Member Lines expand their reach and bring a broad range of items – not only food, bottled water and clothing but also baby food and formula, diapers, toiletries, household supplies and books. Still a month after Ivan’s terrorization, more than 60 pallets were still being delivered via the FCCA’s Member Lines ships to Grenada via Barbados. Once reaching Barbados Bridgetown Cruise Terminals arranged to deliver these supplies to Grenada via fishing boats and then delivered to the Ministry of Tourism.

“This year hurricanes wrought havoc on the Caribbean’s quiet islands and we know the people in the region need as much assistance as they can get,” stated Michele M. Paige – President of the FCCA. “We are grateful to have an industry leader like NCL collaborate with us and augment our relief efforts.”

The 2004 hurricane season was one that we certainly would all rather forget but, which I’m equally certain we will always remember, not only for the number of hurricanes but for their

devastating impact on so many people. The Bahamas, Florida, Grand Cayman, Grenada and Jamaica all felt the wrath of Mother Nature in the brief span of only one month. There is a saying that “adversity brings out the best and the worst in people.” In this instance, the FCCA was fortunate in being able to harness the best in its members. The FCCA’s Member Lines and their employees both ashore and onboard their ships raised millions in hurricane relief through donations of cash and hurricane relief supplies. The supplies were delivered by air and by cruise ship. Princess Cruises’ Caribbean Princess anchored off Grand Cayman for 4 hours delivering 160 tons of supplies.

When the annual FCCA Caribbean Cruise Conference originally scheduled for Grand Cayman had to be moved Barbados stepped in, and with only three weeks notice, hosted one of our most successful conferences to date. It was such a pleasure, particularly under the circumstances, to welcome our partners from the Bahamas, Grand Cayman, Grenada and Jamaica who helped make the conference so successful.

One of the FCCA’s Member lines, Carnival Cruise Lines, which has 16 of its 19 ships sailing in the region on a year-round or seasonal basis, wanted to do its part to provide help and hope to a region that is such an integral part of its day-to-day operations.

“We view the Caribbean not only as an excellent destination for our guests to visit but also as a valued business partner. Because of our outstanding relationship, Carnival has become an integral part of the Caribbean community, with our shipboard staff working in tandem with on-island charitable and relief organizations to help create a better life for the region’s residents,” said Bob Dickinson, Carnival’s President and CEO.

The FCCA was eager to return to these islands as quickly as possible, not only to infuse much-needed capital to help the islands’ economies, but also to send a message to vacationers that the destinations were ready to accept visitors. CLIA (Cruise Lines International Association) communicated the message that the “Caribbean is open for business” to all travel agent partners, who account for millions of bookings each year. ICCL (International Council of Cruise Lines) worked with the United States Congress by requesting allocation of additional emergency relief funds to continue to assist the Caribbean in their recovery.

With its interesting cultures and attractions, distinctive tropical ambiance and year-round picture-perfect weather, the Caribbean is the lifeblood of the North American cruise industry, with the region featured on roughly half of all itineraries. Therefore, the Caribbean will remain strong and rebuild better than ever.

### **Cruise Line hurricane relief efforts have included:**

- Donation of needed supplies, including: bottled water, non-perishable food, clothing, linens, blankets, mattresses, flashlights, house supplies, cleaning supplies, generators, chain saws and tarps.
- Delivery of relief supplies by cruise ships during regular itineraries, even if passengers were not allowed to disembark.
- Monetary donations either directly to the Caribbean nations or through groups such as the Caribbean Tourism Organization and Caribbean Hotel Association.
- Cruise ships returning to ports as soon as countries allowed, supporting local economies through tourism.



# Hurricane Relief Sponsors







# *FCCA Presents an Exclusive Outing with Members of it's Executive Committee*

## *To Raise Funds for The FCCA Foundation For The Caribbean*

The Florida-Caribbean Cruise Association is pleased to announce a unique opportunity to spend one-on-one time with top management in each executive's own personal environment and to also raise funds for the Foundation.

We encourage you to reserve your choice as soon as possible; Space is limited...

### **Carnival Corporation**

Join *Micky Arison* for an intimate day on his personal luxury yacht. As you enjoy the sunshine and enchanting conversation, you will be treated to a cocktail reception and dinner prepared especially for you, his guests of honor. (Date to be determined)

- Limited to 10 participants @ \$ 20,000 per person.

### **Carnival Cruise Lines**

Thursday evening, March 17, 2005, *Robert Dickinson* and his wife *Jodi*, invite you to dine with them at their home. Jodi is a gourmet chef and will prepare the entire meal for their special guests. At 7:00 p.m., there will be a Champagne Reception followed by dinner at 7:45 p.m., where you will enjoy select wines from their personal wine cellar.

- Limited to 10 participants @ \$ 20,000 per person.

### **Norwegian Cruise Line**

Spend a relaxing freestyle excursion with *Colin Veitch* where he will captain his 48 ft. yacht, Sunday, March 13, 2005. Enjoy a full day of cruising, including a specially prepared luncheon onboard. Round-trip transportation will be provided from your hotel.

- Limited to 6 participants @ \$ 20,000 per person.

### **Princess Cruises/FCCA**

Love horses? Join *Stephen Nielsen* and *Michele Paige* as they host a fun-filled afternoon at Michele's ranch on Saturday, March 19, 2005. Two guests will be escorted on a horseback riding adventure then return to the ranch for an authentic country feast.

- Limited to 2 riders @ highest offer (minimum of \$ 500). Each rider may bring two guests for lunch.

### **Royal Caribbean International**

Golfers delight! On Friday, March 18, 2005, *Jack Williams* invites you to tee off with him for a round of golf at the West View Golf Course. This special day begins at 11:45 a.m. with a luncheon at the course followed by 1:00 pm. Tee off.

- Limited to 3 participants @ \$ 20,000 per person.

The FCCA Foundation for the Caribbean was established 12 years ago to improve the lives of Caribbean Citizens through the funding of humanitarian and social causes. Since its inception, the Foundation has implemented a number of ongoing programs such as Caribbean Special Olympics, Children's Environmental Poster Competition, Children's Essay Competition, the Holiday Gifts Project and Hurricane Relief.

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## *Building and Strengthening Partnerships*

The FCCA Platinum Associate Membership program was designed to be the first step in developing a partnership between organizations and the cruise industry. The program presents Platinum Members with the opportunity to increase the proactive collaboration between the cruise industry and the Caribbean, and provides for closer working relationships with FCCA's 14 Member Lines, who have endorsed this program.

With this in mind, members of the Florida-Caribbean Cruise Association's Platinum Associate Membership Advisory Council (PAMAC) met with top cruise executives from the Member Lines at this year's Eleventh Annual FCCA Caribbean Cruise Conference and Trade Show, October 4-7 2004, in Barbados.

One of the benefits of the Platinum Program is accessibility to top decision-makers in the industry and throughout the week Platinum Members were given exclusive opportunity to build their relationships and renew old friendships with cruise executives at a luncheon held on Wednesday, October 6th, 2004, at the renowned La Bella Collina Italian restaurant at the luxurious Sugar Hill Resort.

The venue for the luncheon was poolside overlooking a spectacular view of the Caribbean Sea. For many new Platinum Members the luncheon offered them the opportunity to begin dialogue with cruise executives and other Platinum Members.



*Platinum Members and Cruise Executives at the Platinum Members' private tour in Barbados.*

To further increase the benefits of membership, the FCCA's goal is to have its Platinum Members more involved in the various aspects of the Conference. In doing so a number of Platinum Members were invited to share their expertise on the numerous topics presented at the Conference workshops. In the Marketing Session, "Converting Cruisers to Land-Based Vacationers," Jennifer Nugent-Hill, Tropical Shipping (USA), gave a detailed review of the "FreeStay Caribbean" Program. New-comers to the Platinum Membership Program, Deputy Minister Hans Dannenberg, Ministry of Tourism (Dominican Republic) and Lance Arnold, St. Lucia Air and Sea Ports Authority (St. Lucia) gave insight into the "Cooperative Sales & Marketing – Cruise Lines and Destinations" workshop.



*Cruise Executives at the Platinum Members' exclusive luncheon in Barbados.*

Platinum Members in the Shore Excursions/Operations Sessions included Bill Roversi, Royal Marine Insurance Group (USA), who addressed "Breaking into the Industry/Guidelines for New Tour Operators." Marc Melville, Chukka Cove Adventure Tours (Jamaica) offered his expertise in the "Premium/Specialty Tours" workshop. "Ingredients of a Successful Tour" included Jill McCall, Atlantis Adventures (USA) and Octavio Molina, Operadora Aviomar (Mexico) discussed "Catering to the Family Market."

"In attending my first conference as a Platinum Member, I can see that this is exactly where we needed to go. In forming new relationships, I was able to ensure an even better understanding of who we are doing business with and what else we can do to improve upon what we have in order to secure a great future for the Appleton Rum Tour. This Conference has allowed me to make new acquaintances and cemented older ones; I had a wonderful time getting to know our Caribbean partners and I am confident that this was the right time to take the next step, to Platinum." stated new Platinum Member Judy Schoebein, General Manager, Appleton Estate Rum Tours.

On Thursday, October 7, Platinum and Associate Members were invited to enjoy a fabulous day of pure relaxation with key executives from the FCCA's Member Lines at an exclusive tour & lunch aboard the luxurious Tami Catamaran, hosted by Platinum Member Denis Roach of Tall Ships. As guests prepared for the spectacular day welcomed with drinks of champagne and orange juice were served with mouth-watering fish cakes. The day was spent exploring the beautiful Caribbean Sea as many guest experienced the best Barbados had to offer. Some chose to relax, soak up the sun and sip rum punch, while others chose to snorkel with the sea turtles. A delicious buffet lunch was served while at anchor in a secluded bay as members eagerly expressed their excitement for next years' conference in St. Kitts, September 26-30, 2005.





## PORT EVERGLADES INVESTS TODAY FOR TOMORROW'S CRUISE INDUSTRY

Broward County's Port Everglades is expanding with more than \$80 million worth of infrastructure improvements to keep up with the ever-expanding cruise industry.

"Cruise ships are getting bigger and so must we," says Port Everglades Director, Ken Krauter. "We are making a financial commitment towards preparing for the future because we know the cruise industry will continue to expand in South Florida and the Caribbean."

Port Everglades is already one of the world's biggest home-ports, hosting more than 4 million passengers in fiscal year 2004 (Oct. 1, 2003 through Sept. 30, 2004). The port set a world record in December 2003 of accommodating 41,800 passengers and 15 cruise ships in a single day.

With the new generation of mega-ships, cruise passenger terminals are being expanded to handle more people and

their baggage, parking spaces are being added to accommodate the domestic driving market and security enhancements are underway to ensure safety for the growing number of guests moving through Port Everglades.

"We have experienced phenomenal growth in recent years as South Florida has become the hub of the cruise industry," said Carlos Buqueras, Director of Trade Development for Port Everglades. "We are projecting continued strong growth for the foreseeable future, thanks to the planned expansion of the Port's facilities, growth of low-fare carriers at Fort Lauderdale-Hollywood International Airport and the prominence of Broward County as a popular visitor destination."

Broward County's Port Everglades has exceeded its waterborne commerce and revenue projections by 7.4 percent for the first six months of fiscal year 2004 (Oct. 1, 2003 to March 31, 2004) and is reporting an actual dollar increase of 18.2 percent over the prior year, according to the South Florida seaport's recently released six-month revenue report.

## MOBILE'S AL ST. CLAIR HONORED

Dubbed the "godfather of cruising in Mobile" by his friends and colleagues, Al St. Clair will have a suite at the Battle House Tower that bears his name. The Battle House is set to open by early 2006.

St. Clair was presented with a sign for the entrance of the Al St. Clair Suite at last week's dedication ceremony for the new \$20 million cruise terminal that St. Clair will oversee as director of cruise terminal operations. Carnival Cruise Lines sailed its vessel *Holiday* out of the new homeport for the first time Saturday, October 16, 2004.

Through his work as the city's waterfront development director, St. Clair has spearheaded the cruise recruitment effort for more than five years.

"I feel numb," St. Clair added after the dedication last week "With all the people who've helped me, I feel so grateful and so blessed. It's here. It's wonderful."

## Upcoming Events

### Platinum Associate Membership Advisory Council

#### *PAMAC Cruise*

January 28-31, 2005

Aboard Royal Caribbean International's,  
*Empress of the Seas*

### Platinum Associate Membership Advisory Council

#### *Exclusive Meeting & Luncheon*

Friday, March 18, 2005

Location TBD

### Platinum Associate Membership Advisory Council

#### *Country Western Ho Down*

Sunday, March 13, 2005

At the Residence of Michele M. Paige

### Platinum Associate Membership Advisory Council

#### *PAMAC Summit*

June 2005

New Orleans

### Platinum Associate Membership Advisory Council

#### *Cocktail Reception & Miami Heat Basketball Game*

Miami Heat vs. Los Angeles Lakers

Thursday, March 17, 2005 @ 6:00 p.m.

American Airlines Arena, Miami, FL

### Platinum Associate Membership Advisory Council

#### *Exclusive Luncheon*

September 29, 2005

FCCA Conference & Trade Show, St. Kitts

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## *Micky Arison's State of the Industry Address at the FCCA Conference*

My sincere thanks and appreciation goes out to Prime Minister Owen Arthur and Minister Noel Lynch, Minister of Tourism for Barbados. I can't express enough our gratitude for their fast action in moving this Conference here. The amount of work done by both the public and private sector to put this Conference together is absolutely marvelous. We can't thank you enough and we congratulate you!

As most of you know this Conference was originally scheduled for Grand Cayman, but due to the many destinations in the Caribbean and Florida, including Grand Cayman, that were affected by the severe hurricanes, we had to quickly relocate. We would like to extend our concerns and best wishes to those destinations that have been hit so hard, particularly Grand Cayman.

In recent weeks, we have assessed Grand Cayman and decided to move the Conference to Grand Cayman in 2006 to make up the lost opportunity for this year. Next year the Conference is scheduled in St. Kitts and the following year in Grand Cayman, and we look forward to seeing you all in Grand Cayman in '06.

After the Conference in Grand Cayman was cancelled, a number of people whispered that maybe it was more appropriate to cancel the Conference. I can remember in September of 2001 hearing those exact same whispers and the reality is in 2001 as it is now, that in times of adversity, times when people are in need, in times when people are under duress that we really need to communicate better and not stop communicating; so I was insistent that we go ahead as in 2001. And thought under difficult circumstances in 2001, we may have had our best Conference ever. The same holds true for this Conference, that under difficult circumstances when a situation where a number of destinations were severely negatively affected, that this is the best time to be talking, the best time to be communicating and the best time to be working together!

The industry, through its Member Lines and the FCCA have already donated more than two (2) million dollars in hurricane relief aid. We've managed to handle this in a variety of ways from delivering things like bottled water, non-perish-



*Micky Arison, FCCA Chairman and Chairman and CEO of Carnival Corporation & plc, at the opening of the FCCA Caribbean Cruise Conference and Trade Show.*

able food and clothing to destinations on our various ships and also by retuning to destinations as quickly as we possibly can. Ships have already been calling on Mongeto Bay and Ocho Rios, Jamaica and we have announced yesterday our return to Freeport, Bahamas next week.

It is important from both a product and economic point of view, but also from a moral point of view to get ships back as quickly as possible. Those companies that have ships that are holding off and those destinations that are holding off bringing ships back; I would encourage you to move as quickly as possible to encourage your ships back because that would enable the destinations to recover quickly and help to provide for a brighter future.



During this period I have had a lot of assistance and a lot of questions in the industry regarding efforts to assist and I would like to mention just a few extraordinary efforts. The first one came from Governor Jeb Bush. As you know, Governor Bush has had a lot on his hands in recent weeks with the four hurricanes that struck Florida, despite that, having been requested to give his assistance to lobby in Washington for helping the Caribbean, he was very quick to respond and give his assistance to all of us who lobbied from Washington.

I would also like to thank a good friend, Lord Sterling, former Chairman of P&L Cruises, now Chairman of P&O. He also worked diligently in lobbying to get as much help as possible to the people in Grand Cayman. I want to thank him and everyone, particularly in and around the industry, I can't tell you how many volunteers, how much information and help we received from everyone associated with the industry. I want to thank all of you very much for your sincere efforts.

One of the hot topics of this Conference is going to be "How to Convert More Cruisers to Land Based Vacationers" and I am happy to say for the first time we have the honor of

having CHA attending the Conference and to have FCCA and CHA finally working together for the first time.

I would like to thank President Berthia Parle of CHA for coming and I look forward to our meetings. We believe there is a lot to be gained through the cooperation between CHA and FCCA. As you know, cruises are very frequent vacationers that take an average of approximately 3.5 trips each year, but unfortunately that is about one cruise in three years, so there are 2.5 other vacations they can take a year. So there is no reason why one of those places can't be Barbados. About 86% of cruise passengers have stated that cruising is like "trying out a vacation spot" and 49% reported, based on their cruise experience, that they would return to a destination for a land-based vacation. So there is certainly a great opportunity here; I am excited by the fact that CHA & FCCA are finally working together. I think it will work very well for the industry and the Caribbean Region as a whole. Again thank you Barbados, thank you Prime Minister and thank you Minister of Tourism and I look forward to a wonderful Conference.

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The advertisement features a central image of a waterfall surrounded by lush greenery. Surrounding this central image are several smaller inset photos: a colorful tropical flower (likely a Heliconia), a group of smiling children in school uniforms, a large cruise ship docked at a port, a group of people in traditional Caribbean costumes performing a dance, and a close-up of a vibrant blue and green parrot. The text is overlaid on the central waterfall image, with the word 'DOMINICA' in large, bold, yellow letters at the top, followed by 'THE NATURE ISLAND OF THE CARIBBEAN' in smaller white letters. Below this, the phrase 'Come Discover the Ultimate in Ecotourism Adventure' is written in a stylized, orange and yellow font. At the bottom, the website 'Visit us at www.dominica.dm' is displayed in a yellow font. A green banner at the very bottom contains contact information for three organizations: National Development Corp., Dominica Export / Import Agency, and Dominica Port Authority, each with their respective phone numbers, fax numbers, and email addresses.



# Barbados...

## "Just Beyond Your Imagination"



The untouched magnificence of Barbados distinguishes it as a unique tropical paradise. There is a diversity of the east and the west coasts that are both beautiful in entirely different ways. The west is placid and calm, blanketed with powder-white beaches and coconut palms, while the east is comprised of huge boulders, sand dunes and clay-streaked hills. There are many sights in Barbados, including helicopter tours that offer aerial views of the island and Harrison's Cave, a natural phenomenon affording an experience unique in the tropical world, with many stalactites and stalagmites, crystal-clear streams, pools and waterfalls. Other local attractions are plantation great houses, Sam Lord's Castle – a genuine pirate's castle, and the lush flower gardens. Barbados also has excellent conditions for surfing, wind-surfing, diving and sailing.

The island's history accounts not only for some of its charm, but also for its political stability and respect for the rule of law. The earliest inhabitants of the island were believed to have been the peaceful, farming Arawak Indians, who inhabited the island for 2,000-3,000 years before being chased away

by the Caribs. Relics of these Indians' inhabitants have been found, but the actual manner of their departure is shrouded in mystery. By the time that the Portuguese arrived in 1536, they had vanished. The Portuguese did not remain, but did release wild hogs on the island, thus giving it its name, "Los Barbados", the bearded ones. When the English landed in 1625, they found it uninhabited so they claimed it for King James of England. Eighty settlers and ten slaves arrived in Barbados two years later. The settlement would develop rapidly into England's wealthiest colony.

Until 1966 the island, unlike many others in the Caribbean, never changed hands, but followed Britain's teachings in terms of politics, education and law. The Barbadian people, or as they are colloquially called, the Bajans, boast one of the highest literacy rates in the world. The people are well educated and cultured, yet they still possess an enviable simplicity and a genuine good nature, which make them the island's greatest asset.

In 2004, amid the unexpected, catastrophic devastation that Hurricane Ivan



inflicted on the Caribbean Region, the Florida-Caribbean Cruise Association was suddenly left looking for a new host destination for their **11<sup>th</sup> Annual FCCA Caribbean Cruise Conference & Trade Show**. The FCCA Conference had been scheduled for the Cayman Islands, who had taken a direct hit from the hurricane and was now unable to host the event. Without a host destination and with just two and a half weeks left before the scheduled opening day, the island of Barbados immediately opened its arms to the FCCA and its members and offered to host the Conference.

The FCCA held its first ever Conference in Barbados in 1994. It was

*“Everything was exceptionally put together. We have a lot of partners in Barbados that were more than happy to assist us, including Prime Minister, Owen Arthur.”*

*Michele M. Paige*



*Left to Right: Micky Arison, FCCA Chairman, with The Hon. Owen S. Arthur, Prime Minister; Hon. Noel A. Lynch, Minister of Tourism & International Transport, and Senator Ruby Grant of Barbados.*

a smoothly run and successful event that strengthened the FCCA's relationship with the destination. The popularity of the island with industry executives, along with Barbados' can-do attitude and professionalism, were additional advantages for Barbados. Moreover, the FCCA and Barbados share a strong working relationship, making them a natural choice for the FCCA to turn to for help during this time. In moving the Conference to Barbados, the FCCA was confident that the event would not suffer and that the expectations of the Conference attendees would be met, if not surpassed outright.

With an incredible amount of support and effort from their public and private sector partners in Barbados, the FCCA celebrated another successful Conference at the Sherbourne Conference Center in Barbados, October 4-7, 2004. In spite of the devastation and tragedies that the summer hurricanes brought upon the Caribbean this year, the Conference attracted over 900 industry partners and cruise executives to Barbados. In attendance at this year's Conference were ministers, regional government officers, port

authorities, tour operators, tourism agencies and suppliers from throughout the Caribbean, Mexico, Central America, South America and the United States. In addition, approximately 80 companies exhibited at the FCCA Trade Show including tourism agencies, tour operators and suppliers.

As everyone joined together in support of the affected destinations, the Member Lines of the FCCA presented the Bahamas, Jamaica, Grenada and the Cayman Islands with donations from the **FCCA Foundation for the Caribbean** to help in the rebuilding of their countries due to the recent destruction. The FCCA also formally presented Barbados' Prime Minister, *Owen S. Arthur* and the Minister of Tourism, the *Hon. Noel Lynch*, with plaques honoring their support of the Conference and thanking Barbados for a job well done.

*Michele M. Paige*, President of the FCCA, praised their cruise-tourism partners in Barbados for rising to the occasion and accommodating the Conference in such short notice. “Everything was exceptionally put together. We have a lot of partners in

Barbados that were more than happy to assist us, including Prime Minister, Owen Arthur.”

*Micky Arison*, Chairman & CEO, Carnival Corporation and FCCA Chairman, delivered the keynote address to the international audience, thanking Barbados; “I can't express enough gratitude to Prime Minister Owen Arthur and Noel Lynch, Minister of Tourism, for their response to our request to move the Conference to Barbados. How the people of Barbados have been able to put this together is absolutely remarkable. We want to thank you and congratulate you for a wonderful job.”



*Barbados Cultural presentation at the FCCA Conference & Trade Show Opening.*





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# FCCA Caribbean Cruise Conference & Trade Show...

## Yet Another Success Story!

Yes it's true, this year's FCCA Caribbean Cruise Conference & Trade Show did take place and it was in fact a great success... even though it was all put together in less than three weeks!

As you know, the Florida-Caribbean Cruise Association was compelled to move the Conference from the Cayman Islands to Barbados due to the devastation caused by Hurricane Ivan. Micky Arison, FCCA Chairman and Chairman & CEO of Carnival Corporation, refused to allow these unfortunate and tragic events to shut-down this yearly industry gathering. Micky advised Michele M. Paige, FCCA President, that it was of the utmost importance to go ahead with the Conference and directed her to 'make it happen.' Well, 'making it happen' is something Michele knows a little bit about, so the FCCA forged ahead making alternate plans and quickly began working with Barbados, site of the first ever FCCA Conference in 1994, to hold the event there. We believe that the results speak for themselves.

"The Conference was a great success. I'm still amazed at how the FCCA and Barbados were able to pull that off with as little planning time that you had! And there was a little something special about this conference, much like I felt in Aruba in 2001 after 9/11 that set it apart as well. I think people coming together for a common cause, especially in the face of adversity,



*The Hon. Owen S. Arthur,  
Prime Minister of Barbados.*

exudes an extra measure of cooperation and oneness. I want to reiterate my gratitude to Barbados as a wonderful host, and to you and the FCCA as outstanding organizers to what turned out to be a very successful event! Thanks," Rob Uhrig, Market Planning, Deployment & Itineraries, Princess Cruises.

"I would like to congratulate you and your staff and also the people of Barbados for an excellent conference. Considering the circumstances of the change in venue and the time frame involved it was a marvelous achievement. This year we felt as though we were really 'industry partners.' Interestingly, all the comments that I heard, regarding the Conference, were of a complimentary nature. Well-done Michele. Best regards," H. Tony Henry, Croydon in the Mountains, Montego Bay,

Jamaica.

How is the FCCA able to put forth such successful Conferences year in and year out? Even more remarkably, how was the FCCA able to put together "yet another success story" in so limited a time frame?

Here is the underlying truth to the success of the FCCA Conference. The FCCA Caribbean Cruise Conference & Trade Show has been successful over the past eleven years due in large part to three fundamental reasons:

1. The commitment of the FCCA Member Lines to support the event and the active participation by dozens of the industry's finest and most dedicated cruise executives, who work around the clock during the Conference.
2. The support, generosity and graciousness of the host destinations. There have been ten such destinations with Barbados being the sole repeat host (1994 & 2004). The other nine destinations to host the FCCA Conference are: Curacao (1995), St. Thomas, U.S.V.I. (1996), The Bahamas (1997), Jamaica (1998), Puerto Rico (1999), Panama (2000), Aruba (2001), Mexico (2002), and St. Maarten (2003).
3. The partnership demonstrated by hundreds of the industry's finest and most dedicated 'players,' who value this once-a-year opportunity so





intensely that they inspire us to “make it happen.” These FCCA partners participate year after year, no matter whether things are good or bad, and contribute by sharing their experiences and knowledge for the overall good and success of the Conference.

Note the operative words in the last statement, “participate” and “contribute,” as they represent the key attributes that make the FCCA Conference so uniquely successful each year. The Conference is the one and only event where all participants have a vested stake in the event’s success and where the success of the event depends so greatly on the contributions of all participants.

There you have it, the true reason the FCCA Conference has been so successful is simply because we are fortunate enough to be working together with the very best of the very best destinations, governments, ports, attractions, suppliers, tour operators, cruise executives... industry partners!

This year’s event in Barbados followed the same general format as past FCCA Conferences. The event is divided into three main areas:

1. Social Functions
2. The Trade Show
3. Business Sessions

First, there can be no argument that Barbados did an absolutely marvelous job in putting together the three evening **Social Functions**. They were all very distinct and extremely impressive, but the



*From Left to Right: Mico Cascais, Carnival Cruise Lines, Eric Benedict, Norwegian Cruise Line, Jill McCall, Atlantis Adventures and John Cook, Holland America Line.*

Barbados Night Extravaganza held at the official residence of the Prime Minister, Owen S. Arthur, was without a doubt one of the best FCCA functions ever.

Secondly, the **Trade Show** was the FCCA’s biggest in years. As a matter of fact, the exhibition had to be expanded at the last minute in order to meet the demand – even with the inability of some scheduled participants to attend. This additional interest in the Trade Show promises to bring about even greater emphasis in this area next year.

Last, but certainly not least – as they say the **Business Sessions** featured the newly revamped and expanded **Informal Breakouts**, one-on-one meetings. These structured meetings are always in very high demand and the time available to hold them always appears to be too short. The truth is that the cruise executives devote well over 40% of their “**Business Sessions**” time to try to accommodate everyone. In addition, the cruise executives are more

than willing to speak with all attendees throughout the entire event.

This is an area that is constantly evolving, but we believe that it is on the right track and we look forward to making some additional adjustments this coming year, which should prove beneficial. As it was, this year’s Informal Breakouts turned out to be very successful, after some on-site adjustments, and have been highly praised.

Finally, the other main component to the **Business Sessions**, the **Workshops** were well attended with the vast majority being filled to capacity. This year, eight “roundtable” workshops were presented, as follows:

#### *1. Converting Cruisers to Land-Based Vacationers*

This session reviewed important marketing initiatives that will assist destinations in converting cruisers to return visitors. Several destinations discussed actual programs that



*John J. Sumanth (Far Right) , Norwegian Cruise Line, meets with delegation from Curacao during at the FCCA Conference and Trade Show.*



*Brendan Corrigan (Left), Carnival Cruise Lines, host The Hon. Noel A. Lynch (2nd from Right), Minister of Tourism, at the FCCA Golf Tournament in Barbados.*



*FCCA Conference attendees, share a laugh during the Closing Party at the "Boatyard" in Barbados.*

are now in place and provided valuable insights into the measurable results. Destinations participating in the Cruise Conversion "Come Back" Program gave an overview of their current programs.

## *2. Breaking Into the Industry: Guidelines for New Tour Operators*

The focus of this session was geared toward new tour operators and companies that aspire to do business with the cruise lines. Representatives from the FCCA Member Lines outlined their criteria and discussed guidelines for doing business with their respective cruise lines.

## *3. Cooperative Sales and Marketing ~ Cruise Lines and Destinations*

This session provided valuable information on how the cruise lines and destinations can work together on a wide variety of sales and marketing initiatives. It explored cooperative efforts that can offer significant marketing opportunities on a cost effective basis.

## *4. Premium & Specialty Tours*

Meeting the demand for new and innovative tours for the veteran cruiser can be a challenge. This session defined the importance of

including specialty tours that offer a variation from your average 'sight-seeing' tour. Eco, cultural, water sport based activities and historical adventure tours were examined as examples. The discussion also touched on the subject of designing individual tailor-made tours, where money is no object.

## *5. Website and Electronic Distribution*

Representatives from destinations and cruise lines discussed their current strategies for website and electronic product distribution. Key areas of focus included technology, 'branding' strategy, content management, lead generation, traffic building and current electronic marketing trends.

## *6. Ingredients of a Successful Tour*

This session outlined the criteria for assuring a successful tour. Topics discussed included:

- Expanding and marketing your tour program.
- What's in a name? Naming your tour is a key marketing strategy.
- Your guide is an essential element in the tour experience. Hiring and training exceptional tour guides is the key to a successful tour.
- Comfortable, well-maintained, air-conditioned buses/taxis for trans-



*Mico Cascais (Center), Carnival Cruise Lines, meets with attendants at the One-on-One Meetings.*

portation is essential.

- Access for the physically challenged should be available on means of transportation as well as venues.
- The condition of equipment used for water sports activities should be up to standard and your inventory of equipment must be sufficient to accommodate the number of guests on the tour.
- Offer a variety of sizes in equipment, including proper sizes for children.
- Add 'extras' in your tour program such as food, beverages, souvenirs, etc.

## *7. Port Security*

The status of ISPS compliance was discussed in this workshop, including the importance and ramifications for those destinations that are not compliant. This session also touched on additional

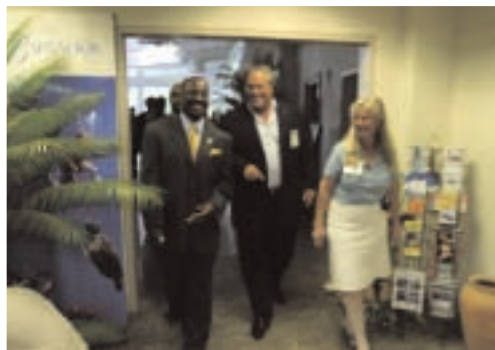


# *FCCA Partners @ The Co*





# Conference... United We Stand!







information on overall cruise ship and port security.

#### 8. Catering to the Family Market

With the increasing number of families choosing to cruise, it is important that we consider designing shore excursion programs specifically for children traveling with their families to entice sales. Some of the suggestions that were discussed included:

- Designing tours with families in mind, providing areas of interest for adults and children alike.
- Providing proper equipment that is designed specifically for children; such as snorkel gear, life vests, etc.
- The implementation of children's rates, where applicable.


In closing, the Member Lines of the Florida-Caribbean Cruise Association thank the government and people of Barbados for doing such a wonderful job in hosting the 11th Annual FCCA Conference.








*CHA, CTO and FCCA representatives meet during the FCCA Conference and Trade Show. From Left to Right: Michele Paige, FCCA, Berthia Parle, 2004 President, Caribbean Hotel Association, Terry Thornton, Carnival Cruise Lines, The Hon. Brenda Hood, Minister of Tourism, Grenada and Pamela Richards, Commissioner of Tourism, U.S.V.I.*

and for being such terrific partners. We would also like to acknowledge the Cayman Islands for all their hard work in preparation to host this year's event and are extremely excited with the prospect of working with them again for the 2006

Conference. As for the 2005 FCCA Caribbean Cruise Conference and Trade Show, we look forward with great anticipation to seeing all our good partners in **St. Kitts... September 26 – 30, 2005!**



FLORIDA-CARIBBEAN CRUISE ASSOCIATION



# St Kitts

## Mark Your Calendar!

# 12th Annual FCCA Caribbean Cruise Conference & Trade Show

## September 26 - 30, 2005



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## Conference Workshop

### Web and Electronic Distribution Workshop

At the "Web and Electronic Distribution" Workshop of the FCCA Conference, presenters included Sean Ifill, Design Manager of Acute Vision Inc., Arley Sobers, Director of Research & Information Management at the Caribbean Tourism Organization (CTO) and moderator, Terry Thornton, Vice President, Marketing Planning.

Arley Sobers' presentation summarized CTO's current information dissemination strategy involving its 32 member countries and their tourism product. The CTO's web strategy involved the use and development of three types of site – an intranet, a consumer extranet, and a 'Business to Business (B2B)' site. Key comments: Destinations need to raise their IT usage to international levels and standards regarding promotional, marketing and content management.

Use the web as a compliment, and not a substitute for print materials. The web has been useful in speedy information dissemination in light of the recent hurricane disasters.

Sean Ifill presented "Ready-Aim-Bulls-eye" – a strategy to maximizing your brand on the web. Key points: A design audit is a key tool in strengthening your entire marketing strategy.

Your customer's experience begins the moment customers use your web site. Consistent and continuous market analysis and input is necessary to keep hitting your 'bulls-eye'. Terry Thornton's presentation gave a brief outline of the web marketing strategy of Carnival Cruise Lines. Key points: The present web site configuration has been re-focused for 'lead generation.' They have created a separate site accessible only to former customers. This creates a means of uniquely providing for such customers who make available

a higher percentage of new leads and repeat customers.

Because 50% of bookings made via the Carnival Cruise Lines site were 'first time cruisers' the site was enhanced by providing a greater 'richness in content,' for example, providing 360 degree views of rooms, information on ship layout and room types, images of all sections of the ship.

Traffic to their sites was increased through other advertising channels linking to the site and the use of 'call to action' emails.

Companies need to decide if investment in purchasing 'keywords' to improve visibility in search engines is in line with their strategy. These are usually purchased in a bidding process. Electronic distribution has been structured to involve travel agents and not exclude them.

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"Chaudiere River" Photo Courtesy of [www.cobratours.dm](http://www.cobratours.dm), "Underwater Champaign" Photo Courtesy of Jonathan Bird, "Dominica Children" Photo Courtesy of William Farrington

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## 2004 FCCA Port Security Workshop

This year I again had the great pleasure to chair the security panel. As the Director of Operations for the International Council of Cruise Lines, I took the opportunity to relay developments on the International and regional (United States) arenas. The most significant event since the conference last year was the compliance deadline for the International Ship and Port Facility Security (ISPS) Code on July 1, 2004. The ports of the Caribbean are to be congratulated on their hard work to meet that deadline. ICCL member lines reported to the International Maritime Organization (IMO) that all of its ships were compliant with the ISPS Code on June 29, 2004, ahead of the deadline. The cruise industry was the only segment of the maritime industry to be 100% compliant, even on July 1, 2004.

IMO has continued to work on the implementation of the Code by developing several guidance documents. These documents explain in plain language what some of the more legal language in the Code was intended to say. *"The Interim Guidance on Control and Compliance Measures to Enhance Maritime Security"* provides government authorities with information on how to enforce the ISPS Code. The document *Guidance relating to the implementation of SOLAS chapter XI-2 and the ISPS Code* provides additional guidance on the intent of the Code to industry and government alike. An aspect of the United States security initiatives based on the Maritime Transportation Security Act (MTSA) that is of great interest to Caribbean area ports is the program where US Coast Guard officials will "examine" the compliance of foreign ports with the ISPS Code. The current stated pro-



*Conference Panelist, Stan Deno, and wife Doris get remarried at the 2004 FCCA Conference.*

gram goal is to forge a cooperative exchange of best practices with the port authorities around the world. The US Coast Guard will request to visit ports in the particular country to see ways the ISPS Code has been implemented and if necessary, to provide guidance on improvements to the ports' security. The US Coast Guard will also be willing to allow other nations to visit ports in the United States to examine US implementation of the Code.

Next on the panel was Captain Howard Newhoff from Royal Caribbean Cruises, Ltd. Capt. Newhoff is the Security Manager for Royal Caribbean Cruises, Ltd. and Celebrity Cruises, who have a total of twenty eight ships in their combined fleet. He outlined three basic industry security goals: Prevention of unauthorized access to the vessels, coordination with port authorities, and reporting all suspicious and unlawful acts to the appropriate authorities. He further explained that these goals

were accomplished by a strict set of operational standards. These standards are outlined in the ISPS Code and implemented in the terminal and on the ships with their respective security plans.

Capt. Newhoff continued by explaining that the security measures employed by the cruise lines to accomplish positive access control begins with screening 100% of the bags and persons coming aboard. In addition, those persons coming aboard are only those authorized to do so, such as passengers, crew, cruise line staff and known vendors. Passenger manifests are screened through government databases to prevent criminals and terrorists from even getting on board. To maintain the integrity of access control throughout a voyage, upon boarding passengers, are issued a key card that has a digitized picture embedded in the magnetic strip on the card. This picture is checked against the persons' face each time they return to the ship, ensuring only authorized passengers come on board.

Communication and coordination with the port authorities is accomplished through the Declaration of Security (DOS). This is a document developed as a part of the ISPS Code. It is documentation of a meeting between the Port Facility Security Officer (PFSO) and the Ship Security Officer (SSO). The DOS lists the critical aspects of security and which entity, the ship or the port, is going to take responsibility for the security measure that must be in place.

Capt. Newhoff concluded his presentation by outlining some of the security measures on board the ships. All ICCL member lines have had SSOs for many years. Many of these officers are prior military or law enforcement officers. Their on board security teams have





similar backgrounds and are continuously trained in self defense, crowd management, search techniques, weapons detection, x-ray screening and investigations, etc.

The cruise industry is always looking for new technologies and methods to maintain vessel security. Biometric access controls, underwater robotics for hull searches, and use of non-lethal weapons are just a few of the initiatives being investigated by the industry.

One of the more exciting initiatives currently ongoing in the Caribbean is the Regional Information & Intelligence Sharing System (RIISS). Mr. John Rich, President of Intech Worldwide, LP, provided the panel audience with an overview of RIISS.

The Association of Caribbean Commissioners of Police (ACCP) at their May 2003 annual conference agreed that in order to combat terrorism and better secure their borders they needed to share information by utilizing technology throughout the Caribbean. They appointed an Intelligence & IT Task Force to move these objectives forward on their behalf. The objectives of this task force include the following:

- Implementation of the ACCP Regional Information & Intelligence Sharing System, which allows for the collection of pointer information gathered at the local level and accessible on a regional level.
- Establishment of Data Standards to be used on a regional level that translates locally within each country allowing for local laws to be categorized on a regional basis to allow for common descriptions and crimes.

- Establishment of Caribbean Regional Uniform Crime Reporting (CRUCR) to compile data on a regional level for police & immigration reporting, along with more specific breakdown of crimes for purposes of tourism and allocating local resources.

- Integration of Interpol I-24/7 with the regional system in which manifests can be automatically downloaded and analyzed through Interpol. This is a first in the world integration project for Interpol. The concept of the RIISS was designed by Intech Worldwide, LP and focuses not on sharing data but on creating pointers to the data. This allows law enforcement agencies to gather information on a regional basis and share it using a pointer system, thus leading police & immigration officers to relevant data while maintaining local data integrity. Countries will be better equipped to secure their borders through warrants, interest markers and terrorism watch lists. When an alert occurs it notifies authorities to apprehend an individual, or to follow a protocol in dealing with an individual before he may cross their border. The system also provides information on the movement of people within the region.

RIISS will introduce for the first time an integrated direct link into Interpol's I-24/7 System, allowing a name or list of names to be entered into the local database and be automatically checked against both the regional system and Interpol.

The regional system can also become the clearinghouse for cruise ship and airline manifests so that passenger information can be analyzed and



checked at one time before the ship or plane arrives on one or multiple islands. Mr. Rich concluded by saying that by sharing information throughout the Caribbean in a regional manner the stretch of water between each island will become less of a hiding place by the criminal element. The system will help to identify wanted people locally, from other islands and from other countries.

The panel fielded several questions; several ports are considering screening passengers as they return to the ships. ICCL Member Lines do not believe this is necessary or a cost effective use of security resources. The risk associated with passengers returning to the ship is very low. These people have already been checked against several databases and will be screened for weapons at the entrance to the ship. The audience was also concerned about the possible misuse of the information being compiled in the RIISS project. Mr. Rich assured them of the security of the information and that access would only be available to law enforcement agencies.

Overall response to the panel discussions was positive and participants left with the realization that the key to effective security is diligence and communications for all concerned the port: the government and the industry.

# 2004 Essay Competition Winners



“How Has The Cruise Industry &/Or Cruise Passengers Impacted My Country?” was the theme for this year’s 2004 Florida-Caribbean Cruise Association (FCCA) Children’s Essay Competition.

Students from 31 Caribbean destinations were invited to participate in this year’s event. The contest, which is sponsored by the Association’s charitable arm, the FCCA Foundation for the Caribbean, was created to encourage children’s creativity and generate awareness of the vital role cruise tourism plays in the Caribbean. Now in its ninth year, the contest is conducted in two categories: a junior division for children ages 12 and under and a senior division for children ages 13 - 16 years.

This year’s winners, whose essays exemplified Caribbean excellence, are Geshaard Jn-Francois, 11 years old, from Camille Henry Memorial School in St. Lucia in the Junior division, and Ellis Horsford, 14 years old from Presentation Brothers College in Grenada in the Senior division.

“...the Cruise Industry provides jobs for many St. Lucians both directly and indirectly. Examples of these are, restaurant owners, chefs, craft vendors, custom officers, small business owners, tour guides and taxi drivers, just to name a few. Many St. Lucians are as well directly employed in various capacities on board the cruise ships such as chefs, waiter/waitresses, entertainers and many others,” expressed Geshaard, as she describes how the cruise industry has impacted her country.

“Money earned from the Cruise Industry is used to improve social services such as health and education. The new hospital and the free education given to

children are some services that would not have been so readily available had it not been for the income derived from the Cruise Industry. The sharp decline of the agriculture sector has made Tourism the biggest income earner in Grenada.” stated Ellis.

Both students were invited to the FCCA Caribbean Cruise Conference and Trade Show in Barbados to read their winning essays and accept their prizes of an educational scholarship of US \$2,500 each. Their schools received monetary grants of US \$1,250 each. Unfortunately due to the devastation of Hurricane Ivan to Grenada, Ellis Horsford was not able to attend. In his absence the Honorable Minister Brenda Hood, Minister of Tourism, Grenada proudly read his winning essay. In an effort to make her stay in Barbados a memorable one, Geshaard and her family were able to

enjoy the many festivities of the Conference and were invited to an exclusive tour of Barbados.

This year’s junior division winners were Beverly Joseph from Grenada in second place and Keija Mills-Ible from St. Kitts in third place.

Senior division winners emerged from Barbados, as Victoria Alleyne took second place and Mexico in third, with Francisco Peraza.

Second place winners in their respective categories each received US \$1,500 as well monetary grants of US \$750 for their schools. Third place winners in each category were awarded US \$1,000 each, with US \$500 going to their schools. All finalists from each destination were awarded US \$200 for their efforts.



*Micky Arison, FCCA Chairman and Chairman and CEO of Carnival Corporation, presents awards to The Hon. Brenda Hood, Minister of Tourism, Grenada on behalf of Beverly Joseph, and to Geshaard Jn-Francois, St Lucia.*







# *Antigua & Barbuda*

## *“Touched by Disney Magic”*

Antigua, world renowned for its picturesque coastline featuring over 365 beaches, coves and bays, is ideally situated only 1,425 miles southeast of Florida, making the twin-island nation an ideal port of call for Disney Cruise Line. Antigua, largest of the former British Leeward Islands has made a lasting impression on Disney Cruise Line. The twin-island nation of Antigua & Barbuda, located in the middle of the Leeward Islands in the Eastern Caribbean has successfully concluded ongoing negotiations with Disney. Disney Cruise Line has fully committed to three trial calls in Antigua, commencing September 2004. Disney's Magic ship has a capacity of 2600 passengers and 1000 crew members.

The newly elected United Progressive Party aim to see Antigua's cruise industry develop into one that attracts and builds lasting relationships with clients similar to Disney Cruise Line. The Ministry of Tourism has made enormous headway in preparing the twin-island nation of Antigua & Barbuda for Disney's trial calls. A Disney committee has been set up by the Ministry of

Tourism, the Ministry of Culture and the Antigua & Barbuda Cruise Association in order to accommodate Disney Cruise Line. The negotiating process was a long one; according to Mr. Nathan Dundas, President of the Antigua Barbuda Cruise Association & Cruise Manager at Brysons Shipping, “the same players are still at Disney; making negotiations easier to continue.”

Disney appeals to families. As expressed by Mr. Larry Stauffer – Manager of Disney Shore Excursions and Island Recreation, Disney offers a “seamless vacation.” The same room key that is used to open your stateroom can be used to open the door to your hotel suite if you will also be staying at a Disney Resort during your stay. These fine touches in hospitality are what make the Disney Corporation a success story.

Representatives from Disney Cruise Line have visited Antigua on numerous occasions to experience local excursions and in turn ascertain whether Antigua could be a likely candidate for

the calls in 2005. Mr. Larry Stauffer and Mr. Joel Ryan, On-board Recreations, conducted several training sessions with local tour operators, taxis and other cruise related persons including employees from customs and port security. These training sessions were held to enlighten a cross section of the local cruise sector about the Disney Corporation and to highlight the importance of customer satisfaction with every guest that visits Antigua's shores. A sense of adventure and excitement was felt by all in these highly interactive sessions. Videos of Disney's partner companies including their cruise fleet of Disney Magic and Disney Wonder were shown and all that attended left “touched by Disney Magic.”

The road to securing an initial trial call with Disney Cruise Line was not an easy one for Antigua & Barbuda. Several changes had to be made to the infrastructure surrounding the capital city of St. John's. The government and Antigua Pier Group Limited had to ensure that the nation's security issues are in line with those at Disney Cruise Line. Private sector tour operators were



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*Celebrations for Disney's Inaugural Cruise to Antigua*

*Disney's first call to Antigua represents the culmination of six years of marketing efforts by the government of Antigua & Barbuda, Antigua Pier Group Limited and the Antigua & Barbuda Cruise Tourism Association...*

asked to re-address their service policies and overall approach to hospitality. In doing so the feedback from Disney Cruise Line Executives on Antigua has been extremely positive, making up-and-coming inaugural celebrations even more exciting for the nation of Antigua.

The Disney committee is currently planning an inaugural agenda full of dance, steel pan, and local carnival spirit to be held in the capital city St. John's Heritage Quay. Heritage Quay, home to two of the city's four cruise berths is one of the islands larger waterfront Duty-Free shopping districts. Speaking with the Director General of Tourism Ms. Shirlene Nibbs on the inaugural agenda, it is clear that it will be a cultural day where local items will be on sale in the Quay and further festivi-

ties including special performances will be acted out by local school children, as a part Antigua & Barbuda's official welcome address to their new partners in cruise.

Prior to the inaugural celebrations, members of Disney Cruise Line will be visiting Antigua one last time, bringing with them some familiar faces. Mickey & Minnie Mouse have agreed to come to Antigua and visit with local school children from various schools across the island. These local institutions include the children's ward at the Holberton hospital; the Dyslexia centre; the Adele school for special children and the nation's top sixty scorers on recently taken common entrance examinations. Disney Cruise Line, which works closely with the Make a Wish Foundation, will give these

children of Antigua an opportunity to experience the Mickey and Minnie of their childhoods firsthand.

Mr. Cameron Fraser, Director of Antigua Pier Group, commented on Disney's first call to Antigua by stating that it "represents the culmination of six years of marketing efforts by the government of Antigua & Barbuda, Antigua Pier Group Limited and the Antigua & Barbuda Cruise Tourism Association in persuading a seven night Florida-based vessel that it is possible to sail to Antigua on a seven night itinerary from Florida." Antigua & Barbuda await Disney's arrival with keen anticipation and look forward to a long term partnership with Disney Cruise Line.



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*Spend an Evening with the Stars...  
The Cruise Executives  
of the FCCA Member Cruise Lines*

*Wednesday  
March 16, 2005*



*11th Annual*

*FCCA Foundation for the Caribbean  
Gala Dinner & Entertainment Extravaganza*



FLORIDA-  
CARIBBEAN  
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*Benefiting the FCCA Foundation for the Caribbean*

# 2005 FCCA Gala



Dear Industry Partners:

On behalf of the Member Lines of the Florida-Caribbean Cruise Association, I cordially invite you to attend the FCCA Foundation For the Caribbean Gala dinner during Seatrade on Wednesday, March 16 2005, at the American Airlines Arena, Miami, Florida.

As you know, the Gala is a fundraiser for the FCCA Foundation for The Caribbean that was established 12 years ago to improve the lives of Caribbean citizens through the funding of humanitarian and social causes. Since its inception in 1993, the Foundation has given assistance and grants to hundreds of charities and organizations. In addition, the Foundation has implemented a number of ongoing programs such as the Caribbean Special Olympics, The Children's Environmental Poster Competition, Children's Essay Competition, the Holiday Gifts Project and The Hurricane Relief Campaign.

For twelve years, the FCCA Foundation for the Caribbean has impacted the lives of thousands of Caribbean citizens, providing over \$2 million in funding to organizations and causes, and we look forward to continuing this tradition.

Accordingly, I would be personally honored to have you attend the Gala on the night of March 16, but if you cannot join us, I ask that you please make a donation to the Foundation in your company's name to help us enhance the lives of even more people.

I would appreciate having you contribute to the success of the Foundation and I look forward to your earliest response to the FCCA.

Respectfully yours,

Micky Arison  
FCCA Chairman,  
Chairman & CEO  
Carnival Corporation



## DOLPHIN COVE... JAH MAN!!



February 2001, Dolphin Cove opened her doors to the public. What started out as a family house had been turned into an amazing attraction, a dolphin facility named

Dolphin Cove. Dolphin Cove is owned and operated by the Burrowes family

The dolphins came in 2001 from Mexico to Jamaica with their Mexican handlers and trainers who have taught many Jamaicans. They educated, trained and guided our local staff on how to take care of these beautiful animals. Dolphin Cove is now expanding and developing a breeding program. Our dolphin handlers with Jamaican trainers are capable of maintaining and adding the “Jamaican touch” to the beautiful programs.

Dolphin Cove, Ocho Rios, has eight (8) Atlantic Bottlenose Dolphins and four (4) Atlantic Bottlenose Dolphins at the Dolphin Lagoon of the Half Moon Hotel. Our dolphins at both locations are in their natural habitat, the Caribbean Ocean Cove, and live as happy families (pods as it is called). On a visit to Dolphin Cove or Dolphin Lagoon, you will see the dolphins playing, jumping and frolicking. This is what they do in between their programs.

Each day the first thing the trainers or the handlers do on arrival at work is to visit the dolphins and say ‘hello’. Then they will go to the kitchen to prepare their meals of fish, filled with their daily vitamins. The dolphins eat approximately 20-25 lbs per day, divided into five meals.

The first meal of the day is used for training of medical behaviors. All our dolphins are trained for medical examination, to go on a stretcher, to give saliver, urine and to turn over. This makes their bi-annual check-up –with their vet- stress free. Each dolphin has a trainer and a handler who love and take care of them.



In a period of four years, Dolphin Cove has grown to be one of the most successful attractions of Jamaica. Hotel guests, cruise ship passengers and local people love to spend their time at our facility. You wonder why?? Well, that’s because of all the special programs we offer, here at Dolphin Cove.

The Dolphin programs are accessible to everybody, young & old and even if you are not able to swim. Three different interactive programs with the dolphins are being offered: The “Swim with the Dolphins” includes the thrill and excitement of a dorsal pull and a foot push while swimming with the dolphins. Guests enjoy the excitement of “flying” over the water, while being pushed by these friendly creatures. Enjoy the time in the water petting and caressing these dolphins and even being kissed by one of them.

The “Encounter Swim”, which allows the guest to have a real up close experience, feeling the love and emotions of a kiss from our friendly mammals. You can pet the animal as long as you would like.

The “Touch Program” is especially designed for the young non-swimmers and seniors as they can make friends with the lovable dolphins, while standing in the shallows. Our Dolphins work no more than two hours a day for six days a week.

All programs are a lot of fun for our guests, but we also try to inform and ‘educate’ them as much as we can about the dolphins.

All dolphins are mammals, which mean they breathe air with lungs; they reproduce through internal fertilization and gestation and they produce live young. The female dolphins become sexually active when they reach the age of approximately 8 years old, while male dolphins have to be approximately 11 years old. At dolphin Cove we only have one male dolphin, who has not reached his mature age yet. The female dolphins at Dolphin Cove vary in age from approximately 5 till 25 years old. The dolphin(s) of the program the guest is participating in, will be introduced to our guest and some specifics of that dolphin will be shared or shown.



*Marilyn Burrowes, Vice President of Marketing, Dolphin Cove receives Platinum Associate Membership Award from James Haller, Royal Caribbean International.*

using their eco-location. In a way the dolphins 'see' with their ears. They produce clicking sounds under water and because of the echo they receive, they can estimate not only where the food is, but also the size and shape and in which direction it is moving. At Dolphin Cove we show our guests this by throwing a triangle in the water. The dolphin in question has to wait until the triangle is under water and then, without any difficulty, the dolphin locates it and brings it back to his trainer.

When the dolphins swim, they can reach a speed of approximately 40 km. per hour. They are also capable of holding their breaths for about 10 minutes and when they dive down they can descent for 400 meters. When the dolphins come up, they use their blowhole to inhale again. In each program the trainers will show the guests how fast the dolphins can swim and where there blowhole is located.

When the dolphins sleep, they will have one eye open and one closed. This way one part of the brain is sleeping and the other one is aware of any 'danger' that might come its way. After a while, they will change eyes and brains, so the other part can rest.

What is also characteristic of the dolphins is they way they are able to locate, for instance, their food. They do that by

Once the guests have done an interactive program with our dolphins, they can watch the video/pictures and spend time shopping in our gift shop or craft market, relax on the beach and enjoy the sunny weather or experience the Jungle Trail and come eye to eye with our snakes, birds, iguanas and much more animals. An entire day can be spent at this amazing facility!

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## Carnival Valor



**Inaugural Cruise:** December 19, 2004  
**Shipyard:** Fincantieri Cantieri Navali  
**Shipyard Location:** Monfalcone, Italy  
**Country of Registry:** Panama  
**Cruising Speed:** 22.5 knots

**Size & Capacities**  
**Tons:** 110,000  
**Length:** 952 feet  
**Maximum Draft:** 27 feet  
**Passengers:** 2,974  
**Crew:** 1,160

### Accommodations

**Passenger Cabins:** 1,487  
 (917 outside / 570 inside)  
**Balcony Cabins:** 847

### Facilities

**Passenger Decks:** 13  
**Swimming Pools:** 4  
**Whirlpools:** 7

### Nationality of Crew

International

### Deployment

Eastern Caribbean  
 Western Caribbean



## Costa Magica



**Inaugural Cruise:** November 18, 2004  
**Shipyard:** Fincantieri Sestri Ponente  
**Shipyard Location:** Genoa, Italy  
**Country of Registry:** Italy  
**Cruising Speed:** 20 knots

**Size & Capacities**  
**Tons:** 105,000  
**Length:** 890 feet  
**Maximum Draft:** 28 feet  
**Passengers:** 2,720  
**Crew:** 1,086

### Accommodations

**Passenger Cabins:** 1,358  
 (789 outside / 511 inside)  
**Balcony Cabins:** 464

### Facilities

**Passenger Decks:** 13  
**Swimming Pools:** 3  
**Whirlpools:** 6

### Nationality of Crew

Italian/International

### Deployment

Western Mediterranean



MSC Cruises

## Accommodations

**Passenger Cabins:** 878  
(487 outside / 186 inside)  
**Balcony Cabins:** 200

## Facilities

**Passenger Decks:** 12  
**Swimming Pools:** 2  
**Whirlpools:** 2

## Nationality of Crew

Italian

## Deployment

Mexico, Western Caribbean,  
South America

**Inaugural Cruise:** December 4, 2004

**Shipyard:** Chantiers de l'Atlantique

**Shipyard Location:** St. Nazaire, France

**Country of Registry:** Panama

**Cruising Speed:** 21.7

## Size & Capacities

**Tons:** 58,600

**Length:** 763 feet

**Maximum Draft:** 22 feet

**Passengers:** 1,756

**Crew:** 800

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# Faces in the Industry

## Pablo Alonso Samano ~ Waiter

### Princess Cruises



Mexico

My Name is Pablo Samano and I was born in Mexico in 1968. I started working for Princess Cruises in 1997. After working on the ship for a few years and gaining experience, I was able to reach my biggest target and become a waiter.

Thanks to Princess Cruises I now travel around the whole world making money to send home to my family in Mexico. I have a wife and two beautiful daughters, and although I spend a long time away from my family, the money I make supports my family well.

I feel very happy to be working for Princess Cruises and I enjoy working with the passengers and the crew. The *Royal Princess* is my home away from home until I can see my family again. I enjoy working on the ship so much and hope it will continue for many years to come.

## Port Canaveral, A Partner For Success



### Marketing Our Niche

Since Port Canaveral is located just 50 miles from Orlando—home to the most popular attractions in the world, with more than 44 million tourists annually—we focus our cruise marketing message on the ultimate Florida vacation experience—combining a trip to Orlando and Florida's Space Coast with a cruise out of Port Canaveral. And because Orlando is a name recognized worldwide, we refer to the Port as Orlando's Fun Port. Our very successful advertising campaign, "One

Trip Two Vacations, Twice the Fun", targeted at both travel professionals and consumers, is in its fifth year. The campaign also promotes Orlando's Fun Port as closer to the drive market for 3-, 4-, 7-day or longer cruises.

### Regional Partnerships Help Fill Staterooms

We partner with regional tourism and planning organizations to leverage our marketing efforts. Our combined resources help us reach travel professionals and the cruising public with a frequent and consistent message that helps fill staterooms.

### Electronic Signage Provides Guests Quick and Easy Access

We believe your guests should have the best cruise experience possible and that's why we've designed a state-of-the-art, electronic signage system to make it easy for your arriving passengers to find our terminals.

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Port Canaveral has just completed a \$10 million, six level parking garage that can accommodate 1,200 vehicles. This is the first garage of its kind to feature eight 100-foot panels of hand painted artwork featuring marine life on Florida's Space Coast. The garage has already been acclaimed as Brevard County's largest public arts project.

### Fully-Dedicated, Island-Themed Terminals

Once inside our custom-designed terminals, your guests will experience a pleasant, island atmosphere with tropical foliage, cascading waterfalls and a panoramic ocean view of your ship. Our intention is to help your guests shift into a cruising mood even before they cross the gangway to your cruiseliner.

Port Canaveral is proud to be the homeport and port-of-call for the leading cruise lines and welcomes the opportunity to discuss how we may be able to be a "Partner for Success." For additional information contact Bobby Giangrisostomi, Vice President of Business Development.



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# martinique



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# Around The Caribbean



*Standing, Far Left: Orrett Connor, Cabinet Secretary, Gloria McField-Nixon, Deputy Permanent Secretary, Ministry of Tourism. Standing, Center: FCCA Security Operations Committee (6 Members). Standing, Far Right: Pilar Bush, Acting Director of Tourism, Tim Hubbell, Permanent Secretary, Ministry of Tourism, Seated Michele Paige and Hon. McKeeva Bush, Leader of Government, Minister of Tourism, Environment, Development and Commerce, Cayman Islands.*



*Patrick Schneider, Royal Caribbean International, Michele Paige and Hon. McKeeva Bush, Leader of Government, Minister of Tourism, Environment, Development and Commerce, Cayman Islands.*



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