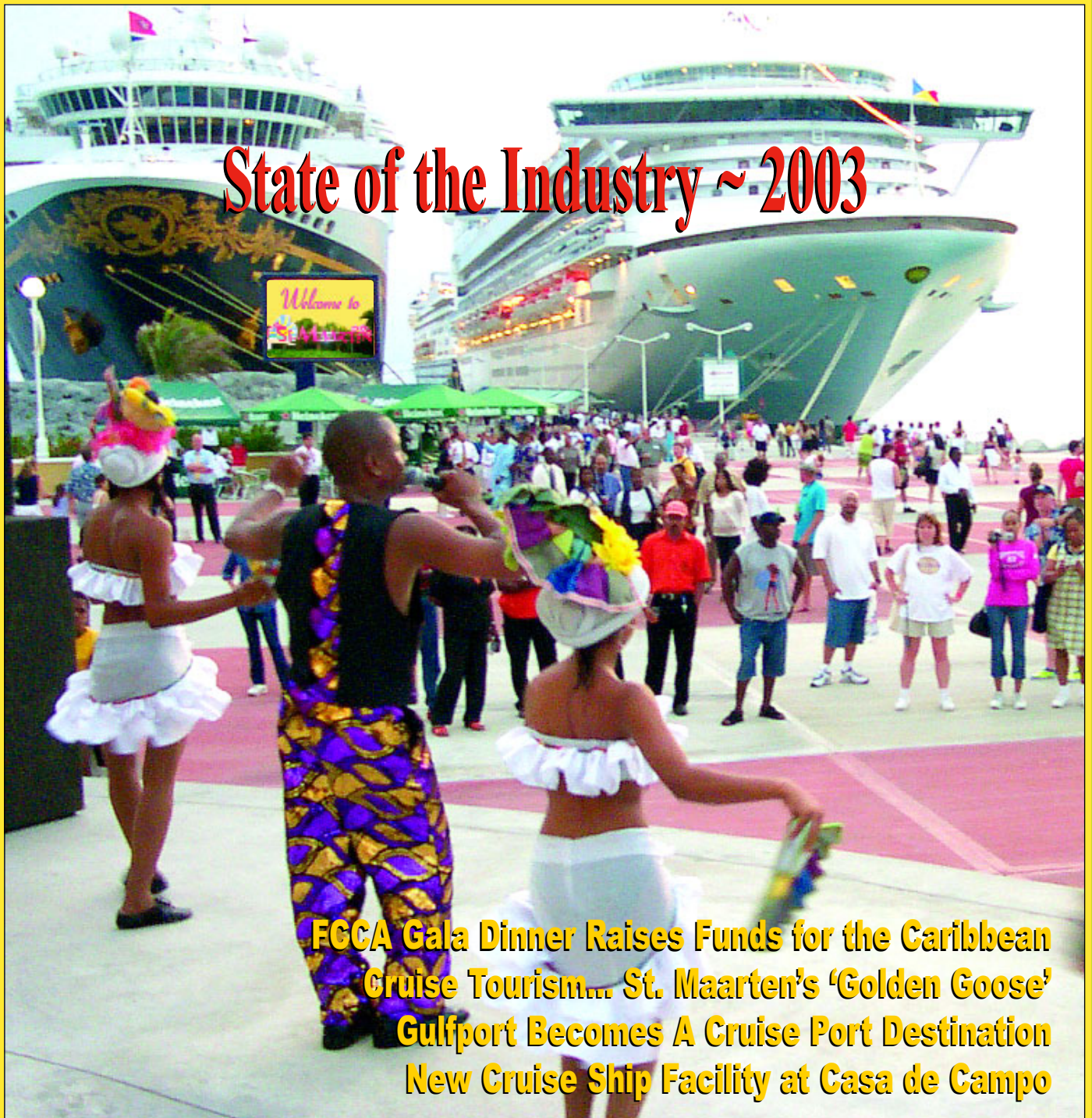




Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE
Second Quarter 2003

State of the Industry ~ 2003



**FGCA Gala Dinner Raises Funds for the Caribbean
Cruise Tourism... St. Maarten's 'Golden Goose'
Gulfport Becomes A Cruise Port Destination
New Cruise Ship Facility at Casa de Campo**

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Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

Second Quarter 2003

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11200 Pines Blvd., Suite 201

Pembroke Pines, FL 33026

Phone: (954) 441-8881 • Fax: (954) 441-3171

Website: www.f-cca.com • E-mail: fcca@f-cca.com

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FEATURES

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By maintaining our current occupancy levels we will have the opportunity to welcome 1 million more guests onboard in 2003 - a potential of 9.6 million passengers worldwide.

13 FCCA's 9th Annual Gala Dinner Extravaganza Raises Funds for the Caribbean

This year's event, held on March 6th, 2003, raised nearly \$200,000 for the *FCCA Foundation for the Caribbean*.

19 Cruise Tourism... St. Maarten's 'Golden Goose'

St. Maarten has awakened to a world of opportunity with the cruise industry, welcoming over a million cruise visitors to its shores in 2002.

23 Gulfport Becomes A Cruise Port Destination

Platinum Associate Membership in the FCCA has afforded the Port of Gulfport the opportunity to access the decision-makers within the major cruise lines for the purpose of developing meaningful dialogue on future vessel deployments.

25 New Cruise Ship Facility at Casa de Campo

December 2002 witnessed the opening of the most innovative private port operation in the Caribbean, Casa de Campo.

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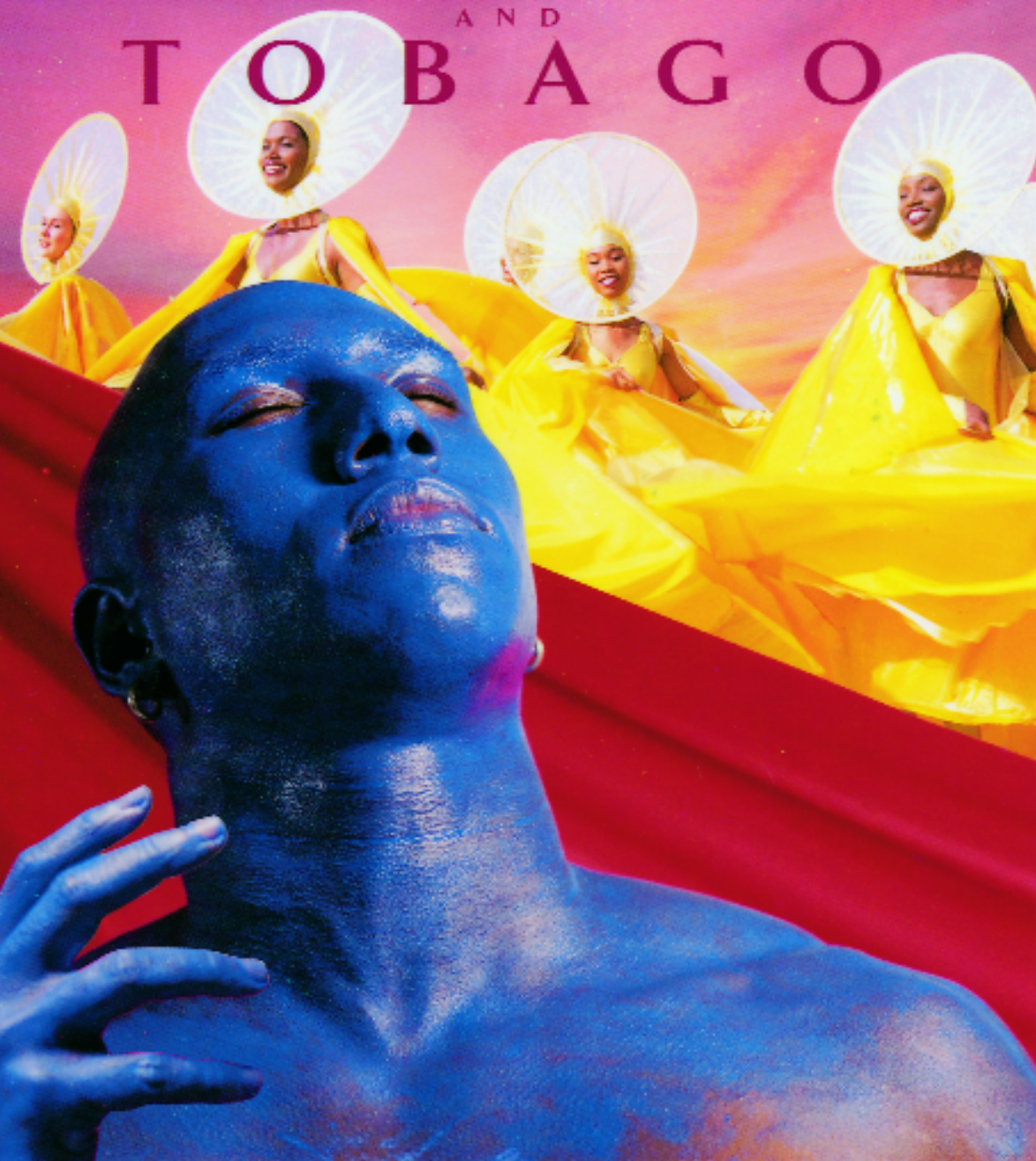
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FCCA Member Lines

*Carnival Cruise Lines • Celebrity Cruises • Costa Cruise Lines • Cunard Line
Disney Cruise Line • Holland America Line • Norwegian Cruise Line • Princess Cruises
Royal Caribbean International • Seabourn Cruise Line • Topaz International Cruises*

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TRINIDAD & TOBAGO

President's Letter



Michele with Javier Guillermo Claussell,
Agencia Consignataria Del Sureste, S.A. de C.V.
Cozumel, Mexico

"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 causes extraordinary results."

It's true, we can not undo the tragic events of September 11, or the negative effects of the war with Iraq. We can not readily change the commercial strife caused by the ongoing global economic slowdown. We can, however, feel sorry for ourselves; we can complain, we can even cry all day and all night... today, tomorrow, and so on and so forth. And in the end, all we would have to show for our efforts would be nothing more than a negative attitude.

Economic doldrums and other world events have created a tough environment for everyone, but through it all the cruise industry has shown its resilience and is now poised to move forward toward what will surely be an extraordinary tomorrow. In 2002, the cruise industry added 13 new

ships and carried 8.66 million passengers worldwide - 15.5% more than in 2001.

Now, if the recent growth of the cruise industry is not enough to serve as a catalyst... then how about the fact that in 2003 capacity is set to rise more than 8% - with the introduction of 13 additional new vessels. And it is projected that the cruise lines will carry approximately 9.6 million passengers worldwide this year, that would be an increase of upwards of 10%!

The opportunity for extraordinary results is there, the time is now to seize the moment... it all starts with a positive attitude. Start Today!!

In this issue of Caribbean Cruising we showcase the presentation on the 'State of the Industry' given at Seatrade by Bob Sharak, Executive Director & Vice President of Marketing, Cruise Lines International Association (CLIA) - our sister Association. In another article we feature St. Maarten, who this past year reached 1 million cruise passengers for the first time. In addition, we provide recaps of this year's Gala Dinner and our Spring Platinum Associate Membership events, along with other information we hope will provide a 'spark' to assist in your endeavor to reach your goals.

Remember, we cannot change yesterday. We can only make the most of today, and look with hope toward tomorrow...

Believe and Succeed!!!

Respectfully yours,

Michele M. Paige





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IN TAMPA, THE POINT OF DEPARTURE IS A DESTINATION IN ITSELF.

As passengers discover all that our port and the area have to offer, Tampa is becoming the new dynamo among cruise towns.

For starters, Cruise Terminal 3 has just been completed. It offers more than 100,000 square feet to accommodate Tampa's largest cruise ships. And Cruise Terminal 2 doubled in size to 85,000 square feet. Together with Cruise Terminals 6 and 7, Tampa's cruise facilities are efficient, secure, have plenty of parking and offer speedy processing and handling.

Next door to the terminals, joining The Florida Aquarium and the St. Pete Times Forum, is Channelside - an urban

entertainment complex with movie theatres, an IMAX, restaurants and shopping. All this, just steps from the gangways, and only minutes from historic Ybor City and downtown Tampa. Also, the port is just 15 minutes from Tampa's renowned international airport.

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And remember, although tourism in Tampa Bay is really heating up, we think you'll find we're actually a pretty cool place.



TAMPA PORT AUTHORITY

FCCA Platinum Associate Members Kick-up Their Heels in Miami

FCCA's Platinum Associate Members were invited to a host of events during the week of the Seatrade Cruise Shipping Convention, March 3-7, 2003. To kick-off the week, Platinum Members, Cruise Executives and their families spent Sunday afternoon, March 2, at a Country Western Party hosted by Michele M. Paige at her 'ranch.' As guests arrived adorned in western ware, including cowboy boots and hats, they were escorted to the main event area overlooking Michele's barn and horse pastures. Guests were invited to enjoy a leisurely horse drawn carriage ride around her 'Rolling Oaks Horse Community' or to try a turn at horseback riding on one of Michele's beautiful horses.



Roger Blum (far left) & Gordon Buck (2nd from right), Carnival Cruise Lines, join Steve Nielsen (center), Princess Cruises, at the Country Western Party.

The highlight of the afternoon, however, outside of the great company, had to be the incredible western barbecue with everything you can imagine: chicken, beef, ribs and even a pig roast. Platinum Members and Cruise Executives alike were thoroughly delighted with the opportunity to enjoy the fabulous feast, partake in a libation or two, dance to the band music and watch the sunset with their families and friends, old and new, while getting to know their fellow industry partners and their families.

On March 7, the FCCA's Platinum Associate Membership Advisory Council (PAMAC) met



Graham Davis (right), Princess Cruises, enjoys a laugh with Platinum Members.

with senior purchasing, marketing and operations executives from the FCCA's 11 Member Lines aboard Carnival Cruise Lines' *Fascination*. Stephen Nielsen, FCCA's Security Operations

Committee Chairman, and VP, Caribbean & Atlantic Shore Operations - Princess Cruises, led discussions on a number of issues and resolutions pertaining to individual member's respective destinations. The main topic of discussion centered on one of the FCCA's main focal areas for 2003 – cruise conversion programs. Each destination in attendance that currently has a cruise conversion program in place provided an update on the status of their program. Other destinations working on developing and launching similar programs shared their views, concerns and aspirations.

Following the exclusive meeting for Platinum Members and Cruise Executives, the group was joined on the *Fascination* by other FCCA Associate Members for a sumptuous lunch courtesy of Carnival Cruise Lines.

To bring the week-long festivities to a close, Platinum Members once again were able to network with Cruise Executives at the 3rd Annual FCCA 'Hoops, Hops, and Hilarity' basketball game. The game turned out to be extremely exciting as the hometown Miami Heat fought hard against one of the league's very best teams, the Dallas Mavericks, only succumbing in the final minutes. The best part of the evening, however, was the elaborate pre-game cocktail reception held at Club Chivas, an exclusive club in the American Airlines Arena, which provided an intimate social setting for the group and allowed for one-on-one interaction.



Brendan Corrigan (left), Carnival Cruise Lines, at the Miami Heat basketball game.

The Advisory Council is scheduled to get together once again on June 30th - July 1st 2003, in Panama. The Panamanian Government and FCCA Platinum Associate Members in Panama are organizing and sponsoring the event. The two-day get-together promises to be an exciting and informative 'adventure' for one and all.

The Platinum Associate Membership Advisory Council (PAMAC) meets four to five times each year and is comprised of port authorities, tour operators, tourism agencies and suppliers representing the Caribbean, Mexico, Central America, South America and the United States.

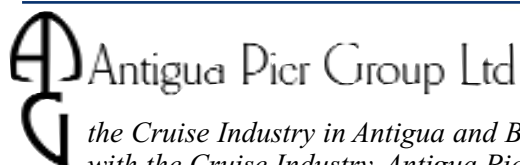
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Antigua Pier Group Ltd. is a joint venture company owned by the Government of Antigua and Barbuda and Key Properties Ltd. Antigua Pier Group Ltd. was formed to be the agency responsible for the advancement of the Cruise Industry in Antigua and Barbuda. In addition to being charged with advancing the working relationship with the Cruise Industry, Antigua Pier Group Ltd. was given the mandate to evaluate the infrastructure used by visiting cruise ships and liaise with the Cruise Lines to establish their needs for the future.

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Pelicanos is a young and creative company offering tourism to cruise ships with a great diversity of expeditions and, on the other hand, we offer to all general tourists our services through our Travel Agency. Pelicanos offers travel services to Cancun, Cozumel, Mahahual and Playa del Carmen. Our variety of tours ranges from: Jeep Safari; Bike & Snorkel; Cavern & Beach; All Terrain Truck; Folkloric Show & Shopping; Beach Break; Snorkel & Diving; and Beach Buggy Tour. It is important to mention that our State of Quintana Roo is one of the nine members of the international project: MUNDO MAYA (MAYAN WORLD). This project is a cross-continental bridge to connect the legacy of the Mayan civilization and we are proud to be a part of it by keeping their culture alive in our tours.

UPCOMING EVENT

FCCA PLATINUM ASSOCIATE MEMBERSHIP ADVISORY COUNCIL (PAMAC)

Meeting in Panama ~ June 30, 2003 - July 1, 2003



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CRUISE SHIP NEWBUILDS

Cruise Line	Ship Name	Delivery	Tonnage	Capacity	Price*	Shipyard
2003						
Aida Cruises	<i>AIDAaura</i>	March	42,000	2,270	\$350	Aker MTW
Carnival Cruise Lines	<i>Carnival Glory</i>	Summer	110,000	2,974	\$500	Fincantieri
Costa Cruise Lines	<i>Costa Mediterranea</i>	June	86,000	2,114	\$330	Kvaerner Masa-Yards
Costa Cruise Lines	<i>Costa Fortuna</i>	November	105,000	2,720	\$400	Fincantieri
Crystal Cruises	<i>Crystal Serenity</i>	June	68,000	1,080	\$350	Chantiers de l' Atlantique
Cunard Line	<i>Queen Mary 2</i>	December	150,000	2,620	\$800	Chantiers de l' Atlantique
Holland America Line	<i>Oosterdam</i>	August	85,000	1,848	\$400	Fincantieri
Mediterranean Shipping	<i>MSC Lirica</i>	Spring	60,000	1,600	\$250	Chantiers de l' Atlantique
Princess Cruises	<i>Island Princess</i>	July	88,000	1,970	\$360	Chantiers de l' Atlantique
Radisson Seven Seas	<i>Seven Seas Voyager</i>	March	50,000	700	\$200	T. Mariotti
Royal Caribbean Int'l	<i>Serenade of the Seas</i>	August	90,090	2,501	\$400	Meyer Werft
Royal Caribbean Int'l	<i>Mariner of the Seas</i>	November	142,000	3,114	\$520	Kvaerner Masa-Yards
Star Cruises	<i>Sagittarius Class</i>	Fall	112,000	3,000	\$500	Meyer Werft
2004						
Carnival Cruise Lines	<i>Carnival Miracle</i>	Spring	88,500	2,124	\$375	Kvaerner Masa-Yards
Carnival Cruise Lines	<i>Carnival Valor</i>	Fall	110,000	2,974	\$500	Fincantieri
Costa Cruise Lines	<i>Costa Magica</i>	Fall	105,000	2,720	\$400	Fincantieri
Festival Cruises	<i>Mistral 5</i>	June	80,000	2,000	\$240	Chantiers de l' Atlantique
Holland America Line	<i>Westerdam</i>	April	85,000	1,848	\$400	Fincantieri
Mediterranean Shipping	<i>MSC Opera</i>	Spring	60,000	1,600	\$250	Chantiers de l' Atlantique
Norwegian Cruise Line	<i>Pride of America</i>	July	72,000	1,900	\$440	Meyer Werft
Princess Cruises	<i>Diamond Princess</i>	March	113,000	2,670	\$450	Mitsubishi HI
Princess Cruises	<i>Caribbean Princess</i>	April	116,000	3,100	\$460	Fincantieri
Princess Cruises	<i>Sapphire Princess</i>	May	113,000	2,670	\$450	Mitsubishi HI
Royal Caribbean Int'l	<i>Jewel of the Seas</i>	June	90,090	2,501	\$400	Meyer Werft
2005						
Carnival Cruise Lines	<i>Carnival Liberty</i>	Summer	110,000	2,974	\$500	Fincantieri
Cunard Line	<i>Queen Victoria</i>	March	86,000	1,968	\$400	Fincantieri
Holland America Line	<i>Vista 4</i>	October	85,000	1,848	\$400	Fincantieri
Princess Cruises	<i>TBD (option)</i>	Fall	88,000	1,950	\$330	Chantiers de l' Atlantique
Royal Caribbean Int'l	<i>TBD (option)</i>	Summer	88,000	2,000	\$400	Meyer Werft
Star Cruises	<i>Sagittarius Class</i>	Fall	112,000	3,000	\$500	Meyer Werft
2006						
Holland America Line	<i>Vista 5</i>	May	85,000	1,848	\$400	Fincantieri
Princess Cruises	<i>Caribbean Princess 2</i>	Fall	116,000	3,100	\$500	Fincantieri
Royal Caribbean Int'l	<i>TBD (option)</i>	Summer	88,000	2,000	\$400	Meyer Werft

Totals **33 Ships** **3,078,680** **73,306** **\$13,555**

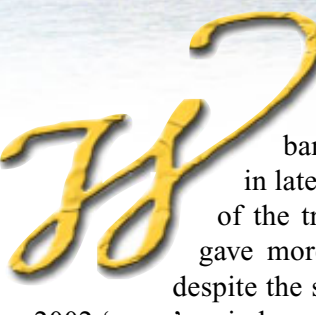
Note: FCCA Member Cruise Lines in bold.

* Prices are estimated (in millions).



State of the Industry - 2003

By: Bob Sharak ~ *Executive Director, Vice President of Marketing*
Cruise Lines International Association



When we gathered for this event a year ago, the shock of 9/11 was still fresh in our minds. The bankruptcies of two cruise companies in late 2001 and dismal news from the rest of the travel industry and from Wall Street gave more than enough reason for concern, despite the strong bookings recorded during the 2002 'wave' period.

The introduction of 13 new ships in 2002 added some measure of anticipation and anxiety to the industry's outlook last March. As always, the new ships brought excitement and fresh ideas into the marketplace, but they also represented a significant capacity increase in an uncertain market environment.

In the midst of all this, Mark Conroy made a bold prediction from this podium: He said that 7.5 million North Americans would cruise in 2002 - an increase of more than 500,000 from those who cruised in 2001. There were some who were a little surprised at that announcement, and there were probably more than a few in the audience who doubted that forecast.

Subsequent economic and world events didn't do much to allay those doubts:

⚓ The military action in Afghanistan and the prospect of a war in Iraq joined terrorism in the headlines, and the talk of war still clouds the travel plans of people throughout the world.

⚓ Economies around the globe remained fragile and languished between recovery and recession throughout 2002, as they continue to do today. And increasing levels of unemployment and job uncertainty has put additional scrutiny on all consumer discretionary spending - including the choice to travel.

⚓ Airlines drastically cut schedules and teetered on the edge of - or fell into - bankruptcy, further eroding consumer confidence in travel and complicating business and vacation planning.

⚓ And stepped-up efforts by airlines to reduce costs by eliminating travel agent commissions also dealt a severe blow to travel retailers whose businesses depended on air ticket sales. The number of ARC appointed travel agency locations has been declining since the mid 1990s, and the pace of that decline accelerated in 2002. We estimate that over 10% of ARC retail locations surrendered their appointments last year.

This signaled continued consolidation among traditional agencies and, perhaps even more significant, the continued evolution of brick-and-mortar agencies into networks of home-based travel sellers and Internet retailers. There is a positive side to this development, however, that I will talk more about a little later.

⚓ Then to cap off the year, a common stomach flu going by the name Norwalk Like Virus or Noro virus that annually makes its way through offices, schools, hospitals and hotels for decades gained notoriety and worldwide media coverage by showing up on cruise ships.

The irony in this was that the stringent sanitation and health standards under which cruise ships operate, which include requirements for reporting outbreaks affecting as little as 3% of our guests, help served to bring the incidences of these cases on cruises to the attention of the media, which in turn had a field day with the story.

The volume of news accounts that followed gave an overblown impression of the relative number of cases that had occurred on cruise ships - and too often portrayed this common ailment as something peculiar to our industry. One prominent travel reporter was so uninformed, he suggested on national television that these initial outbreaks might have been the result of a terrorist attack.

Concerted communications and public relations efforts by individual cruise lines, CLIA, and the International Council of Cruise Lines in coordination with the Centers for Disease Control finally succeeded in bringing a measure of sanity into the reporting of the NLV occurrences on cruise ships. And by CLIA providing the facts regarding NLV to travel



agency retailers, we were able to put this situation into perspective for potential travelers at the point of purchase.

However, the effects of the exaggerated and inaccurate reports that characterized the media frenzy surrounding these outbreaks - including identifying NLV as 'the cruise ship virus' linger, and we may be fighting this misperception for some time to come.

Despite these and other challenges, the cruise industry did more than live up to Mark's optimistic prediction. It surpassed it. Some 7.6 million North Americans are estimated to have cruised in 2002 - setting yet another annual passenger record. They were part of a worldwide total of 8.66 million cruise guests last year. That represents a 15.5 % annual increase in worldwide guests sailing on CLIA member cruise lines at an average 2002 industry utilization of 97 percent.

How did our industry manage to achieve this level of growth in the face of so many challenges? The way it always has - by being aggressive, adaptive and innovative and by having a terrific product.

Let's look at some of the key actions taken by the cruise industry in 2002 that led to this remarkable record:

⚓ Within hours of the events of 9/11, the cruise industry was already prepared and instituted pre-planned Level 3 security measures to insure the continued safety of our guests and crew - our first priority. The cruise lines, CLIA and the ICCL proactively communicated to the press, the public and to travel retailers both our enviable past record and the new procedures in place to ensure the continued safety of cruise vacationers.

⚓ The cruise industry took the lead in reassuring the public that travel was safe following 9/11 and throughout 2002. CLIA and ICCL spokespersons went on the road, appearing on television and radio programs across North America to explain the security and safety measures taken by the industry - and, importantly, to remind the public of cruising's diversity, excitement and incredible value - and to encourage the public to continue traveling and to take cruise vacations.

⚓ Cruise lines took advantage of their uniquely mobile assets to quickly create new itineraries based from home-ports within easy driving distance of major North American population centers. These moves successfully countered the public's concern regarding air travel and, in fact, they were so well received that they spurred a growing market for drive/cruise vacations and introduced cruising to many people who had been reluctant to fly even before 9/11. And as

CLIA research has shown, the high satisfaction level experienced from a new cruiser generates repeat business and an annuity for future cruise vacations.

⚓ Marketing initiatives ranging from stepped up public relations activities and advertising to inventive promotions with travel agent partners kept cruising in the spotlight for people thinking about getting away for a well-deserved and very needed vacation.

⚓ Cruise lines provided a tactical catalyst to release pent-up consumer demand by employing aggressive pricing that made an already great vacation value now an irresistible one.

⚓ And the cruise industry kept its standards high... even raising the bar for new and innovative programs including; the range of choices in onboard dining, entertainment and recreation; and in the technology and onboard facilities - including the environmental, safety and security systems - featured on today's cruise ships.

⚓ Most of all, the cruise industry not only continued its support of the travel retailers who sell cruises, it also enhanced and strengthened that support. And more and more travel agents are discovering that the way to succeed as a travel retailer today is by selling cruises.

That last point is particularly important to all of us at CLIA. From the beginning, the primary purposes of this organization have been to promote cruising and to educate and support travel agents who sell cruise vacations.

We should all take note of the fact that the airlines who have actively discouraged bookings through travel agents and the other segments of travel who have maintained a largely passive relationship with travel retailers have suffered significant declines and losses during the past year. Meanwhile the cruise industry, the one segment of the travel business that proactively supports and encourages the travel agent, who sell more than 90 percent of our business, has continued to grow and prosper. A coincidence? You can draw your own conclusion but I don't think so.

And here's where the bright spot in the decline of ARC accredited agencies comes in. Those agencies haven't all simply disappeared: many have transformed themselves and have joined the rapidly growing number of leisure oriented non-ARC agencies that focus heavily on cruise and tour sales. CLIA did suffer overall agency membership renewal losses in 2002 but we also welcomed over 1,900 new agency affiliate members. And 78% of these new CLIA affiliate



members were non-ARC leisure focused agencies.

For CLIA's part, we expanded the educational programs the association offers to its nearly 17,000 affiliated agencies, including widening the range of sales training courses available online; we developed new marketing resource materials and actively used e-mail messages to keep agents abreast of the latest news, trends and developments in the industry, as well as to provide them with timely sales and marketing tips; and the Cruise Expert Locator capability on our website helps the over 1.2 million annual site visitors locate a CLIA-affiliated agent in their areas to help them plan and book their cruise.

This year's National Cruise Vacation Month, which just ended a few days ago, featured the theme 'The Best Cruise Vacations Begin With A Travel Agent,' aggressively promoting cruise vacations and directing consumers to CLIA agencies as the experts in planning a cruise. That program also incorporated travel agent participation in television and radio appearances with cruise industry spokespersons during CLIA's annual national broadcast media tour in February.

Few businesses of any kind can boast of so much success in dealing with difficult market conditions as the cruise industry achieved last year. But no one should have been surprised. Throughout its history, the cruise industry has demonstrated remarkable resilience and strength, growing and prospering through good times and bad. The cruise industry has done that remarkably well being proactive - some would say scrappy - in the face of challenges and by consistently maintaining its focus on its customers.

It's worth remembering - on that point - that the industry launched the first National Cruise Vacation Month promotion, including a nationwide broadcast media tour, right after the start of the Gulf War 12 years ago. Though considered risky at the time, it was a huge success, and during that uncertain time the cruise industry posted a better than 9 percent year-over-year increase in cruise passengers.

Every mariner dreams of clear skies and fair seas, but every mariner also knows that storms and shoals are part of life at sea. For the past 17 months, all of us have had to steer our businesses through turbulent conditions. Those market conditions probably will not improve soon, but the flexibility, innovation and savvy marketing that brought us this far should serve us well in the months ahead.

In September 2002, CLIA commissioned a major consumer market survey by nationally known NFO Plog Research to profile the industry's target market and gauge its prospects for the years ahead. Even the most conservative reading of the results of this research indicates that demand will likely

continue to outpace capacity.

A few highlights from this important study:

⚓ Approximately 45 percent of the U.S. population fits the profile of the cruise market 'sweet spot' - adults 25+ years old with a household income of \$40,000 or more who travel 50 miles or more from home on vacations.

⚓ The survey results also said that approximately 44 million people indicated that they would either definitely or probably take a cruise vacation during the next three years. While we all recognize that intent doesn't always translate into action, applying statistical models to these results, NFO Plog researchers estimate that at least 27 million Americans will act on this intent to cruise during the next three years.

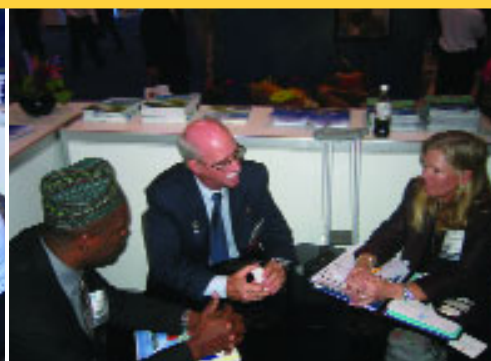
⚓ Another number that stands out is that 21 percent of current non-cruiser target - those who vacation yet have never taken a cruise - expressed an interest to cruise in the next three years. That represents a pool of 22 million potential first-time cruisers in the next three years.

With cruise vacations currently accounting for approximately 3 percent of the leisure travel market, there's clearly plenty of room to grow, and CLIA's market research indicates that the industry has ample opportunities to realize its potential. It's up to all of us and our travel agency partners to focus on the opportunities we have and overcome whatever obstacles may crop up along the way. And I'm confident that we will continue to do that.

If we stay the course, all signs point to continued growth ahead. For all the millions who sail on our ships each year, there are millions more who want to join them. This relatively young industry that emerged from the remnants of the transatlantic passenger trade has made cruising a nearly universal icon for the dream vacation.

Certainly the cruise industry is ready to welcome aboard those who have dreamed of taking a cruise. This year, CLIA member lines will introduce 13 new ships, and these 25 companies will be operating nearly 160 ships sailing to more than 1,800 ports of call worldwide.

Even though 2003 will surely present new challenges, when we return here next year, the cruise industry is likely to announce yet another record-setting year. By maintaining our current occupancy levels we will have the opportunity to welcome 1 million more guests onboard in 2003 - a potential of 9.6 million passengers worldwide, including 8.3 million from North America. Now it's up to all of us to



Seatrade 2003



FLORIDA-
CARIBBEAN
CRUISE
ASSOCIATION



World Cruise Tourism Summit

The World Cruise Tourism Summit, once again, marked the start of the annual Seatrade Cruise Shipping Convention. The Summit, a series of round-table sessions, organized by the Florida-Caribbean Cruise Association (FCCA), International Council of Cruise Lines (ICCL) and Seatrade Organization, took place on Monday, March 3, 2003 at the Miami Beach Convention Center.

As the first forum of the convention, the summit provided participants the opportunity to join a number of leading industry experts in addressing a range of key topics, which included:

Tour Operator/FCCA Insurance Program and Marketing Your Destination, moderated by the FCCA.

A View from the Pier: Health and Sanitation Issues in the Cruise Industry; The Global Source Markets for Cruise Passengers; Cruising, Voyage to Environmental Stewardship; Miles Traveled and Global Development of Cruise Capacity, were moderated by ICCL and the Seatrade Organization.

The Summit closed with a plenary session in which participants provided a wrap-up of the discussions in all the workshops presented.

The FCCA's 9th Annual Gala Dinner Extravaganza Raises Funds for the Caribbean

500 cruise industry partners, including more than 60 of the cruise industry's top cruise executives, came together at the American Airlines Arena in Miami, Florida for the Florida-Caribbean Cruise Association's 9th Annual Gala Dinner



Richard D. Fain (front - 2nd from left) ~ Chairman & CEO, Royal Caribbean Cruises, Ltd., at the Silent Auction.

Extravaganza. This year's event, held on March 6th, 2003, raised nearly \$200,000 for the **FCCA Foundation for the Caribbean**. The Foundation serves as a tangible vehicle by which the cruise industry can participate in the effort to improve the lives of Caribbean citizens through the funding of



Paris G. Katsoufis (3rd from left) ~ President, Topaz International Cruises, and Pamela C. Conover (center) ~ President & COO, Cunard Line, during the Cocktail Party.

humanitarian and social causes. The cruise industry has impacted the lives of thousands of Caribbean citizens by donat-

ing to dozens of worthy causes throughout the Caribbean Region, providing more than \$2 million in funding to causes and charities through the *FCCA Foundation for the Caribbean*.

The evening, sponsored by the Port of Miami and the Greater Miami Convention & Visitors Bureau, began with a cocktail reception held on the East Plaza of the Arena which overlooks the Port of Miami. The Reception featured a 'silent' art auction where attendees eagerly placed their bids on the many beautiful pieces of art donated by Park West Gallery. The nearly 100 pieces of magnificent artworks featured artists such as Peter Max, Salvador Dali, Tarkay and many other prominent artist.

Following the reception, guests were escorted to Center Court of the Arena that had magically been transformed into an ele-



Colin Veitch (standing) ~ President & CEO, Norwegian Cruise Line, at the Gala Dinner.

gant dining hall for the elaborate dinner. All in attendance, cruise industry partners and cruise executives alike, enjoyed this special opportunity to get to know each other by exchanging views and ideas on a multitude of topics while dining in a social setting. "The FCCA Gala offered me a unique cruise industry opportunity to represent Cunard Line among important supplier colleagues, in an elegant and enjoyable environment while also supporting the FCCA Foundation," G. Alberto Aliberti, Manager, Shore Excursions, Cunard Line.

Howard Frank, Vice Chairman & COO, Carnival Corporation,

The FCCA Ninth



Annual Gala Dinner





provided the opening remarks for the event, thanking all in attendance for their support and the FCCA Foundation for its dedication to the Caribbean Region.

FCCA Security Operations Committee Chairman, Stephen A. Nielsen, VP, Caribbean & Atlantic Shore Operations, Princess Cruises, presented a special tribute to Michael Ronan, Associate VP, Destination Development, Royal Caribbean International, for his many contributions and sincere efforts during his tenure as Chairman of the Security Operations Committee in 2001 & 2002. Other presentations made included two educational scholarships of \$2,500 each given to the first place winners of the FCCA's 2003 Environmental Poster Competition, Israel Singer (senior division) from St. Maarten and Samuel Barry (junior division) from Dominica. Cheryl Lee, Director of Fund Raising & Marketing Development, Special Olympics – Caribbean, accepted a Foundation donation of \$25,000 and Don Stephens, Founder/CEO of Mercy Ships, was also granted \$20,000. "The Foundation's good works provide an



Jack Williams (right) ~ President & COO, Royal Caribbean International & Celebrity Cruises, poses with Gala attendees.

excellent mechanism for the cruise industry to show their commitment to their destination partners by assisting worthy causes in the Region," commented Michele M. Paige, President, FCCA.

To conclude the presentations, Eller and Company, Inc. and the Port Everglades Department of Broward County were thanked for their continued support, Starboard Cruise Services was recognized as a major

Foundation sponsor and The Port of Miami and the Miami Convention & Visitor's Bureau were honored as this year's event sponsors.

Following the gourmet dinner and heartwarming presentations, the Arena came to life as many in attendance scurried about shaking hands and greeting each other. Some chose to let loose on the dance floor while others were simply satisfied to sit back and enjoy the entertainment while sharing a final glass of fine wine or two with their table mates.

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Winners Emerge in the FCCA Environmental Poster Competition

The Florida-Caribbean Cruise Association is proud to announce the winners of the 2003 FCCA Foundation for the Caribbean **Children's Environment Poster Competition**, 10-year old Samuel Barry from Dominica in the junior division and 16-year old Israel Singer from St. Maarten in the senior division.

Students from throughout the Caribbean were invited to submit a poster on the theme "Our World is Precious...Save our Land & Seas." Students were asked to depict at least three (3) ways by which their destination can make a difference in preserving the environment.

Samuel's poster is a colorful display depicting an array of ideas such as littering damages the environment and is dangerous to our wildlife. Israel's poster, beautifully done in vivid colored pencils, represents two distinct scenarios for the environment.

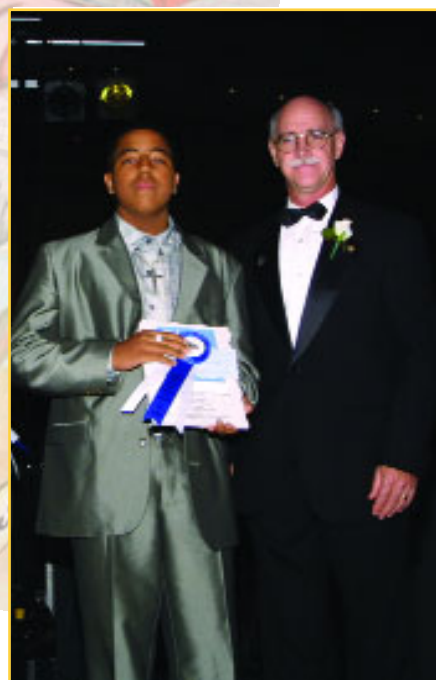
One scenario portrays the world as being healthy, with clean air, water and abundantly rich soil. The 'dark' half of the poster depicts a world where air and water pollution pose health risks to all life and ultimate disaster. Emerging at the center of the piece is a drawing of the world with human hands gently embracing it, as if to say - the world is ours to cherish and nurture, we must fight back the 'dark' and preserve it.



Stephen Nielsen, Princess Cruises, presents Samuel Barry (Dominica) his first place award.

The competition, judged in two age categories: a junior division for student's age 12 years and under and a senior division

for children age 13-16 years, received entries from 16 Caribbean nations in 2003. Sponsored by the Association's charitable arm, the **FCCA Foundation for the Caribbean**, the Environment Poster Competition was created to promote environmental awareness throughout the Caribbean Region, as well as serving as a platform to utilize students' creativity in identifying new and innovative Eco-friendly ideas.



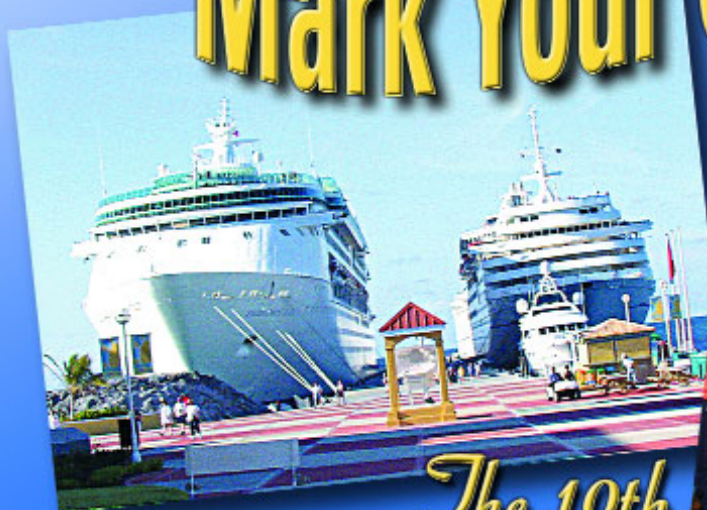
Israel Singer (St. Maarten) accepts his award from Michael Ronan, Royal Caribbean International.

Samuel and Israel each received a educational scholarship of US \$2,500. In addition, they were invited to participate in, and accept their prizes at, the 9th Annual *FCCA Gala Dinner Extravaganza* in Miami, Florida.

In the 12 and under age category, Vanessa Hertular, age 10 from Belize, placed second with 12-year-old Kevin John from St. Croix emerging as the third place winner. Second place in the 13-16 age category went to 13-year old Kelron Liburd from Nevis, with Attainea Toulon, age 13 from Dominica, placing third. The second place winners in the two age categories will each receive US \$1,500 and the third place winners will each take home US \$1,000.

To reward students for their efforts, all finalists (except first, second and third place winners in each category) entered in the competition will be awarded US \$200. In addition, art supplies will be donated to the schools of the first, second & third place winners in each category.

Mark Your Calendar!



The 10th Annual Caribbean Cruise Conference & Trade Show October 7 - 10, 2003 ~ St. Maarten

- Increase your cruise line contact base
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- You will save time, effort & money

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Cruise Tourism... St. Maarten's 'Golden Goose'

Written by: Juliet Gill

However it was that said good things come in small packages must have just returned from St. Maarten. This tiny island in the Caribbean has seemingly accomplished the impossible: transformed a scant 37 square miles into a top international cruise destination. In less than half a century, St. Maarten has awakened to a world of opportunity with the cruise industry, welcoming over a million cruise visitors to its shores in 2002.

But as any CEO will tell you, success doesn't come easily. Long term investment, commitment to cruise tourism, and careful negotiation were the precursors to cruise development in St. Maarten. After all, there were many factors in the mix. With a population that consists of over 77 different nationalities, St. Maarten has an incredibly diverse array of concerned stakeholders. So many in the industry breathed a sigh of relief



when the necessary first steps began to take shape. "Five years ago, visiting cruise vessels all remained at anchorage and used tenders to land their passengers, because of the absence of adequate shore side landing facilities," says Rommel Charles, Managing Director of the St. Maarten Port Authority (SMPA). Today, he says, "the economy of St. Maarten is based mainly on tourism, i.e. cruise tourism and land based tourism."

And this success has all happened during one of the most difficult times for worldwide tourism. "Notwithstanding hurricanes, the negative impact of 9/11, and the war with Iraq, St. Maarten has managed to attain favorable cruise tourism growth rates and to secure and hold its position as a favorite cruise destination," notes Charles.

"Other destinations should look to St. Maarten as an example," says Matthew Sams, Vice President of Caribbean



Commissioner Theo Heyliger (left), St. Maarten, with Michele Paige and Micky Arison, Carnival Corporation.

Relations for Holland America Line. "It took St. Maarten time to listen to the industry and to each line's individual needs. But once we were able to get together and work on mutual concerns and problems, we were able to see the benefits for the cruise lines, our passengers, and St. Maarten as a whole. The result is that everybody is walking away satisfied, and with a much better product."

Destination Development

Indeed, it was not so long ago that St. Maarten was a sleepy little outpost in the Dutch West Indies. In the early 1950s, the island accounted for less than ten hotel rooms. The original wharf in Philipsburg handled few vessels, including one ship per month from the U.S., and twice-a-month connections with neighbors Curacao and Aruba. But slowly, public and



private leaders realized that cruise tourism could be the ‘golden goose’ for St. Maarten. A deep water pier was constructed at Pointe Blanche in the 1960s, ushering in a new era for St. Maarten. Completed in 2001, the brand new, \$65 million A.C. Wathey Cruise Pier and Port Facility have solidified St. Maarten as a leading world cruise destination.

But building a successful cruise destination doesn’t happen overnight, even with a new port and pier. How was this success achieved? For one thing, island officials were ready to expand. “Ever since St. Maarten embarked on its current path of economic development, its port services have played a crucial role and as a result, St. Maarten became one of the preferred destinations in the Caribbean,” says Leo Chance, Managing Director, SEL Maduro & Sons and past Chairman of the SMPA Supervisory Board. He adds that officials “realized that St. Maarten had to invest in the cruise sector. Based on the knowledge of the industry, the modified SMPA 1996 lay out was developed and discussed with the FCCA and the individual member lines.”

The result was a \$60 million investment, based on recommendations from industry studies, and “continuous input and support of the FCCA and individual member lines,” notes Chance. “We did the right things by using knowledgeable people with in-depth expertise, not only in the Supervisory Board, but in management, commissioners, advisors, etc. We were focused to get the job done.”

But it hasn’t all been smooth sailing. Setbacks such as two major hurricanes in five years, governmental changes, investor shifts and local politics seemed to threaten the development process. To add to the challenge, industry officials and local leaders sometimes found themselves on opposite sides of the fence on certain issues.

What issues would these be? “Water taxis,” replies Sams. “St. Maarten fought them for a long time, but they proved to be a tremendous benefit. They allowed people to get off the ships faster and more efficiently, in a more timely manner, and allowed them more time for shopping, to add additional tours, to go to restaurants. There used to be very long taxi lines, thereby limiting the scope of what passengers were able to do.”

Water taxis have played an important role in passenger satis-



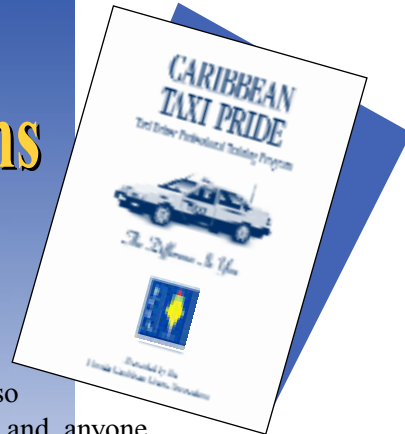
faction, agrees Jeff Howell, General Manager, St. Maarten Tender Services. “From our perspective, there are three important considerations when looking at water taxis. First, that passengers receive a great experience at a great value. They get photo opportunities from a 50-foot ferry, and can see their ship from the seaward side. Second, water taxis are a great value—passengers pay one set price and can go back and forth as many times as they like. Finally, that the water taxis are a mass transit system which has little or no impact on the land infrastructure. Passengers are moved by water, rather than road, which is an important consideration. After all, the passengers didn’t go on a cruise just to sit in traffic.”

Another ongoing discussion in the realm of excursions has other local industry leaders calling for better communication between cruise and regional operators. “From our point of view, we have plenty of passengers,” says Jose Marlin, Managing Director, St. Maarten Taxi Services. “But only a few beaches are being jammed with visitors, while other very beautiful beaches are going unused. There needs to be a lot more communication about what’s available to do in this destination.”

Even given these challenges, everyone is looking forward to the island’s bright future. “We’re viewing the cruise development as a very positive one, especially when local individuals are able to participate,” Marlin affirms. “As it’s going right now, we’re looking forward to what’s ahead.” Others agree that cruise business is in everyone’s best interest. “St. Maarten ended up being much better off,” says Sams. “It took some time, with a lot of discussion and negotiation, but the result is that everybody can see the benefits.”

FCCA Training Programs

'The Difference Is You'



The North American cruise market grew by more than 10% last year, as an estimated 7.6 million passengers cruised in 2002. The Caribbean's market share of the record high cruise capacity was 46.6%. With the strength of the cruise industry growing to new highs, this would seem to be a good time to sit back and congratulate yourselves. But it isn't. This is the time we should be working our hardest to ensure our continued success well into the Millennium.

Every research study, passenger survey and industry report dealing with the continued success of the cruise industry comes to the same conclusion. The reason people continue to pick a cruise over all the other possible vacation alternatives are very high satisfaction levels. Over the last thirty years, cruising has 'exceeded expectations.' For both the cruise lines and the destinations where they call to have continued success, these high satisfaction levels must be maintained and improved upon.

Travel and tourism has more points of customer contact than any other industry. And among travel options, cruising probably has the highest contact level. As the leading destination area for cruising, the Caribbean Region must continuously strive to deliver an experience that makes a guest want to return again and again. This need to exceed expectations is at the core of the training seminars offered by the FCCA.

The Florida-Caribbean Cruise Association has developed programs to assist in preparing your workforce to meet the challenges of direct customer interaction in a format that highlights ways to improve the quality of service, while consequently enhancing income. These programs are a true win-win situation for everyone. Following are brief descriptions of each program offered by the FCCA.

Caribbean Taxi Pride (Duration: 2 – 2.5 hours):

The *Caribbean Taxi Pride* seminar, adapted from the successful 'Miami Nice' program, is by far the most popular training program offered. It focuses on ways to improve the quality of service delivered, with the subsequent result of satisfied passengers and increasing income. Although geared

toward taxi drivers, it is also relevant to tour operators and anyone involved in providing ground transportation to cruise passengers. The seminar employs a mixture of roll playing and formal instruction, resulting in a very interactive format. It includes the use of videos and workbooks to provide hands-on, informative instruction in the following areas:

- What Passengers Expect
- 3-step Professional Procedure
- Your Cab is Your Office
- Rules of the Road

Service Excellence ~ Cruise Passengers Equal Profits (Duration: 2.5 - 3 hours):

Part one of the *Service Excellence* program was developed to emphasize the importance of 'service delivery' when looking to enhance a guest's vacation experience. It is designed to meet the challenge of direct customer contact and explains cruise passenger needs. The course does this by demonstrating the proper attitude needed to deliver higher guest satisfaction, leading to greater profits and the conversion of cruise passengers into return stay-over guests. This program is applicable to all service professionals whose jobs entail some aspect of direct customer contact.

The second part of this program was the first developed by the FCCA, and deals with the underlying question that everyone has asked at some point - how can my destination increase revenues from its tourism sector? The *Cruise Passengers Equal Profits* seminar showcases meaningful ways to increase the expenditures of cruise passengers while they are visiting in your port and how a favorable first visit by cruise ship will encourage repeat visits and repeat profits. This seminar features statistical information highlighting methods to increase passenger spending and is directed towards all people who provide retail goods to cruise guests.

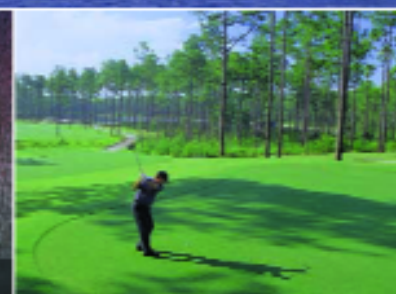
For more information or to schedule training in your destination contact Adam Ceserano, FCCA's Manager of Marketing & Training, via E-mail: adam@f-cca.com or by Telephone: (954) 441-8881.

“I’m very impressed with Gulfport. I’m really looking forward to working with them in the future.”

Captain Giovanni Cutugno, Conquest Master



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When Carnival Cruise Lines needed a port for its largest ship—and needed it to be ready in less than a week—Gulfport stepped up and delivered. With amazing speed, we were able to adapt our state port to accommodate 7,000 passengers and 13,000 pieces of luggage every week.

The result has been a perfect match between Gulfport and the Carnival *Conquest*. And the match doesn't just make good logistical sense. Just look at all the amenities and attractions that Mississippi's Gulf Coast offers:

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Gulfport Becomes A Cruise Port Destination

By: Donald R. Allee ~ *Executive Director and CEO*
Mississippi State Port Authority at Gulfport

Q: How did Gulfport become a cruise port destination?

A: "Over the last few years the Port of Gulfport, Mississippi and the community it serves began to seriously pursue the cruise industry as a market target. Since the South Mississippi Coast was already an established tourist destination, it made good sense to use our port facilities to expand on the opportunity. In March of 2002 we actually brought in several representatives of the cruise industry and spent the day providing a "snapshot" of what the coast had to offer. Great, entertaining casinos, miles of un-crowded sandy beaches, beautiful golf courses, wonderful restaurants were just a few of the items featured that day. We showcased why we thought Gulfport would make a superb homeport.

When navigation problems arose on the lower Mississippi River for the New Orleans-bound *CARNIVAL CONQUEST* in early March 2003, the Port of Gulfport stepped in to offer Carnival Cruise Lines an alternative homeport until such time that the vessel was able to return to Louisiana. The fact that the entire Gulfport community was able to prepare for the vessel on 72 hours notice demonstrated to Carnival and its customers that we were prepared for the challenge. Many a business partnership has risen out of an emergency. This is a perfect example of that concept. Seven sailings later, Carnival bookings remain strong, the temporary facilities are

functioning and the community is more determined than ever to emerge as a major cruise port in the Caribbean market."

Q: How has the FCCA/Platinum Membership helped Gulfport grow?



A: "Platinum Associate Membership in the FCCA has afforded the Port of Gulfport the opportunity to access the decision-makers within the major cruise lines for the purpose of developing meaningful dialogue on future vessel deployments and presenting ideas as to exactly how the Port of Gulfport and all of Mississippi may fit into future itineraries, etc. It also allows us to stay

apprized of issues facing fellow-ports and the cruise industry such as environmental challenges, security matters and emerging trends."



Q: What is Gulfport doing to attract cruise passengers, etc.?

A: "We are first and foremost proving to critiques that we are able to deliver on short notice. We are demonstrating how easily the port can be accessed from both land and sea. U.S. Interstate 10 is five minutes from the port's front door and vessels are able to be at their berth within ninety minutes after the pilot boards the ship. The State of Mississippi,

local Travel and Tourism Commission as well as the entire community have committed significant resources to a comprehensive advertising campaign to attract more customers to Gulfport. Specifically to cruise from Gulfport!"

FACES IN THE INDUSTRY

Hilario Gordon ~ Head Baker ~ Costa Cruise Lines



Costa Rica

My name is Hilario Gordon, I am 38 years old and from Costa Rica. I am currently working onboard the Costa Victoria as the Head Baker. I have been working with Costa Cruises for almost 20 years. In 1985, I started my first job as a 3rd baker for Costa Cruises and I am very proud to be a member of this company.

As the Head Baker, I am in charge of the 24 hour operation of the production of bread for 700 crew and 2,500 passengers from different nationalities and religions. I also supervise 6 bakers and am responsible for following sanitation procedures.

I have really enjoyed my time with Costa and plan on remaining a faithful member of Costa Cruises. I feel that it has been a very worthwhile and positive experience.

During the past 20 years, I have enjoyed working with people from different nationalities.

My hobbies include: sports, Costa Rica cooking, traveling and dancing.

The FCCA Essay Competition



What steps has My Country taken towards improving the Cruise Passengers' experience while in My Country? is the theme for this year's Florida-Caribbean Cruise Association (FCCA) **Children's Essay Competition**.

Students from over 30 Caribbean Region destinations were invited to participate in the competition. The contest was created to encourage and stimulate creativity in children from throughout the Region. The main objective of this contest, however, is to generate an increased awareness of the vital role cruise tourism plays in the different destinations throughout the Caribbean Region. The Children's Essay Competition is sponsored by the *FCCA Foundation for the Caribbean*, the Association's charitable arm.

Now in its 8th year, the competition is conducted in two age categories: a Junior Division for children ages 12 and under and a Senior Division for children 13 - 16 years of age. One of the primary aims of the contest is to assist students with advancing their education through the provision of monetary scholarships.


The first, second and third place winners from each age category will be awarded academic scholarships of \$2,500, \$1,500 and \$1,000, respectively. Monetary awards are also given to the school of each winner for their encouragement and contributions toward the education of students on the importance of cruise tourism to their particular destination. In addition to their monetary scholarship award, the first place winner in each age category will be invited to read his/her essay and accept their prize at the 10th Annual *FCCA Caribbean Cruise Conference & Trade Show* in St. Maarten, October 7-10, 2003.

Contest rules and guidelines are disseminated through the Ministry of Tourism or Tourism Office in each destination throughout the region. Each country's selection committee must submit their entry to the FCCA on or before **Friday, July 25, 2003**.

For further information on the contest, please call the local Tourism Office in your destination, or you may contact Victoria S. Lalta at the FCCA as follows: Tel (954) 441-8881, Fax (954) 441-3171, E-mail: vlalta@f-cca.com.

New Cruise Ship Facility at Casa de Campo

By: Capt. Domenico Tringale ~ *Vice President, Marine & Operations*
Costa Cruise Lines / Carnival Cruise Lines



December 2002 witnessed the opening of the most innovative private port operation in the Caribbean. With capacity to handle two mega ships at once, this new port located in the

Southeast of **Dominican Republic** represents another strong link for the development of tourism areas such as Casa de Campo, Altos de Chavon, La Romana, Dominicus and



Bayahibe.

Since the beginning of the century, Central Romana Corporation, Ltd. has privately operated La Romana Port located on the West Bank of La Romana River. From its inception the pier has been used for many purposes in diverse areas, both as passenger and merchandise seaport (fuel, sugar and molasses among other things).

Last year's port operations exceeded the capacity of the original port, not only because of the expansion derived from the growth and integration of Central Romana's cargo infrastructure, but also due to the considerable commitment and support of Costa Crociere, S.p.A., in tourism operations.

The new Casa de Campo International Tourist Port is located in an area of 40,000 square meters. The highly secured fenced area; comprised of two piers (East – 255 Meters / West – 225 Meters), passenger terminal, automobile and bus parking, rightly suitable to manage excursions and turnaround operations as well as handling all sort of ship supplies.

Central Romana Corporation, Ltd. inaugurated on December 2nd, 2002 a brand new berth and passenger terminal on the Eastern bank of La Romana River that complements the renovated platform on the Western bank, along with a comprehensive 10.50 meters of depth dredge of the river channel. The construction and renovation was completed in record time, 9 months, in order to successfully host transit and turnaround calls from Costa's (*Atlantica, Romantica, Victoria & Marina*), Carnival's *Paradise*, Celebrity's *Millennium & Constellation*, Seabourn's *Pride*, Silver Seas' *Silver Whisper* and Fred Olsen's *Black Prince & Braemar* during the 2002/2003 winter season.

Central Romana Corporation, Ltd., through its subsidiary Airport Management Services, Ltd., built a New International Airport located 8 miles (10 minutes) from the seaport. The airport facility has the capacity to handle transcontinental flights, and it has been fully operational



since December 16th, 2000.

Turnaround operations between the airport and seaport are uniquely managed by the same private administration, while maintaining a high standard of service and operational security and safety.

The joint operation of the new seaport, Catalina Island and the airport, together with the famous hotel / resort Casa de Campo (which has three modern golf courses, beaches, marine activities, tennis, equestrian sports, shooting facilities, shops, restaurants and many other features) makes this original destination an attractive package to passengers, tour operators

Costa Mediterranea

Ship Profile



Accommodations

Passenger Cabins: 1,057
(845 Outside ~ 212 Inside)
Veranda Staterooms: 684
Suites: 58

Facilities

Passenger Decks: 12
Swimming Pools: 3
Whirlpools: 8

Deployment:

7-night ~ Tunisia/Spain/France;
Transatlantic; E/W Caribbean

Inaugural Cruise: June 2003
Shipyard: Kvaerner Masa-Yards
Shipyard Location: Helsinki, Finland
Country of Registry: Italy
Cruising Speed: 24 knots
Nationality of Crew: International

Size & Capacities
Tons: 86,000
Length: 960 feet
Maximum Draft: 24
Passengers: 2,114
Crew: 920

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National Development Corp.
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E-mail: tourism@dominica.dm

Dominica Export / Import Agency
Tel: 767-448-2780 • Fax: 767-448-6308
E-mail: dexia@cwdom.dm

Dominica Port Authority
Tel: 767-448-4131 • Fax: 767-448-6131
E-mail: domport@cwdom.dm

Island Princess

Ship Profile



Accommodations

Passenger Cabins: 987

(879 outside/108 inside)

Balcony Cabins: 735

Facilities

Passenger Decks: 11

Swimming Pools: 3

Whirlpools: 5

Deployment:

Panama Canal & Alaska

Inaugural Cruise: July 2003

Shipyard: Chantiers de l'Atlantique

Shipyard Location: St. Nazaire, France

Country of Registry: Bermuda

Cruising Speed: 24 knots

Nationality of Crew: International

Size & Capacities

Tons: 88,000

Length: 964 feet

Maximum Draft: 27 feet

Passengers: 1,970

Crew: 900

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 43 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 third year. The campaign also promotes Orlando's Fun Port as closer to the drive market for 2, 3, 4 and 7 day 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.

Plenty of Secure Parking

We have ample, secure parking and currently are adding spaces for future growth so your guests may always expect to have a smooth transition from their vehicles to your vessels.

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 of the leading cruise lines and welcomes the opportunity to discuss how we may be able to help you tap into this growing cruise business niche. For additional information contact Bobby Giangrisostomi, Deputy Executive Director of Business Development.



P.O. Box 767, Cape Canaveral, Florida 32920
Ph: 321-783-7831 • Bobbyg@portcanaveral.org
www.portcanaveral.org



Around The Caribbean



Cruise Executives with Deputy Prime Minister, Hon. Cynthia A. Pratt (3rd from left), at the Bahamas' Festival Place Welcome Center opening.



*Cruise Executives present **FCCA Foundation** check to the St. Croix Women's Coalition, while U.S.V.I. Senators observe.*



*The National Association and the Laborie Community of Early Childhood Education receive **FCCA Foundation** donation from Princess Cruises.*



Cruise Executives meet in Cayman Islands with Minister McKeever Bush (2nd from right), and Permanent Secretary Charles Clifford (4th from right).



Commissioner Heyliger (4th from left), St. Maarten, and Mayor Fleming (5th from left), St. Martin, with 2003 FCCA Conference Committee representatives.



Minister Molwyn Joseph (holding picture), Antigua, presents a picture of their new port facility to the FCCA Operations Committee.

Discover Grenada



The real Caribbean Cruise Paradise



The Caribbean's most picturesque harbour, The Carenage; is the present gateway to our warm weather destination, which offers a range of cultural and historic treasures, rain forests, waterfalls, lakes, white sandy beaches and friendly people. All visitors are guaranteed the most memorable experiences.

The Melville Street Cruise Port is currently being constructed and will be ready by Winter 2004. This new state-of-the-art facility will have the capacity to accommodate the most modern mega-ships and duty-free shopping.

For further information contact:

The Grenada Board of Tourism

at 1-473-440-2279/2001

or e-mail: gbt@caribsurf.com

Or visit our website at

www.grenadagrenadines.com

Grenada Ports Authority

at 1-473-440-7678

or e-mail: grenport@caribsurf.com

visit: www.grenadacruiseport.com



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For additional information, please contact:

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