



# Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

Third Quarter 2001

## ARUBA

*Gearing-up for the  
2001 FCCA Caribbean  
Cruise Conference & Trade Show*

**Making Magic**

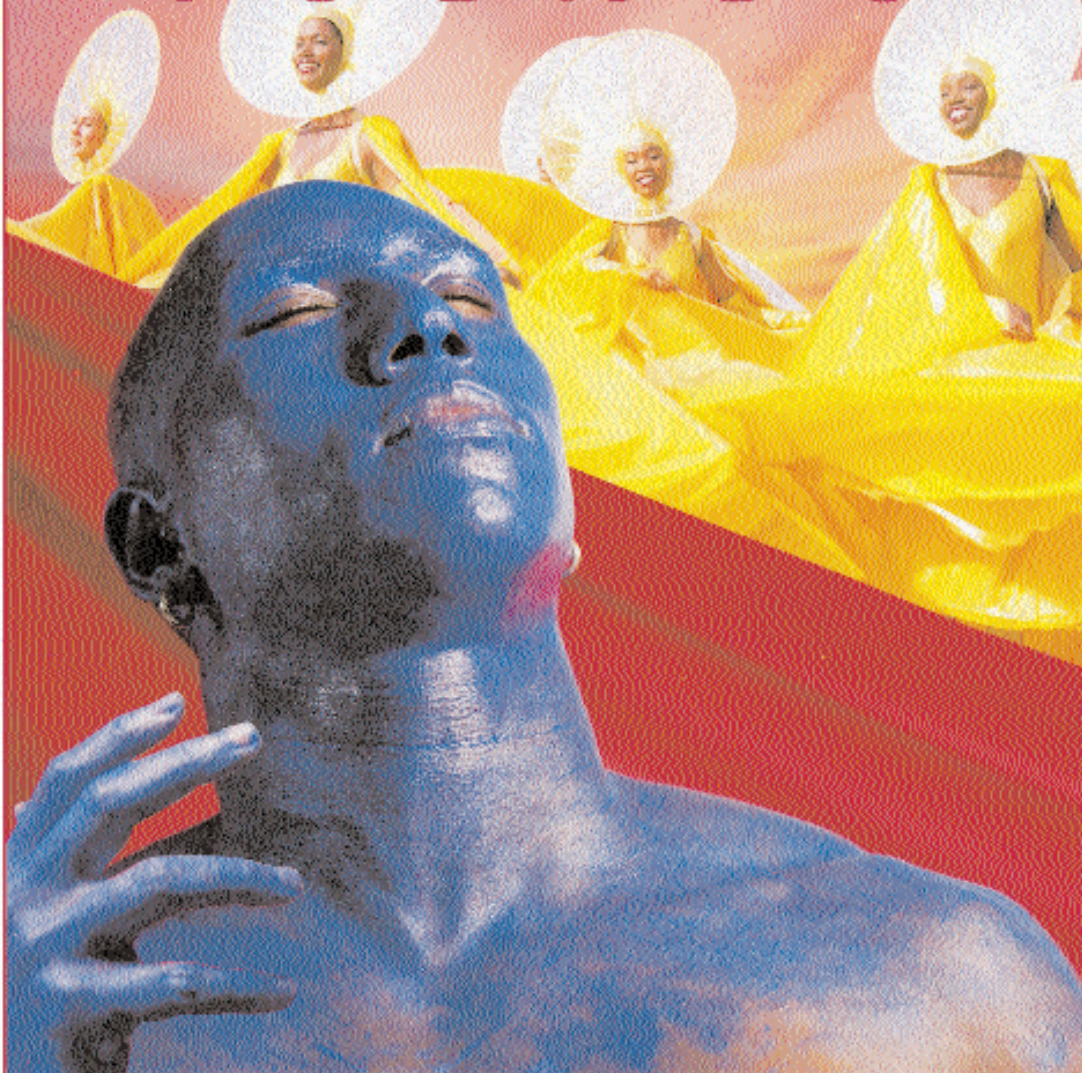
**FCCA Tour Operators Insurance Program**

**How Water Taxi Service Helped St. Maarten Grow**

Watapana trees in the "cunucu" (countryside)  
Photo Credit: Fernando Arroniz

D I S C O V E R

# TRINIDAD AND TOBAGO



## DISCOVER A PLACE LIKE NO OTHER...

Take your passengers on a journey that will awaken their souls with the pulsating rhythms of an island teeming with festivals, mountainous rain forest, breathtaking beaches, exotic wildlife and multiplicity of birding habitats. Trinidad & Tobago.

Where the diversity of a people, whose passion for living is unveiled in their inimitable lifestyle and cultural, artistic expressions. We've got everything you need for a smooth arrival, including a sheltered deep water harbour, bunkering and effortless berthing and unberthing.



**TRINIDAD & TOBAGO**



**FLORIDA-CARIBBEAN  
CRUISE  
ASSOCIATION**

# Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

Third Quarter 2001

## EXECUTIVE COMMITTEE

### Micky Arison

*Chairman - FCCA  
Chairman & CEO  
Carnival Corporation*

### Richard E. Sasso

*President  
Celebrity Cruises*

### Colin Veitch

*President & CEO  
Norwegian Cruise Line*

### Stephen A. Nielsen

*Vice President,  
Caribbean & Atlantic Shore Operations  
Princess Cruises*

### Captain Paris G. Katsoufis

*President  
Topaz International Cruises*

## FCCA

### Michele M. Paige

*President*

### Nathan Barouch

*Graphic Designer / Technical Coordinator*

### Uton H. Bright

*Director, Training & Research*

### Terri Cannici

*Manager, Marketing & Special Events*

### Victoria Lalta

*Manager, Public Relations*

### Angelica Rios

*Executive Assistant*

### Frank R. Torres

*Director of Operations*

Florida-Caribbean Cruise Association (FCCA)

11200 Pines Blvd., Suite 201

Pembroke Pines, FL 33026

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

Website: [www.fcca.com](http://www.fcca.com) • E-mail: [fcca@fcca.com](mailto:fcca@fcca.com)

Caribbean Cruising ©2001 All Rights Reserved.

## Features

### 5 FCCA Conference... Same Old Story?

Have you asked yourself, why would the cruise lines pull dozens of their top cruise executives from their busy business schedules and send them off to the 'same old' FCCA Caribbean Cruise Conference & Trade Show?

### 8 Caribbean Cruising: Making Magic

Taking a cruise to the Caribbean makes dreams come true, as if by magic. Indeed, for industry workers it is more the magic of attentiveness, hard work and masterful coordination.

### 11 FCCA Tour Operators Insurance Program

Now there is truly "one stop shopping" available to tour operators for their insurance needs.

### 14 Aruba in the Cruise Industry's Spotlight

This year's Conference will shine a spotlight on everything that Aruba tourism administrators have to promote.

### 26 Water Taxi Service Helped St. Maarten Grow

Learn how water taxi service helped St. Maarten grow by providing an additional transportation option at a great value.

## Happenings

- 4 FCCA Charter to Aruba
- 6 Environmental Awareness
- 13 Associate Member Events
- 20 Environmental Standards
- 22 FCCA Salutes Members

## Departments

- 3 President's Letter
- 13 Platinum Members
- 20 New Ship Profile
- 27 Faces in the Industry
- 28 Around the Caribbean

## FCCA Member Lines

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



# On a scale of 1 to 10, we're an 11.

*Port Everglades Just Added An Unprecedented 11th Terminal—And We Still Have Room To Grow.*

We know that you need a port in South Florida that will grow with you. Fortunately, we've got big plans with several more cruise terminals on the drawing boards. We already have garages with 4,500 parking spaces with another 650 on the way, we've widened our roads and we've expanded and upgraded our terminals. We're even upgrading and replacing our loading bridges. Whether you're calling with a 100-guest luxury cruiser or a 3,000-guest megaship, we're ready when you are. Now, and in the future.

*\$42 million in major expansions and improvements.*



**You're In Good Company**  
*Celebrity Cruises, Costa Cruises, Crystal Cruises, Cunard Line, Discovery Cruises, Holland America Line, Imperial Majesty Cruise Line, Mediterranean Shipping Cruises, Orient Lines, Princess Cruises, Radisson Seven Seas Cruises, Royal Caribbean International, Regal Cruises, Royal Olympic Cruises, Seabourn Cruise Line, SeaEscape Cruises and Silversea Cruises.*

For more information on how Port Everglades can meet your needs, call Alan Kehrer at (800) 421-0188 in the U.S., (954) 523-3404 outside the U.S. or email at [akehrer@broward.org](mailto:akehrer@broward.org).

Paul D. DeMariano, Port Director  
Gene F. Ciccarelli, Deputy Port Director  
Visit our website: [www.broward.org/port](http://www.broward.org/port)

*Simply A Step Above*  
**PORT EVERGLADES**  
Hollywood/Fort Lauderdale  
Dania Beach

# Presidents Letter



*Amoroso & Michele*

## What a year!

We are just a couple short months away from the **FCCA Caribbean Cruise Conference & Trade Show** and it is always during this time of year that I reflect upon where we have been as an organization and where we are going. This year I think to myself, what a year!

So much has happened since the last Conference. I am proud to say that we have reached all time highs in terms of membership (both Platinum and Associate), the Annual FCCA Gala Dinner & Entertainment Extravaganza raised a record amount in donations for the **FCCA Foundation for the Caribbean**. We have redesigned our quarterly newsletter into a quarterly magazine and launched a comprehensive website. More than 3,000 Caribbean and Mexican nationals participated in Service

Excellence and Caribbean Taxi Pride training in 7 different countries and this year's Holiday Gift Project provided well over 4,000 gifts and toys to underprivileged children of all ages in 20 Caribbean destinations.

Two other major highlights of this year are the completion of three major research projects including the "Economic Impact of the Cruise Industry on the Caribbean" by PriceWaterhouseCoopers and the launching of a comprehensive tour operator insurance program, which you can read about in this issue.

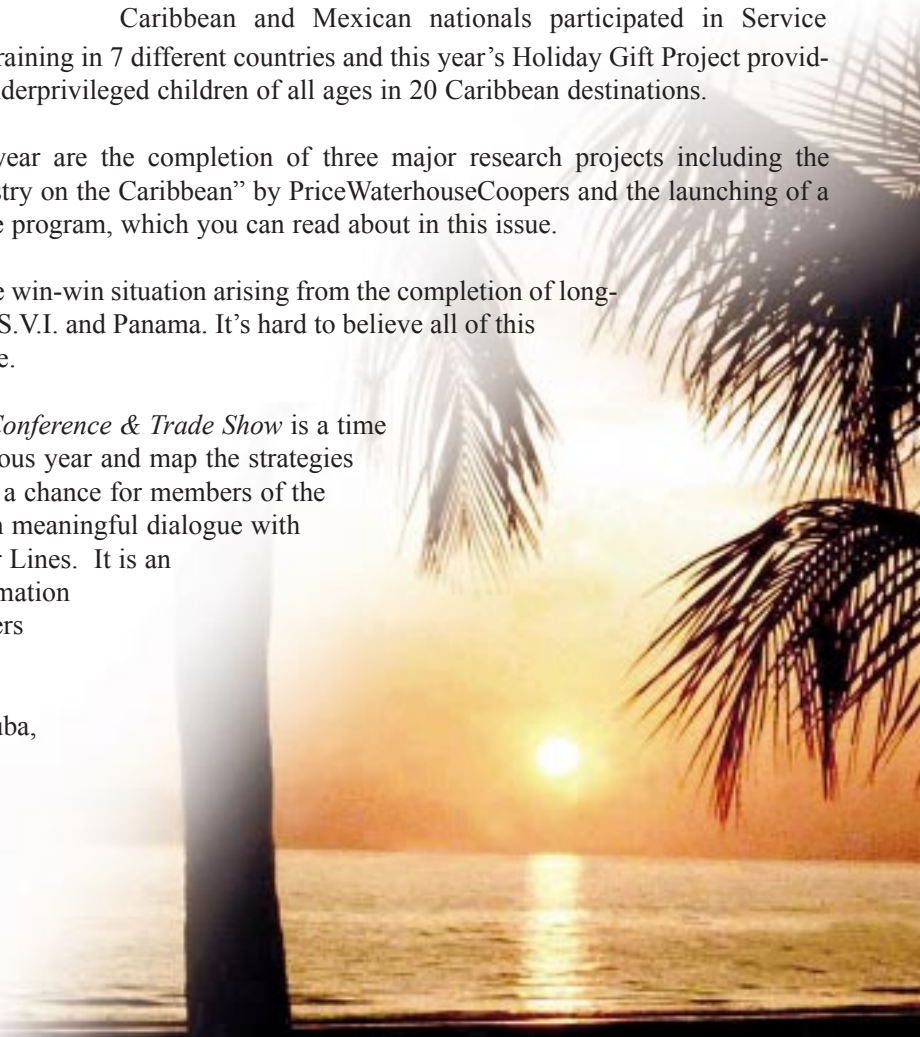
All of this doesn't take into account the win-win situation arising from the completion of long-term operating agreements with the U.S.V.I. and Panama. It's hard to believe all of this has happened since the last Conference.

For us, the *FCCA Caribbean Cruise Conference & Trade Show* is a time to celebrate the successes of the previous year and map the strategies to success for the years to come. It is a chance for members of the public and private sectors to engage in meaningful dialogue with cruise executives from the 13 Member Lines. It is an opportunity to share and receive information from your Caribbean and Mexican peers throughout the cruise industry.

I look forward to seeing all you in Aruba, October 2nd through the 5th.

Respectfully yours,

Michele M. Paige  
President



# CAN'T GET TO THE CONFERENCE ??? THE FCCA HAS FOUND A WAY

With the FCCA Caribbean Cruise Conference & Trade Show just around the corner, everyone's hustling to make their final preparations, but after contacting American Airlines, the FCCA's official Conference airline, some report they have been unable to get their preferred itinerary to Aruba! What do you do?

Don't worry - the FCCA is arranging a charter flight for the Conference in an attempt to augment the air capacity to/from Aruba. The FCCA is hopeful of keeping the round-trip airfare from Miami, Florida to/from Aruba under US \$600. The proposed flight schedule would depart Miami on the afternoon of Monday, October 1 and return to Miami on the evening of Friday, October 5. All final details will be available by the end of August.

If you are interested in taking advantage of this opportunity, please send an e-mail to [fcca@f-cca.com](mailto:fcca@f-cca.com) or fax a letter of interest to (954) 441-3171.

**See you in Aruba!**

## ☆CORRECTION☆

*In the last issue of Caribbean Cruising (second quarter 2001 article - U.S.V.I./FCCA Long-Term Operating Agreement) we inadvertently stated that the cruise industry brings 1.8 million passengers to the U.S.V.I. each year, generating \$1.1 billion annually in head taxes alone. This should have read "1.6 million passengers generating \$1.1 billion annually, with \$12 million from head taxes alone."*

***We apologize for any confusion or inconvenience this may have created.***

## One Trip, Two Vacations, Twice the Fun!

Cruise lines are discovering that Port Canaveral is part of a successful formula for developing new business in step with shorter vacation trends. Take our location, next to the number one tourist destination in the world (with more than 42 million tourists annually) and within a six-hour drive of much of the Southeast U.S. Factor in our lower overall transportation costs. Mix in cruises packaged with popular Central Florida attractions offering all-inclusive prices preferred by vacationers. It all adds up to cruises from Port Canaveral being ideal for one trip, two vacations and twice the fun.

**Port Canaveral** Florida's Fun Port

Canaveral Port Authority & FTZ 136  
P.O. Box 267, Cape Canaveral, FL 32920  
1-888-Portcan • 321-783-7831 • Fax: 321.784-6223  
[www.portcanaveral.org](http://www.portcanaveral.org)

# FCCA Caribbean Cruise Conference & Trade Show

## Same Old Story... Meeting the Challenges of Tomorrow!

### Same Old Story?

Like years past, the **FCCA Caribbean Cruise Conference & Trade Show** will be held in the Caribbean Region – Aruba. This Cruise Industry event, the number 1 industry event of the year, will once again be held in October – 2nd through 5th. The event will again bring key players from all areas of the cruise industry together – to discuss industry issues and analyze industry trends.

This year, the workshops will remain intimate in order to stimulate ‘roundtable’ discussions. They will once again feature cruise executives from the FCCA’s Member Cruise Lines along with other top cruise industry experts. The workshop topics will again try to illuminate different areas and issues thought to be of importance/interest to industry ‘players’.

Furthermore, like years past, the event will contain a trade show – to allow exhibitors to showcase their products, services or destinations. The informal breakout sessions, once again, will enable Conference delegates to meet one-on-one with top cruise executives to discuss their product, service or destination and learn first-hand:

- what it is that they have to do in order to break into the cruise industry;
- further establish themselves in the industry; or
- how to increase their share of cruise business.

In addition, numerous networking opportunities will again be offered:

- a business card exchange;
- a golf tournament; and
- more than a dozen other business/social events.

### But, you know it all...

You’ve attended the *FCCA Caribbean Cruise Conference & Trade Show* in the past – why should you attend this year’s event in Aruba? You feel that you now know all you need to know about the Cruise Industry; what makes it tick; who the players are; what the cruise lines are looking for to meet their needs; all the issues currently being faced by the industry, and the challenges that promise to arise in the future. And you’ve made all the right connections; met with all the right people, and picked their brains on how to make your product, service or destination more attractive to the Cruise Industry... and currently have more business than you can handle.

Well, if that’s the case and you do not need to make new contacts, foster existing relationships, or increase your

share of cruise business - we gladly congratulate you on your current success and wish you luck in the future.

### Meeting the Challenges of Tomorrow!

However, have you asked yourself, why would the cruise lines pull dozens of their top cruise executives from their busy business schedules and send them off to the ‘same old’ *FCCA Caribbean Cruise Conference & Trade Show*? Because it’s not the ‘same old’ Conference. And the Member Lines of the FCCA are committed to the success of the Caribbean Region – today and in the future. The Caribbean is currently the premier destination of choice for the Cruise Industry and the cruise lines are pleased with the successes which have come about as a result of past Conferences and events staged by the FCCA – yet, they believe that there is more work to be done... in order to meet the challenges of tomorrow! 🌟

*If you don't have 'more business than you can handle' – and are prepared to work together to meet the challenges of tomorrow... join us in Aruba, October 2-5, 2001.*



*Micky Arison, Carnival Corporation,  
FCCA Chairman at 2000 Conference.*

# TEAM EFFORT - KEEPS CARIBBEAN LOOKING CLEAN & GREEN

**T**his spring the Florida-Caribbean Cruise Association partnered with St. Lucia (May 17th) and Nassau, Bahamas (June 19th) to conduct the **FCCA Caribbean Environmental Awareness Project**.

The Member Lines of the FCCA, as part of their ongoing effort to spread environmental awareness, stage this project throughout the Caribbean each year.

Participating in the environmental effort in St. Lucia were volunteer crew members from Royal Caribbean International's *Monarch of the Seas*. The FCCA, along with Matthew Beaubrun and Steve De Launey of Cox & Company, and representatives from the St. Lucia Ministry of Tourism, coordinated the project.

Volunteer crew members, local volunteers and members of the St. Lucia Ministry of Tourism teamed-up for the clean-up which was staged on May 17th at Vigie Beach. After the environmental project, the nearly 100 partici-

In Nassau, Bahamas more than 100 crew members from Carnival Cruise Lines' *M/S Fantasy* and Royal Caribbean International's *Majesty of the Seas* teamed-up for the FCCA Caribbean Environmental Awareness Project.

The crew were divided up into teams and given various tasks to beautify a section of Lighthouse Beach (Long Wharf/Western Esplanade) as follows:

- Removing sand that had been blown on to the walkway from past hurricanes;
- Re-distributing the sand over the rocks that had been exposed;
- Development of a native tree garden with rock formations;
- Whitewashing the exterior of the beach facilities;
- Painting of concession stands for local vendors;
- Construction of an obstacle course and play area for children.

Mr. Mike D. Smith, Parliamentary Secretary of the Bahamas Ministry of Tourism delivered a short speech in recognition of this project, "We are honored that the 13 Member Lines of

ing on creating environmental awareness programs to engage and encourage our citizens to become more environmentally conscious. The Ministry of Tourism is pleased to assist the FCCA



*Mr. Mike D. Smith, Parliamentary Secretary of the Bahamas Ministry of Tourism with crew members from CCL's Fantasy & RCI's Majesty of the Seas.*



*Monarch of the Seas' crew members proudly pose after a job well done.*

pants thoroughly enjoyed the fruits of their labor as they frolicked on the beautifully clean beach, played volleyball and delighted in a sumptuous barbecue provided by the Ministry and other cruise industry partners.

the Florida-Caribbean Cruise Association selected Nassau, Bahamas as the preferred site for the 2001 **FCCA Environmental Awareness Project**. This project could not have come at a better time when our country is focus-

in spreading environmental awareness as well as provide crew members an opportunity to work along side with the community. We are also aware of the position that this organization has taken with regards to environmental awareness throughout the Caribbean Islands. This was demonstrated on March 14, 2000, when the Member Lines of the FCCA signed the Memorandum of Understanding with the Florida Department of Environmental Practice and Policies."

At the conclusion of the project, the crew were treated to a barbecue lunch provided by Jacharic Holdings Ltd. and authentic Bahamian snacks provided by the Arawak Cay Vendors Association.

Upcoming FCCA Caribbean Environmental Projects this year include Curacao, Panama and St. Maarten. ♻️





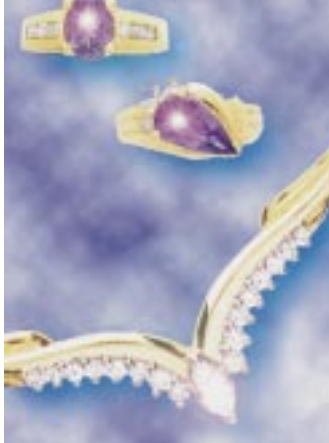
ACCESSORIES

DUTY FREE



DUTY FREE

JEWELLERY



CASTRIES • ST LUCIA

LA PLACE  
CARENAGE

DUTY FREE

HATS



A unique shopping experience purchasing quality items from internationally renowned merchants as well as fine crafts by St Lucian craftsmen



AND MUCH MORE

DUTY FREE

The Saint Lucia Air & Sea Ports Authority would like to thank all the Cruise Lines that have made Port Castries a choice Port of Call over the years.



La Place Carenage Duty Free Shopping Centre, PO Box 651, Castries, St. Lucia. • Tel: 758 452 7318 • E-mail: slaspa@candw.lc

# MAKING MAGIC

"It is all a wonder," said the psychologist. "Every time you play peek-a-boo with a baby and you duck behind a door, it is like you vanished. Puff! Gone. When you reappear, the child is thrilled. To the child, the disappearing and reappearing is magic. Every day in the life of an infant is full of awe and wonder - a world of magic. And the awe of magic stays with us for the rest of our lives."

Taking a cruise to the Caribbean makes dreams come true, as if by magic. Indeed, for industry workers it is more the magic of attentiveness, hard work



and masterful coordination; but for many passengers, going on a cruise is magic - a dream fulfilled. The cruises through the Caribbean are like large moving side shows. They are magic shows more spectacular than Siegfried & Roy in Las Vegas.

One could say that cruise ship lines already know the power of magic by

having names that conjure up romance, fun, and adventure. To the industry's credit, it is able to market images of romance and adventure, and give passengers more than the comforts of home: spectacular displays of food, air conditioned comfort, luxurious cabins, entertainment, and distractions galore on Aladdin-like, floating palaces - bringing wonder to people's lives and fulfilling adventure on the high seas... with pillow-soft comfort.

That is the cleverness and strength of the industry - its magical formula. To take passengers and deliver them to the steps of adventure, both of which they do not have in their daily lives. It could very well be the key to maintaining the competitive position over tourism alternatives. Adventure is in the mind of the beholder. Give passengers the ingredients to a magical world of adventure, and we have fulfilled our common mission.

## No Place Like Home

A publisher of a travel magazine once said that people take vacations in the Caribbean because they live in boring, lackluster places. They take cruises to be in a better place. And we who live here and give tours here have the assignment of fulfilling their expectations by giving them a glimpse into the lands of eternal summer, where the gods of the tropics smile gently on the children of paradise.

For visitors, the Caribbean has the lands of magic. And for good reason. We can add to the joy of their time with us when we upgrade their experience to something magical. The magic is often the destinations themselves. Here they

**Contributing Writer: Christian Rieger**

see palm trees, feel the tropical breezes and see clear blue seas. And here they are part of a romantic and intriguing past - buccaneers, pirates, the Spanish Maine, and the great "lost" civilizations of the Mayans, the Aztecs and the Incas. In the Caribbean Basin is where the adventure of childhood and the mystery of ancient civilizations come alive... *Magic*.

## Magic? in History, Nature, Beauty

An integral part of the magic of a cruise is bringing beauty and wonder into people's lives. On sea and on land. On land this has been done by well planned out shore excursions like Greg's Safaris in St. Kitts. The owner is Gregory Pereira, a Kittitian of Portuguese and English descent. He is a trained hotelier and also worked three years at Barclays Bank PLC in Basseterre. "I have always had a profound sense of love and respect for our natural heritage on beautiful St. Kitts," he says. "And I saw an opportunity, while working at the front desk of a hotel, to make a living by turning my hobby of hiking on nature trails and exploring old sugar plantations during my days off, into a career taking out tourists with me. My Rainforest Tour and Off-Road Plantation Tour both last 3 1/2 hours."

"I find that the passengers consider magical my unique vehicles, British-made Land Rovers which are specially modified for maximum off-road enjoyment. Secondly, when we visit Shadwell and Lodge Great Houses on our off-road plantation tour it tends to awe the passengers as they are both privately owned, approximately 200 year old homes, with one being made mostly of wood on a cut stone foundation

and the other, entirely of hand-cut volcanic stone. At Lodge Great House, which is made mostly of hand cut volcanic stone, my customers have an opportunity to go inside of the ancient home itself and meet with its owner, Mr. Chris Walwyn, who is presently retired but worked for more than 40 years in the sugar industry as one of its top managers and was in fact given the Order of the British Empire by the Queen of England for his service to the Sugar Industry."

"On the Off-Road Plantation Tour we visit Milliken Plantation to see its windmill and boiling house which are abandoned today but provide a fascinating backdrop for a detailed talk on how sugar was produced in the old days. Some more of the magic experienced on this comfortable off-road drive would be the lush Rainforest at

Bayfords, which is usually alive with the sounds and sights of green monkeys, and exotic forest birds, and is steeped in cool, damp smells as we travel under the canopy of trees a 1000 feet above the sea. A similar magical experience is had on our rainforest "trek" through the Wingfield River Valley which has a flowing stream with small, tumbling waterfalls and giant trees along the banks festooned in hanging vines and exotic plants."

"My cruise customers are always fascinated by this beautiful, protected rainforest trail. A magical experience here would also be photographing the monkeys and hummingbirds found along the lush, forested trails. They take pictures of the huge trees, and crystal-clear streams they find along the trail, the giant volcano crater with its misty, dwarfed forest cloaking its rim and the

ancient sugar plantation great houses with their landscaped gardens."

Beauty may be in the eye of the beholder, but perhaps magic comes from the heart, from the child within us that wants to be in awe again. Satisfying the awe of magic is part and parcel of the cruise industry's success. It is the uniting of the pampering on the cruise ship to the adventure fulfillment of the tour operators. Give people a cruise to magic and they will form long lines to the ships. 🏴‍☠️



*D. O. Christian Rieger gives bicycle and walking tours of Old Town Key West, Florida.*

# Cruise Port Development Services

Since 1951

- Master Planning
- Harbor Design
- Navigation Studies
- Waterfront Structures
- Cruise Terminal Design
- Gangways
- Port Feasibility Studies
- Operation and Marketing Plans



Projects throughout the Americas and Europe



**GEE & JENSON**

Engineers • Architects • Planners, Inc.

Contact: Mike McFadden - Vice President  
 GEE & JENSON, E-A-P, Inc.  
 One Harvard Circle  
 West Palm Beach, FL 33409  
 Tel: (561) 515-8500 Fax: (561) 515-8840

Coral Springs, FL • Cape Canaveral, FL • Jacksonville, FL • Orlando, FL • Sarasota/Manatee, FL • Tampa, FL • West Palm Beach, FL

Architecture #AA 000098 Engineering #EB 0002934

# Cruise Solutions

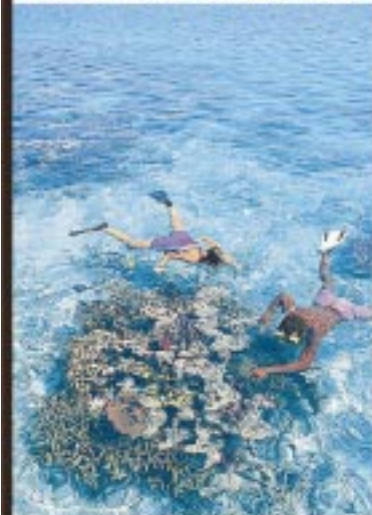
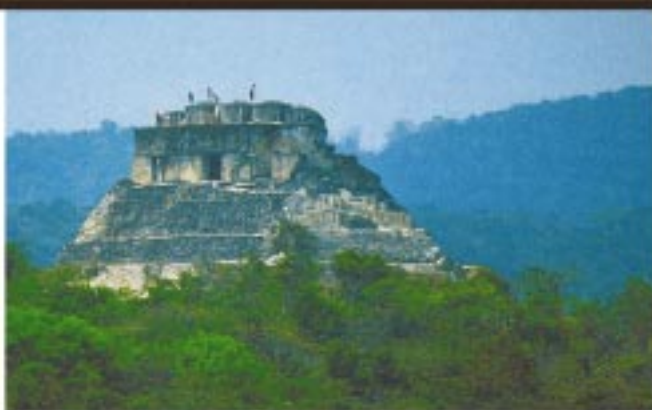
☆☆☆ BELIZE

LTD.



BELIZE is now a viable Port of Call for Cruise Lines and we invite you to consider visits as part of WESTERN CARIBBEAN itineraries.

*Professional Shore Excursion Services*



Cruise Solutions provides the Cruise Industry with the widest range of professionally operated shore excursions. Options include archaeology, wildlife, natural history, culture, eco-adventure, snorkeling and scuba diving. Over 25 tours with high acceptance ratings to choose from. A large fleet of buses, boats and equipment supported by an experienced team of licensed guides will ensure thousands of happy passengers.

#5916 Manatee Drive, PO Box 1217, Belize City, Belize

Telephone: 501-2-30748; Fax: 501-2-30750; E-mail: [discovery@btl.net](mailto:discovery@btl.net)

# "ONE STOP SHOPPING" INSURANCE PROGRAM FOR FCCA MEMBER TOUR OPERATORS

**N**ow there is truly "One Stop Shopping" available to tour operators for all their insurance needs that meet all the requirements of the FCCA Member Cruise Lines!

The FCCA has been working with Royal Marine Insurance Group for the past year to put this program in place. Designed for Caribbean tour operators, the program will commence in September 2001, with the formal introduction being made during the October FCCA Caribbean Cruise Conference & Trade Show in Aruba. As a new benefit of membership, FCCA Associate and Platinum Associate Members will receive a 10% - 15% discount off of the standard premiums.

There are four separate and distinct coverage's offered of which some or all might be appropriate depending on the structure of your particular tour. All are available with limits of \$1,000,000, \$2,000,000 or \$5,000,000 and automatically name the FCCA Member Lines as additionally insured.

**General Liability:** this covers both property damage and bodily injury to tour participants while in the care, custody and control of the tour operator but not while in transit to or from the tour site. This coverage excludes auto, aircraft and motorized watercraft and is only for the tour. It does not replace any business property or liability placed locally.

**Excess Auto Liability:** as the name implies this liability is in excess of whatever is the local limit. For example, if your local limit is \$100,000 this would provide the excess of that amount to any of the three limits available (i.e. \$900,000 X \$100,000 = \$1,000,000). This provides the coverage for the tour participants while in transit, picking up the coverage excluded in the general liability.

**Watercraft (Motorized):** this provides both hull and liability coverage for all watercraft having a motor that carry passengers for hire. The liability can cover the vessel, crew and passengers to any of the three limits available. While scuba diving is excluded, the policy the policy can be extended to include snorkeling. As with the excess auto this picks up the exclusion in the general liability.

**Aircraft:** as with the watercraft both hull and liability coverage is available for those tours involving either fixed wing or rotor aircraft. Again, filling in that gap in the general liability.

For more information on this program, contact Bill Roversi of Royal Marine Insurance at (305) 477-3755 x211, or by e-mail, [bill@royalmarine.com](mailto:bill@royalmarine.com).

If you are not yet an Associate Member of the FCCA, contact Victoria Lalta at (954) 441-8881 for more information.

# NOW AVAILABLE!

## FCCA TOUR OPERATORS INSURANCE PROGRAM



Royal Marine  
Insurance Group

8300 Executive Center Drive,  
Suite 102 • Miami, FL 33166

Tel 305 477-3755 • Fax 305 477-3858

Toll Free 800 926-2811  
Web Site [www.royalmarine.com](http://www.royalmarine.com)

Contact Mr. Bill Roversi at:  
[bill@royalmarine.com](mailto:bill@royalmarine.com)



# LUCAYAN HARBOUR

## Grand Bahama Island



**P.O. Box F-42465 • Freeport, Grand Bahama • The Bahamas**  
**Tel: (242) 352-9651 • Fax (242) 352-6888**



*A member of the  
Hutchison Port Holdings Group*

# New Platinum Associate Members

## Dominica Ministry of Tourism

We are a Government-Institution that has the objective to regulate the Touristic rules and to promote our Country locally and Internationally.

**Address:** Av. Mexico, Esq. 30 de Marzo, Bloque D 2do. Piso, Santo Domingo, Dominican Republic

**Primary Contact:** Sr. Ramon Alfredo Bordsan Minister of Tourism

**Secondary Contact:** Sra. Orfila Salazar, Public Relations Director and Cruise Director

**Telephone:** 809-221-4660 ext. 2208 • **Fax:** 809-221-6035 • **E-mail:** orfilasalazar@sectur.gov.do



## Puerto Rico Tourism Company

The Puerto Rico's Government Tourism Board has the responsibility of promoting Puerto Rico as a world class vacation destination through it's marketing, sales and public relations efforts. We also develop investment incentives for the expansion of our facilities and infrastructure.

**Address:** 901 Ponce de Leon Blvd., Suite 101, Coral Gables, FL 33134

**Primary Contact:** Janice Colon, Director, Cruise Line Division

**Secondary Contact:** Peter Hopgood, Promotions & Marketing Director

**Telephone:** 305-445-9112 • **Fax:** 305-445-9450 • **E-mail:** jcolon@prtourism.com



## Valley Forge Corporation

A full service Cruise Port with Pirate theme park and Marina, offering a Casino, Cabaret/Show Bar, Pirate Museum, Shops, Boutiques, Bars and Restaurants including our floating Galleon gourmet restaurant, beaches and pool with sports facilities, a children's play area with rides and entertainment. Full tours and excursions in the surrounding area, offering Los Haitises an eco-park, whale watching (in season), jeep safari tours, mineral water spa or just to tour the beauties of the peninsular Samana and visit it's white sand beaches. In addition we offer services as Tour Operators, Port Agents and Travel Agents.

**Address:** Avenida 27 de Febrero, No. 96, Santo Domingo, Dominican Republic 48114-9037

**Primary Contact:** Alexander Booth, Vice President, Project Development & Operations

**Secondary Contact:** Lic. Bethoven Cordero, Vice President, Administration

**Telephone:** 809-689-8200 • **Fax:** 809-238-5493 • **E-mail:** vfcdom@hotmail.com



## FCCA ASSOCIATE MEMBERSHIP PROGRAM - NOW IS THE BEST TIME TO JOIN!

**For Associate Members of the Florida-Caribbean Cruise Association (FCCA) this year's Conference Agenda is set to be the best ever!**

With approximately 300 members already in the program, the FCCA has made strides over the past year to enhance its' membership program. This year's conference program was designed to give Associate Members more access to cruise executives attending the **FCCA Caribbean Cruise Conference and Trade Show**.

Platinum Associate Members will have the opportunity to meet with executives from FCCA's Member Lines to discuss a number of current industry issues affecting their respective

destinations and businesses at an Exclusive Luncheon & Meeting scheduled for Thursday, October 4 at the Hostaria Da' Ristorante Italiano. Platinum Members will then be provided with an additional opportunity for networking at a cocktail reception planned for that evening aboard Carnival Cruise Lines' *Carnival Destiny*.

All FCCA Associate Members are invited to attend the Luncheon & Meeting scheduled for Friday, October 5. This Associate Members' only event will be held aboard the *Carnival Destiny* from 12:00p.m. - 2:00p.m. This Conference closing event will allow Associate Members to interact with cruise executives and other industry partners for one final time at this year's **FCCA Caribbean Cruise Conference and Trade Show**.

*Spotlight  
on*

# ARUBA

*Gearing-up for the  
2001 FCCA Caribbean  
Cruise Conference & Trade Show*

Contributing Writer: Juliet Gill





This is a story about a tiny island nation that became one of the wealthiest in the Caribbean through a combination of hard work, lots of planning, and excellent natural resources. It is a prosperity that hasn't come easily, or quickly. The country faced centuries of economic uncertainty as the first European colonial settlers bypassed Aruba's and its arid climate, which they believed would not benefit agricultural production.

It wasn't until gold was discovered in the 1800s, and fortune seekers arrived in droves to capitalize on the rich mines that the country's riches were realized. And when demand exhausted supply in the early twentieth century, the economy didn't suffer for long. Gold of the "black" variety was discovered offshore, and oil refinery production awarded Aruba a prosperous economy and fortune of its own.

Yesterday's wealth paved the way for future riches, as the thriving economy allowed for development and diversification of trade. And given the sheer beauty of the island, it wasn't long before tourism became the mainstay of Aruba's revenue. Investment and a stable infrastructure provided the framework; an almost perfect climate, colorful colonial architecture, friendly blend of cultures and a myriad of activity opportunities yielded the winning combination for success.

Visitors who today disembark at Oranjestad come for a myriad of reasons: to take advantage of duty-free shopping, try their luck in the casinos, or simply laze the afternoon away on one of the beaches.

Cruise passengers are traveling to Aruba in consistently greater numbers. Year 2000 saw a 40 percent increase in the number of cruise ships, with more than one and a half times the number of visitors over the previous year. This

year, Aruba will serve as the host of the **2001 FCCA Caribbean Cruise Conference and Trade Show**, something FCCA president Michele Paige says is well deserved.

"Our executive mandate states that the destinations which have very strong partnership with the cruise industry and provide excellent passenger satisfaction," she explains, "are the destinations that we reward by showcasing them and their product as host for the *FCCA Caribbean Cruise Conference & Trade Show*." This year's Conference, to be held October 2-5, will do just that, shining a spotlight on everything the Aruba tourism administrators have to promote.

In fact, FCCA officials and cruise executives all point to the concerted and organized effort by Aruba officials to increase their cruise tourism product. "Aruba re-created itself," says Paige. "Part of that was their plan with the cruise industry, by forming strong partnerships and a really strong presence. Whenever you have a partner who has a really good plan, isn't it easier to do business with them?"

Just about everyone is doing business with the cruise lines. And according to Matthew Sams, Holland America Line vice president of Caribbean relations, it's the relationships Aruba has built with the cruise lines that have contributed to the spike in numbers over the past five years.

"Aruba is very cruise ship oriented, and they understand the industry," says Sams. "They understand the economic benefits that we bring, as well as the sampling of Aruba we provide for passengers."

Consumer awareness has been a priority for Aruba officials since the beginning. It is this emphasis on understanding what the cruise ships are looking for in a destination that has yielded much of

Aruba's success with the cruise industry. "Aruba started it's own advertising campaign, [and] had very strong marquee." says Joan Di Pietro, staff v.p., marketing and planning for Carnival Cruise Lines. "They started to do consumer advertising on their own early. That helped to build marquee value. When you put it on an itinerary, consumers know it has good infrastructure, good shopping, good variety of activities that the consumer likes."

Increasing port capacity and beautifying the existing port keeps the Aruba Port Authority (APA) busy. In the past few years, these themes have seen significant dialogue and action.

"Basically, we just want to make sure we're ready to accommodate the ships that come, with good infrastructure and technology," explains Richard Lacle, assistant to management at the APA. "The beautification and renovation of port facilities is an ongoing process. Every year since 1997, we do some sort of beautification or updating of the terminals. Right now, we are redesigning the main terminal and roof. And soon, the Oranjestad port will cater to cruise ships only, with all commercial handling being moved to to another port."

The shifting of the port is "a multi-phase project," Lacle says, "with the first phase completed by moving all railroad handling to another port. In the next two to three years, all container handling will be moved as well."

Existing port facilities offer some impressive numbers. Two berths, each with its own terminal, can accommodate 300-meter vessels; a third terminal is shared by one berth for 220-meter vessels and another for 170-meter vessels.

Adds Lacle, "on weekends, we have use of a container berth that can accommodate a third mega-ship and we can bus the passengers over to the main ter-

minal. And at the Oranjestad port, we are currently building four new mooring boulders to accommodate the Adventure of the Seas, which will make its first call here in November. The

over tourists," agrees Remegio Wever, managing director of the CTA. The statistics are on Aruba's side: a 1997 cruise visitors' survey found that 83 percent of the interviewed cruise



*The Hon. Dr. Lili Beke-Martinez, Minister of Economics, Tourism, Social Affairs & Culture (4th from right), with Conference organizers.*

year 2000 was a good year. 2001's projected cruise passenger arrivals should reach 480,000, and next year we're hoping to break 600,000."

Air lift is also expected to increase after the completion of renovation to the Reina Beatrix International Airport allows for 10 aircraft positions, hub operations for the Caribbean and South America, redesigned access road systems, control tower expansion and new tower cap, and a feeder system for taxis and buses. With the airport expansion to be completed by 2010, the Cruise Tourism Authority - Aruba (CTA) estimates maximum passenger capacity at 2.6 million per year, with peak hours allowing for 1,470 departing passengers and 1,260 arriving. The motive behind this movement - cruise passengers who have a great experience in Aruba are bound to return for land-based vacations.

"We want our cruise passengers to enjoy to the utmost their stay in Aruba, so that they will become future stay-

passengers were coming to Aruba for the first time, with only 4.7 percent having already arrived previously by air - yet another gold mine for Aruba to tap into.

Infrastructure expansion and renovation, emphasis on passenger safety and enjoyment, and good working relationships with top cruise lines have led to Aruba's increased presence. But officials understand that the bottom line is keeping the customer happy.

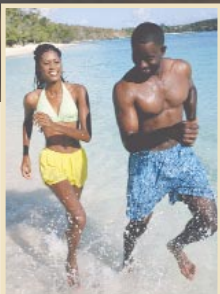
"Our objective is to establish Aruba as a preferred destination on cruise itineraries, with more regularly scheduled ships coming to Aruba," says the Honorable Lili Beke-Martinez, Aruba Minister of Tourism and Economic Affairs. "To improve passengers' experience, you need to look at what the passenger wants. The passenger expects quality and value, and the first impression is the most valuable. In our cruise terminal, the way the client is greeted helps to make him feel safe and at ease. Their first general impressions

# *Come Play in the Sunshine.*

The Port of Miami, Your First Step to a Great Vacation.

Your choice of cruises to a variety of popular ports of call, aboard some of the most beautiful cruise ships in the world.

Whether you're preparing to set sail or returning from your journey, we hope you'll stay awhile.



Dante B. Fascell Port of Miami-Dade  
1015 North America Way, Miami, Florida 33132  
phone (305) 371-7678 • fax (305) 347-4843  
[www.co.miami-dade.fl.us/portofmiami](http://www.co.miami-dade.fl.us/portofmiami)  
E-mail: [portofmiami@co.miami-dade.fl.us](mailto:portofmiami@co.miami-dade.fl.us)



# THE WAVE OF THE FUTURE IS HERE!



At Port Manatee, we're in the middle of Florida's largest and most significant port expansion in years. New berths to accommodate ships of 1000 feet in length, and new cruise facilities that you design are part of the plan.

Everyone knows Port Manatee is closer to the most popular Western Caribbean destinations, closer to more international airports than any other Florida port and closer to your customers. The wave of the future is here!

*Make it your wave of the future...*

**PORT**  
**Manatee**

*The right turn on Tampa Bay.*

300 Regal Cruise Way, Suite 1  
Palmetto, FL 34221-6608  
941-722-6621  
[www.portmanatee.com](http://www.portmanatee.com)

are that Aruba offers good shore excursions, food and shopping. What does Aruba have? Great location, safety, and wonderful people.”

Safety and a sense of immediate welcoming are two points people associate with Aruba, and this cultural



Photo Credit: Fernando Arroniz

friendliness is something that contributes immeasurably to great passenger experiences.

“Our main quality is the people of Aruba,” says Wever. “From the minute people arrive they feel at home. The rest is a combination of everything: the people, weather, beaches, landscapes. There are various tour companies on the island and good shopping within walking distance from the ships.”

For such a small piece of land, Aruba offers tours for almost every taste. Minister Beke-Martinez points out the opportunity for “special interest tours: parks, flora and fauna, historic, culture, historical roots, art, entertainment like casinos, golf, discos or beach.” Popular shore excursions for passengers include submarine, glass bottom boat and catamaran tours; kayaking, diving and snorkeling; historical tours to colonial villages and shopping; hiking and naturalist tours to parks and reserves. And using local operators is easy in Aruba.

“Overall, port ratings and the tour rat-

ings are very high [for Aruba]. They know how to handle American tourists,” notes Tom Anderson, manager of Caribbean/Atlantic shore operations for Princess Cruises. “And their service is quite good. Of the Caribbean destinations, Aruba is certainly in the top quarter.”

What does the future hold for Aruba’s cruise tourism product? As this year’s host for the **2001 FCCA Caribbean Cruise Conference and Trade Show**, the opportunities are limitless. Officials are hoping to show off their new infrastructure and set up new relationships. And every market segment will be involved. For example, “going on past experience, we expect to see many vendors at the FCCA 2001 Trade Show,” says Alvin Dennis, v.p. of purchasing and logistics for Norwegian Cruise Line. Those who do come can also benefit from feature seminars offered to delegates.

“We give purchasing seminars to potential vendors; we try to show people how to present, who to contact in the industry, or how to approach the cruise lines,” explains Dennis.

Conference discussion and forums also will hopefully lead to new solutions

and growth, as there is still work to be done to improve and expand Aruba’s products and accessibility. Geographically speaking, the southern Caribbean destination can be challenging to fit into itineraries.

“Aruba is difficult to get to,” admits Di Pietro. “But it has a very strong port, strong infrastructure, it’s very safe, and it has lift in from other countries. . . . Aruba itself is such an interesting destination, and the people there are very good to work with. They really want to work with us.”

Aruba’s officials recognize the need for all segments of the tourism industry to work in tandem. “What needs to be done outside of the port premises is to keep the product level high,” advises Lacle. “Make sure the streets are safe. Maintain good infrastructure and clean beaches. Invest in our product so that the tourists will come. As part of the community, we are very interested in seeing what the other entities do, and that we all work together to keep our product nice and sellable. We try to get involved in advising and provide support to keep our island beautiful, to keep things in place, and the tourists coming back.” Therefore, if the present is any indication, the future looks bright indeed. ¶

### Aruba Fast Facts

<p><b>Capital City:</b> Oranjestad  <b>Population:</b> over 95,000  <b>Area:</b> 77 square miles  <b>Languages:</b> Papiamento, Dutch, English and Spanish.  <b>Currency:</b> Aruban Florin  <b>Exchange Rate:</b> US\$ 1.00 = Af 1.79</p> <p><i>(following stats from CTA)</i>  <b>Visiting Cruise Lines:</b> Cunard Line, Holland America Line, Costa Cruise Lines, Sitmar Cruises, Princess Cruises, Royal Caribbean Int’l, Carnival Cruise Lines, Celebrity Cruises, Chandris Line, Sun Cruises, Royal Cruise, Majestic, Crown Cruise Line, Radisson Seven Seas, Italian Line, among others.</p>	<p><i>(following stats supplied by the APA)</i>  <b>Port capacity:</b> currently over 8,000 passengers/day</p> <p><b>Number of ships docked in:</b>  <b>1999:</b> 230  <b>2000:</b> 331  <b>Through June 2001:</b> 176</p> <p><b>Number of cruise ship visitors:</b>  <b>1999:</b> 289,052  <b>2000:</b> 490,005  <b>Through June 2001:</b> 288,202</p> <p><b>Website:</b> <a href="http://www.cruisearuba.com">www.cruisearuba.com</a></p>
--	---

Photo Credit: Fernando Arroniz

# Ship Profiles

## Celebrity Cruises, *Summit*



**Inaugural Cruise:** October 1, 2001  
**Shipyard:** Chantiers De' I'Atlantique  
**Shipyard Location:** St. Nazaire, France  
**Country of Registry:** Liberia  
**Cruising Speed:** 24 knots  
**Nationality of Crew:** Greek / International

**Size & Capacities**  
**Tons:** 91,000  
**Length:** 964 feet  
**Maximum Draft:** 26 feet  
**Passengers:** 1,950  
**Crew:** 999

### Accommodations

**Suites:** 44  
**Outside Cabins:** 736  
**Inside Cabins:** 195  
**Total Cabins:** 975

### Facilities

**Passenger Decks:** 11  
**Swimming Pools:** 3  
**Whirlpools:** 6

### Public Rooms

**Dining Room Capacity:** 1,170  
**Theatre Capacity:** 900

### Deployment

Alaska, Caribbean, Hawaii,  
Trans-Canal

## New Mandatory Environmental Standards

The International Council of Cruise Lines (ICCL) recently announced that its members have unanimously adopted mandatory environmental standards for all their cruise ships.

The adaptation of these standards marks the first time an Association of international passenger vessel operators has adopted mandatory waste management practices and procedures.

These standards are based on principals that include: designing and constructing cruise ships to be as environmentally friendly as possible, embracing new technology, complying fully with international and U.S. environmental laws, minimizing waste production and maintaining cooperative relationships with the regulatory community.

All ICCL member cruise ship operators will implement the adopted standards, which include the following areas:

- Graywater and Blackwater discharge
- Unused and outdated pharmaceuticals
- Used batteries
- Burned out fluorescent and mercury vapor lamps

Each ICCL member line will integrate these industry stan-

dards into its internationally mandated Safety Management System (SMS), which ensures compliance through internal and third party audits. Failure to comply with SMS procedures could prevent a ship from operating from U.S. ports. Compliance with these standards is a condition of membership in the ICCL.

“The cruise industry’s goal is to ensure that the environmental practices we put together today are the best programs possible for preserving the marine environment,” said Michael Crye, president of the ICCL. “These environmental standards show the cruise industry’s commitment to the environment by developing new technologies and practices that minimize the impact of cruise ships on the oceans upon which our vessels sail.”

The adoption of these environmental standards represents the continuation of a process that will ultimately address all of the marine issues that were originally proposed in February 2001 by the ICCL Board of Directors. As new waste management and waste processing technologies are developed, they will be incorporated into the ICCL standard.

The adopted environmental mandatory standards are listed on the ICCL website at [www.iccl.org](http://www.iccl.org).



■ *Take a peace-loving people* ■



■ *Blend with living  
rainforest* ■

■ *And 6% of the world's bio-diversity* ■



■ *Add atlantic  
and  
pacific coast* ■



■ *Steam* ■

■ *Stir occasionally* ■

COSTA  RICA

NO ARTIFICIAL INGREDIENTS

1-800-343-6332

<http://www.tourism-costarica.com>

ICT - COSTA RICA TOURIST BOARD

# The FCCA Salutes all of

A.C. Shillingford & Co., Ltd.  
 A.H. Riise Ship Chandling  
 A.P.I. de Puerto Vallarta, S.A. de C.V.  
 AAA Consulting  
 Abanks Watersports  
 Abramson Enterprises, Inc.  
 Administracion Portuaria Integral de  
 Baja California Sur, S.A. de C.V.  
 Administracion Portuaria Integral de  
 Mazatlan, S.A. de C.V.  
 Administracion Portuaria Integral de  
 Progreso, S.A. de C.V.  
 Administracion Portuaria Intergral de  
 Quintana Roo, S.A. de C.V.  
 Admiral Shipping Agency N.V.  
**Agencia Consignataria del Sureste,  
 S.A. de C.V.**  
 Agencia de Buques Gil Ojeda S.A. de C.V.  
 Agencias Navieras B&R, S.A.  
 Air Partner, Inc.  
 Alexander, Parrish (Antigua) Ltd.  
**American Enterprises Ltd./Tajmahal  
 Shopping Center**  
 Angostura Limited  
 Antigua Vacations Ltd.  
 Aqua Clean Ships, Inc.  
 Aquamarine Tours, Inc.  
 Ardastra Gardens, Zoo & Conservation Center  
**Aruba Ports Authority, Inc.**  
 Aruba Retail Merchants Association  
 Associated Steamship Agents, S.A.  
**Atlantis Adventures**  
 Aviatur S.A.  
 Agencia de Viajes Bahias Gemelas,  
 S.A. de C.V.  
 Bajarama de Mexico S.A. de C.V.  
 Barbados Golf Club  
 Barbados Port Authority  
 Barbados Tourism Authority  
 Barbuda Local Council Tourism Board  
 Barefoot Holidays St. Lucia Limited  
 Barnard Sons & Co. Ltd.  
 Bayshore  
 BEA International, Inc.  
 Beach Safaris, N.V.  
 Belitur, Ltd.  
 Belize Tourism Board

Belize Tourism Village Limited  
 Belize Travel Adventures Ltd.  
 Belvedere Estate  
**Bermello-Ajamil & Partners, Inc.**  
 Best of Grenada Limited  
 BMO, S.A. de C.V. - Administracion  
 Portuaria Integral Cabo San Lucas  
 Bob Lynch Moving & Storage, Inc.  
**Bridgetown Cruise Terminals, Inc.**  
 C. Fernie & Co., S.A.  
 Cali-Baja Tours & Charters, LLC  
**Canaveral Port Authority**  
 Cardow Jewelers  
**Caribbean Cruise Shipping & Tours Ltd.**  
**Caribbean Key**  
 Caribbean Shipping Agencies  
 Caribbean Shipping Agency  
 Caribbean Shipping Association  
 Caribe Nautical Services, Inc.  
 Caribelle Batik (St. Kitts)  
 Carifest Corporation  
 Caves of Barbados Limited  
 Cayman Islands Chamber of Commerce  
 Cayman Islands Rum Cake Center  
 Challenger's Transport Company Inc.  
**Chukka Cove Farm  
 City of Mobile**  
 Clark Tours Guatemala  
 Conch Tour Train  
 Concorde AeroSales Inc.  
**Continental Shipping Inc.**  
 Coordinacion de Servicios Maritimos  
 Coral Island Tours  
 Coral World Marine Park  
 COREA & Co. (1988) Ltd.  
**Colon 2000**  
 Costa Rica Tourist Board  
 Courtesy Taxi Cooperative Society Ltd.  
**Cox & Company Ltd.**  
 Cruise Plus Services and Sales  
**Cruise Ship Excursions Inc. (St. Thomas)**  
 Cruise Solutions Belize Ltd.  
**Cruise Tourism Authority Aruba  
 Cruiseship Excursions (Guadeloupe)**  
**Curaçao Ports Authority N.V.**  
 Curacao Sea Aquarium  
 D.B. International Training

Dacosta Mannings, Inc.  
 De Palm Tours  
 Delisle Walwyn & Co. Ltd. / Kantours  
 Dolphin Discovery  
 Dolphin Encounters Ltd.  
 Dominica Export Import Agency  
 (DEXIA)  
**Dominica Port Authority**  
**Dominican Republic Ministry of Tourism**  
 Dutch Tours Enterprises N.V.  
 El Guamache International Port  
 Elroy's Pleasure Tours  
 Enry's Ship Supply S.A. de C.V.  
 Eurocaribe Shipping Services (Belize)  
 Federation of St. Croix Taxi  
 Associations, Inc.  
 Five Star Watersports Ltd.  
 Florida Transport 82  
 FMT Canada Inc.  
**Foster & Ince Cruise Services Inc.**  
 Francis Trading Agency Ltd.  
 Frederic Schad, Inc.  
**Freeport Harbour Company**  
**Fun Sun Inc.**  
 G.P. Wild (International) Ltd.  
**Ge & Jensen Engineers-Architects-  
 Planners**  
 GEO. F. Huggins & Co., Ltd.  
**Geo. W. Bennett, Bryson & Co. Ltd.**  
 Glander International Inc.  
 Goddards Shipping & Tours Ltd.  
 Great Vacations Limited  
 Grenada Board of Tourism  
 Grenada Ports Authority  
**Guatemala Tourist Commission**  
**H.H.V. Whitchurch Tours**  
 Hanschell Inniss Limited  
**Harbor Fuel Services, Inc.**  
 Henry's Safari Tours Limited  
 Hilton International Caribbean Region  
**Hobart Corporation**  
 International Gemological Institute  
 International Registries, Inc  
 International Security Systems  
 International Shipping Partners, Inc.  
 Island Jamaica  
**Colors Duty Free Jewelers**



# our Associate Members

## **Jacharic Holdings Ltd.**

Jades, S.A.  
 Jamaica Tourist Board  
 Jamaica Tours Limited  
 JCAL Tours Ltd.  
 Johnson's Stables & Garage Ltd.  
 Jamaica Union Travelers Association Ltd.  
 Key Properties Ltd.  
 Kim'Arrin Travel  
 Landry & Kling, Meetings at Sea  
 Limon's Fun City Tour/Asuaire Travel  
 Malibu Beach Club Visitors Centre  
 Mamiku Gardens Ltd.  
 Margueritaville Restaurant & Bar  
 Maritima Dominicana, S.A.  
 Martinique Tourist Board  
 Melmish Mayan Tours, Belize  
 Mike's Truck Service  
 Mile - Mark Watersports  
 Minvielle & Chastanet Ltd.  
 Misener Marine Construction, Inc.  
**Mobile Convention & Visitors Corporation**  
 Montego Bay Chamber of Commerce  
 & Industry  
 Nature Island Taxi Association (NITA)  
 Nautilus Cayman Ltd.  
 Nevis Tourism Authority  
**Nueva America Internacional**  
 Ocean Joe's  
 OECS/EDU  
**Office du Tourisme de la Basse-Terre**  
 Old Town Trolley Tours  
**Onboard Media**  
 Panama Canal Authority  
**Panama Ports Company, S.A.**  
**Panama Tourist Bureau (IPAT)**  
 Papillon Tours  
**Paul Chang & Associates**  
 Pelican Adventures N.V.  
**Pharm-at-Sea**  
 Pier B Development Corporation  
 Plissonneau Shipping  
 Port Authority of the Cayman Islands  
 Port Authority of Trinidad & Tobago  
**Port Everglades**  
 Port of Corpus Christi Authority  
 Port of Maracaibo  
**Port of Miami**

Port of New Orleans  
 Port of Palm Beach  
 Port of San Diego  
 Port of Tuxpan  
 Port of Veracruz  
 Port Royal Development Company Ltd.  
**Costa Maya**  
**Puerto of Cartagena de Indias**  
**Puerto de la Mar C.A.**  
**Puerto Rico Tourism Company**  
 R. Smyth & Co. S.A.  
 R.L. Seale & Company Ltd.  
 Radisson Resort at the Port  
 Rain Forest Aerial Tram  
 River Raft Limited  
 Roger Albert Voyages  
 Romney Associates  
 Rovelli Organization  
**RTM STAR Center**  
 S.E.L. Maduro & Sons (Aruba) Inc.  
 S.E.L. Maduro & Sons (Curacao) Inc.  
**S.E.L. Maduro & Sons Inc. (St. Maarten)**  
 Safari Tours (Bahamas) Ltd.  
 Safari Tours Jamaica  
 Sam Tours Ltd.  
 Sand Dollar Sports  
 Sea Island Adventures  
 Sea Island Cotton Shops  
 Seagram Americas  
 Seaport Mall & Marketplace  
 Sieco  
 Skylimit Travel Services  
 Skymed International Inc.  
 SL Horsford & Co. Ltd.  
 Spring Garden Foods Inc.  
 St. Ann Chamber of Commerce  
 St. Christopher Air & Sea Ports Authority  
 St. Croix Heritage Tours  
 St. John's Development Corp.  
 St. Kitts Nevis / Anguilla Trading &  
 Development Co. Ltd. (TDC)  
 St. Lucia Air & Sea Ports Authority  
 St. Lucia Representative Services Ltd.  
**St. Maarten Ports Authority (SMPA)**  
 St. Peter Great House/World Famous  
 Mountain Top  
 Ministry of Tourism & Culture  
 (St. Vincent & The Grenadines)

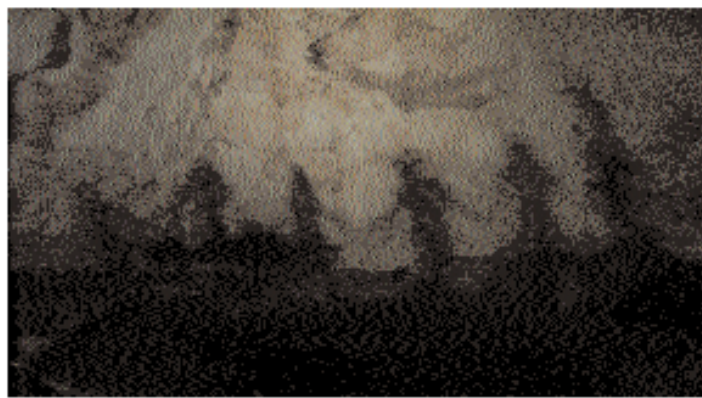
## **St. Vincent & The Grenadines**

**Port Authority**  
 Sunbury Great House  
 Sunsation Tours  
 Sunshine Cruises (1990) Ltd.  
 Swiss Stores Limited  
 Swiss Travel Service S.A.  
**St. Maarten Tender Services N.V.**  
 Sysco Food Service of South Florida  
 Taber Tours Inc.  
**Tall Ships**  
 TAM Travel Corporation  
 Tampa Port Authority  
 Tanja Enterprises Co., Ltd.  
 The Linen Shop  
 The Mount Gay Rum Tour & Gift Shop  
 The Rendezvous Tour Company  
**The Ruins at the Falls**  
 The Travel Centre Ltd.  
 The West Indian Company Limited (WICO)  
 Tourism & Industrial Development Co. of  
 Trinidad & Tobago, Ltd.  
**Tramcon Inc. / Paradise Point Tramway**  
 Transmares S.A.  
**Transportacion Maritima Mexicana,  
 S.A. de C.V.**  
 Trinidad & Tobago Sightseeing Tours  
**Tropical Shipping**  
 Tropical Tour (Guadeloupe)  
 Tropical Tours, Cabo San Lucas  
 Tropical Tours, (Mazatlan) S.A. de C.V.  
 Tropical Tours-Kisco Travel  
**Turismo Aviomar, S.A. de C.V.**  
 Turismo Marina  
 United Shipping Co. Ltd. (Freeport)  
**United Shipping Co. (Nassau) Ltd.**  
 United Tour Guides Coop of Puerto Rico  
 Unitor Ships Service, Inc.  
 V.I. Taxi Association D/B/A/ Tours  
 and Travel Inc.  
**Valley Forge Corporation**  
 Viajes Viva Tours S.A. de C.V.  
**Virgin Islands Port Authority**  
 West Indian International Tours, Ltd.  
 World Tours & Cruises Ltd.

**Platinum Associate Members  
 listed in bold.**

# enchanted.





the undiscovered caribbean ...



**SAMANIA RAY**

PUERTO PIRATA

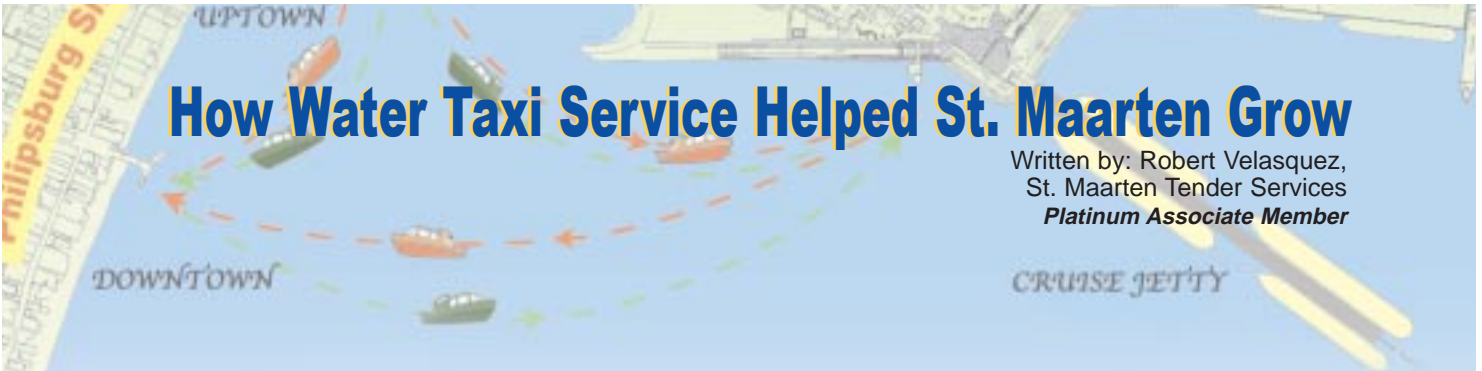
A Full Service Destination: Port. Agent. Tours.

FCCA Booth # 32 & 33

Contact Information: **TBF** 305-377-3066  
**VFC** 809-689-8200

# How Water Taxi Service Helped St. Maarten Grow

Written by: Robert Velasquez,  
St. Maarten Tender Services  
*Platinum Associate Member*



**F**rom the outset of the development of the plans for cruise industry growth in St. Maarten, one of the issues of concern to all parties was the efficient movement of passengers and crew from the pier to the heart of Philipsburg and back.

After extensive discussions between all public and private sector partners concerned with this issue, it was agreed that the best approach would be to offer alternative forms of transportation.

The traditional transit services already available on the Island, namely standard taxi service, is the first option.

The second option - water taxis. St. Maarten Tender Services proposed this viable alternative/addition to meet the apparent need by providing ferry service to the cruise line passengers and crew; offering easy access, regular trips - with no long queues and good value for money. This alternative has provided cruise line passengers and crew members a great new option to get from the new cruise pier to Philipsburg, for their duty free shopping experience. Another destination, which can be accessed by water taxi, is Great Bay Beach, where tourist can spend their day enjoying the beach while sipping a tropical colada.

Of course, fitness minded passengers have a third option, they can walk on the new paved curb along the ocean side to town - Pointe Blanche Road.

Nevertheless, the water taxi option offers great value that can not be matched by alternative means of transportation because the water taxi ticket allows for multiple uses for the day of issue. Multiple use tickets enable guests to go shopping in the morning, carry their newly purchased treasures back to the safety of their cabin and then take the water taxi in the afternoon to the beach for some fun in the sun - at no extra cost and without further queuing. The water taxis run every 7 - 10 minutes, which also encourages the passengers to visit Philipsburg for shopping in the morning and return for that item they may have been undecided about but concluded that they just had to have in the afternoon. This hassle free transportation option can also be a financial benefit to the merchants in Philipsburg. Finally, another major drawing card for this "ride all day" water taxi service option is that

children under 12 ride free when accompanied by an adult. Consequently, this can be a very attractive benefit for large families and can end up saving them a substantial amount of money... that they can then use to further enjoy their vacation.

The water taxi system could be compared to a mass transit system in many large cities. It can transport large numbers of people with no impact on the already stretched land based infrastructure of a small tropical island, especially one with as many as 4 large cruise vessels visiting the port at the same time. The water taxi system can accommodate over 2,000 passengers each hour, with a maximum wait time of only 10 - 12 minutes from the point of joining the queue to departure on the ferry. Water taxi passengers only have to queue once, when they buy their ticket - for all subsequent trips all they have to do is show up at one of the 3 boarding points and hop on the ferry. This major advantage of speed, efficiency and easy customer flow that the water taxi service offers is hard to beat.

Most importantly - what cruise passengers rave about, is the experience and adventure of traveling on a ferry. Cruise passengers thoroughly enjoy being on the water and being able to take panoramic photos of the surrounding bay, sailboats at anchor, and of course - of their own cruise ship.

All in all, St. Maarten Tender Services is providing an alternative transportation option (and option is the key for satisfying tourist's needs) which allows St. Maarten to handle larger numbers of cruise passengers and crew. This is an essential component to the success of the new pier facility, and one, which has the added benefit of not placing any undo stress on the infrastructure. As you can see... a great experience for a great value. 🚤



# FACES IN THE INDUSTRY

## Purser/Front Desk Manager, Brent Guniet, Disney Cruise Line

As purser and front desk manager for the *Disney Wonder*, Brent Guniet is focused on guest service programs and services both onboard and in ports of call. Before joining the cruise industry, Guniet was a travel agent for several years. His primary interest in joining the cruise industry was the opportunity to meet and work with people from across the world and to travel to new places. Guniet also realized the value of joining a growing industry where he could learn from exciting new experiences. He began his career in the cruise industry as an assistant purser and later moved into the crew office.

His interest in Disney Cruise Line centered around its progressive training and learning programs. "What excites me most about being a crew member is the training I constantly receive. Not only am I learning in my current role, but I am also being exposed to many other departments and their practices. I love the way the crew members are treated, and Disney Cruise Line has developed excellent



**Brent Guniet**  
*Purser/Front Desk Manager*  
*Barataria, Trinidad & Tobago*

programs to acclimate crew within the industry" said Guniet.

In September 1998, Guniet joined the *Disney Magic* team as an assistant purser, eventually moving into a concierge role. Classes expose crew members to the heritage and traditions of the company, as well as the standards of the industry, and as Brent noted, "the class provides a solid basis for understanding and allows for a smooth transition onboard."

He views his role with Disney Cruise Line as most importantly being a solid leader and providing excellent guest service.

Each month, Disney Cruise Line highlights the excellence of its crew members through recognition programs. In February 2000, Brent was awarded the employee of the month, and continues to receive numerous guest comment cards and guest letters.

## Committed To The Cruise Industry

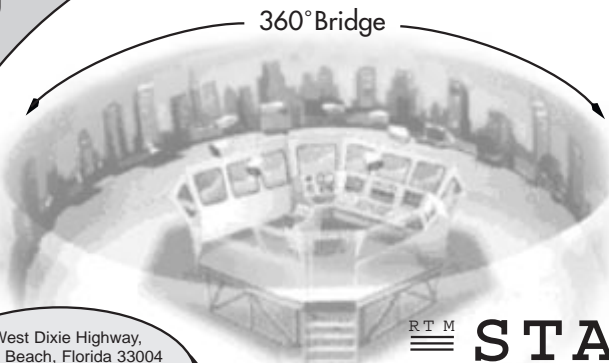
At RTM STAR Center in Fort Lauderdale Florida, there is a unique 360° full mission bridge simulator with podded propulsion capability. In addition, we can put your officers and crew through a number of pre-designed training courses or create courses unique to your operation.



A Z I P O D®  
Technology

- Customized Training Courses
- Dynamic Positioning (DP) Training
- Bridge Team Management Training
- State-of-the-Art Simulation
- Harbor & Waterway Evaluations
- Joystick Familiarization
- STCW '95 Training
- Feasibility Studies
- IBS Training

2 West Dixie Highway,  
Dania Beach, Florida 33004  
1-800-445-4522  
Fax: 954-920-4268  
blong@star-center.com



RTM **STAR**  
Center®

SIMULATION, TRAINING, ASSESSMENT & RESEARCH

www.star-center.com

RTM STAR Center admits students of any race, color, national and ethnic origin or sex.

# AROUND THE CARIBBEAN WITH THE FCCA



*Cruise Executives meet with Lic. Bertha Leticia Navarro Ochoa, Secretaria de Turismo de Mexico (3rd from left).*



*Presentation of cruise, donated by Royal Caribbean Int'l, to the FCCA raffle winner at the Key West Chamber of Commerce trade show.*



*Cruise Executives meet with Miguel A. Pereira, Executive Director; Puerto Rico Ports Authority (right of Michele Paige).*



*Cruise Executives meet with Capt. Mike O'Brien, Director Air & Marine Services, Freeport Harbour Company. (left of Michele Paige).*

## 2001 Foundation for the Caribbean Children's Essay Contest

<b>ESSAY WINNERS</b>	<b>Junior Division:</b>			<b>Senior Division:</b>		
	<b>1st Place</b>			<b>1st Place</b>		
	Matthew Bell	9	St. Maarten	Stephen Narain	15	Bahamas
	<b>2nd Place</b>			<b>2nd Place</b>		
	Attainea Toulon	11	Dominica	Cherisse Permell	15	Trinidad
	<b>3rd Place</b>			<b>3rd Place</b>		
Victoria Shannon King	12	Cayman Islands	Samantha Tyson	16	Antigua & Barbuda	

# NOW

# More Adventures Than Ever

## LOCATED IN

ARUBA  
BARBADOS  
CAYMAN  
ISLANDS  
COZUMEL  
CURACAO  
GUAM  
KONA  
MAUI  
OAHU  
ST. CROIX  
ST. JOHN  
ST. MARTIN  
ST. THOMAS



  
**Atlantis**  
ADVENTURES



**Aruba** Only the Best!

See you in Aruba at the  
F.C.C.A.-Conference & Tradeshow  
October 2001



A Dutch multilingual Caribbean island, rich in history and culture, Aruba offers you unique experiences... everything you'll need to enjoy a vacation to cherish forever: miles of white sandy beaches, exhilarating water-sports, professional golf and tennis, horseback riding, sightseeing tours, exquisite dining, dazzling casinos, exciting nightlife and fabulous shopping.



*Aruba... What more can you ask for?*



For additional information, please contact:

**CRUISE TOURISM AUTHORITY - ARUBA**

Royal Plaza Mall - Suite 227 - L.G. Smith Boulevard 94 - Oranjestad,  
Aruba, Dutch Caribbean Tel: 297-8-33648 - Fax: 297-8-35088  
E-Mail: [Cruise.Aruba@ToAruba.com](mailto:Cruise.Aruba@ToAruba.com) - Web Site:  
<http://www.cruisearuba.com>