



Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

Third Quarter 2004

The FCCA Welcomes Our Two New Member Lines

MSC Cruises (USA) Inc.

Radisson Seven Seas Cruises

**Welcome to the
Cayman Islands**



*The FCCA
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**FLORIDA-
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THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

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Michele with Terrance at the Blossom Gardens Child Care Center-Jamaica.

EXCELLENCE!

"Excellence is never an accident; it is always the result of high intentions, sincere effort, intelligent direction, skillful execution and the vision to see obstacles as opportunities."

2004 promises to be a record-setting year for the cruise industry with over 10.5 million passengers expected to take a cruise. While breaking the 10 million cruise passenger plateau is indeed impressive, this number represents less than 4% of the leisure travel market. Worded differently, approximately 96% of travelers in 2004 will choose something other than a cruise vacation.

Is this an obstacle or an opportunity for the cruise industry? How about for the land-based resorts? How about for you? Well, I see this virtually unlimited potential for growth as a remarkable opportunity for one and all!

This Conference issue of Caribbean Cruising contains highlights on the FCCA's most recent and upcoming events including our Platinum Associate Member's trip to Jamaica and the FCCA Environmental Project in Belize. In this issue we introduce two of our new Member Lines, *MSC Cruises (USA) Inc.* and *Radisson Seven Seas Cruises*. You will also find articles on various other topics including the Cruise Conversion Program along with an overview of this year's FCCA Caribbean Cruise Conference & Trade Show host – The Cayman Islands.

My friends, allow me to share a story I heard recently. Some time ago, a shoe manufacturer sent two sales reps out to different parts of the Australian outback to see if they could drum up business among the aborigines. A few weeks later the company received telegrams from both agents. The first one said, "No business here... natives don't wear shoes." The second one said, "Great opportunity here... natives don't wear shoes!"

See the opportunities and strive for excellence!!

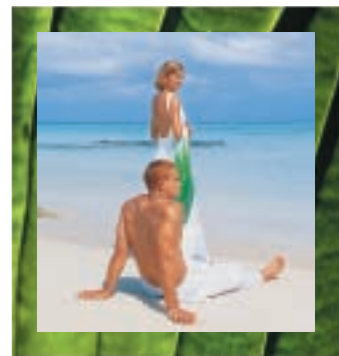
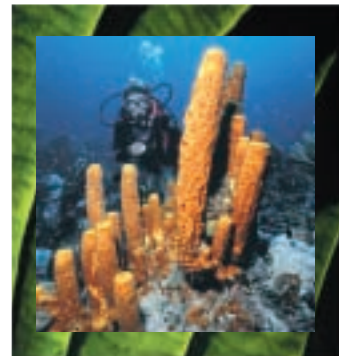
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Michele M. Paige



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The Appleton Estate Rum Tour

Appleton Rum Tour Siloah P.O.

St. Elizabeth, Jamaica

Tel: 876-963-9215 **Fax:** 876-963-9218

E-mail: appleton@infochan.com

The Appleton Estate Rum Tour is a wholly owned Jamaican Subsidiary Company of J. Wray & Nephew Ltd. The Company was incorporated in 1988. Appleton Estate has been distilling the finest rums since 1749. The Appleton Estate Rum Tour is located in the heart of the Island in the picturesque Nassau Valley in the parish of St. Elizabeth, Jamaica. Set on 11,000 acres of lush sugar cane fields is the Estate's Sugar Factory and Distillery.

The Appleton Rum Tour takes you on a journey through the history of Rum and gives an inside look at how we make our famous Estate Rums. The artifacts on display tell our history and include a hand mill that was used to extract the juice from the sugar cane before steam was invented and several of the copper pots or "coppers" that were used to separate the sugar from the molasses in the olden days. You will also get a chance to see our resident donkey "Paz" work the 18th century donkey mill, mill your own sugar cane juice, and sample "wet sugar". A complimentary bottle of Appleton Rum is given to each visitor to the Estate.



DOLPHIN COVE - OCHO RIOS, JAMAICA

Belmont Road

P.O. Box 21

Ocho Rios, St. Ann, Jamaica

Tel: 876-974-5335 **Fax:** 876-974-9208

E-mail: mburrowes@cwjamaica.com

Dolphin Cove is unique in its Natural beauty, with its dense tropical vegetation and lush Green foliage caresses the turquoise ocean. This is as a result of the undergrounds springs found in Ocho Rios. Dolphin Cove opened

February 2001 in its first year of Operation we received great recognition. The Jamaica Hotel and Tourist Association Allied Member Award for The Most Distinguished Service for the year 2001. The Associated of Jamaica Attractions Limited presented Dolphin Cove with the Best Attraction award for the year 2001.

The highlight of a visit to Dolphin Cove is to Swim with the Dolphins. In the Caribbean Ocean, the dolphin's natural habitat, we offer the following interaction programs. Encounter Swim, where guest can dance, plays and be kissed and caressed by the Dolphin while swimming in fifteen feet of Caribbean Ocean. Touch Programs, guests make friends touch and have an up-close experience with the dolphin in the shallows. All programs are under the supervision of the qualified Trainers.

Guests enjoys, playing and interacting with the dolphins that are in this natural cove, which is surrounded by lush tropical rainforest. At Dolphin Cove, you can Explore our Jungle Trail see and interact with exciting animals, birds indigenous to the tropics and reptiles while on a walk through lush, unspoiled natural rain forest seeing rivers, waterfalls. Or just relax on our white sandy beach and enjoy the cool Caribbean breeze and taste Jamaica's finest grilled cuisine. Dolphin Cove is owned and operated by the Burrowes family.



FCCA PAMAC Conference Montego Bay, Jamaica



The FCCA Platinum Associate Members' trip to Jamaica... A Celebration of Growth and Partnership!

On June 28 – 29, 2004 cruise executives from the 14 FCCA Member Lines and FCCA Platinum Members joined together to share and learn the evolutions that the Jamaica cruise product has made in recent years. Organized primarily by FCCA Platinum Member, Chukka Adventure Tours, this highly anticipated event was a celebration of both the progressive strides of the destination and their alliance with cruise industry. It presented an opportunity for all to recognize the recent developments of Jamaica including improvements to the ports in Ocho Rios and Montego Bay, new Jamaican Port Opportunities, tour infrastructures, shopping areas, restaurants, entertainment, and attractions.

Jill McCall, Regional Director of Marketing for Atlantis Adventures is impressed with changes she saw in Jamaica. She shares, "I was impressed

by the fact that government officials, tour operators and other business that rely heavily on cruise line business were working together to improve the island's image and infrastructure to make [Jamaica] more attractive as a destination."

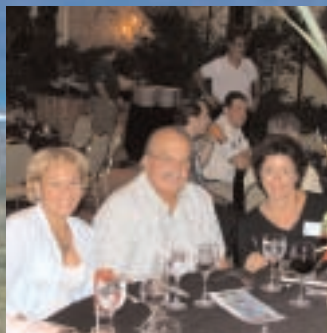
The days were few so the FCCA and Chukka Adventure Tours staff planned a chock-full itinerary options including a canopy tour, sea trek, ATV safari, catamaran tour, duty-free and craft market shopping, a children's charity visit, river rafting, and visits to the Reggae Museum and Rose Hall.

The group also enjoyed the lavish accommodations of Ritz-Carlton Hotel and plentiful meals and parties hosted by Lee Baily of CCS Tours, the Port Authority of Jamaica, Appleton Estate Rum Co., Dolphin Cove, Dunn's River Falls, Island Village of Ocho Rios,

Guild of Duty Free Shopping, Lannaman & Morris Shipping, Green Grotto Caves, and Margaritaville.

There were a great variety of options for guests to enjoy. For Marc Melville, Co-Managing Director of Chukka Adventure Tours and one of the primary organizers, "The Ritz Carlton, the diversity of tours and the caliber of each function were the highlights of the event."

The very first event was a visit to the Blossom Garden Children's Home where cruise executives and their significant others lead by Roger Bum's wife Marie, distributed both toys and love to young orphans. The afternoon took an adventurous turn as the group dispersed into tours and activities at their own preference. Thrill-seekers drove deep into the interior of Jamaica's natural, pristine rainforest



and discovered unique views of the island on the electrifying ATV safari tour. Others relaxed on a guided, laid-back ride in a hand-made bamboo raft down the Martha Brae River.

Jamie Haller, Director of Deployment and Itinerary Planning for Royal Caribbean International and Celebrity Cruises praises, "The Platinum event in Jamaica was incredibly enjoyable due to the ambience of Jamaica as well as the extraordinary effort turned in by the Chukka Blue principals, Danny and Mark Melville. They coordinated events and made sure everyone had a great time."

As the trip concluded, members and executives alike evaluate the benefits and merit of the Platinum event and the FCCA to their respective businesses. Members take with them their new experience, learning and strengthened

partnerships. The blend of pure fun, adventure, friendship, and education make this event a great triumph for the FCCA's members and lines.

"The benefits of this event to the cruise industry are obvious. It is a platform for the decision makers to come together with the people who actually interface with our guests and ships day-in and day-out, and make the cruise product what it is," Haller asserts.

Judy Schoebein, General Manager of Appleton Estate Rum Tours shares her experience as a first-time Platinum member at the event, "As a New Platinum Member, I can see that this is exactly where we needed to be, to form new relationships and get close to those that I had met before, it was good to be able to speak at a different more relaxed level, I was able to ensure better understanding of who we are doing business

with and what else we can do to improve and secure a great future for the Appleton Rum Tour and for my wonderful Jamaica that I love so much."

Melville summarizes why he believes the event to be a success, "...Industry players all pulled together to raise an unprecedented level of funding from the private sector and the Port Authority of Jamaica to host the entire event, not to mention that we believe that all Cruise Execs left Jamaica with a renewed feel for what Jamaica has to offer and the improved facilities that have been put in place in infrastructure, shipping, adventures and dining and entertainment."

If it is not an **Atlantis Adventure...**
it's not an adventure.



Atlantis
ADVENTURES

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Port of Tampa



Port of Tampa.

The Port of Tampa's cruise industry celebrated a banner year in 2003. Over the last six years, the Port has shown tremendous growth in the cruise business. In 1998, the Port of Tampa handled 244,968 passengers and 104 cruise sailings. By the end of 2003, the Port has more than doubled that business, handling 810,114 passengers and 235 sailings. By the end of FY 2004 Tampa will have handled more than 830,000 passengers. Tampa homeports five or six vessels each year, from four cruise lines, resulting in exciting 4, 5, 7, 10, 11 and 14-day cruise itineraries and also serves as host to "ports of calls" by many other lines. Tampa has been one of the fastest growing cruise ports in the nation.

Tampa has four cruise lines with 6 ships calling in 2004. In the fall of 2004, Carnival will upsize its capacity, when it introduces the Miracle, and moves the Inspiration to a 5-5-4 itinerary. Royal Caribbean will also increase capacity with the introduction of the Splendour of the Seas. Other vessels calling in the fall season include Holland America's Veendam and Celebrity's Horizon. Radisson Seven Seas Cruises will also make 4 calls in Tampa with the Seven Seas Navigator this season.

Cruise Passengers have increased a remarkable 231% over the past 5 years. With Port capacity projected to increase each year, the future offers extraordinary opportunities for the industry, its customers and suppliers. In Tampa, we have been dedicated to the cruise industry by recognizing the expectations of the cruise lines and anticipating the increase volume of cruise guests visiting each year.

Unique concept offered by Aruba



Aruba promotional magnet.

Cruise Tourism Authority has developed a unique concept to serve our cruise family at its best. The cruise passengers and executives could click on the web site at www.arubabycruise.com to obtain updated information on the developments of Aruba.

Additionally Aruba has created a unique suggestion list of over 20 ways to spend the day in Aruba. This unique creation evolved with the cruise guests in mind, because Aruba values the cruise guests and do want them to return to Aruba. Aruba has created a customized welcome Back program, where only in Aruba, cruise guests will be offered a free refrigerator magnet as a gift. This will be a gift that will last forever! On this magnet the cruise guest will receive simple instructions to benefit from the special offers Aruba has in place for them upon returning to the island on another cruise or by air. This is another way Aruba differentiates itself among the other Caribbean islands.

Aruba, only the Best! For information, please visit www.arubabycruise.com



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FCCA Caribbean Cruise Conference & Trade Show... 101 Opportunities to Swing the Bat!

“101 Opportunities to Swing the Bat” – what does that mean? Well, in this case, it represents 101 opportunities to take advantage of the fact that the FCCA Conference features the attendance and active participation of over 100 cruise executives and other industry experts.



As you know, the *FCCA Caribbean Cruise Conference & Trade Show* is the only time and place where such large numbers of cruise executives from the FCCA Member Lines convene for an unprecedented three, four or even five days. More over these high level executives are committed to working with you to create a win-win situation for all.

Allow me to repeat that – the only time and place... for three to five days. What does that say to you? Do you truly see the opportunities that you are being presented with... “101 Opportunities to Swing the Bat!”

As always, at this year’s Conference you will be provided with numerous ‘structured’ opportunities to interact with the cruise executives. Your first opportunity to ‘swing the bat’ will come early Tuesday morning as the *8th Annual FCCA Golf Tournament* gets under way, complete with a private luncheon for the participants. This event will be followed by three other separate functions later in the day: a *Cocktail Reception*, a *Business Card Exchange Cocktail Party* and the *Cayman Islands’ Welcome Party*. In addition, the *Trade Show’s Grand Opening* will also take place on Tuesday along with the first of three *Informal Breakout Sessions* – all in the very first day, with three more days like it to come!

Then there are the *Workshops* that provide you with the opportunity to discuss industry trends and issues with participating cruise executives and other industry experts. This year we will be presenting the following topics:

- Converting Cruisers to Land-Based Vacationers
- Cooperative Sales and Marketing – Cruise Lines & Destinations
- Website and Electronic Distribution Strategy
- Port Security
- Catering to the Family Market
- Breaking Into the Industry / Guidelines for New Tour Operators
- Premium/Specialty Tours
- Ingredients for a Successful Tour



Getting back to the *Informal Breakouts* (one-on-one meetings), this year we have added a third session in an effort to accommodate as many delegates as possible. In addition, we have endeavored to pre-set meetings for these sessions in an attempt to better facilitate the process for these structured opportunities.



We would like to emphasize, however, that these structured meetings are not your only or even best opportunities to ‘swing the bat.’ In today’s business world more and more business relationships/deals are formulated in social settings. The cruise executives are committed to working with you from the moment they arrive... until the very last minute before they depart. They are willing and able to speak with you at any time – take advantage of these “101 opportunities.” You can’t hit the ball if you do not “swing the bat!”

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FCCA at Blossom Gardens Child Care Center Montego Bay, Jamaica



During the Jamaica Platinum event in June 2004, The FCCA Staff, Cruise Executives and their wives took time out to visit with and personally give out gifts to children at the Blossom Gardens Child Care Center in Montego Bay.

The publicly funded Blossom Gardens was established as temporary home for abused, abandoned, neglected or orphaned children who are in need of care and protection. While children are at the institution, sometimes up to a year, social workers investigate their cases and work with the courts to determine whether they can be sent home to parents, relatives or guardians, if the home situation is favorable, or whether they become wards of the state. Unfortunately, “very few children are returned home. Some are placed in foster care or given up for adoption,” according to Blossom Gardens Administrator, Paola Genes-Brown. “Parents are allowed to visit their children, however only about five percent of the parents visit.”

The number of children at the home fluctuates from the seventy to eighty-seven, and they range in age from newborns up to eight years old. Children four years old and up attend school at the institution.

Altogether, more than 1000 toys, books and art materials, many personally purchased by the FCCA, Cruise Executives and their families, were donated that day. There were numerous toys for each child, and plenty left over for them to give out to new children. “On behalf of the children and staff, let me express sincere gratitude and appreciation to Florida Caribbean Cruise Association (FCCA) for your generous support,” wrote Genes-Brown. “Once again, thank you all.”

Developed through the FCCA Foundation for the Caribbean, Blossom Gardens Child Care Center gift project was initiated by Marie Blum, wife of Roger Blum, *(title & company here), who was inspired by a suggestion made by Lee Bailey at last year’s Platinum Event. Bailey, FCCA Platinum Member, Chairman of the Western Chapter of the Shipping Association of Jamaica Member and Director of CS Tours LTD, who was instrumental in organizing the event, commented, “It was not only heart-rending but inspiring to see the members expressing love and presenting dozens of gifts to the unfortunate children. There are no words that can express the gratitude of the Montego Bay community for their tremendous contribution and love.”





"We have all been coming to Jamaica for many years, but this is probably the most rewarding experience that we have had. We wanted to do something special, so Lee Baily mentioned his involvement in the orphanage. Seeing the smiles on these beautiful children's faces was a highlight of our trip." Marie Blum

The Foundation for the Caribbean is always looking for opportunities to make a difference in the lives of disadvantaged children throughout the region.

Established by the FCCA over nine years ago in appreciation for our Caribbean partners, the Foundation donates about a million dollars a year to various charities in the Caribbean, and has donated over \$2 million to various charities in the Caribbean,) like the Caribbean Special Olympics, the Bahamas National Disaster Fund, and the Barbados Association for the Blind & Deaf.

The recent donation to Blossom Gardens most resembles (on a smaller scale) the Foundation's annual Holiday Gift Project, which involves all of our 14 member lines in hand-delivering gifts at different destinations during December. This year alone, the project provided toys, via "elves" (volunteering crewmembers in costume), to nearly 4,500 children that normally would not have received holiday gifts.





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RADISSON SEVEN SEAS CRUISES®



This year the FCCA is proud to welcome the six-star Radisson Seven Seas Cruises as a new member of its growing family.

The award-winning RSSC is the world's largest luxury cruise line, with nearly 2,500 berths, and itineraries to over 300 different ports on six continents.

With the addition of more ships in the Caribbean, RSSC is poised to benefit from membership with the FCCA. RSSC president and CEO Mark Conroy described looking forward to the alliance.

"There are always benefits in belonging to a professional association when one is a 'player'. Up until recently, we really only had one ship, the Radisson Diamond, based in the Caribbean on a seasonal basis. Now we have two ships in this area (the Radisson Diamond and the Seven Seas Navigator) with the whole winter program of each ship dedicated to Caribbean cruising. Over

and above that, we have our two large vessels, the Seven Seas Voyager and Seven Seas Mariner, that offer Caribbean cruising before or after their



Mark Conroy
President & CEO,
Radisson Seven Seas Cruises

long winter cruises around the world or around South America. We now offer more Caribbean cruises than any other luxury cruise line, so we have truly become a 'player' in this market."

Radisson has been recognized by Conde Nast and Travel + Leisure magazine as the World's Best Small Cruise Line, with a fleet of exclusive luxury vessels "designed for guests numbering in the hundreds rather than the thousands."

The company attained its superlative position in the business in March 2001, with the launch of the line's fifth ship, the 700-guest Seven Seas Mariner. The company's sixth vessel—the 700-guest all-balcony suite Seven Seas Voyager (the Mariner's sister ship) entered service in April 2003. Impressive features include the largest "lead-in" suites at sea. January-April 2005 will mark her first world cruise.

The 320-berth Paul Gauguin was voted "best cruise ship" by Conde Nast in 2003. With a relaxed, casual atmosphere fitting for the islands, all ocean-view staterooms, and



Radisson Seven Seas Cruises is looking forward to a bright future as a member with the ICCA.

complimentary watersports from her own retractable marina, the Paul Gauguin offers a great introduction to younger audiences new to cruising. She entered service in Tahiti and French Polynesia in 1998, and enjoys status as the most deluxe cruise ship ever to be based there year-round. The most intimately sized ship in the fleet (at 300 berths) is the Explorer II. Designed for icy water, she currently voyages exclusively to Antarctica.

This year, for the first time, Radisson's 490-passenger Seven Seas Navigator is conducting seven- and ten-day southern and western Caribbean itineraries. Also seasonally based in the Caribbean, the 350 berth Radisson Diamond is distinguished as the only twin-hulled cruise ship in the world. Launched in 1992, she is RSSC's oldest ship. The fleet's average ship age of about five years will decrease in 2006 when the Diamond's charter expires. As Conroy

told Cruise Magazine in 2003, "...the Diamond does not fit in with new fleet plans."

RSSC is working toward developing its fleet with larger vessels of 500 to 700 berths, like its 3 largest ships. The fleet currently offers nearly 2,500 beds, but RSSC aims in the long term to increase to 4,000.

In 2003, the impressively inclusive company rebounded from long-ranging post 9-11 market effects, attracting passengers back to cruising with discounted offerings, yet maintaining yields and a high-end customer base by avoiding deep discounting.

With a sales team whose average length of experience runs about 19 years, RSSC aims to attract a larger market with customers who shop premium cruise lines at the top end of the market. Headquartered in Ft. Lauderdale and

employing over 200 onshore, RSSC is part of Carlson Hospitality Worldwide, which claims 1,690 hotels, restaurants, and cruise ships. RSSC has come a long way since it was established January 1, 1995, with the merger of Finland's Diamond Cruises and Seven Seas Cruises, when each line was operating only one ship.

Since that time, RSSC has grown into a major force in the cruise industry, and has the leadership of Mark Conroy to thank for it. Conroy also currently serves as chairman for the Cruise Lines International Association (CLIA), and before the merger that created RSSC, was the president and CEO of Diamond Cruises. Starting out in 1974 in the mail room of Norwegian Cruise Line while studying at University of Miami, he went on to serve as VP of sales for Royal Viking Line, and later, as president of Renaissance Cruises and Commodore Cruise Line.



The RSSC is looking forward to a bright future as a member with the FCCA. President Mark Conroy, states, "As we move forward, the Caribbean will remain a large focus of our winter cruise program. As a member of the FCCA we will have a stronger voice in the industry and the region and we look forward to participating in a meaningful dialogue with industry colleagues, destinations and suppliers."



Radisson Seven Seas Cruises In Brief

With the 2003 debut of the new all-suite, all-balcony Seven Seas Voyager, Radisson Seven Seas fleet of six-star ships is growing in capacity and options.

The world's first all-suite, all-balcony ship, the 700-guest Seven Seas Mariner was launched in March 2001. The 50,000-ton vessel accommodates her guests in oceanview suites from 301 to 2,002 sq. ft. with private balconies. She boasts the first Le Cordon Bleu® restaurant at sea; four single, open-seating dining venues and Mermaid* pod propulsion systems for virtually vibration-free cruising.

Her sister ship, the Seven Seas Voyager, which debuted in 2003, features the largest "lead-in" suites at sea: 356-square feet including balcony. Her four dining venues include Signatures, the world's second Le Cordon Bleu restaurant, and the unique "Latitudes" designed to celebrate the "American Palate."

The 33,000-ton, all-suite, 490-guest Seven Seas Navigator debuted in 1999 and features all ocean-view suites (90 percent with private balconies), plus fine dining options and generous space-per-guest ratios.

The 19,200-ton Paul Gauguin entered service in Tahiti and French Polynesia in 1998, the most deluxe cruise ship ever to be based there year-round. Along with all ocean-view staterooms, 50% with private balconies, the ship has a casual dress code suitable to the destination, cuisine inspired by a two-star Michelin French chef, complimentary watersports and her own retractable marina.

Launched in 1992, the 20,000-ton Radisson Diamond combines small-ship intimacy with large-ship amenities. With her unique twin-hull design, she offers the most stable ride of any vessel. Of her 177 ocean-view staterooms, 123 boast private balconies.

Radisson Seven Seas Cruises, with headquarters in Fort Lauderdale, Florida, is part of Carlson Hospitality Worldwide of Carlson Companies, Inc., one of America's largest privately-owned corporations.



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Success of the Freestay Caribbean Program brings much promise for the economic future of the Caribbean

By: Rick Murrell, President of Tropical Shipping

The Freestay Caribbean program was devised in response to the declining 60-percent year-round occupancy rate for hotels in the Caribbean region. Recognizing a huge opportunity for increasing this occupancy rate and positively affecting the economic and social structure of the region, the Freestay Caribbean promotion was launched. I am pleased to say that we have received a strong commitment by all parties involved and have experienced much initial success.

As cruise line guests disembark into the arms of their Caribbean hosts, many are greeted with a new experience. Mardi Gras-inspired coins, called doubloons, are presented by tour operators to cruise guests each with an invitation to come back and take a land-based vacation on the island. With this are offers of significant accommodation, restaurant and attraction discounts.

The program was introduced by Tropical Shipping and embraced by the Florida- Caribbean Cruise Association, the Caribbean Hotel Association, island tourism ministries and tour operators, as well as shipping partners such as Seaboard Marine and Hyde Shipping.

The distribution of nearly a half-million coins in the last year is only a small step towards the goal of the program to enrich the economies of Caribbean communities reliant on tourism by filling the Caribbean hotels' vacant rooms, restaurants, shops and tour programs.

Promotional
Coins



THE BIRTH OF A DREAM

Tropical Shipping has always committed itself to the well-being of the Caribbean communities. Our host countries have provided Tropical Shipping employees with a livelihood and we, in turn, feel equally obliged to support them with community involve-



Tropical Shipping provides signage at the port participating in the program this sign is in St Thomas.

ment that really makes a difference. We know that for Tropical to remain successful, the Caribbean communities must also be successful.

When I envisioned the Freestay Caribbean program a few years ago, I knew it would be a challenge to attain the buy-in and long-term commitment of many participants. But I also knew it was needed. The recession in 2000 and the tragic events of September 11 resulted in a downturn in Caribbean tourism, an industry of great importance to the region. Specifically, hotel occupancy rates were only at about 60-percent on an annualized basis.

After reviewing research, I realized that cruise ship passengers would be the key

to the success of an economic revival. Research showed that cruisers are frequent travelers. They average over three (3.3) trips each year, with most cruisers talking their last cruise within the past three years. Therefore, those other are vacations elsewhere, which means there is a large potential audience of vacationers that are willing to come back to the Caribbean for a land-based vacation within those 3 years. To bring visitors back, they must have unique and meaningful incentives and a positive experience with the destination.

A program consisting of special discounts and offers, welcoming signs, happy people, clean facilities, a fun environment and novel tourist attractions will entice visitors to return year after year, having a huge impact on the tourism industry in the region. The overall result? Strong infrastructures and a higher standard of living that ultimately benefit all the people of the islands and the industries that support tourism.

The FCCA, the Caribbean Hotel Association, tourism ministries and tour operators were all approached and were very receptive to the idea. Seaboard Marine and Hyde Shipping have also offered their commitment. Each party has provided its firm support and resources to make the program a success.

PROMISING INITIAL RESULTS

• Island Participation

To this date, the Freestay Caribbean program has full participation from the tourism ministries, accommodations



and tourism-related businesses for the following locales: U.S. Virgin Islands, St. Kitts, St. Maarten, St. Lucia, Dominica and Grenada. The FCCA members have also allowed access to their cruise guests in these destinations. Most recently, Seaboard Marine and Hyde Shipping are committing resources to manage programs in Jamaica, Belize and Honduras. In addition, other destinations are working with the cruise industry to do similar cruise passenger programs, namely the Cayman Islands that have implemented their own program.

• **Recruiting**

After receiving the early backing of the FCCA, the Caribbean Hotel Association, shipping partners, tourism ministries and tour operators, Tropical Shipping's island-based employees are recruiting even more business partners. Hotel, restaurant, shop and tour program operators continue to be approached to sign on to the program. The program is presented as a highly beneficial opportunity that requires little commitment outside of reporting customer conversions and providing significant offers.



Promotional coins (doubloons) being distributed to cruise passengers.

• **Coin Program**

To this date, approximately 780,000 coins have been minted for the U.S. Virgin Islands, St. Kitts, St. Maarten, St. Lucia, Dominica, and Grenada. Tourism ministries and tour operators have distributed nearly 60-percent of the doubloons to cruise ship passengers. Each coin points to a 1-800 number and a web site address to find special offers for accommodations, restaurants and attractions on various islands.

• **Signage**

Professionally made, eye-catching signs to welcome cruise passengers have been placed in the ports, encouraging their return and directing them to the web site for incentives. These attractive signs have been installed at each of the program locations, with the exception of St. Maarten and Dominica. Signs should be erected at these two locations soon.

• **Web site management**

The dedicated web site, www.freestay-caribbean.com, which houses all the special incentives and contact information, has had an impressive number of visitors and page views, all driven primarily from the coin and welcome signs.

Because cruise guests tend to be web-savvy, the web site is the lynchpin and crucial conduit for communication. Tropical Shipping has dedicated marketing and technical administrators that plan and implement web strategies and tactics for program success: recruitment of partners, formulation of rich discounts and offers, site content management and promotion, partner communication, customer data management, tracking, and communication with potential visitors and business partners.



Promotional signage in St Lucia.

• **DVD presentations**

Cruise lines bringing passengers into Grenada view a destination DVD presentation, seen on board just prior to the arrival at port. The Freestay Caribbean program is introduced to passengers and encourages them not to leave the island without their souvenir coin, listing the various locations they will receive coins. The welcome signs reinforce this message as cruise passengers disembark from the vessel.

• **Rich Offers**

The U.S. Virgin Islands Hotel & Tourism Association has taken a lead we hope others all will follow. The association has provided enriching and significant offers specifically for the Freestay Caribbean program and have gone even further to create an open line of communication with prospective visitors.

Recent data from the US Virgin Islands showed that of 6,000 cruise passengers in the U.S.V.I. who received the doubloons, 1,200 individuals showed enough immediate interest to give their contact information for further communication. A coupon book with over \$500 in discounts and offers was also created. Beverly Nicholson, President of the USVI Hotel & Tourism Association expects that even a 10% conversion rate of the 1,200 interested prospects will translate into \$100,000 in additional hotel room revenue. This number does not even include the



impact this will have on the restaurants, tours and other activities each which the guests will indulge in while on the islands.

The St. Kitts Marriott Resort and the Royal Beach Casino is following suit. The Director of Sales, Ileana Rousseau, is formulating a promotion only for the Freestay Caribbean program. A quarterly drawing will be held for a three-day stay at the luxurious St. Kitts Marriott Resort and Royal Beach Casino, worth an estimated \$750. Not only is this an example of a great offer, but the drawing will be a means to collect customer data that will facilitate further communication of other promotions and discounts to potential island visitors.

• *Training Workshops*

In conjunction with the FCCA, Tropical Shipping will be hosting a series of workshops for current partners and others in the island tourism industry. Workshop facilitators will introduce the program and its benefits, recruit additional partners, offer advice on offers, and review reporting and tracking requirements. Participants will have internet access, which will allow them to begin the sign-up process on the spot. The FCCA will present participants, many who have never been on a cruise, with an overview of the cruise ship industry and the level of service cruise ship passengers expect. Participants will be briefed on the numbers of passengers and crew who visit the port destinations all of who are potential land-based return visitors.

• *Reporting*

As a program requirement, business participants will track and report bookings and revenue generated from the Freestay Caribbean program. These reports will be shared among the program organizers to determine program effectiveness over time. Based on these

reports, strategies and tactics can be honed for ultimate success.

• *Partnership*

The FCCA stands behind the program, stressing its long-term goal to contribute to the Caribbean region's economy and improve the lives of its residents. The Caribbean Hotel Association, tourism ministries and tour operators have happily welcomed cruise guests, recognizing the impact these visitors currently have on their economies and the potential for the future. These groups have all come together for a common goal.

OVERCOMING CHALLENGES

The early program success has not been without its challenges. Though the program has received much interest, future long-term success must be backed with solid commitment, support and a sense of ownership for all partners that offer tangible results.

Measuring success is essential to the program, but requires the continued support and cooperation of our island partners. Tracking accommodation, restaurant and tour bookings and sales resulting from the program is very tricky, and relies primarily on continuous and accurate reports from hotels, restaurants and other attractions.

Expanding the scope of the program to other island destinations is high on the list of priorities, as well as encouraging local efforts to make destinations more attractive to the cruise passengers. Another great challenge is improving island infrastructure, and providing an enjoyable environment and memorable attractions all of which play a part in a cruise passenger's decision to return to a destination.

OUTLOOK FOR THE FUTURE

Tropical Shipping is so confident with the preliminary achievements that even more of our company resources will be committed to bringing more stakeholders into program involvement and commitment. The successful www.freestay-caribbean.com web site will continue to be maintained and promoted by our company.

I have also appointed a long-time Tropical Shipping senior executive, Jennifer Nugent-Hill, who can be reached at Phone: 1-800-367-6200 to spearhead the growth of the program, oversee strategy, ensure program effectiveness, and facilitate communication among the key stakeholders. Jennifer is a seasoned executive and leader in the Caribbean community who has the skill and flair to bring together the interests in both the private and public sectors.

The Freestay Caribbean iCome back and stay in the Caribbean program is a win-win situation. Though not a silver bullet, the program is part of the long-term commitment ultimately required to make a positive economic and social impact in the lives of Caribbean citizens. Reaching our specific objective of increasing the hotel occupancy rates in the region will create prosperity for the people of the Caribbean. I encourage and challenge all partners to dedicate themselves to this program and benefit from a thriving Caribbean economy, improved hotel occupancy and booming tourism industry.



Promotional
Coins

Cruise Solutions Belize Ltd.



Welcomes all delegates of The Eleventh Annual FCCA Caribbean Cruise Conference & Trade Show. We look forward to meeting you.



Carnival Cruise Lines & Royal Caribbean International Join Forces for the Benefit of the FCCA Environmental Awareness Project in Belize

On Tuesday, August 17th the Florida-Caribbean Cruise Association partnered with Belize to conduct a highly successful clean-up campaign of the Belize River and a 'tourism' roadway. The ***FCCA Environmental Awareness Project*** was made possible by the organizational efforts of FCCA Platinum Associate Member David Gegg, Managing Director – Cruise Solutions Belize, along with Kuljit Saini, Chief Purser – Carnival Cruise Lines' *Carnival Glory*, and Tom Lorimer, Environmental Officer – Royal Caribbean International's *Explorer of the Seas*.

The Environmental Project is staged a few times a year at various destinations throughout the Caribbean Region. It is intended to enable the Member Lines of the FCCA to:

1. Reinforce the partnership between the cruise industry and our partner destinations
2. Tangibly demonstrate our concern for the destinations that we visit
3. Promote the importance of environmental awareness.

Volunteer crewmembers from Royal Caribbean International's *Explorer of the Seas*, along with a dozen or so tour guides from Cruise Solutions Belize, took on the challenge of cleaning the riverbanks of the Belize River along a section utilized by tours provided to cruise passengers. The highly motivated group was eager to get the job done and ultimately became a bit disappointed that they were not allowed to fully complete the clean-up due to time constraints. Nevertheless, they did a marvelous job and promised to return for another go-round in the future.

Crewmembers from Carnival Cruise Lines' *Carnival Glory* were presented with an altogether different challenge as they were asked to clean the roadside along a stretch of roadway utilized by numerous tours. The resilient group did not allow the heat to get the best of them and did a remarkable job considering the circumstances.



*Michele Paige with David Gegg, Managing Director,
Cruise Solutions Belize*

At the conclusion of the clean-up effort, the nearly 100 crewmembers from both Cruise Lines were brought together at The Bliss, a bayside cultural facility, to jointly celebrate their successful efforts. A delicious lunch was served and the bar was opened as a thank you to all the hardworking participants. After the luncheon, all participants were treated to a newly produced show in the beautiful facility's theater. The "Mythical Rainforest" show, which is being prepared for presentation to cruise passengers, was met with overwhelmingly positive reviews.

The event was a great success and everyone involved was pleased to have participated in such a worthwhile project. We thank all our good partners in Belize who contributed to the success of the day's events.

If you would like to see the FCCA Environmental Awareness Project staged in your destination please let us know. The Member Lines of the FCCA stand ready to lend a helping hand.

The growth of the Water Excursion

Travelers today want more adventure options in their vacation experience and on a cruise many turn to water excursions.

*By Eric Benedict,
Manager Destination Services,
Norwegian Cruise Line*



The cruise industry line up of water-based tours covers a wide variety of excursions for each activity level, from traditional sailing and snorkeling tours to inflatable island trampolines, sea kayaking and SCUBA diving certification. There are even many wildlife-watching destinations. More and more destinations now offer whale or wildlife cruises or swimming with dolphins.

The last few years have brought about two new terms to destinations all around the world, the Adventure tour and the Eco-tour. The Adventure tour is an unusual undertaking often pushing the edge of an experience. Such tours include guided jet-ski excursions, parasailing over crystal clear waters and floating on inter-tubs through ancient cave systems. The Eco-tour is designed to educate the traveler to the environment of the local surroundings and is easily combined with an adventure tour, to create an educational adventure such as sea kayaking and snorkeling with sea turtles.

The underwater world has been accessible for exploration in a number of exciting ways. Snuba diving, for example, is a combination of snorkeling and scuba diving featuring a surface raft containing the cumbersome equipment

and a long air hose fitted into the passenger's mouth allowing the freedom of snorkeling while exploring underwater. Provisions can be made for children as young as 4 years old to participate along side older siblings or even mom and dad, making this a family favorite.

Cruise operators also feature an introductory SCUBA diving course called Discover Scuba. After a short classroom session, some orientation and practice time in shallow water, passengers are off to discover a local reef under the supervision of a certified scuba dive instructor. Some cruise lines even offer full SCUBA certification during a 7-day cruise.

Certified SCUBA divers can take advantage of a myriad of two tank dives to local shipwrecks, pristine Caribbean reefs and even specialty dives, like shark encounters and night dives. All these can be booked onboard a cruise ship.

Though submarine tours have been around for many years and still remain a family favorite; tour operators now offer a seahorse shaped, personalized self-propelled underwater vehicle. Constructed of fiberglass with a plastic



bubble for the driver to look through and breath, guests are now literally cruising the reefs.

In 20,000 Leagues Under the Sea, Captain Nemo and his crew set out walking the bottom of the sea in search of food & treasure; now passengers of all ages are experiencing this same sensation. Sea Trek tours feature a helmet that sits comfortably on passenger's shoulders while acting as an underwater breathing apparatus. Many Sea Trek tours offer small wrecks and fish feeding with souvenir photos or videos for purchase.

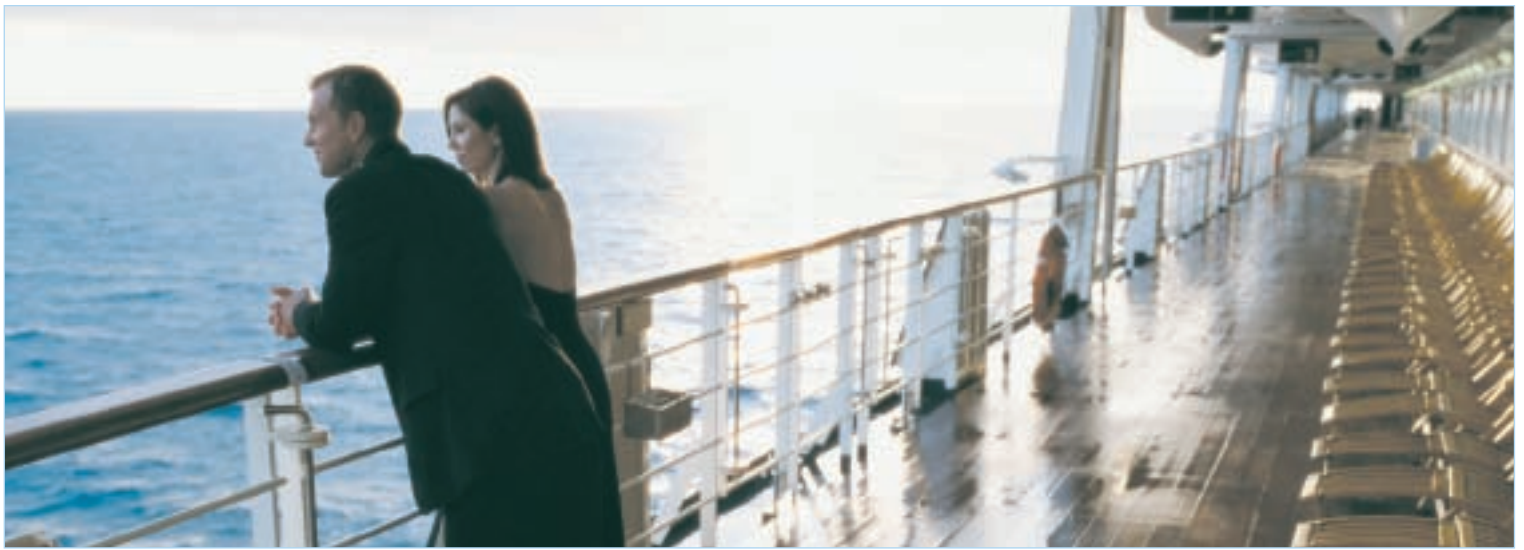
From Jules Verne to Ian Fleming, the power snorkel is right out of a James Bond movie. These sleek battery operated vehicles are easy to handle and tow the would-be spy through the underwater environment with the agility of a dolphin. Power snorkelers can cover large areas underwater without the physical exhaustion of swimming.

Whether it's the rowboat picnic of the 19th century or the high tech underwater contraptions of today, Shore Excursions programs offer something for everyone.

So get out there and see the world beneath the waterline!

*Eric Benedict Manager,
Destination Services
Norwegian Cruise Line*





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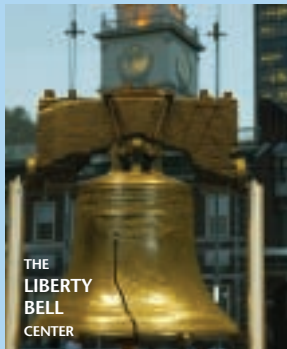
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A Truthful Perspective of the Lives of Dolphins in Swim-With Programs

Dolphin encounter facilities provide the public with opportunities to pet, feed and even swim with dolphins. In recent years, the growth in popularity of the swim-with experience has undoubtedly increased consumer interest in being close to dolphins and learning about them. This trend has thus grown the dolphin attraction industry making it a commonly chosen tourist attraction for many cruise passengers in destinations including UNEXSO “the Dolphin Experience” in Grand Bahama Island, Bahamas and Atlantida in Cancun and Cozumel, Mexico. With its growth in popularity, a concern for the safety and treatment of the dolphins has also increased. Many of the activists against dolphins in captivity advocate the release of captive marine mammals without direct experience or a full understanding of the specific conditions in which they live. Regulatory associations and the dolphin encounter facilities themselves work hard to maintain the standards and quality of life of the animals. They also work to educate the public with the truth. As tourism industry professionals, there is a need for perspective and awareness of the facts regarding dolphins in captivity to dispel the myths and misconceptions.

In the US and the Caribbean, the respective governments closely moni-

tor the industry. Operators of swim-with programs must adhere to strict environmental standards regarding water quality, healthcare, treatment of the animals and limited interaction with humans.

Not all dolphin species are used for Swim-With programs. There are 29 different marine dolphin species, which have nearly global population. The most common dolphin in swim-with programs is the Bottlenose (*Tursiops truncatus*), which is not listed as threatened or endangered.

Dolphins in captivity represent a minor fraction of the total dolphin population worldwide. The best available population estimate of bottlenose dolphins comes from the NOAA Office of Protected Resources stock assessment report, which estimates a population of over 30,000 living in the western North Atlantic. Scientists estimate that the potential biological removal (PBR) that will not affect the stability of the population, is about 1%. In the Caribbean less than 30 dolphins are reported to be in captivity. Many of them were actually bred in captivity.

There are indications that the life span and general health of dolphins in captivity may be better than in the wild. In

the wild, simple ailments that are easily treated become major problems. These include tooth problems, ulcers or parasitic infections. Dolphins in the wild also die from such complications as trauma from attacks and ingestion of unsuitable materials. These are unlikely problems for captive dolphins, whose diet, nutrition and general well-being are carefully monitored by experienced veterinarians. Where deaths do occur it is despite the best efforts of all concerned to protect the animal.

“Our dolphins have medical and dental benefits. They are checked daily.” Robert Eiser, Operations Manager of UNEXSO “the Dolphin Experience in Grand Bahama Island assures.

Dolphins in captivity are not forced to work and are actually not permitted to work for more than 2 hours per day. In addition, dolphins are given a full day off every week. “Some people think they are over used and working too hard, but that’s not true. We rotate them so they are not used in every schedule. They relax,” Bratt confirmed. If a dolphin refuses to participate freely in an interactive program, the regulations stipulate that a leisure sanctuary area be provided for them. With tricks, toys, and interactions with human and other dolphins they are mentally stimulated and lead full multifaceted lives.



Eiser remarks on the freedom and lifestyle of the dolphins in his facility, "In our program, we take out a boat and 'take them for a walk' as we call it. They can interact with wild dolphins all the time. They come back on their own will."

Dolphins in captivity are treated with love and care. Dolphin trainers and handlers develop close bonds with their dolphins. The methods involved in animal training today are sophisticated and use positive reinforcement, not punishment. Since dolphins are highly intelligent, trainable animals, in their off time when no one is around, they can be observed practicing the new moves they have learned, without any tangible reward other than the satisfaction of getting it right.


By far the greatest benefit of dolphins in captivity is the education learned from their exposure with humans. Research on mating and gestation, communication, intelligence and social behavior can be determined from animals in captivity. In addition, having dolphins in an area where the public can safely interact with them has increased public awareness and education. The impact of dolphins on millions of human lives is incredible. "This is an education for young kids. If that means a few [dolphins] in captivity, it is worth it." Eiser reasons.

Bratt summarizes, "The Swim-With program is such a unique experience. Students can learn their biology and how they are trained. We also do partnerships with the Make A Wish Foundation and internships for students. It is a safe environment. In the wild it is harmful to be near and feed them."

There will probably never be a universal opinion on whether dolphins in captivity, specifically swim-with programs are safe, ethical, and humane. The best defense is to educate people with the facts so that ignorance and misunderstanding do not continue to breed negative opinions of these facilities unjustly.


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Spotlight on The Cayman Islands

“Over the years, Grand Cayman has become extremely well known in the travel market and has built a reputation of being a wonderfully exotic and romantic place to visit, which makes it a very desirable destination for cruise guests,” reasons Larry Stauffer, Manager, Shore Excursions and Island Recreation Disney Cruise Line who adds, “Grand Cayman truly has it all from breathtaking scenery to incredible cuisine and a rich cultural history. One of the greatest stand-out attractions in the Caymans is the opportunity to experience some of the best scuba diving and snorkeling in the world. Guests who enjoy water sports rave about the coral reefs. In addition, the people who work in the tourism industry in Grand Cayman are great professionals. It is the combination of these features that make it a truly wonderful port destination.”

The Caymans Islands, site of the upcoming FCCA Caribbean Cruise Conference, is one of the strongest destinations in the Caribbean, alluring vacationers with coral-decked underwater vistas, white sand beaches, and fascinating natural outdoors attractions. Mico Cascais, Director of Tour Operations for Carnival Cruise Lines, acknowledges the strength of the Cayman Islands as a cruise destination, “The Cayman Islands is a very unique place, very flat, but beautiful beaches, and strategically located between Jamaica and Cozumel for western Caribbean itineraries.” As Patrick Schneider, Executive of Shore Excursions, Royal Caribbean International, claims, “Having Grand Cayman on an itinerary will sell a cruise, and it falls into a place on any 7 day run out of Florida, Texas or the Southeast. It naturally fits and also has

a good name.” The community takes great pride in sharing their idyllic island home, and it shows. The motto “Tourism Together” characterizes the attitude that the tourism-based businesses take toward their responsibility to provide visitors with a great experience. Tourism draws over two million visitors to the islands each year, represents about 70% of gross domestic product and is 75% of total export earnings. Steve Nielsen, Vice President of Caribbean and Atlantic Shore Operations, Princess, mentions, “There’s been a shift in demand to go to the Cayman Islands, because they offer friendly people, tourist attractions, natural beauty. There’s been continual growth in past 25 years. Caymanians have a high standard of living, as they have strong economic drivers: banking, insurance, and tourism.”



(Left) The FCCA and the Hon. W. McKeever Bush, Leader of Government; Minister of Tourism, Environment, Development & Commerce (front row center) at the Agreement signing.

(Right) Cruise Ships moored off Georgetown



In this environment, residents such as Robert Hammity, Proprietor of Tortuga Rum Cakes, have thrived on the economic growth that tourism brings. "We're in a great geographic location, cruise ships love the Caymans because of its safety, minimal crime situation compared to other destinations, our strong economy, and cleanliness," he says.

The Hammity family started out selling rum cakes from a family recipe in 1987. They now boast a booming business with 17 retail locations plus sell their products onboard many ships. They attribute much of their success to the cruise industry. "Cruise ships are such an important part of the economy of the Caymans; after 9/11 if we didn't have the cruise ships here, our merchants would have suffered considerably worse. Cruise ship growth is up. Last year we received 1.8 million visitors by cruise ship, and the 2005 number is projected at 2.2 million. We are now the number 3 or 4 destination in the whole Caribbean." Hendricks affirms, "After 9/11 cruises turned here and put jobs in our economy. We have a tremendous amount of gratitude to the cruise industry. Making sure cruise tourists have an enjoyable experience in their excursion is our company motto. Plus it's pleasing to see the country grow in such a way."

In anticipation of further growth, the Cayman Islands have partnered with the FCCA to enhance their port facilities. The annual FCCA Conference is the perfect opportunity to recognize

that alliance. Nielson said, "We are looking forward to the 11th annual FCCA Conference at Grand Cayman, as we appreciate our long-term partnership. And it's appropriate with the signing agreement to celebrate that our partnership in Cayman at the Conference."

The Agreement signed on August 19, 2003, joins the Cayman Islands and the FCCA as partners in the construction of a new cruise ship facility in downtown Georgetown. The alliance was nearly 2 years in the making and attests to the strength of the FCCA-Cayman relationship.

Cruise lines and Caymanians alike are looking forward to the growth that the new construction will bring. Nielson anticipates that "There will be a dedicated cruise terminal for tenders and passengers, allowing more room in the existing facilities to accommodate the current number of passengers calling at Grand Cayman. Currently we share the port with cargo, but they'll be moving the cargo port facilities elsewhere." Hendricks shares "The New Georgetown dock facility, to be completed in 2004-2005, should offer a more positive relationship with customer services and offerings... The new terminal will be a boon to vendors and tour operators because it will offer more positive customer service, and a more organized dispatch."

Robert Hammity, who is also the chairman of the port improvement and beautification committee supports the new

facility. "The majority of the changes are going to Georgetown dock improvements, where they've begun creating 3 more acres of property adjoining the present port. The Royal Walter Cruise Terminal is going to create 200 ft. of tender pier and will have nice covered area, shopping facility, bathrooms, large area for picking up tourists, and a bus terminal."

The construction will also provide for new cruise facilities at the West Bay dock which is closer to tourist spots including the Turtle Farm, Tortuga Rum Cakes Bakery, Hell, Morgan's Harbor Marina, and Stingray City. Tour operators and attractions in this immediate area are especially excited. According to Schnieder, "The biggest attraction on Grand Cayman is Stingray City. It's the basis of tours for 80% of cruise tourists and 60 -70% of all tourists to the island." An exceptional number of stingrays were first noticed gathered at the site only about ten years ago when North Sound fishermen came to clean their fish in the calmer, shallower waters just over the reef. Enterprising divemasters began hand-feeding them and the creatures became passive to humans. The water level ranges from 12 feet to waist deep and visitors can safely swim and interact with the rays.

Home to over 16,000 sea turtles, the Cayman Turtle Farm is the only green sea-turtle farm in the world. When Columbus first discovered the island, he called it "Las Tortugas" for the flush



of turtles in the area. In fact, the first business here was replenishing sailors' ship supplies of turtles, which eventually nearly depleted the animals' population in the islands. The conservationist haven was established to bolster the endangered species, they hatch 8,000 turtles a year.

Diversion options in the Caymans seem virtually endless. Visitors are encouraged to explore the mangroves by kayak, snorkel or dive through reefs and shipwrecks, relax by the warm, placid water at 7-mile beach, or try a vast array of water sports from wind-surfing to water-skiing. Fishermen can go troll the reef for grouper and snapper or deep-sea fish tuna, wahoo, and marlin. The Cayman Islands are known for spectacular scuba diving and snorkeling, and feature 159 dive sites. History lovers can soak up local culture at Pedro St. James Historic Site, Bodden Town, and the Cayman Islands National Museum. Outdoors types can appreciate the island's natural beauty at Queen Elizabeth II Botanic Park, or the Mastic Reserve, one of the last remaining examples of the Caribbean's dry, subtropical forest.

There are even underwater sightseeing excursions available like the Atlantis submarines, first launched in the Cayman Islands in 1985, with US coast guard-approved, battery-powered, non-polluting submarines that dive over 100 feet deep. Another option is the more personally sized and very unique Seamobile, a bubble sub that seats two and is piloted from the outside. The Seamobile provides 360-degree views, passengers can communicate with the pilot to help steer, and the craft dives as deep as 150 feet.

An exclusive tour offering, the Americas Cup Maxi Regatta, is new to the Caymans this year. Schnieder explains, "In Grand Cayman they've introduced the maxi yachts, 80 foot

long racing and sailing yachts that accommodate 20 passengers in each boat who can learn how to assist the crew. The yachts race up and down 7-mile beach."

The 11th Annual FCCA Caribbean Cruise Conference and Trade Show, Oct. 4-8, 2004 will be an ideal opportunity to discover these and other facets of the Cayman Islands tourist industry. "It's great that the Department of Tourism is sponsoring the Conference. It will showcase what the Cayman Islands have to offer to the cruise executives and the industry. The FCCA Conference gives the local operators a chance to show what they offer."



Cruise Executives meet in Cayman Islands with Minister McKeever Bush (center).

Hammity declares. Schneider concurs, "The Conference is a great opportunity to meet with tour operators and cruise professionals. I enjoy the FCCA Conference because it gives me the chance to meet these people and see what the islands have to offer so we can transfer it to the guest experience... The Conference is going to open people's eyes to what's going on here in the Caymans. It will be an ideal opportunity to show off the island and how we can accommodate the demand of any guest on any given day."

Cascais attests to the benefits of the Conference, "Any FCCA function offers a tremendous opportunity to showcase what the destinations have to



The Westin Hotel, site of this year's FCCA Conference & Trade Show.

everyone from CEO's to marketing reps... the FCCA raises the bar very high in terms of offering opportunities to serve the cruise industry... Attendees return every year because they get such success and enjoyment from the Conference."

The FCCA Conference will celebrate the industry's and the island's development in Grand Cayman. Hendricks comments, "I'm very excited to see the cruise industry have this type of growth here in, it exemplifies Cayman that the Cayman Islands can offer a quality of product, and have a destination so strong,".

Stauffer summarizes his expectations for the event, "The FCCA Conference is all about the opportunity to partner and benchmark with others in the industry. It is a tremendous growth opportunity for attendees at all levels, and I am certainly looking forward to the opportunity to meet new leaders and dignitaries in the Caribbean, particularly those who will be hosting the Conference from the Cayman Island."



The Cayman Islands & FCCA Member Lines' Long-Term Operating Agreement... Stability Paves Way to Mutual Benefits!

The Cayman Islands and the FCCA Member Lines clearly demonstrated their mutual partnership and appreciation of one another by signing a 15-year operating agreement by which each party must contribute to the sustainability and growth of cruise business to the Island. The Agreement required the cruise lines to commit to an agreed upon rate of growth and the Cayman Islands to commit to operational cost stability over a 15-year period. The cruise lines can now plan its growth knowing what the costs will be well in advance. The Cayman Islands can now make long range plans to improve their infrastructure and expand their port facilities.

The Cayman Islands has already experienced the substantial benefits of cruise tourism, with steady increases over more than a decade. Their growth over the last six years, however, has been nothing short of remarkable. In 1997 the Cayman Islands recorded a very respectable number of cruise passengers with 868,000 visitors. In 1999 Cayman reached the 'magical' one million cruise passenger plateau with 1,041,000 visitors – an average of 10% increase per year. These steady increases were due in part to the Cayman Island's attractiveness as a cruise destination and their proximity to Florida and other growing western Caribbean destinations.

In 2003, The Cayman Islands recorded 1,819,000 cruise passengers! In other words, their numbers have more than doubled in a relatively short period of time; experiencing an increase of nearly one million cruise passengers over the past 6 years. – Which translates into a 110% increase!

The *Economic Impact Analysis* released by PricewaterhouseCoopers in 2001 stated that the average cruise passenger spends a total of US \$103.83 and crewmembers spent US \$72.06 at each port of call.

Cayman Islands Economic Impact Analysis Cruise Passenger & Crewmember Spending ~ 1997 vs. 2003

	1997		2003	
	Total Pax/Crew	Spending	Total Pax/Crew	Spending
Passengers (@ \$103.83)*	867,800	\$ 90,103,674	1,819,000	\$ 188,896,770
Crewmembers (@ \$72.06)*	347,120	25,013,467	727,600	52,430,856
TOTALS	1,214,920	\$ 115,117,141	2,546,600	\$ 241,297,626

As you can see above, the Cayman Islands' economic impact in 2003 was over two hundred and forty one million US dollars – strictly from passenger and crew spending. That is an increase of approximately US \$126,000,000 in cruise passenger and crewmember spending from 1997 to 2003.

With the signing of the "Long-Term Operating Agreement" with the Member Lines of the FCCA, the Cayman Islands have virtually ensured themselves that they will see economic benefits of more than US \$250,000,000 per year over the next 15 or so years. That is to say, over the term of the Agreement, the Cayman Islands could reap economic benefits in excess of four billion US dollars – ***that is US \$4,000,000,000 from cruise passenger and crewmember spending alone!***

FCCA Platinum Associate Member Listing

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Appleton Estate Rum Tours

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The 2004 FCCA Associate Membership Program - a Win-Win Situation

With more opportunities available for Associates to interact with cruise executives and other Associate Members, it's no wonder more companies are taking advantage of this incredible opportunity to become an FCCA Associate Member. You too can join the 2004 FCCA Associate Membership! Register now to become an official FCCA Associate Member at the 2004 Caribbean Cruise Conference & Trade Show and save \$50.00 on your Conference Registration.

Reaffirming the mandate of the Florida-Caribbean Cruise Association's Member Lines to increase the proactive collaboration between the cruise industry and the Caribbean, cruise tourism partners are invited to join the FCCA's Associate Membership Program, which offers two membership categories:

Associate Membership (\$500)

- Exclusive Associate Member meetings and luncheons
- Listing/Profile in Membership Directory, utilized by all FCCA Member Lines (*each cruise line executive will, whenever possible patronize Associate Members*)
- Access to up-to-date research and statistical studies
- Listing in Caribbean Cruising Magazine
- Savings on registration fees for the annual FCCA Caribbean Cruise Conference and Trade Show
- Exclusive luncheon at the FCCA's Annual Caribbean Cruise Conference and Trade Show
- Exclusive luncheon during the week of Seatrade
- Associate Membership plaque and yearly updates
- Use of FCCA logo on printed materials



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In addition to receiving the wide range of current Associate Membership benefits, Platinum Associate Members enjoy a closer working relationship with FCCA Member Lines as well as:

- Serving on FCCA's Platinum Associate Membership Advisory Council (PAMAC)
- Biannual full day meetings with FCCA executives, followed by net working cocktail receptions (*open to all cruise executives*).
- Invitations to inaugural events and cruises
- Invitation to a cocktail reception and dinner, hosted by an FCCA Member Lines' President
- Networking events during the week of Seatrade
- Company profile in FCCA's Caribbean Cruising Magazine
- Private lunch & meeting at the FCCA's Annual Caribbean Cruise Conference and Trade Show
- One Complimentary Registration to FCCA Conference
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Eureka Travel Pte Ltd.	Heritage Tourism Association of St. Lucia (HERITAS)	Islands Eco-Tours
Executive Tours & Superior Watersports Ltd.	Hibiscus Eco-Tours	Mark Scot, Inc.
Fantasea Bermuda	Hightide Watersports Ltd.	Martinique Tourist Board
First Class Tours & Limousine Service, Inc.	Holiday Services Ltd.	Mayaguez-Las Marias Consortium
Five Star Water-Sports Ltd.	Holiday Taxi Coperative Society Limited	MC Tours - Honduras
Flavorite Foods Limited	Horseback Riding on the Beach	Meyer Agencies Ltd.
FMT Canada, Inc.	Humberto Alvarez Sucs. S.A.	Mike's Truck Service
Fort Street Tourism Village Ltd.	I.C.T. Tourism & Travel Inc.	Ministry of Tourism and Culture
Foster & Ince Cruise Services Inc.	Indian Merchants Assn. of St. Maarten	Minvielle & Chastanet Ltd.
Francis Trading Agency Ltd.	Integral Technical Solutions	Misener Marine Construction, Inc.
Frank's Water Sports	International Shipping Agency Ltd.	Montego Bay Chamber of Commerce and Industry
Frederic Schad, Inc.	International Shipping Partners, Inc.	Mount Gay Rum Tour and Gift Shop
Fun Bikes Ltd.	Island Adventures	Nature Island Taxi Association (NITA)
Fun Water Tours, Inc.	Island Navigation Co., Inc.	Nausch, Hogan & Murray, Inc.
Fury Catamaran	Island Treasures, LLC	Nautilus Cayman Ltd
G.P. Wild International. Ltd.	Island Village (Ocho Rios Beach Ltd.)	Ocean Adventures Inc.
Gamboa Tours Panama	Islander Taxi Service Inc.	OECS/Export Development Unit
Geo. F. Huggins & Co. (G'da), Ltd	Jades, S.A. - Antigua Guatemala	Office du Tourisme de la Basse-Terre
Gianco, S.A. de C.V. / Mexico	Jamaica Tours Limited	Old Town Trolley Tours of Key West
Travelscape	JCAL Tours Ltd.	Olde Towne Tours Inc.
Glander International Inc.	Jimmy Buffett's Margaritaville	Olymar Tours
Goddards Destination Management Company	Johns Hall Adventure Tour/Plantation	On Top Of The Water Sports
Goddards Shipping & Tours Ltd.	Johnson's Stables & Garage Ltd.	Operadora Turistica Bahias Plus S.A. de C.V.
Golden Heron Kayaks	Jolly Mariner Tours	Regale International Travel Co., Ltd.
Grand Amazon Turismo Ltda.	Jolly Roger Funships of Belize	Paddles Kayak Club
Gray Line Tours Guatemala & Belize	Kaviteez N.V. dba Om Jewelers	Palaceda Tours
Great Lakes Dredge and Dock Company	Kelly's Tours at the Virgin Islands	Panama Canal Authority
Great Vacations	Kim'Arrin Cruise Services	Panama City Port Authority
Grenada Board of Tourism	Kirk Freeport Plaza Limited	Papillion Tours
Grenada Ports Authority	Kirk Sea Tours Ltd. / Ironshore Cayman	Paradise Taxi Association Inc.
Grupo Cafe Britt S.A.	Landry & Kling, Meetings at Sea	Parque Tropical Turu Ba Ri S.A.
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MSC Cruises may seem like a “rookie” when it comes to the Caribbean market but I can assure you it is no rookie when it comes to cruising and it is very serious about “playing ball” in the Caribbean.

Well known in the European market, MSC Cruises has made a commitment to establishing a strong foothold in the North American market as well. Backed by the second largest cargo container shipping company in the world, MSC Cruises has grown from a fleet of three ships in 2002 to four in 2003, and seven in 2004. MSC Sinfonia recently joined MSC Opera, which was inaugurated June 26 in Genoa; MSC Armonia, purchased in April 2004; MSC Lirica, launched in April 2003; and MSC Melody, MSC Monterey, and MSC Rhapsody.

The line has orders at Chantiers de l’Atlantique to increase the fleet to nine by 2007, with the possibility for a tenth ship. The company is also in talks with Fincantieri to construct two additional ships.

As you can see, with a rapidly growing fleet on the drawing boards, MSC Cruises is very serious about its commitment to growth and success.



Rick Sasso
President, CEO, MSC Cruises (USA) Inc.

Building on its successes in Europe, MSC Cruises is excited to present North American travelers with expanded

opportunities to experience Caribbean cruising that is “Premium Class With a True Italian Signature.”

The line’s two new vessels, MSC Opera and MSC Lirica, will carry the MSC banner in the Caribbean in the 2004-2005 season. These elegant, grand and spacious ships will offer travelers unparalleled warm winter getaways that reflect the heart and soul of Italy.

The ships feature the line’s renowned Italian crews, high standards of attentive service, Italian ambiance and, of course, fine cuisine that ranges from traditional Italian recipes and perennial favorites to gourmet delights.

MSC Opera’s inaugural transatlantic voyage will bring her to Fort Lauderdale to kick off her first Caribbean season Dec. 4, sailing alternating eastern and western Caribbean itineraries. She will be joined early in 2005 when her sister ship, MSC Lirica, returns to North America to sail alternating itineraries to the deep Caribbean. A hallmark of MSC Cruises has always



“In order to fulfill our commitment to being an active partner in the Caribbean community, we at MSC Cruises firmly believe membership in the Florida-Caribbean Cruise Association (FCCA) is a key element.”

been its innovative itineraries. That policy also will be evident in the Caribbean. While itineraries will include the most popular destinations under the Caribbean sun, MSC Cruises will also offer unique and not-often-visited destinations (such as St. Croix and Grenada). In fact, MSC Cruises’ ships will be visiting more than 20 different ports in 2004-2005. With such a variety, it is possible for travelers to sail two one-week itineraries back-to-back without visiting any Caribbean port of call more than once!

But remember – I said this is a company committed to success, so you can be assured that this is just the beginning. Look for more ships carrying the MSC insignia to be sailing the Caribbean waters in years to come. Drawing upon the values inherent in the line’s Italian heritage, we at MSC Cruises recognize the importance of

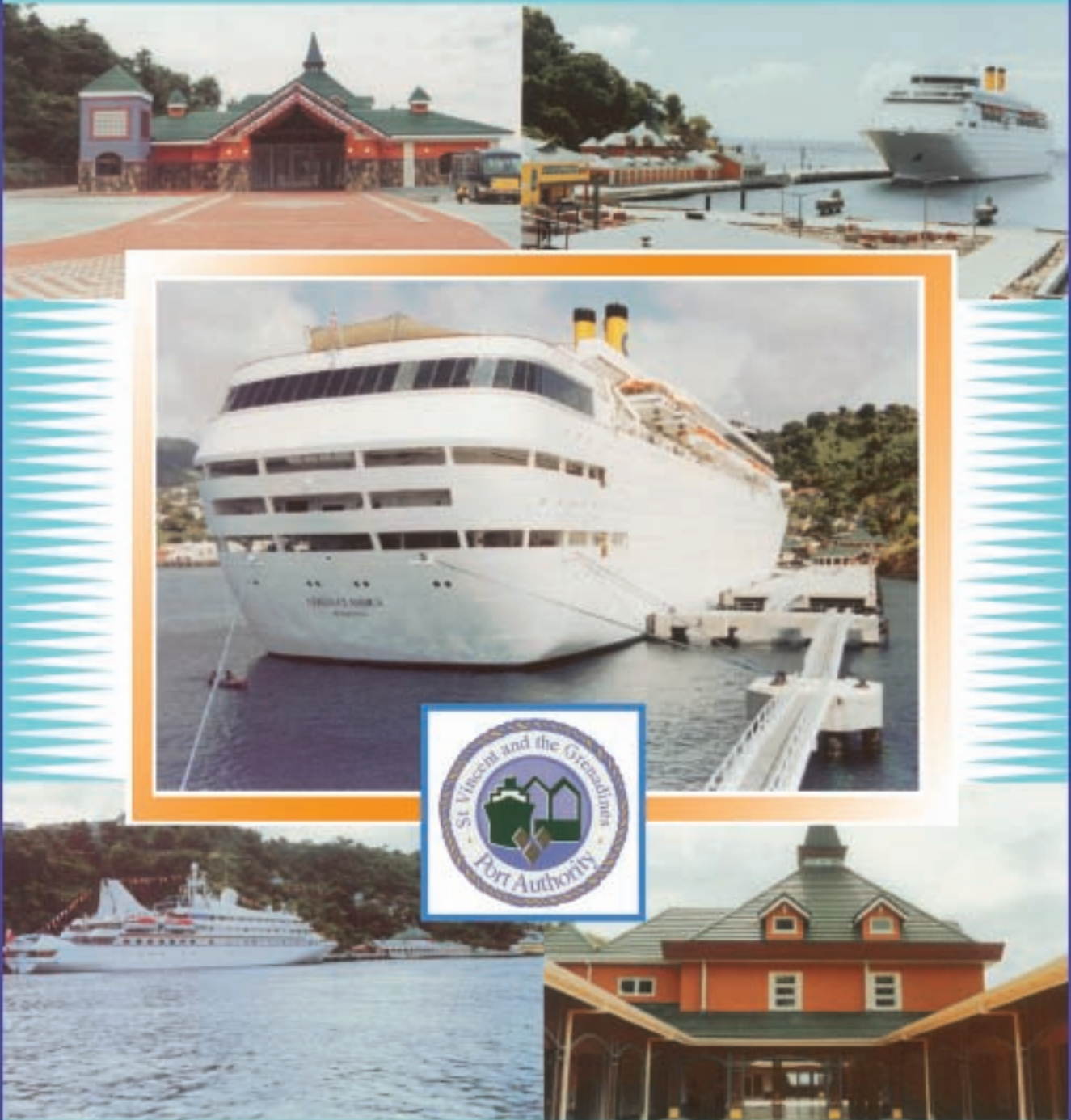


community and partnerships, including our travel agent and industry partners. To be certain those values remain a high priority, one of the first steps we took was to compile a team of cruise executives who not only have experience in the premium cruise sector but also understand the importance of building upon relationships within the industry.

In order to fulfill our commitment to being an active partner in the Caribbean community, we at MSC Cruises firmly believe membership in the Florida-Caribbean Cruise Association (FCCA) is a key element. As a former FCCA chairman myself, it should have come as no surprise that, when I was named president and CEO of MSC Cruises earlier this year, joining FCCA was near the top of my “to do” list. I understand firsthand the vital role the organization plays in the cruise industry in general and, specifically, in the Caribbean.

FCCA works with both the private and public sectors to build vital relationships with the Caribbean destinations our ships visit. Perhaps just as important, the association and its members have a significant positive impact on the people in the region, particularly through the FCCA Foundation for the

“Kingstown Cruise Terminal • St. Vincent & the Grenadines”



St. Vincent's Kingstown Cruise Terminal is the Caribbean's newest destination. Managed Jointly by the St. Vincent & the Grenadines Port Authority and the private sector, the purpose-built terminal contains a full range of services including Customs and Immigration, a tourist information office, no fewer than 26 shops and retail outlets, a terrace café, rest rooms, post office, and telephone and fax facilities.

Beyond the terminal building is a pick up/set down area for 50 taxis/minibusses as well as parking for tourist busses.

The cruise terminal has two berths:

- ◆ The North Berth accommodates cruise ships up to 260 meters in length overall and 70,000 gross registered tons with a maximum draft of 9.75 meters
- ◆ The South Berth is for smaller vessels up to 100 meters in length 4,500 grt and

5.6 meters in draft. The terminal has its own purpose-built landing stage for cruise passengers arriving by tender from a ship at anchor.

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Caribbean, which allows the lines to assist with humanitarian causes, and projects such as beach clean-up efforts. In addition, FCCA-sponsored events provide much-needed forums for members to discuss topics that impact them, such as legislation, tourism, safety and security, as well as to network with industry partners.

With its new home offices and homeport in Fort Lauderdale and two ships sailing Caribbean itineraries this year, MSC Cruises is proud to be a member of the FCCA and is committed to being a strong and active partner in the Caribbean community through FCCA. MSC Cruises is poised to hit a home run.

MSC History In Brief

MSC Cruises is a division of Mediterranean Shipping Company (MSC), a privately owned company with a longstanding history on the seas headed by captain Gianluigi Aponte, entered the cruise industry in 1988 and MSC Cruises was officially born.

MSC Cruises combines a deep heritage at sea with an enthusiastic, young, motivated management team to present a company philosophy of *Innovation = Tradition*.

MSC Cruises uniquely blends maritime traditions, culture and famous Mediterranean cuisine to deliver the ultimate cruise experience while displaying a real commitment to the finest hospitality afloat. In essence, MSC Cruises has made true Italian service the heart of its business and its key point of differentiation in the cruise industry.



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Quick Facts

The Dominance of the Caribbean



Growing... Growing... Growing...

The dominance of the Caribbean, and the ports principally serving it, continues again this year. Once again this region fills the first nine places in the Top 20 cruise ports, as well as providing a further four in the Top 20 and three more in the Top 30. The growth of the cruise market is illustrated by the fact that the cut-off point for the Top 20 is now around 730,000, compared with 680,000 in 2003 and 260,000 in 1998.



TABLE 1: LEADING PORTS AND DESTINATIONS IN THE CARIBBEAN REGION

Rank	Type	Port	Sector	Embarking	Disembarking	Transit (POC)	Total
1	Base	Miami	Florida	1,501,034	1,501,310	86,660	3,089,004
2	Base	Port Everglades	Florida	1,311,244	1,300,534		2,611,778
3	Destination	Cozumel	West	650	650	2,516,461	2,517,761
4	Base	Port Canaveral	Florida	1,076,166	1,076,166	141,241	2,293,573
5	Destination	Cayman Is	West			1,936,614	1,936,614
6	Destination	Nassau	Bahamas	408	408	1,931,774	1,932,590
7	Base	San Juan	East	609,858	607,988	598,869	1,816,715
8	Destination	St Thomas	East	12,882	12,458	1,740,529	1,765,869
9	Destination	St Maarten	East	5,540	5,540	1,285,411	1,296,491
10	Destination	Key West	West			824,927	824,927
11	Destination	Bridgetown	South	95,347	97,195	621,595	814,137
12	Destination	Belize	West	288	288	787,063	787,639
13	Base	Tampa	Florida	374,328	372,974		747,302
		Port est.		415,250	415,250	1,500	832,000
14	Base	New Orleans	Gulf	362,488	361,716	965	725,169
15	Destination	Ocho Rios	West			709,742	709,742
16	Base	Galveston	Gulf	346,448	348,252		694,700
		Port est.		400,000	400,000		800,000
17	Destination	Aruba	South	1,796	1,796	514,714	518,306
18	Destination	Antigua	East	2,798	2,798	459,291	464,887
19	Destination	St Lucia	South	1,482	1,482	456,450	459,414
20	Destination	Tortola	East			407,298	407,298
21	Destination	Costa Maya	West			395,792	395,792
22	Destination	Panama Canal	West	410	410	334,479	335,299
23	Destination	Montego Bay	West	42,283	42,283	245,906	330,472
24	Destination	Dominica	East			315,595	315,595
25	Base	La Romana	West	83,747	82,439	116,206	282,392
26	Destination	Freeport	Bahamas	768	768	256,140	257,676
27	Destination	Puerto Limon	West	616	616	246,520	247,752
28	Destination	Roatan	West			243,808	243,808
29	Destination	Progreso	West			214,241	214,241
30	Destination	Curacao	South			207,778	207,778
31	Destination	St Kitts	East			198,458	198,458

TABLE 6: THE TOP TWENTY WORLD CRUISE PORTS AND DESTINATIONS

Rank	Port	Region	Embarking	Disembarking	Transit (POC)	Total
TOP TWENTY						
1	Miami	Caribbean	1,501,034	1,501,310	86,660	3,089,004
2	Port Everglades	Caribbean	1,311,244	1,300,534		2,611,778
3	Cozumel	Caribbean	650	650	2,516,461	2,517,761
4	Port Canaveral	Caribbean	1,076,166	1,076,166	141,241	2,293,573
5	Cayman Is	Caribbean			1,936,614	1,936,614
6	Nassau	Caribbean	408	408	1,931,774	1,932,590
7	San Juan	Caribbean	609,858	607,988	598,869	1,816,715
8	St Thomas	Caribbean	12,882	12,458	1,740,529	1,765,869
9	St Maarten	Caribbean	5,540	5,540	1,285,411	1,296,491
10	Vancouver	West Coast	429,778	429,778	33,162	892,718
11	Barcelona	Europe	222,306	224,236	385,891	832,433
12	Juneau	West Coast	9,482	9,488	809,980	828,880
13	Key West	Caribbean			824,927	824,927
14	Bridgetown	Caribbean	95,347	97,195	621,595	814,137
15	Ketchikan	West Coast	2,075	2,173	809,440	813,688
16	Los Angeles	West Coast	402,096	402,876	3,812	808,084
17	New York	East Coast	387,835	387,421	13,080	788,336
18	Belize	Caribbean	288	288	787,063	787,639
19	Tampa	Caribbean	374,328	372,974		747,302
20	Long Beach	West Coast	366,982	366,982		733,964
NEXT TEN						
21	New Orleans	Caribbean	362,488	361,716	965	725,169
22	Ocho Rios	Caribbean			709,742	709,742
23	Galveston	Caribbean	346,448	348,252		694,700
24	Skagway	West Coast			678,517	678,517
25	Palma Majorca	Europe	209,750	212,860	241,958	664,568
26	Venice	Europe	277,903	279,503	76,407	633,813
27	Naples	Europe	834	914	532,582	534,330
28	Seattle	West Coast	263,067	263,000	6,998	533,065
29	Southampton (port est.)	Europe	261,000	271,800		532,800
30	Civitavecchia	Europe	87,030	93,373	339,953	520,356

Source: GP World (International) Ltd

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...Gateway to the *Caribbean*

From Ship to Shore ~ The Cruise Industry and Biodiversity Conservation

James E. N. Sweeting, Scott L. Wayne and Jason W. Anderson of Conservation International



Over the past two years, the state of the world's oceans has been the forefront of public attention. Earlier this summer, the U.S. Commission on Ocean Policy, released its final report, *An Ocean Blueprint for the 21st Century*, to Congress and the President. In June 2003, The Pew Oceans Commission issued a report entitled *America's Living Oceans: Charting a Course for Sea Change*, the most comprehensive look at our seas in the past 30 years. Soon after the Pew Report, Conservation International convened the Defying Oceans End Conference, which brought together nearly 150 experts from more than 20 countries to develop an approach to articulating a global plan of action.

None of these studies or action plans specifically pointed to the cruise industry as a major contributor toward maritime pollution. At the same time, the leaders of the cruise industry recognize that any level of environmental impact can be a problem for their business, because the very nature of its product depends on a healthy natural environment. Clean oceans are essential to the cruise experience – passengers simply do not want to sail on polluted waters or visit contaminated beaches. Furthermore, good environmental practices allow the industry to expand its market and tap into the growing international demand of informed and concerned tourists seeking environmentally and socially responsible travel choices.

Many of these challenges and industry responses are detailed in the report

"A Shifting Tide: Environmental Challenges and Cruise Industry Responses" recently issued by The Center for Environmental Leadership in Business, a division of Conservation International.

The major cruise lines find themselves at an important crossroads of expanding their business while also factoring in the protection of the natural environment that their customers enjoy. The cruise industry has the opportunity to become a model for the shipping and tourism industries as it continues to show leadership in piloting and implementing leading practices thus encouraging others, such as it's destination partners to take steps too.

Ocean Conservation and Tourism Alliance

On December 10, 2003, the industry took such a leadership position with the creation of the Ocean Conservation and Tourism Alliance – a joint initiative between the International Council of Cruise Lines and Conservation International. This partnership is focusing on the protection of biodiversity in top cruise destinations and the promotion of science based industry practices to minimize the cruise industry's environmental impact.

The Ocean Conservation and Tourism Alliance has established several priority areas on which they are focusing their efforts including: best practices for wastewater management, establishing destination partnerships, and promoting environmental education

among crew, passengers and vendors. As a first step, the advisory committee established a panel of scientific experts in conservation, environmental technologies and cruise industry environmental practices. Headed by Dr. Sylvia Earle, an internationally recognized marine biologist,

National Geographic Explorer-in-Residence and former chief scientist for the U.S. National Oceanic and Atmospheric Administration (NOAA), the science panel is tasked with determining best practices for cruise ship wastewater management, identifying ways of accelerating the development of those systems, and subsequently encouraging their adoption on board cruise ships. Detailed recommendations from the panel are expected in September 2004.

Creating awareness of conservation issues among cruise industry passengers and crew is another important element. The Alliance will work to develop appropriate education and awareness materials for cruise passengers and crew, including a two-year public education plan concerning environmental conservation and biodiversity.

The Alliance will also promote vendor education. Obviously, where there are tourists, services spring up to meet their needs and desires and someone will be ready to provide tourists with the wide variety of experiences and adventures they're seeking. The Alliance will examine the feasibility of applying its resources to CI's Responsible Marine Tourism Initiative, which brings togeth-



er marine recreation providers, their major contractors and other interested parties to implement and monitor responsible marine recreation.

Focus on the Caribbean

Since it began in the 1960s, the modern cruising industry has rapidly evolved from mainly exclusive journeys for the rich to popular vacations for everyone. Today, the cruise industry is one of the world's fastest growing tourism segments. The number of cruise ship passengers has grown nearly twice as fast as world international tourist arrivals over the last decade,¹ and is expected to grow at 8.5 percent per year over the next decade. (See Table 1)

With this growth comes enormous benefit to the people in and around Caribbean ports of call. For instance, a recent report by

PricewaterhouseCoopers and Business Research & Economic Advisors (BREA) about the 1999/2000 cruise year found the following:

- The typical cruise ship carrying 2,000 passengers and 900 crew members generates almost \$259,000 in passenger and crew expenditures during a port of call visit;
- FCCA member Lines' passengers and crew accounted for approximately \$1.4 billion in direct spending and \$1.2 billion in indirect spending;
- Cruise-related expenditures generated 60,136 jobs through the Caribbean. These cruise-generated jobs paid \$285 million in wage income to Caribbean residents.

These figures demonstrate that the environmental community must work with the cruise line industry to use its influence to become a strong, effective force for protecting and improving two of its main business assets in the Caribbean – the marine environment

and coastal cruise destinations.

From local governments and marine tourism operators to cruise lines and their passengers, effective, long term solutions will require action from a variety of stakeholders. As the Ocean Conservation and Tourism Alliances focuses on the Caribbean, it will be

imperative to bring new partners to the table. Given the established leadership of Michele Paige and the Florida Caribbean Cruise Associate in supporting important initiatives in the region, the Alliance looks forward to working closely with the FCCA and its members.

Table 1: Growth of the Cruise Industry

Year	Number of passengers worldwide
1970	500,000
1998	9.5 Million ²
2010	14.2 Million ³ (estimate)

BOX: Biodiversity Hotspots

The biodiversity hotspots concept is a prioritization system, adopted and refined by Conservation International, which allows conservationists to focus their efforts on the regions where the threat is the greatest to the largest number of species. Hotspots are designated as such because they harbor a great diversity of endemic species (those found nowhere else in the world) and, at the same time, have been significantly altered and impacted by human activities. The 25 terrestrial biodiversity hotspots (see map) contain 44 percent of all plant species and 35 percent of all terrestrial vertebrate species in only 1.4 percent of the planet's land area. For more information on biodiversity hotspots, see www.biodiversityhotspots.org.





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2004 FCCA Destination Customer Service Training Workshops

"This training the FCCA presented was very well received by operators in the transportation sub-sector in Grenada as it served to refresh basic service delivery skills and reinforce the importance of service excellence." Praised Nikoyan Roberts, Cruise & Yachting Development Officer, Grenada Board of Tourism.

Each year the FCCA offers all destination partners FCCA training services with the following seminars, Taxi Pride and Service Excellence. These seminars were developed to assist existing and prospective cruise destination partners the presentation of their product in disciplines including, marketing, customer service, and statistical information.

In today's highly competitive atmosphere of tourist destinations, each destination must individualized and improve their product top to bottom. Customer service is a key element in the development of a destination. Good customer service can help a destination prosper or tarnish its reputation. Word-of-mouth marketing is one the most effective, yet most inexpensive marketing tools a destination can use to its advantage. It has been said that for every one vacationer who enjoyed their visit in a destination, they will tell approximately five people of their positive experience. Unfortunately, this same principle can work against a destination too. The ratio is much higher for a negative experience – one to twenty. It should be noted that the cruise industry has one of the highest satisfaction rates in the world for customer service, 95%. With that high rating comes high expectation levels from cruise passengers.



They want the same quality and service that they are accustomed to on-board in their ports of call. When it comes to tourism, perception is reality.

Recently Grenada, Panama and St. Kitts participated in the FCCA Destination Customer Service Workshops by hosting multiple day events in their destinations. "The Taxi Pride and Service Excellence training seminars are one of the best support mechanism that the FCCA gives to all our countries. It maintains and updates the contact persons customer service skills that are working with the cruise passengers," proclaimed Augusto Terracina, Managing Director of Colon 2000, Panama.

"We truly cherish and appreciate this opportunity that the FCCA afforded Panama. Panama is geared and focused to learn from the FCCA's experiences over the last 30 years throughout the entire Caribbean region, in our mutually-beneficial interest to further enhance Panama's cruise product quality control," said Martin Harrington Cruise Director of Panama Tourism Bureau.

These destinations have realized that regardless of the development of their destination's product, the people in the service industry can make or break a tourism economy. "The workshops on Taxi Pride and Service Excellence were timely and of great benefit to the development of the tourism industry. Our people are our greatest resource, and it is imperative that their service skills are sharpened to position St. Kitts and Nevis as a premier tourism destination," acknowledged Novelette Morton-Hanley, Human Resource & Projects Manager of the St. Kitts Tourism Authority.

To date, the FCCA has trained over 10,000 service personal in our partner destinations. These workshops offer comprehensive insight into the strengthening of the cruise product based on consumer research and results-driven expertise.

For more information about the FCCA's Destination Customer Service Workshops please contact Adam Ceserano, Manager of Marketing and Destination Training at adam@f-cca.com or by phone at (954) 441-8881.



Faces in the Industry

Andre Mathurin- Chef de Cuisine Carnival Cruise Lines Carnival Cruise Lines



St. Lucia

Working as a Chef in a small resort Harmony Marina Suites in St Lucia with no idea of taking up a life at sea , I took up the challenge and opportunity to join Carnival Cruise Lines in the summer of June 1986 , I started my career as an Asst. Cook on the Carnivale working in various sections of the Galley. In 1987 I was assigned to the Ms Celebration where I got my first promotion and from there on my career within the Galley took off, after moving through the ranks I achieved the rank of Chef De Cuisine.

Working for Carnival has become a dream come true,. During the time I have been with Carnival I have worked on 15 ships which has provided me with a wealth of knowledge and experience.

As Chef De Cuisine I am responsible for all the food outlets, food ordering for 2600 guest and 900 crew (from 50 different nationalities), also supervising 96 galley staff. Another integral part of my job is environmental and sanitation procedures.

Carnival has not only given me the exposure to different cuisines and cultures through our diverse crew and guests , but has also helped me to help others realize the same dream I visualized when I came to sea.

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CH2M HILL and Gee & Jenson

Delivering
full-service
port and
maritime
solutions



Port of Tampa,
Florida



CH2M HILL and Gee & Jenson help port and maritime clients develop and implement solutions for cost-effectiveness, efficiency, safety, and flexibility.

Our full range of services for cruise, container, and ferry ports include:

- Master Planning
- Feasibility Studies
- Port Development
- Engineering/ Design
- Program & Construction Mgmt.
- Rail Facilities & Intermodal Design
- Construction Inspection
- Security Assessment & Vulnerability Studies
- Operation & Marketing Plans

Call us to discuss how our team can deliver solutions for you.



CH2MHILL



Gee & Jenson

A Division of CH2MHILL



Sapphire Princess



Accommodations

Passenger Cabins: 1,337
(960 outside / 377 inside)
Balcony Cabins: 748

Facilities

Passenger Decks: 18
Swimming Pools: 5
Whirlpools: 8

Nationality of Crew

International

Deployment

Alaska, Mexican Riviera

Inaugural Cruise: June 10, 2004

Shipyard: Mitsubishi Heavy Industries

Shipyard Location: Nagasaki, Japan

Country of Registry: Bermuda

Cruising Speed: 23 knots

Size & Capacities

Tons: 113,000

Length: 952 feet

Maximum Draft: 28 feet

Passengers: 1,848

Crew: 800

Port Canaveral, A Partner For Success



Marketing Our Niche

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

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

Regional Partnerships Help Fill Staterooms

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

Electronic Signage Provides Guests Quick and Easy Access

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

Plenty of Secure Parking

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

Fully-Dedicated, Island-Themed Terminals

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

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



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Aruba Only the Best!



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 dinning, dazzling casino, exciting nightlife and fabulous shopping.



For additional information, please contact:

CRUISE TOURISM AUTHORITY - ARUBA

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Tel. 297- 583-3648 - Fax: 297-583-5088

E-mail: 1721@setarnet.aw - Web site: <http://www.arubabycruise.com>



TAKE A GLANCE AT AN EXOTIC LAND.



Guatemala is a stop you can't miss during your Pacific or Atlantic cruise, because of the color, beauty and diversity.

All the necessary infrastructure to receive your ship is waiting for you in this magical corner of America.

Imposing Maya cities, the joy of the Garifuna culture, the richness of jungles full of life and powerful rivers.

An incredible experience your heart will treasure.



**FOR INFORMATION REGARDING
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