



Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

Second Quarter 2002

Economic Impact In Caribbean Cruise Ports



Keeping Up With The Megaships
MEXICO: Popular Cruise Destination
TCCA Gala Raises Funds For The Caribbean



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Manager, Public Relations

Frank R. Torres

Director of Operations

Florida-Caribbean Cruise Association (FCCA)
11200 Pines Blvd., Suite 201
Pembroke Pines, FL 33026
Phone: (954) 441-8881 • Fax: (954) 441-3171
Website: www.fcca.com • E-mail: fcca@fcca.com

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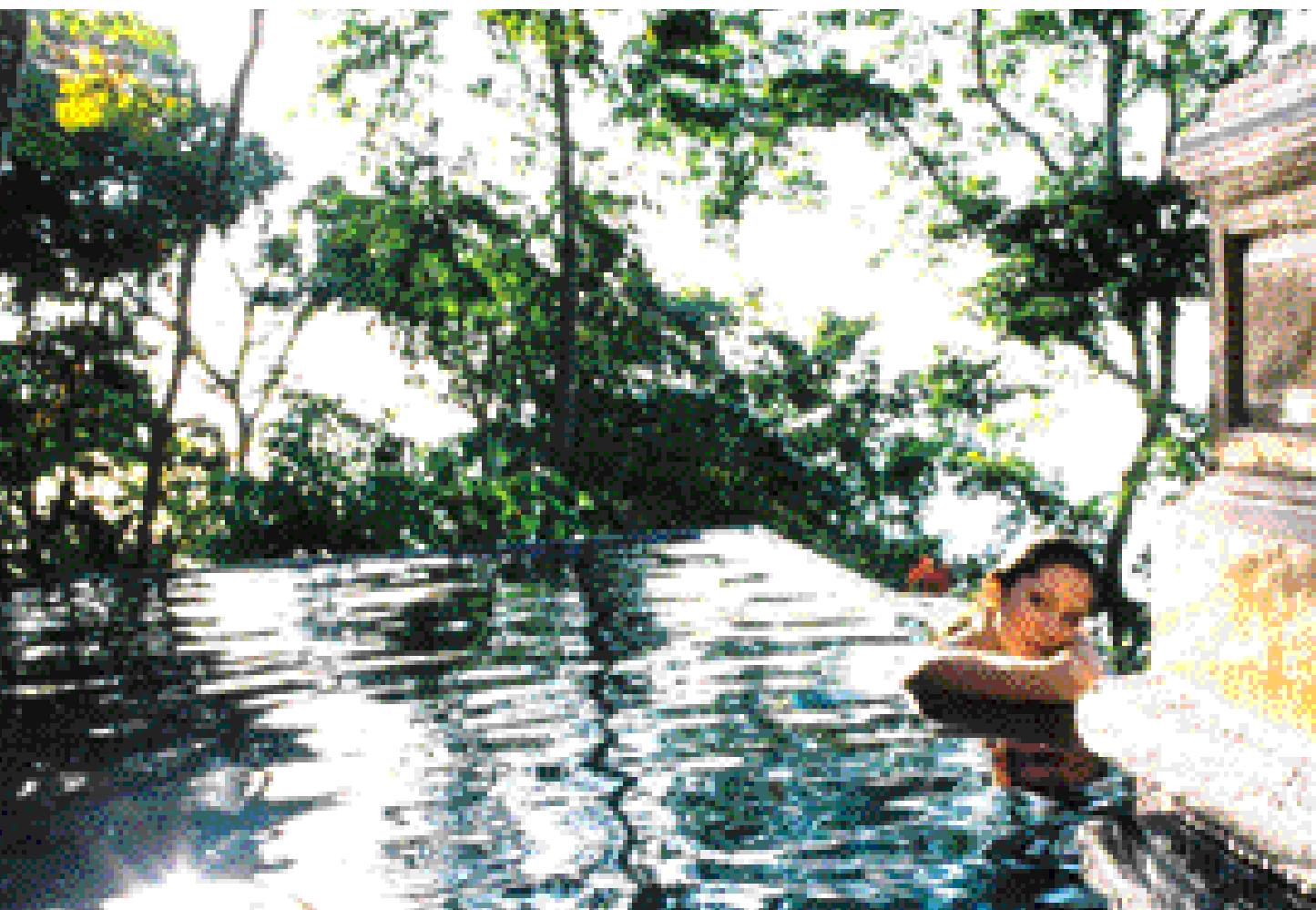
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Sun Cruises • Topaz International Cruises

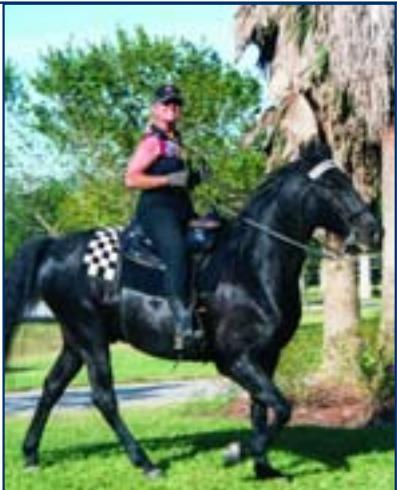
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President's Letter



Michele & Black Magic

All for One . . . One for All!

It's Spring – the season for cleaning, everyone's minds are turning to cleaning house in order to make room for this year's assortment of 'collectables'. You know - all those little knickknacks that will inevitably make their way into our homes this summer. For summer is the time to seek pleasure, a time for family and friends to take those long-awaited vacations in search of fun, relaxation and those special little treasures we just must have for our collection.

Those of us in the cruise industry, where our business is pleasure, are also thinking about family and friends . . . or more precisely, how to provide an even better vacation experience to those families and friends we call our passengers. And, of course, how to ensure that they take home all the treasures they can carry.

In this issue of **Caribbean Cruising** we present information which we hope you may find useful as you make plans to play your part in ensuring that cruise passengers visiting your destination meet their objectives and add to their collection of memorable moments while sampling your Island. And, of course, purchase all those must-have little treasures from your shops.

This quarter's feature article, contributed by **John Tercek**, Vice President, Commercial Development – Royal Caribbean Cruises, Ltd., details the *Economic Impact* that the cruise industry has on the Caribbean Region. In another article, "*Keeping up with the Mega Ships*", the FCCA attempts to share insights on the demands and opportunities presented by today's larger vessels. In addition, **Steve Nielsen**, Vice President, Caribbean and Atlantic Shore Operations – Princess Cruises, provides a historical perspective on the growth of *Mexico* as a popular cruise destination.

So, I leave you with this thought: "Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work."

All for One . . . One for All!!

Respectfully yours,

A handwritten signature in blue ink that reads "Michele M. Paige".

Michele M. Paige

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FCCA Platinum Associate Members

Hoop it up in Miami

During Seatrade week, March 11-15, 2002, FCCA Platinum Associate Members were hosted at a series of events. The week began with the 2nd annual '*Hoops, Hops & Hilarity*' outing on Tuesday, March 12. This year's event showcased the Miami Heat vs. Phoenix Suns in an exciting basketball game, hosted by Micky Arison, FCCA Chairman and Carnival Corporation's Chairman and CEO.

The post game cocktail reception, held in the courtyard of the American Airlines Arena, allowed Platinum Members the opportunity to further network with the cruise executives in attendance. "Whilst I have attended the last four Seatrades, this was my first as an FCCA Platinum Member and certainly my most productive. I thoroughly enjoyed my first basketball game," declared Barrie Hobbs, Sunlink Tours - St. Lucia Representative Services Ltd.

On Friday, March 15, the Platinum Associate Membership Advisory Council (PAMAC) met with senior purchasing, marketing and operations executives from the FCCA's 13 Member Lines onboard Royal Caribbean International's *Majesty of the Seas*.

Michael Ronan, the FCCA's security operations committee chairman, and Associate Vice President, Destination Development for Royal Caribbean International, lead discussions on issues and resolutions pertaining to members' respective destinations. The meeting was highlighted by each destination's port authority representative giving updates on port development/expansions.

Following the meeting, Platinum Members and cruise executives joined other FCCA Associate Members for a delightful luncheon hosted by Royal Caribbean International.

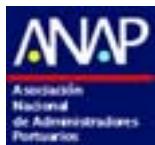
The Advisory Council is scheduled to convene again on April 29, 2002, for a luncheon and meeting in Miami. Later that evening, Jack Williams, President and COO, Royal Caribbean International & Celebrity Cruises, and his wife Judy will welcome Platinum Members into their home for a special cocktail reception and dinner. ☺

FCCA Platinum Associate Members meet four to five times each year. The membership is comprised of cruise industry partners throughout the United States, the Caribbean, Mexico, Central America and South America.



New Platinum Associate Members

ASOCIACION NACIONAL DE ADMINISTRADORES PORTUARIOS DE VENEZUELA Jesús Silva, President



Avda. Leonardo Da Vinci, Edificio Pigalle, 1° Piso, Oficina 11-B. Colinas de Bello Monte. Caracas, Venezuela
Tel.: 58-212-751-9975 • Fax: 58-212-751-4268 • E-mail: guariccs@cantv.net

The ANAP, National Association on Port Administrators of Venezuela, created in 2002, is a non-profit organization composed of public and private ports in Venezuela. Its main objectives and responsibilities are the promotion, development, planification, coordination, strategies, ports politics, marketing, international agreements, forum promotions, conventions, seminars and capacitization of all its port members.

PORT OF LOS ANGELES

Christopher Chase, Marketing Manager

425 S. Palos Verdes St., San Pedro, CA 90731

Tel.: (310) 732-3840 • Fax: (310) 831-4896 • E-mail: cchase@portla.org



January through December 2001 saw over 1 million passengers move through the Los Angeles cruise center. Los Angeles is the #1 cruise facility on the US West Coast with over 300 vessel arrivals in 2001. Three cruise ships currently call the Port of Los Angeles home, with additional ships planned. In response to the increased size and number of cruise ships, a complete remodeling program for the cruise terminal B93 is underway and will be complete by fall 2002.

THE PORT OF MARACAIBO

Arg. Jasmine Lizcano, Port Authority

Av. El Milagro, Modulos de Servicio, Maracaibo, Zulia, Venezuela

Tel.: 58-261-723-1868 • Fax: 58-261-723-1272 • E-mail: puertomcbo@puertodemaracaibo.com



The Port of Maracaibo is strategically located Northwest of Venezuela in lake Maracaibo near downtown Maracaibo, Zulia State, the second city in importance of the country for its economic potential, its location allows easy access to South America, the Caribbean, Central America and the East and West of the United States through the Panama Canal.

The port of Maracaibo spans 350,000 square meters of warehouses and open container fields, having 8 docks with a total of 1,500 mts and a maximum draft of 33'.

Currently the Port has the safest record and security measures of any Venezuelan Commercial Port, one of our goals to transform Maracaibo into a tourist city of choice and port of call for cruise ships, with the support of the local government and tourism authorities. Another goal is to make the already safe port even safer with tighter security and the addition of new technology. For this year we plan to invest in new fences for the docks, the building of a cruise ship terminal and new services such as fuel dispenser on every dock, a communications center and a duty free shop, among others.

PORT OF NEW ORLEANS

Jim Reese, Director of Communications

1350 Port of New Orleans Place, P.O. Box 60046, New Orleans, LA 70160

Tel.: (504) 528-3264 • Fax: (504) 528-3463 • E-mail: jim@portno.com

Website: <http://www.portno.com>



Ideally located at the mouth of Mississippi River, the Port of New Orleans is America's gateway to the global market. New Orleans has been a center for international trade since 1718 when it was founded by the French.

Today, the Port of New Orleans is at the center of the world's busiest port complex — Louisiana's Lower Mississippi River. Its proximity to the American Midwest via a 14,500-mile inland waterway system makes New Orleans the port of choice for the movement of cargoes such as steel, grain, containers and manufactured goods.

New Orleans is one of America's leading general cargo ports. A productive and efficient private maritime industry has helped produce impressive results, including the USA's top market share for import steel, natural rubber, plywood and coffee.

New Platinum Associate Members

PORT OF PENSACOLA

Charles W. "Chuck" Porter, Seaport Director

700 South Barracks Street, Pensacola, FL 32507

Tel.: (850) 436-5070/5080 • Fax: (850) 436-5076 • E-mail: cporter@portofpensacola.com

Website: www.portofpensacola.com



The Port of Pensacola is logically prepared to handle any size cruise ship at our existing facilities. At the same time, we are constructing a dedicated cruise berth and facilities for our cruise line partners. Itinerary opportunities abound for both homeport and port of call scenarios. Beautiful, safe, friendly. We are Pensacola, America's First Place City, founded 1559!

UPCOMING EVENT

Ninth Annual FCCA Caribbean Cruise Conference & Trade Show

September 24-27, 2002 / Cancun, Mexico



EXCLUSIVE FUNCTION

Platinum Associate Member Luncheon & Meeting

Thursday, September 26 / 11:30 am -1:30 pm

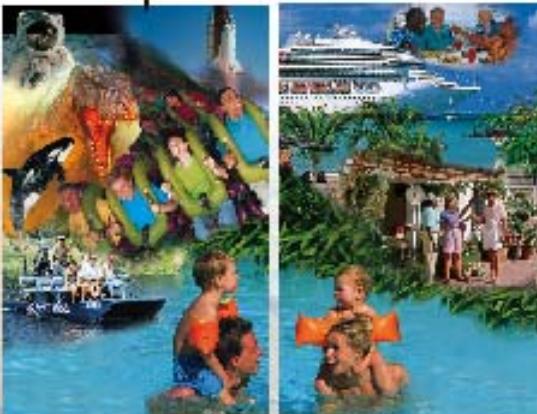


ORLANDO'S FUN PORT

Carnival Cruise Lines • Disney Cruise Line • Holland America • Royal Caribbean International • Sterling Casino Lines • SunCruz Casinos

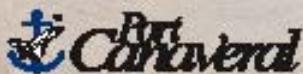
One trip, two vacations,

Cruise lines are discovering that Port Canaveral is part of a successful formula for developing new business in step with shorter vacation trends. Take our location, next to the number one tourist destination in the world (with more than 43 million tourists annually), and within a six-hour drive of much of the Southeast United States.



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twice the fun!



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~ CRUISE SHIP NEWBUILDS ~

Cruise Line	Ship Name	Delivery	Tonnage	Capacity	Price*	Shipyard
2002						
Aida Cruises	<i>AIDAavita</i>	April	42,000	1,300	\$200	Aker MTW
Carnival Cruise Lines	<i>Carnival Legend</i>	Summer	88,500	2,124	\$375	Kvaerner Masa-Yards
Carnival Cruise Lines	<i>Carnival Conquest</i>	Fall	110,000	2,976	\$500	Fincantieri
Celebrity Cruises	<i>Constellation</i>	May	90,228	2,038	\$400	Chantiers de l' Atlantique
Festival Cruises	<i>European Stars</i>	April	58,600	1,566	\$240	Chantiers de l' Atlantique
Holland America Line	<i>Zuiderdam</i>	November	82,000	1,848	\$400	Fincantieri
Norwegian Cruise Line	<i>Norwegian Dawn</i>	December	91,000	2,200	\$400	Meyer Werft
Princess Cruises	<i>Star Princess</i>	January	109,000	2,600	\$425	Fincantieri
Princess Cruises	<i>Coral Princess</i>	October	88,000	1,950	\$360	Chantiers de l' Atlantique
Royal Caribbean Int'l	<i>Brilliance of the Seas</i>	July	90,090	2,100	\$400	Meyer Werft
Royal Olympic	<i>Olympia Explorer</i>	Spring	24,500	836	\$175	Blohm + Voss
2003						
Aida Cruises	<i>AIDAaura</i>	March	42,000	1,300	\$200	Aker MTW
Carnival Cruise Lines	<i>Carnival Glory</i>	Summer	110,000	2,976	\$500	Fincantieri
Costa Cruise Lines	<i>CostaMediterranea</i>	Spring	86,000	2,114	\$330	Kvaerner Masa-Yards
Costa Cruise Lines	<i>CostaFortuna</i>	Fall	105,000	2,720	\$400	Fincantieri
Crystal Cruises	<i>Crystal Serenity</i>	June	68,000	1,080	-	Chantiers de l' Atlantique
Cunard Line	<i>Queen Mary 2</i>	December	150,000	2,620	\$800	Chantiers de l' Atlantique
Holland America Line	<i>Oosterdam</i>	June	82,000	1,848	\$400	Fincantieri
Princess Cruises	<i>Island Princess</i>	June	88,000	1,950	\$360	Chantiers de l' Atlantique
Princess Cruises	<i>Diamond Princess</i>	July	113,000	2,600	\$450	Mitsubishi HI
Radisson Seven Seas	<i>Seven Seas Voyager</i>	March	50,000	700	-	T. Mariotti
Royal Caribbean Int'l	<i>Navigator of the Seas</i>	January	142,000	3,114	\$500	Kvaerner Masa-Yards
Royal Caribbean Int'l	<i>Serenade of the Seas</i>	Fall	88,000	2,501	\$400	Meyer Werft
Mediterranean Shipping	<i>Unnamed</i>	Spring	60,000	1,600	\$250	Chantiers de l' Atlantique
2004						
Carnival Cruise Lines	<i>Carnival Miracle</i>	Early 2004	88,500	2,124	\$375	Kvaerner Masa-Yards
Carnival Cruise Lines	<i>Carnival Valor</i>	Fall	110,000	2,976	\$500	Fincantieri
Costa Cruise Lines	<i>CostaMagica</i>	Fall	105,000	2,720	\$400	Fincantieri
Holland America Line	<i>Westerdam</i>	April	82,000	1,848	\$400	Fincantieri
Mediterranean Shipping	<i>Unnamed</i>	TBD	60,000	1,600	\$279	Chantiers de l' Atlantique
P & O Cruises	<i>Unnamed</i>	April	109,000	2,600	\$460	Fincantieri
Princess Cruises	<i>Sapphire Princess</i>	May	113,000	2,600	\$450	Mitsubishi HI
Royal Caribbean Int'l	<i>Mariner of the Seas</i>	Early 2004	140,000	3,835	\$520	Kvaerner Masa-Yards
Royal Caribbean Int'l	<i>Jewel of the Seas</i>	June	88,000	2,501	\$400	Meyer Werft
2005						
Cunard Line	<i>Unnamed</i>	January	85,000	1,968	\$400	Fincantieri
Holland America Line	<i>Unnamed</i>	October	82,000	1,848	\$400	Fincantieri
TOTALS	35 Ships		3,120,418	75,281	\$13,049	

Note: FCCA Member Cruise Lines in bold.

* Prices are estimated (in millions).

KEEPING UP WITH THE MEGASHIPS

Today's megaships may range in size from 80,000 to 150,000 tons. To put this in perspective, compare a megaship of today with the Titanic which was a measly 47,000 tons. Passenger capacities are also huge, accommodating anywhere from 1,800 to 3,800 passengers per cruise, along with 900 to 1,900 crew members. Megaships have more suite- and balcony-accommodations than a 1970s-era ship had cabins. These physical increases have been in response to market demands; as cruises grew in popularity, the need to accommodate more passengers dictated larger vessels. This, in turn, has affected which destinations are chosen to receive the megaships.

As the ships become larger, so does the logistics of keeping them afloat. Facilitating a port to receive megaships is an ongoing project. And, as many destinations will tell you, it's a "labor of love" that, if done right, will exponentially bolster their islands' economies, standard of living and employment. Ports must be welcoming, modern and comfortable in order to effectively accommodate upwards of 3,000 "guests" and crew arriving at the same time. Services must be first-class, and ground excursions must be efficient, dependable, and offer visitors the best of the destination.

Beyond their specific physical needs, megaships look for destinations that can offer their passengers quality services and unique land-based opportunities. Cruise vacations have become

more appealing to a broader cross-section of the population. Today's cruise passengers are families, couples, singles, retirees, conventioneers and a host of special interest groups. And in an effort to appeal to this diversified group, cruise lines have added an extraordinary array of features such as ice-skating rinks, rock-climbing walls and

the difference include warm welcomes and farewells, good guide-to-passenger ratios, cleanliness and comfort, support equipment and maintenance standards.

Quantitative concerns are also of paramount importance. When you consider that, at some destinations, local excursions and attractions must be able to handle daily capacities of up to 6,000 or more passengers, a number of qualifiers must be taken into account. Eco-tours, kids only activities, experiential tours and other tour products might need to be restructured to accommodate the large numbers of cruise passengers.

Consideration must be taken to facilitate the physically challenged and sight impaired passengers, both at the port and while on tour. Guest services, ground transport, and escorts have to be able to

communicate with ship personnel and ground operators at all times. Coordination must be excellent for passenger immigration processing, disembarking, loading and transportation.

Nevertheless, with a broad and diversified base of support, adequate infrastructure and a well thought out management plan, destinations can accommodate even the largest of megaships.



basketball courts. In short, in order to be a destination that the operators of megaships want to include on itineraries, destinations have the responsibility to accommodate the ship's thousands of passengers and crew like VIP's. When the passengers disembark they should receive the same seamless attention and service that they do onboard the cruise ship.

Many passengers will take a shore excursion, leaving only a few hours to see and do everything else the destination has to offer before hurrying back to the ship. Shore excursions must demonstrate a high quality of service, treating each and every passenger as a most valued guest. Details that make





~ MEXICO ~

POPULAR CRUISE DESTINATION

BY: STEPHEN A. NIELSEN, VICE PRESIDENT, CARIBBEAN & ATLANTIC SHORE OPERATIONS
PRINCESS CRUISES

Cruising and Mexico are almost synonymous going back to the early 60's when the Mexican flag cruise ship *Acapulco* sailed between Acapulco and Los Angeles. But cruising to Mexico, as we know it today, did not really begin until Princess Cruises introduced the *Princess Patricia* in 1964. At that time Acapulco was a well known destination for the very rich and famous. Mazatlan was a small commercial and fishing port. Puerto Vallarta was a sleepy little fishing village soon to become the newest jet set destination made famous as the location for Elizabeth Taylor and Richard Burton's film 'Night of the Iguana'. Cabo San Lucas was a fish cannery and Manzanillo was the port of export for Mexico's cotton crop.

The growing popularity of Mexico, specifically the Pacific coast, as a tourist destination, helped fuel Princess Cruises' growth as a cruise line. In order to meet the demand, primarily from California, Princess began developing the infrastructure to accommodate its ships at Puerto Vallarta and later Cabo San Lucas.

In those days, cruises out of Los Angeles were 14 days in length with two days in Puerto Vallarta, three days in Acapulco and two days in Mazatlan on the return back to Los Angeles. Can you imagine a 14 day cruise today with only three ports? These longer leisurely cruises allowed a variety of extended shore tours. Overnight tours to Mexico City from Acapulco and all day tours to Taxco from Puerto Vallarta grew in popularity as people looked for ways to expand the Mexico cruise vacation experience.

As the popularity of cruising to Mexico grew, so did the number and the size of ships sailing out of Los Angeles to the Mexican Riviera. The *Princess Patricia* was replaced by one of the first purpose built modern day cruise ships, the 400 passenger *Princess Italia*. She was later joined by the

Princess Carla on charter from Costa Line and subsequently by the *Island Princess*. P&O, the historic British passenger ship company, joined the party by introducing the *Spirit of London*. New cruise lines were formed to take advantage of the growing market. Sitmar Cruises with the rebuilt *Fairsea* and *Fairwind* added to the competition.

With the increase in ships and competition, marketing began looking at the itineraries. 14 day cruises with only three ports were losing their appeal. The need to find and develop new ports became one of the primary focuses for the operations departments. Princess Cruises, the pioneer of cruising to the Mexican Riviera, developed Puerto Vallarta into one of the most popular cruise destinations in Mexico. They followed this by developing the shore-

side infrastructure necessary for their ships to call at Cabo San Lucas. Cabo San Lucas was just emerging as a sport fisherman's paradise when Princess and the Mexican Government saw the potential of this oasis in the desert of Baja, California to meet the growing demand by the vacationing Americans for Mexico. When the Mexican Government developed Xtapa some 125 miles north of Acapulco as their newest vacation resort, Princess Cruises introduced Zijuatanjo, the port just south of Xtapa into their cruise itineraries. Ensenada, long a favorite weekend getaway for southern Californians, became a popular port of call on the popular 3 and 4 day party cruises. With Carnival, Royal Caribbean and Norwegian Caribbean cruise lines all joining the fray, the Mexican Riviera was off and running as one of the most popular cruise destinations, after the Caribbean and Alaska.

Cozumel Island on the Caribbean side of Mexico had long been a popular destination for the Florida-based cruise ships. With the development of nearby Cancun as a vacation desti-



Members of the FCCA Operations Committee meet with General Coordinator of Port and Merchant Marine - API, Mr. Francisco Avila Camberos (second from left).



nation, interest in the whole region grew. Today we have port development taking place in Costa Maya, Playa del Carmen, Progresso, Calica and soon the popular nature “theme park” of



XCARET

XCARET will be accessible to cruise ships thanks to the proposed development of a new cruise port by Carnival Corporation.

For years, Mexico has led the region in developing new cruise ports and destinations. This has no doubt helped fuel the interest of their neighbors to the south to do likewise. For example, Limon and Puntarenas in Costa Rica, Colon 2000, Pier 6 and Puerto Amador in Panama, Puerto Quetzal in Guatemala, San Juan del Sur in Nicaragua and of course that well known divers paradise, Belize.

All of this bodes well for the cruise industry that needs these new destinations to meet the almost insatiable appetite of the growing number of vacationers turning to



Tulum

cruising as the best vacation value for new and exciting places to visit.

Stephen A. Nielsen, as Vice President, Caribbean & Atlantic Shore Operations, manages Princess' relationships with federal, state and government officials in the Caribbean and Florida. He is also responsible for managing marine and other related operational matters in the Caribbean Region, and is administratively responsible for Princess' office in Fort Lauderdale, Florida.

Mark Your Calendar

FCCA Caribbean
Cruise Conference & Trade Show

September 24-27, 2002
Cancun, Mexico

Don't miss this once-a-year opportunity, anyone attending the Conference will benefit:

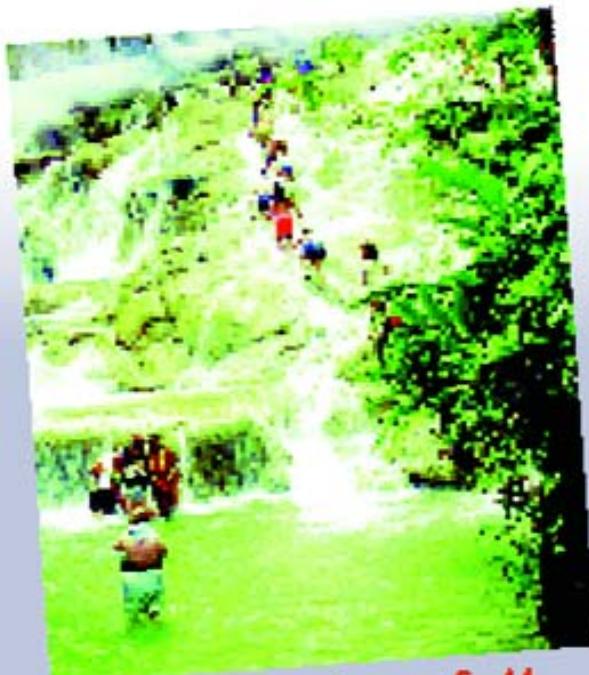
- ★ Increase your cruise industry contact base.
- ★ Gain insights on what the cruise industry is looking for.
- ★ Establish a clear vision on how to proceed on the road to success.
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This is the only time and place where the decision makers from the FCCA Member Lines come together...

Register Today!



A must on your next visit to Jamaica...



Come Climb our Falls

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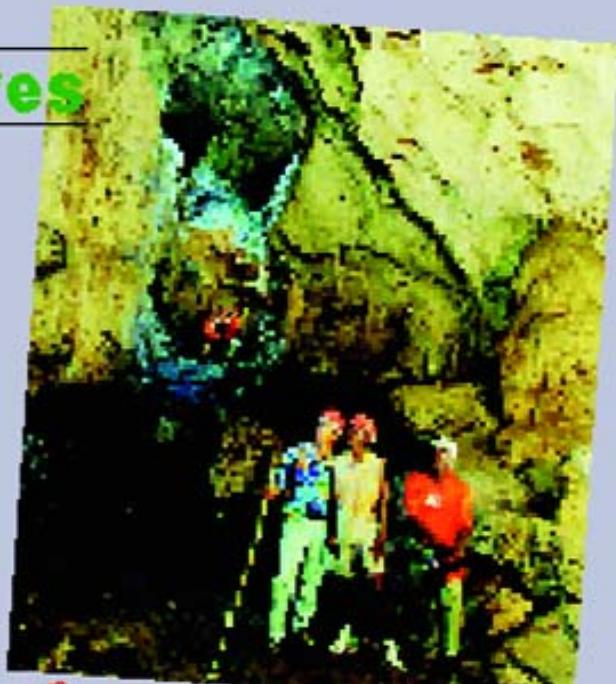


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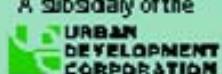
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Come explore with us.

FCCA GALA DINNER EXTRAVAGANZA

RAISES FUNDS FOR THE CARIBBEAN

The Florida-Caribbean Cruise Association's 8th Annual Gala Dinner Extravaganza was a huge success raising nearly \$200,000 for the FCCA Foundation for the Caribbean. Guests were greeted with cocktails under the stars on the patio area outside the American Airlines Arena overlooking the Port of Miami. While enjoying hors d'oeuvres guests strolled through the silent art auction that included artwork by such artists as Peter Max and Salvador Dali. With such beautiful artwork on display, no one could wait to start the bidding.

Guests and cruise executives alike enjoyed the competition of out bidding each other, while others just enjoyed the bidding showdowns. "I'm sure all the guests got a kick out of the bidding wars, but in actuality there is only one big winner, the FCCA Foundation for the Caribbean," stated Michele M. Paige, President, FCCA. As bidding came to a close, guests were escorted to center court of the arena that had been transformed into a magnificently stylish formal dining room.

As people began to take their seats for dinner, Michael Ronan, Associate VP, Destination Development, Royal Caribbean International, welcomed all the guests. Ronan thanked the attendees for all their support - "Special thanks to this evening's sponsors, The Port of Miami and The Miami Convention & Visitor's Bureau, without whom this evening would not have been possible. We would also like to express our sincere gratitude to all our good friends and partners in attendance for your support. The funds raised here

tonight will enable the FCCA Foundation for the Caribbean to help even more needy organizations throughout the Caribbean."

While the FCCA's special bond with the Caribbean is present throughout the

remarked – "Thank you to the Florida-Caribbean Cruise Association, and all the Member Cruise Lines for this check, and all your long-term support of the Special Olympics, athletes and their families throughout the Caribbean. Your enthusiastic support... has made a difference in my life and the lives of many others... Thank you."

As dinner commenced, guests were served a delectable appetizer and roasted fillet of red snapper and beef Wellington as the entrée. A beautiful display of strawberries with balsamic syrup and pound cake croutons was later served as dessert. But who had time to eat with the band luring people to the dance floor as glorious renditions from the Phantom of the Opera gave way to familiar Ricky Martin and Madonna dance tunes.



Brendan Corrigan, Carnival Cruise Lines, (2nd from left), plays host at the FCCA Gala Dinner.

year, it became profoundly obvious during the special presentations that followed. Cayman Islands' Cassius Ebanks in the junior category (12 years old & under), and Ayodhya Ouditt in the senior category, (13 to 16 years old) from Trinidad, were announced as this year's FCCA poster contest winners and were each presented an educational scholarship of \$2,500 for their achievement. Dr. Rose Renard, Executive Director of the Laborie Early Childhood Development Center (LABCEC) – St. Lucia, gave a brief presentation expressing heartfelt gratitude to the FCCA for its ongoing support of the LABCEC center. Also on hand to share his appreciation was Stanley Forbes, a Special Olympics' athlete from the Bahamas, who accepted a \$25,000 donation from the FCCA Foundation on behalf of the Special Olympics – Caribbean. Forbes

Christopher Hayman, Managing Director, Seatrade, summed up the evening – "I just wanted to thank you very much for your kind invitation to the FCCA dinner; I thought it was the

"The FCCA dinner; I thought it was the best I have attended so far."
Christopher Hayman, Managing Director, Seatrade.

best I have attended so far. Congratulations to you and all your staff." With beautiful artwork, fabulous food, delightful music and a cool star filled Miami night... what more could anyone ask for. Unfortunately, all great nights must come to an end, but what better way to end it than dancing the night away to some of our favorite songs for a worthy cause. See you next year!

2002 FCFA



American Vikings Are

Gala Dinner





FCCA FOUNDATION FOR THE CARIBBEAN 2002 CHILDREN'S ESSAY CONTEST

What Steps Can We Take As A Cruise Destination To Make Cruise Passengers Feel More Welcomed While In Port?" is the theme for this year's FCCA Foundation for the Caribbean *Children's Essay Contest*.

Students from 31 Caribbean destinations were invited to participate in this year's event. The contest, which is sponsored by the association's charitable arm, the FCCA Foundation for the Caribbean, was created to encourage children's creativity and generate awareness of the vital role cruise tourism plays in the Caribbean. Now in its eighth year, the contest is conducted in two categories: a junior division for

children ages 12 and under and a senior division for children ages 13 - 16 years.

One of the primary aims of the contest is to assist students with advancing their education through the provision of monetary scholarships. The first, second and third place winners from each age category will be awarded academic scholarships of \$2,500, \$1,500 and \$1,000, respectively, with monetary awards also given to their schools. In addition to the scholarship, the first place winner in each age category will be invited to read their essay and accept their prize at the ninth annual **FCCA Caribbean Cruise Conference & Trade Show** in Cancun, Mexico, September 24-27, 2002. 

CONTEST RULES AND GUIDELINES

Contest rules and guidelines are disseminated through the Ministry of Tourism or tourism office in each destination. **Each country's selection committee must submit their entries to the FCCA on or before Friday, July 19, 2002.**

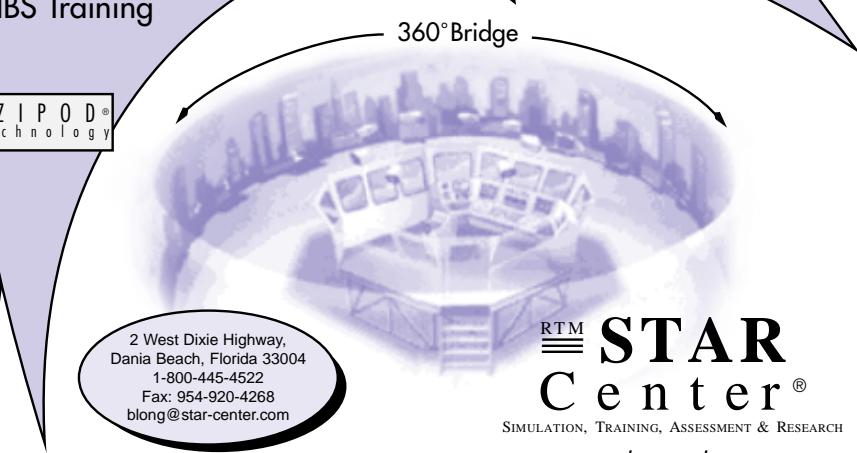
For further information on the contest, please contact Victoria S. Lalta, FCCA, at tel.: (954) 441-8881 and fax: (954) 441-3171 or the local Ministry of Tourism in each destination.

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Poster Contest Winners

The Florida-Caribbean Cruise Association is proud to announce the winners of the 2002 **FCCA Foundation for the Caribbean** Children's Environment Poster Competition:



Ayodhya Ouditt, Trinidad, accepts his first place award.

13 year old Ayodhya Ouditt from Trinidad and 11 year old Cassius Ebanks of the Cayman Islands.

Students from throughout the Caribbean were invited to submit a poster depicting the theme "*Plants and Animals of the Caribbean.*" In order to educate people outside the Caribbean, each student needed to submit posters, depicting at least three (3) plants and animals in the Caribbean or specific to his/her destination and the effect each has on the environment. The competition was judged in two age categories: a junior division for students ages 12 years and under and a senior division for children ages 13-16 years. This year, entries were received from 14 Caribbean nations.

Ayodhya and Cassius each received an educational scholarship of US \$2,500. In addition, they were invited to participate in, and accept their prizes at, the 8th Annual FCCA Gala Dinner & Entertainment Extravaganza, March 14, 2002.

Sponsored by the Association's charitable arm, the FCCA Foundation for the Caribbean, the Environment Poster Competition was created to promote environmental aware-

ness in the Caribbean Region, as well as serving as a platform to utilize students' creativity in identifying new and innovative Eco-friendly ideas.

In the 12 and under age category, Carla Roopan, age 10 from Trinidad & Tobago, won second place and 12 year old Kelron Liburd from Nevis emerged as the third place winner. Second place in the 13-16 age category went to 14 year old Donrick David from St. Vincent & the Grenadines with Branville Harvey, age 16 from the Turks & Caicos Islands, placing third. The second place winners in the two age categories will each receive US \$1,500 and the third place winners will take home US \$1,000 each.

In addition to their monetary awards, each winner along with their class will be treated to a luncheon and tour aboard a vessel from FCCA Member Lines in their respective destinations. To reward students for their efforts, all finalists (except first,



Cassius Ebanks receives his award from Michael Ronan, Royal Caribbean International, as Hon. McKeava Bush (far right), Minister of Tourism, Commerce, Transport & Works - Cayman Islands, proudly looks on.

second and third place winners in each category) submitted by their countries will receive US \$200. Art supplies will also be donated to the schools of the first, second & third place winners in each category.

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The Economic Impact of Passenger & Crew Spending in Caribbean Cruise Ports

BY: JOHN F. TERCEK ~ VICE PRESIDENT, COMMERCIAL DEVELOPMENT,
ROYAL CARIBBEAN CRUISES, LTD.

Each cruise ship that calls in a port can be viewed as an “anchor tenant” to the local economy, bringing in customers to spend money on tours, shopping and entertainment, in an equivalent manner that a Sears or Macys is the “anchor” of a shopping mall, bringing in customers who also shop and dine at all the various enterprises at the mall.

A typical ship at a typical port unloads 2,000 passengers and 800+- crew members. On average, each typical ship brings in over \$250,000 in direct consumption spending on tours, transportation, retail shopping and entertainment. Not counting port tariff expenses, one ship that visits a port weekly brings an average of \$12,500,000 of direct spending to that destination over the course of the year.

In addition to spending patterns, how much does each visitor enjoy the experience in each destination? Would they choose to visit again?

THE FCCA SPONSORED ECONOMIC IMPACT STUDY

The FCCA organized a study of cruise passenger spending patterns in the Caribbean in 2000. The study was conducted under the auspices of PriceWaterhouseCoopers and BREA Business Research and Economic Advisors, who issued a report entitled: The Cruise Industry's Economic Impact on the Caribbean in August, 2001.

Twelve ports elected to participate in the survey, by organizing the actual customer surveys taken on their docks and paying for the consultants. These included the transit ports of call of: *Antigua, Jamaica, Aruba, Cozumel, Bahamas, San Juan, Barbados, St. Kitts & Nevis, Cayman Islands, U.S. Virgin Islands*. In addition, three homeports participated in the survey: *Port of Miami, Port Everglades* (Fort Lauderdale) and *San Juan*.

The interviews took place in February, March and April, 2000, the winter cruise high season in the Caribbean. The study methodology consisted of a surveyor, typically an employee of the local tourism board, with a clipboard stopping passengers and crew returning to board the ship at the dock in each destination and asking a series of objective and subjective questions that were prepared by PWC. The results were tabulated and analyzed statistically, and were determined by the consultants to be a fair statistical sample of the visitors to each destination during the first quarter, 2000. Note that the results cannot simply be multiplied by 4 because the first quarter is

the busiest cruise quarter in the Caribbean. In calculating annual financial impacts, the consultants factored a weighted analysis to convert the first quarter results into a four quarter summary.

The consultants organized the results into three primary areas of analysis:

- Cruise Passenger and Crew Shoreside Expenditures;
- Economic Contribution of the FCCA Member Cruise Lines;
- Cruise Passenger Destination Satisfaction.

The study encompassed the replies of 4,200 passengers (“pax”) in ports of call, 2,900 pax in homeports and 1,800 crew members. While the study included pax of the Member Lines of the FCCA, these lines represent the preponderance of cruise traffic in the Caribbean and the results could be extrapolated to the pax and crew of non-member lines.

HIGHLIGHTS OF THE STUDY

General Summary of Spending Patterns:

- The average cruise pax in the Caribbean spends \$104 in each port they visit!
- Spending categories include tours, retail shopping, transportation, food & beverage, entertainment and miscellaneous.
- The average pax spends \$35 at the homeport. This breaks down to an average of \$14 per pax that arrives the day of the cruise, to a daily average of \$79 per pax whose visit includes a hotel stay, with an average stay of 1.3 nights.
- An average of 80% of crew go ashore in the typical transit port of call. Crew members that go ashore spend an astonishing \$72 apiece. Crew members that go ashore while the ship is in homeport spend \$112.

Economic Impact Highlights:

- By extrapolation of annual spending based on the information gathered in the study, it is estimated that cruise pax and crew accounted for approximately \$1.4 billion in direct spending which generated another \$1.2 billion in indirect spending for a total economic impact of \$2.6 billion throughout the Caribbean in 2000 from the cruise industry.
- An example of the indirect spending impact is the estimation of approximately 60,000 jobs throughout the Caribbean that are generated by the cruise ship visits; these cruise-related jobs paid an estimated \$285 million in wage income to Caribbean residents.



Subjective Highlights of the Pax Survey:

- More than half of cruise visitors express an interest in returning to the destinations on a land-based vacation because of their cruise ship visit.
- Almost 80% of cruise passengers reported a high degree of satisfaction with the destinations they visited.

CARIBBEAN CRUISE ARRIVALS

Cruise ships are deployed in the Caribbean throughout the year, but the primary season is winter, when ships return from far-flung, but more profitable summer operations in Alaska, the Mediterranean and the Baltic Sea in Europe. The peak operating months in the Caribbean are November through March. During 2000, estimated cruise capacity (ships on scheduled itineraries at 100% occupancy) in the Caribbean was 4.8 million passengers. Carnival Corporation (Carnival, Holland American, Costa, etc.) is the largest operator, with 1.7 million pax in 2000. Royal Caribbean/Celebrity was the second largest, with 1.25 million pax in the Caribbean.

The cruise industry does not grow in a straight line, but increases in increments, then plateaus until the next round of new cruise ship construction. The year 2000 experienced a significant increase in cruise volume in the Caribbean: over a 20% jump in pax arrivals throughout the Caribbean, compared to 1999. Volume increases were more moderate in 2001, but the statistics for 2002 should show another substantial increase due to the repositioning of numerous vessels into the Caribbean in the summer of 2002 in response to the events of September 11, 2001. 2003 should show only a moderate increase, if any, over 2002.

The growth of pax volume is driven not only by additional ship calls to the destinations, but also by the inexorable increase in the size of the vessels. For example, Royal Caribbean now has three Voyager-class vessels operating year round in the Caribbean. These each carry an average of 3,500 passengers on seven-day cruises; each ship replaced a 2,200 passenger ship on these popular itineraries. The substitution of just these three ships since 1999 added over 200,000 annual pax volume in the Caribbean, even though ship calls did not necessarily increase. Every cruise line is gradually increasing the size of its ships.

PASSENGER VISITS AND SPENDING PATTERNS

The following chart outlines the number of pax and crew disembarking in each participating port during the first quarter, 2000, together with estimated per person and aggregate spending in each port during the quarter.

Highlights of Passenger and Crew Activity:

In 2000, St. Thomas (USVI) was the number one port in the Caribbean, with 541,000 pax visits in the first quarter alone.

Summary of 3 months activity; 1st Quarter, 2000

Transit Port	PAX	Crew	Crew % Ashore	Avg. Pax Spending	Avg. Crew Spending	Aggregate IQ Spending
Antigua	118,000	53,000	78%	\$ 86.81	\$ 50.70	\$ 12,293,000
Aruba	183,000	75,000	89%	82.02	85.50	20,692,000
Bahamas	498,000	188,000	30%	77.90	32.70	40,593,000
Barbados	129,000	49,000	90%	81.12	33.10	11,885,000
Cayman	325,000	127,000	80%	79.42	41.50	30,036,000
Cozumel	365,000	137,000	95%	131.40	66.90	56,694,000
Jamaica	242,000	84,000	97%	73.15	53.90	22,379,000
San Juan	198,000	77,000	94%	53.84	99.70	17,797,000
St. Kitts	19,000	7,000	74%	56.22	20.80	1,174,000
USVI	541,000	211,000	97%	173.24	108.40	115,824,000
Total	2,618,000	1,008,000		n/a	n/a	\$ 329,367,000
Average	301,000	101,000		\$ 103.83	\$ 72.06	\$ 32,937,000

St. Thomas has traditionally been the world's most famous cruise destination, and is reached on many different itineraries, including the most popular 7-day itineraries from Miami and Fort Lauderdale, 7, 5, 4, and 3 day itineraries from San Juan, and longer itineraries from varying homeports.

Nassau, Bahamas was a close second, and may have caught up to St. Thomas by 2002, due to its accessibility to the three primary US mainland homeports on 3,4, and 7 day cruises from Miami, Ft. Lauderdale and Port Canaveral.

Cozumel has been the fastest growing cruise destination over the past ten years. It is estimated that in 2002 Cozumel will surpass St. Thomas to become the number one port in the world, since Royal Caribbean and Carnival cruise lines have redeployed several ships to "drive-in" homeports around the Gulf of Mexico in response to 9/11. Most of these ships are calling at Cozumel.

COMPARISON OF SPENDING PATTERNS AT KEY PORTS

Transit Port	Average Spending/Pax; 1st Quarter, 2000			
Transit Port	Tours & Taxis	Eating/Entertainment	Watches/Jewelry	Other Shopping
Antigua	\$ 21.88	\$ 4.23	\$ 33.52	\$ 27.18
Aruba	15.21	5.91	30.62	30.28
Bahamas	12.53	10.22	22.19	32.95
Barbados	28.36	4.24	15.81	32.71
Cayman	24.32	5.48	20.98	28.65
Cozumel	29.12	19.78	47.48	35.02
Jamaica	23.43	2.96	24.82	23.55
San Juan	10.19	8.17	9.18	26.31
St. Kitts	21.99	5.39	4.43	24.42
USVI	18.08	5.32	87.63	62.21
Average	\$ 20.51	\$ 7.17	\$ 29.67	\$ 32.33

The USVI still holds the title for the highest per pax spending, largely because it's classic image in the perception of the typical cruise passenger is the traditional "duty free" shopping experience of St. Thomas. Clearly it still sells the most watches and jewelry per pax. However, St. Thomas sales have been declining; a similar study conducted in 1996 indicated an



average of over \$200 spending per pax in St. Thomas, which declined to a \$173 average per passenger in 2000.

This downward trend reflects several trends:

- “Duty Free” no longer conveys the same perceived value that it once did, especially since the variety of “value” and “outlet” shopping opportunities available in the U.S. mainland increase annually;
- Other islands have been improving the quality and variety of their shopping experience; and
- St. Thomas has not created any new venues or innovative retail experiences in many years.

The surprising port is Cozumel, which has jumped up to \$131 average spending per person. It is possible in the next survey that Cozumel could surpass St. Thomas, given each destinations’ spending trends. Cozumel enjoys the highest spending on tours and transportation, as well as eating and drinking. Many passengers take an expensive boat & bus trip to the Mayan ruins on the mainland, and follow it up with Margaritas at Carlos and Charlie’s. In general, a higher percentage of passengers take tours in Cozumel.

In comparison, San Juan shows a surprisingly low pax spend average, in fact a significant decline from earlier years. In part, this reflects the itinerary patterns, whereby the ships leave Miami on Saturday or Sunday evening, steam full-speed to San Juan and arrive on Monday or Tuesday afternoon and stay late into the evening. In addition, most merchants in San Juan close their doors at 6 PM, the famous El Morro fort closes at 4 PM, and there are very limited evening activities in Old San Juan, thus literally offering pax a lesser selection of activities and goods on which to spend their money, as compared to other destinations. San Juan will have to address these circumstances in a creative manner if they wish to recapture a greater share of pax and crew spending.

In general, most of the ports are close to the average on miscellaneous shopping and entertainment. The larger deviations are in high end shopping and tours.

CREW SPENDING

A significant number of crew disembark in most ports, with a few exceptions. Few crew disembark in the Bahamas because most of the crew are visiting Nassau twice a week for six months and they truly have “been there and done that”. Cayman requires a tender ride, with paying pax getting preference, so it is difficult for all of the crew to disembark. Apparently, Antigua and St. Kitts hold limited attractions for the crew, and perhaps those islands should consider creating amenities to entice a higher volume of crew visits.

Other shopping includes clothing, handicrafts, artworks, sundries, etc. Entertainment includes gambling, if offered.

Average Spending/Disembarking Crew; 1st Quarter, 2000				
<i>Transit Port</i>	<i>Tours & Taxis</i>	<i>Eating/Entertainment</i>	<i>Watches/Jewelry</i>	<i>Other Shopping</i>
Antigua	\$ 6.00	\$ 25.00	\$ 3.70	\$ 16.00
Aruba	5.20	51.00	2.60	26.70
Bahamas	3.40	12.00	7.40	9.90
Barbados	5.90	12.20	5.10	9.90
Cayman	4.40	13.50	11.00	12.60
Cozumel	10.60	30.70	3.20	22.40
Jamaica	3.70	6.40	40.70	3.10
San Juan	7.40	32.70	4.40	55.20
St. Kitts	2.20	5.30	0.00	13.30
USVI	5.20	16.40	16.70	70.10
Average	\$ 5.40	\$ 20.52	\$ 9.48	\$ 23.86

Crew spending patterns vary somewhat from pax. Crew shopping is highest in San Juan and St. Thomas, largely because these ports have large scale U.S. style discount stores, such as Kmart, Wal-Mart, and Walgreen’s Drugstore, where crew purchase their sundries and daily necessities, as well as radios and electronics to send home to their families.

Ship’s crew generally spend much more than passengers on dining, drinking and entertainment in every port, because crew have limitations on drinking on-board and cannot gamble on-board. Aruba, Antigua and San Juan offer dock-side gambling casinos that extend a welcome to crew members, as reflected in the entertainment spending figures.

HOMEPORT SPENDING

Average Homeport Passenger Spending; 1st Quarter, 2000			
<i>Pax Arriving Day of Cruise</i>			
<i>Home Port</i>	<i>Spending/1Q Pax</i>	<i># of 1Q Pax</i>	<i>Total 1Q Spending</i>
Port Everglades	\$ 12.34	199,000	\$ 2,500,000
Port of Miami	17.07	314,000	5,400,000
San Juan	11.16	147,000	1,600,000
Total	n/a	660,000	\$ 9,500,000
Average/pax	\$ 14.33	220,000	\$ 3,167,000

<i>Pax with Pre/Post Hotel Stays</i>				
<i>Home Port</i>	<i>Spending/1Q Pax</i>	<i># of 1Q Pax</i>	<i>Total 1Q Spending</i>	<i>Avg. Number of Nights</i>
Port Everglades	\$ 69.19	78,000	\$ 7,300,000	1.4
Port of Miami	74.00	184,000	16,400,000	1.2
San Juan	104.58	61,000	8,600,000	1.4
Total	n/a	323,000	\$ 32,300,000	n/a
Average/pax	\$ 78.91	108,000	\$ 10,767,000	1.3

DIRECT ECONOMIC IMPACT OF PASSENGER AND CREW EXPENDITURES

PWC developed a set of economic models to reflect the impact on the local economies under analysis. The Direct Economic Impact consists of the sales by local establishments to pax and crew, and the income and jobs created as a direct results of these revenues. The analysis reveals that expendi-



tures at the surveyed ports totaled \$410 million during the 1Q, 2000. The businesses that supplied these goods and services employed an estimated 25,700 employees and paid \$45.8 million in compensation during the 1Q, 2000. The estimated wages reflects the wage structure in each location.

INDIRECT ECONOMIC IMPACT OF EXPENDITURES

Purchases on the part of the local businesses serving cruise pax and crew, and on the part of the employees of these business, results in the generation of additional compensation and jobs, which in turn creates more economic activity in the location. These additional jobs are the indirect impact of the pax and crew expenditures. The income generated in each location from this multiplier process is as important as the direct impact. The initial direct impact of \$45.8 million is nearly matched by an additional \$39.6 million in indirect compensation and 23,200 jobs.

WOULD YOU RETURN TO THIS DESTINATION?

In addition to the inquires about spending patterns, the survey also asked a variety of questions about passengers feelings and perception of the destinations. For example, they were asked if they had ever visited the destination before; what did they like most and least in this day's experience; were they satisfied/dissatisfied with various aspects of their

Survey: Percentage of Passengers very likely or likely to return to the destination:

Port	On a Plane?	On a Cruise?
Antigua	49%	74%
Aruba	54%	70%
Bahamas	44%	59%
Barbados	53%	78%
Cayman	42%	64%
Cozumel	67%	80%
Jamaica	60%	66%
San Juan	48%	58%
St. Kitts	39%	65%
USVI	64%	90%

experience; did they think the destination had a "clean" ambiance; did they think the locals were friendly; would they recommend the destination to a friend?

The most relevant inquiry was "*How likely would you return to this destination on a cruise, or on a land-based vacation?*"

As indicated by the ratios in the above chart, the Cruise Lines are doing a good job of delivering an experience that a significant majority of the guests wish to repeat. The chal-

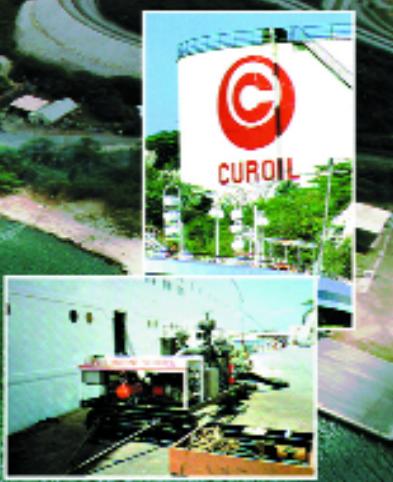
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lenge for the destinations is to try to create the same motivation for the guests to return.

We will revisit this topic with additional analysis of trends over time when the FCCA conducts another Economic Impact Survey in or around 2004.

John Tercek, as Vice President of Commercial Development for Royal Caribbean Cruises, Ltd., is responsible for overseeing infrastructure projects and ventures to support the company's strategic growth objectives, with a special emphasis on port and facilities development to support fleet growth and itinerary expansion.

Direct and Indirect Sales, Compensation and Employment; 1st Quarter 2000

Transit Port	Pax & Crew Spending	Direct Compensation	Direct Employment	Indirect Compensation	Indirect Employment	Aggregate Employment
Antigua	\$ 12,300,000	\$ 1,000,000	900	\$ 700,000	700	1,600
Aruba	20,700,000	2,100,000	2,700	1,300,000	1,700	4,400
Bahamas	40,600,000	3,400,000	3,400	2,300,000	2,300	5,700
Barbados	11,900,000	800,000	800	700,000	700	1,500
Cayman	30,000,000	2,100,000	3,700	1,700,000	2,700	6,400
Cozumel	56,700,000	5,600,000	5,700	7,100,000	7,300	13,000
Jamaica	22,400,000	1,400,000	1,600	1,200,000	1,400	3,000
San Juan	34,200,000	5,100,000	2,700	5,600,000	3,300	6,000
St. Kitts	1,200,000	100,000	100	100,000	100	200
USVI	115,800,000	8,200,000	1,700	5,200,000	1,000	2,700
Subtotal	\$ 345,800,000	\$ 29,800,000	23,300	\$ 25,900,000	21,200	44,500
Florida Homeports						
Port Everglades	\$ 23,400,000	\$ 5,400,000	800	\$ 4,600,000	700	1,500
Miami	41,300,000	10,600,000	1,600	9,100,000	1,300	2,900
Subtotal	\$ 64,700,000	\$ 16,000,000	2,400	\$ 13,700,000	2,000	4,400
Total	\$ 410,500,000	\$ 45,800,000	25,700	\$ 39,600,000	23,200	48,900

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THE NATURE ISLAND OF THE CARIBBEAN

*Number One Destination
for a Number of Reasons*

The advertisement features a large waterfall in the background. In the top left corner is a red heliconia flower. In the top right corner is a green parrot. In the bottom left corner is a group of four smiling children. In the bottom right corner is a coral reef scene. A cruise ship is visible in the distance at the bottom left.

For further information contact:

Dominica Port Authority, P.O. Box 243, Roseau , Comm. Of Dominica
 Tel.: (767) 448-4431/2 • Fax: (767)448-6131 • Email: domport@cwdom.dm

FCCA Member Lines Promote Environmental Awareness in St. Maarten

On February 6, 2002 approximately 125 volunteers from Disney Cruise Lines' *Disney Magic*, Royal Caribbean International's *Radiance of the Seas*, St. Maarten Tourism Department, St. Maarten National Heritage Foundation and St. Maarten Pride Foundation teamed-up to raise environmental awareness at the **2002 FCCA Environmental Project - St. Maarten.**

Volunteers from each organization gathered at Mullet Bay Beach and were disbursed into two groups, starting from oppo-

site ends of the beach; meeting in the middle; spending more than two hours combing the beach for trash and debris. The Disney crew "Volunt-EARS", as they referred to each other, and the volunteers



from Royal Caribbean, noted that the majority of the garbage were bottle caps, straws, soda cans and cigarette butts.

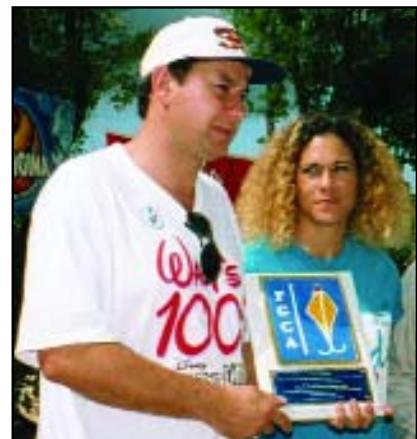
Rommel Charles, Managing Director, St. Maarten Ports Authority, delivered a brief speech in recognition of this project; "On behalf of the island of St. Maarten, we would like to say how pleased we are to be associated with this environmental beautification project. It's projects such as these that play a significant role in stimulating the attention of our local people and getting them interested in the cruise industry. We look forward to collaborating with the FCCA and the Member Cruise Lines on other projects such as this in the future."

Russell Daya, Environmental Officer, *Disney Magic* - Disney Cruise Line, organized the volunteers from Disney and expressed his views on the project. "We at Disney Cruise Line value the environment greatly, as being part of the Walt Disney Company. The beautiful island of St. Maarten plays host to our guests from the *Disney Magic* every week and asking our crew members to volunteer for the beautification project is one way of giving back to the community."

At the conclusion of the environmental beach cleanup, volun-

teers were treated to a barbecue lunch, followed by a volleyball tournament. The days' refreshments and activities were sponsored by B&C Beverages Distribution N.V., SXM Tender Services, Philipsburg Liquor Store, Caribbean Liquors and Tobacco, Caribbean Pure, Barefoot Terrance, Budweiser, Heineken (Food Center), Prime Distributors, St. Marten Ports Author-ity and SXM Red Cross.

The FCCA Environmental Beautification Project is staged throughout the Caribbean Region each year to enable the Member Lines of the FCCA to promote the importance of environmental awareness and to reinforce the partnership between the cruise industry and the destinations



Russell Daya Environmental Officer,
Disney Magic - Disney Cruise Line,
thanks St. Maarten for their
ongoing partnership.



Mr. Rommel Charles (second from right), Managing Director - St. Maarten Ports Authority, accepts a plaque of appreciation from the FCCA Member Lines.

they visit. Other FCCA Environmental Beautification Projects this year are scheduled for: Barbados, Curacao and the Cayman Islands. ¶

SEATRADE 2002

WORLD CRUISE TOURISM SUMMIT

For the fifth consecutive year the World Cruise Tourism Summit, organized in association with the **Florida-Caribbean Cruise Association**, the International Council of Cruise Lines and the Seatrade Organization, kicked-off the Seatrade Cruise Shipping Convention in Miami. This year's summit attracted over a thousand attendees who turned out to hear senior cruise executives and top industry experts discuss a wide range of issues relating to the state of the industry.

Six round-table sessions, representing a sundry of subjects were featured. The FCCA moderated "Keeping Up With The Mega Ships" and "Converting Cruise Passengers to Land-Based Vacationers". The remaining sessions, "Insurance and Liability Issues for Passenger Shipping", "The Role of I.T. in the Marketing of The Cruise Product", "Maritime and Port Security - A Changed Perspective" and "World Cruise Port Association Round Table" were moderated by the ICCL and the Seatrade Organization.[†]



Make the Port of Gulfport...

- ◆ Right now, Port can accommodate up to a 3,000-passenger vessel with existing infrastructure.
- ◆ Will "build to suit" state-of-the-art cruise terminal facilities, eventually dual-berth.
- ◆ Ideally situated directly on the Gulf of Mexico (no long river transit).
- ◆ Variety of attractive land/sea packages available, including casinos, Mississippi Gulf Coast's own attractions and nearby New Orleans.
- ◆ Proximity to Midwest/Midsouth population base.
- ◆ Extensive landside accommodations inventory (18,000 rooms).
- ◆ Recent \$20 million airport expansion.



MISSISSIPPI

State Port Authority at Gulfport

FACES IN THE INDUSTRY

Desmond Richard Thompson - Junior Bar Steward, Princess Cruises



Jamaica

Born Desmond Richard Thompson, on the 22nd of December 1972 in St Mary, Jamaica. He started school at the tender age of three (3) years old. As a child in school Desmond enjoyed the company of his friends and during his time off he frequented the beach and loved to spend time with the rest of his family. Desmond is the only son and he has two sisters from his mother's present marriage. He is very proud of the Christian values that his parents instilled in him as a child.

Straight after Desmond finished his school career he began working, first as a busboy in a local restaurant, he was then promoted to the position of waiter. He has worked as a waiter for 12 years, both in Jamaica and in Michigan, USA. Desmond began his career with Princess Cruises in 2000, as a Junior Bar Steward. He has been working for the company now almost two years and enjoys it immensely. He recently won the '**Employee of the Month**' award for the month of March onboard the *Golden Princess*.

Desmond got married to Charmaine at the age of 21, and together they have three lovely daughters. The eldest, Desann will be 16 in November, Desanna is 8 and Feona is 5. During his time at home Desmond enjoys spending his time with the girls and his wife, taking trips to the beach and playing games. +

Welcome to Costa Rica

Limón

Port Limón is the best part of the attractive tropical destination of Costa Rica, because of its tropical rain forest and beautiful beaches.

Port Limón and the Caribbean Coast of Costa Rica offers a wide range of services and mixtures of attractions among its natural beauty. Examples of its unique culture reflects in the language, food, and the dance of this area.

JAPDEVA

Limón Port Authority

Phone: (506) 798-3417
Fax: (506) 795-0728
www.japdeva.go.cr

Ship Profiles

Constellation



Inaugural Cruise: May 4, 2002

Shipyard: Chantiers de l'Atlantique

Shipyard Location: St. Nazaire, France

Country of Registry: Liberia

Cruising Speed: 24 knots

Nationality of Crew: International

Size & Capacities

Tons: 90,228 GRT

Length: 964.6 feet

Maximum Draft: 26.3

Passengers: 2,038

Crew: 999

Accommodations

Suites: 52

Balcony Cabins: 582

Inside Cabins: 195

Total Cabins: 1,062

Facilities

Passenger Decks: 11

Swimming Pools: 3

Whirlpools: 4

Public Rooms

Dining Room Capacity: 1,198

Theatre Capacity: 870

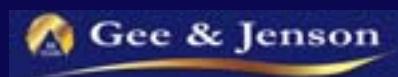
Deployment

Mediterranean, Scandinavia
and Russia



Cruise Port Development Services

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Around The Caribbean



President of the Republic of Panama, **Mireya Moscoso** presents Princess' 2001 cruise passenger incentive check to **Stephen A. Nielsen**.



President **Mireya Moscoso** accepts a gift from the FCCA Operations Committee representatives.



FCCA delegation (front row) meet with the **Hon. Charles A. Savarin** (top row, center), Minister of Tourism - Dominica, and other private/public sector partners.



Mr. Milton Segarra (center), Executive Director - Puerto Rico Tourism Company and **Mr. Jose Baquero** (3rd from right), Executive Director - Puerto Rico Ports Authority, meet with FCCA representatives.



FCCA delegation meets with the **Hon. Tommy Turnquest** (center), Minister of Tourism and the **Hon. Cornelius A. Smith** (fourth from left), Minister of Transport, Aviation and Government - The Bahamas.



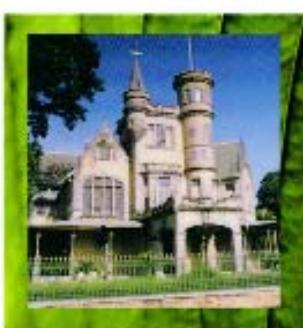
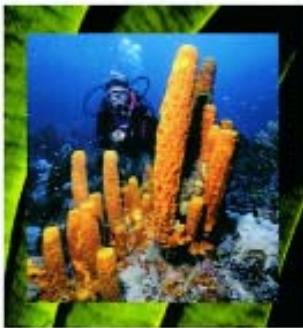
Dr. Charles W. Turnbull (center), Governor - U.S.V.I., accepts FCCA Foundation Scholarship Grant.



Stein Kruse (second from left), Holland America Line, presents FCCA Foundation donation check to the Port Everglades Seafarer's House.

D I S C O V E R

TRINIDAD AND TOBAGO



DISCOVER A PLACE LIKE NO OTHER...

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

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

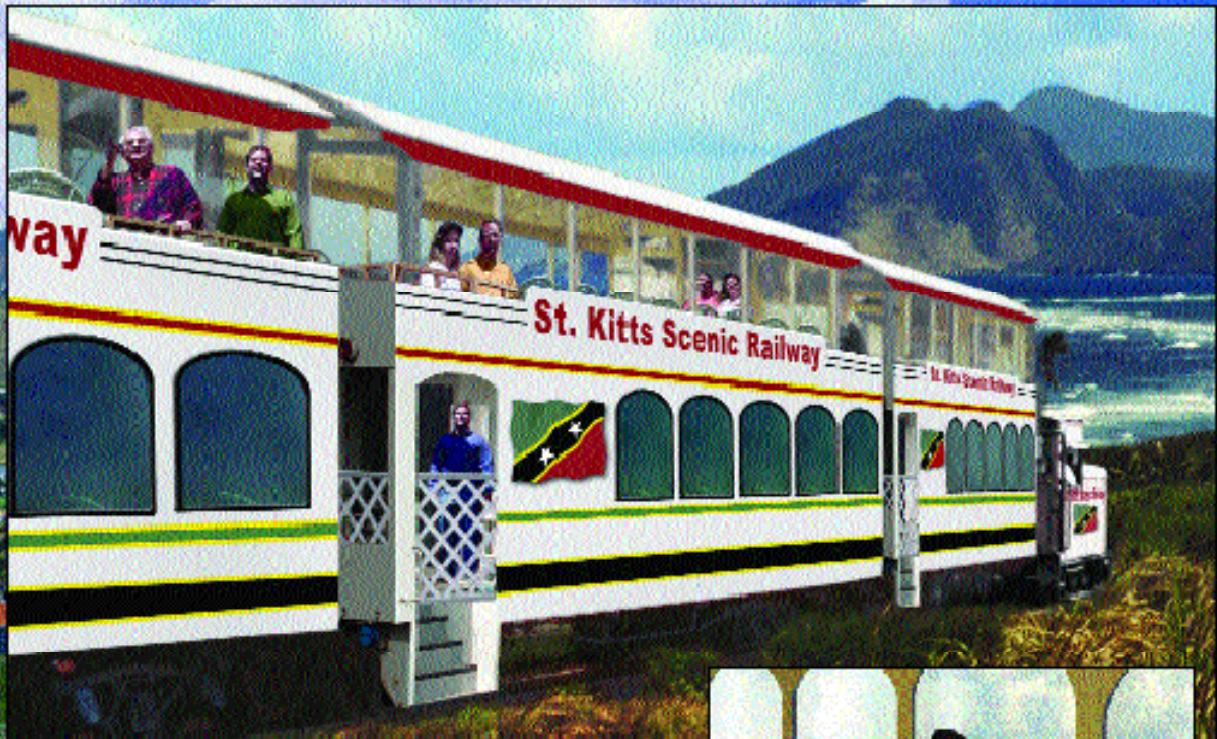


Trinidad & Tobago

OPENING OCTOBER 2002

The St. Kitts Scenic Railway

The most luxurious and entertaining shore excursion in the Caribbean!



- **New, Double Deck, Air Conditioned Railcars –** Luxurious railcars built specifically for touring the entire island of St. Kitts.
- **Glorious Views –** All guests have a seat on two levels: The upper level features a spacious, open-air observation deck. The lower level provides air-conditioned comfort with expansive, vaulted windows. This one-of-a-kind luxury train runs on narrow gauge, sugar cane train tracks, well situated for spectacular ocean and mountain vistas and quiet observation of quaint villages and centuries old estates.
- **Upscale Amenities –** The spacious island ambience features rattan furniture, service bar and restrooms. Guests will enjoy musical entertainment and a colorful narrative history of the entire Caribbean.
- **Up to 1,000 Seats Available Daily**

The St. Kitts Scenic Railway will soon become the Caribbean's
most sought after shore excursion! Get on board today.

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