

Barbados

11th Annual
FCCA Caribbean Cruise Conference & Trade Show
October 4th-6th



THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION



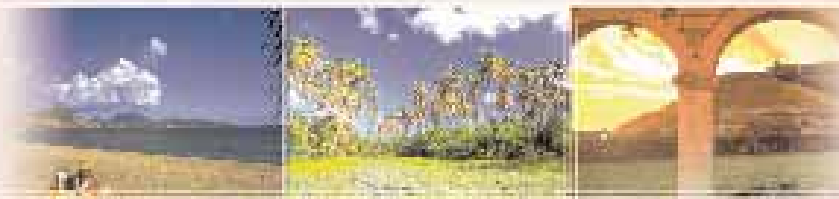


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Florida-Caribbean Cruise Association

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A collage of four photographs showing people engaged in recreational activities: a group of five people in wetsuits and life jackets wading in shallow water; a person hiking on a dirt path through a wooded area; a sailboat with a yellow and white sail on a body of water; and a group of people sitting on a log in a river or stream.

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The Member Lines of the Florida-Caribbean Cruise Association thank all our good friends and partners from throughout the greater Caribbean Region for your attendance at this Conference especially in light of recent events. We reiterate our sincere concern for those directly impacted by the Hurricanes this season and pledge our continued support. We would like to specifically acknowledge the Cayman Islands who begrudgingly relinquished hosting this event. We thank them for all their hard work and look forward to holding the FCCA Conference there in the near future.

As a "New Day" dawns, we welcome you to Barbados... the site of this 11th Annual FCCA Caribbean Cruise Conference & Trade Show and also the site of the 1st FCCA Conference. The inaugural event held in Barbados in 1994 has held a special place in our hearts, and is regarded by many as one of the very best FCCA Conferences ever. The Member Lines of the FCCA thank Barbados for 'stepping-up' by offering to host this event on such extremely short notice and for always doing such an exemplary job.

We encourage you all to 'step-up' and take full advantage of this opportunity (that was nearly taken away) by: working even harder to gain valuable information at the Workshops; establishing new relationships during the Business Card Exchange, One-on-One Meetings and Trade Show; fostering friendships and alliances during the numerous meal and social functions. The Member Lines of the FCCA are committed to ensure that each and every one of you leave this event with "something good."



MICHELE M. PAIGE
PRESIDENT, FLORIDA-CARIBBEAN CRUISE ASSOCIATION

Once again, we express our gratitude to the Government and People of Barbados for taking the helm this "Day" and meeting this enormous challenge with such great determination and resolve to ensure the success of this year's FCCA Conference.



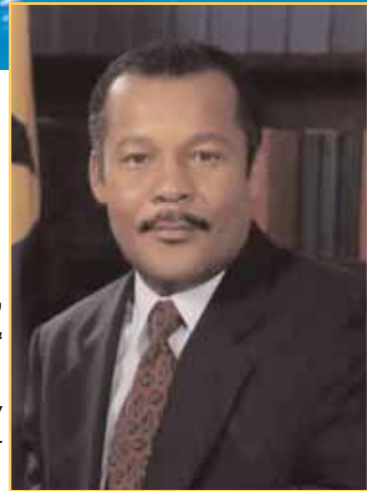
MICKY ARISON
CHAIRMAN & CEO, CARNIVAL CORPORATION & PLC / FCCA CHAIRMAN

Make the most of this "New Day"...
United We Stand!

MESSAGE FROM THE *Prime Minister*

Message for The 11th Annual FCCA Caribbean Cruise Conference and Trade Show

I would like to extend a heartfelt welcome to all of you to Barbados and to express my pleasure at the fact that we have again been given the privilege to host the FCCA's Conference and Trade Show, having hosted the inaugural Event in 1994. I am indeed happy that we have been able to respond at such short notice given that the Cayman Islands were severely impacted by Hurricane Ivan. I would like to take this opportunity to wish them a speedy recovery in their rebuilding and hope that they can look forward to being hosts in the very near future.



Barbados is very proud to be partnered with the FCCA whose work in the Caribbean is indeed commendable. They have joined together with Caribbean governments in helping to grow this very important segment of the tourism industry, which plays a major role in most of our economies.

We invite you to take this opportunity to experience Barbados, which is 'Just Beyond your Imagination', including the warm hospitality of our people and our varied attractions. It is natural that the cruise sector is a significant component of Barbados' tourism industry given the fact that as an island destination, our natural resources, particularly sun, sand and sea, are this sector's main attractions. Despite your busy schedule, you should take the time to enjoy the product which, through your combined efforts, had been enjoyed by over 600,000 cruise passengers during 2003.

I hope that over the next few days, the issues which will be discussed will lead to further growth in this already booming industry and will provide a framework to deal with the challenges which lie ahead.

The Prime Minister of Barbados, Owen S. Aurthur.

MESSAGE FROM THE

Minister of Tourism



Message for The 11th Annual FCCA Caribbean Cruise Conference & Trade Show.

It is with great pleasure that I extend greetings to you on the occasion of the 11th Annual FCCA Caribbean Cruise Conference and Trade Show. Barbados readily accepted the challenge to host this premier event of the cruise industry after the Cayman Islands suffered much dislocation from the passage of Hurricane Ivan. Our thoughts and prayers are with the people of the Cayman Islands at this time.

Cruise tourism makes a significant contribution to the region and is the mainstay of many of our Caribbean countries. Barbados is enjoying its best cruise season ever, topping the 600,000 cruise passenger mark in 2003, and it is projected that by the end of 2004, we would have welcomed 835,000 cruise passengers to our shores. In January of this year cruise tourism in Barbados was enhanced by the arrival of the largest liner ever built, the Queen Mary II, on her inaugural trans-Atlantic voyage. Barbados is also included on the regular itinerary of the Queen Mary II. The success of our cruise industry is a major achievement made possible by all of our players in the industry, and of course by the significant work of the FCCA in the Caribbean.

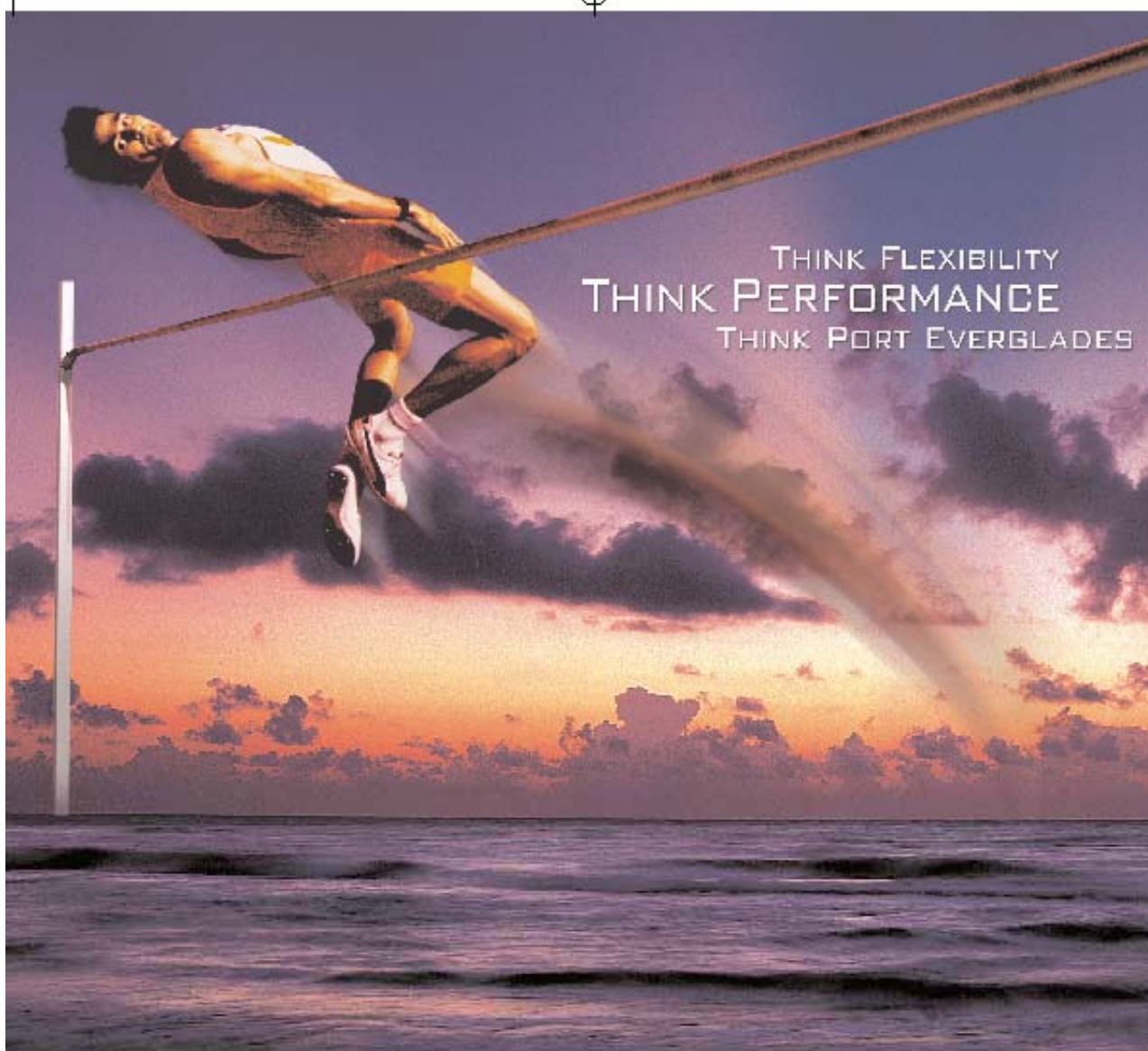
Barbados has developed a homeporting model comprising a significant 'cruise and stay' component, as an expanded strategy to encourage cruise passengers to spend time in Barbados before or after a cruise. This package enhances the link between cruise and land-based tourism. Through this homeporting programme, 125,000 cruise passengers passed through the Barbados Port this winter season.

As much as has been achieved in the region to date, there are still further prospects for the growth of the cruise industry. We in the region need to examine ways of generating increased economic activity from the cruise sector, and in strengthening the ties between cruise and land-based tourism. This could come through the linkages to the tourism sector including the agriculture, manufacturing and cultural sectors.

The region will continue to pursue the goal of ownership in the cruise industry in order to realise even greater benefits from this sector. This will of course call for major investment in the industry which can be made easier with improved partnership between the public and private sectors.

I wish to extend a warm welcome to all Conference delegates from the people of Barbados and am confident that we will have a productive and rewarding few days together. I also hope that your stay is a memorable one, encouraging you to return to our island for a holiday, to enjoy the beauty that is Barbados.

Minister of Tourism & International Transport in Barbados, the Hon. Noel Lynch.



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*The FCCA Member Lines thank the
Tourism Leaders of the Caribbean for
showing their support of the
Cruise Industry through their attendance
at this Conference.*

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Minister of State
Antigua & Barbuda Ministry of Tourism

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Hon. Edison Briesen
Minister of Tourism and Transport
Aruba Ministry of Tourism

B.V.I.

Hon. D. Orlando Smith
Chief Minister & Minister of Tourism
Government of the British Virgin Islands

Bahamas

Hon. Obie H. Wilchcombe
Minister of Tourism
Bahamas Ministry of Tourism

Barbados

Hon. Noel Lynch
Minister of Tourism & International Transport
Ministry of Tourism & International Transport

Barbados

Senator Rudy Grant
Permanent Secretary
Ministry of Tourism & International Transport

Cayman Islands

Hon. McKeeva Bush,
Leader of Government Business, Minister of
Tourism, Environment, Development & Commerce
Cayman Islands Government

Cayman Islands

H.E. The Governor
Bruce Dinwiddy, CMG
Governor Cayman Islands Government

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Hon. Rodrigo Castro Fonseca
Minister of Tourism
Costa Rica Tourist Board

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Hon. Ivar Asjes
Minister of Economic Affairs & Tourism
Curacao Ministry of Tourism

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Minister of Tourism, Industry & Enterprise
Development
Ministry of Tourism, Dominica

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Gender and Family Affairs
Ministry of Tourism, Grenada

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Guy-Claude Germain
Director of External Affairs
Guadeloupe Tourist Office

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Hon. Alejandro Sinibaldi
Minister of Tourism
Ministry of Tourism

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Hon. Aloun Ndombet -Assamba
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Claude Cayol
Vice President,
Martinique Tourism Authority
Martinique Tourism Authority

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Hon. G.A. Dwyer Astaphan
Minister of Tourism, Commerce
& Consumer Affairs
St. Kitts & Nevis Ministry of Tourism

St. Lucia

Hon. Phillip Pierre
Minister of Commerce, Tourism, Investment &
Consumer Affairs
Ministry of Tourism

St. Maarten

Hon. Theo Heyliger
Commissioner of Tourism, Economic Affairs, Harbor
& Government Information Services
Island Government of St. Maarten

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Carnival Cruise Lines

Roger Blum, Vice President, Cruise Programming
Robert Blythman, Manager, Tour Operations
Gordon Buck, Director Port Operations
Mico Cascais, Director, Tour Operations
Brendan Corrigan, Sr. Vice President, Cruise Operations
Andrea Barquez, Manager, Shore Excursion Staff and Group Programs
Joe Lavi, Vice President, Purchasing
Capt. Gardiner Nealon, Port Logistics Manager
Leon Sutcliffe, Manager, Cruise Operations
Terry Thornton, Vice President, Market Planning
Capt. Domenico Tringale, Senior Port Captain
Renee Wallace-Dean, Manager, Camp Carnival

Celebrity Cruises

Susana Romero, Project Celebrity Xpeditions

Costa Cruise Lines

Andrea Colaci, Manager of Shoreside Activities
Hans Hesselberg, Vice President, Hotel Operations

Cunard Line

Rolf Henschel, Director, Procurement & Logistics

Disney Cruise Line

Gail Brown, Government & Community Relations Manager
Russell Daya, Manager, Marine Operations, Safety & Regulatory Training
Larry Stauffer, Manager, Shore Excursions & Island Recreation

Holland America Line

Mike Bush, Senior Manager, Port Operations
John Cook, Manager, Shore Excursions
Ellen Lynch, Director, Shore Excursions
Matthew Sams, Vice President, Caribbean Relations
Wilkin Mes, Manager, Deployment & Itinerary Planning

MSC Cruises (USA) Inc.

Robert Keesler, Vice President, Hotel & Marine Operations
Richard Sasso, President & CEO

Norwegian Cruise Line

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Eric Benedict, Manager, Destination Services
Alvin Dennis, Vice President, Purchasing & Logistics
Bill Hamlin, Executive Vice President, Fleet Operations
Armando Martinez, Director, Onboard Revenue
Shannon McKee, Director, Land Services
Colin Murphy, Vice President, Land & Air Services
Patrick Powers, Product Development Manager
Steve Riester, Vice President, Planning & Analysis
Lania Rittenhouse, Vice President, Hotel Operations
John Sumanth, Manager, Market Planning & Research

P&O Cruises

Joanna Boxall, Shore Excursions Executive
Philip Naylor, General Manager, Fleet Operations

Princess Cruises

Dean Brown, Executive VP, Fleet Operations/CEO, Princess Tours
Graham Davis, Manager, Caribbean & Atlantic Shore Operations
Mark Gaoutte, Director of Security
Stephen Nielsen, VP, Caribbean & Atlantic Shore Operations
Rob Uhrig, Senior Analyst Market Planning

Radisson Seven Seas Cruises

Sylviane de Tracy, Manager, Shore Excursions
Mike Pawlus, Vice President, Product Planning & Revenue Management
Carl Robie, Director of Purchasing
Alex Sharpe, Director, Product Planning & Revenue Management

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Howard Newhoff, Manager, Security
Michael Ronan, Regional Vice President, Government & Community Relations
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Royal Caribbean Int'l

Beth Painter, Manager, Finance & Administration - Explorations!
Althea Palmer, Manager, Business Systems - Explorations!
Patrick Schneider, Executive, Shore Excursions
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It feels good

SESSION ONE

Tuesday, October 5th
2:00 pm - 3:30 pm

Marketing

Converting Cruisers to Land-Based Vacationers

This session will review important marketing initiatives that will assist destinations in converting cruisers to return visitors. Several destinations will discuss actual programs that are now in place and provide valuable insight into the measurable results. Destinations participating in a Cruise Conversion "Come Back" Program will give an overview of their current program.

Moderator: Terry Thornton, VP, Market Planning, [Carnival Cruise Lines](#).
Panelist: Berthia Parle, 2004 Chairman, Caribbean Hotel Association.
Pamela Richards, Commissioner of Tourism, U.S.V.I. Department of Tourism.
Jennifer Nugent-Hill, Associate VP, Government/Public Affairs, Tropical Shipping.
The Hon. Brenda Hood, Minister of Tourism, Civil Aviation, Culture & the Performing Arts, Grenada.
Hon. Obie H. Wilchcombe, MP, Minister of Tourism, Bahamas Ministry of Tourism & CTO Chairman.
Sue Springer, Executive Vice President, Barbados Hotel Association .

Shore Excursions/ Operations

Breaking into the Industry / Guidelines for New Tour Operators

The focus on this session is geared toward new tour operators or companies that aspire to do business with the cruise lines. Representatives from the Member Lines will outline their criteria and discuss guidelines as well as answer any questions or concerns from the audience.

Moderator: Mico Cascais, Director, Tour Operations, [Carnival Cruise Lines](#).
Panelists: Patrick Schneider, Executive, Shore Excursions, [Royal Caribbean International & Celebrity Cruises](#).
Graham Davis, Manager, Caribbean & Atlantic Shore Operations, [Princess Cruises](#).
Shannon McKee, Director, Land Services, [Norwegian Cruise Line](#).
Bill Roversi, Vice President, Royal Marine Insurance Group.

Panelists in bold are FCCA Platinum Associate Members.

SESSION TWO

Tuesday, October 5th
4:00 pm - 5:30 pm

Marketing

Cooperative Sales and Marketing – Cruise Lines and Destinations

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

- Moderator:** Terry Thornton, VP, Market Planning, [Carnival Cruise Lines](#).
Panelists: Andy Stuart, Senior VP, Marketing & Sales, [Norwegian Cruise Line](#).
Berthia Parle, 2004 Chairman, Caribbean Hotel Association.
Vincent Vanderpool-Wallace, Director General, Bahamas Ministry of Tourism CTO Representative.
Senator Rudy Grant, Parliamentary Secretary in the Ministry of Tourism and International Transport - Barbados.
Hon. Felix Jimenez, Minister of Tourism, Dominican Republic.

Shore Excursions/Operations

Premium/Specialty Tours

Meeting the demand for new and innovated tours for the veteran cruiser can be a challenge. This session will define the importance of including specialty tours that offer a variation from your average sightseeing tour, including eco, cultural, water sport activities and historical adventure tours. Discussion will touch on the subject of designing individualized tailor made tours where money is no object.

- Moderator:** Micheal Ronan, Regional Vice President, Government & Community Relations, [Royal Caribbean Cruises, Ltd.](#)
Panelists: Graham Davis, Manager, Caribbean & Atlantic Shore Operations, [Princess Cruises](#).
Ellen Lynch, Director, Shore Excursions, [Holland America Line](#).
Sylviane de Tracy, Manager, Shore Programs, [Radisson Seven Seas Cruises](#).
Marc Melville, co-Managing Director, *Chukka Adventure Tours*.

Panelists in bold are FCCA Platinum Associate Members.

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SESSION THREE

Wednesday, October 6th
2:00 pm - 3:30 pm

Marketing

Website and Electronic Distribution

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

Moderator: Terry Thornton, VP, Market Planning, [Carnival Cruise Lines](#).
Panelists: Richard E. Sasso, President and CEO, [MSC Cruises \(USA\) Inc.](#)
Arley Sobers, Director of Information Management & Research.
Sean Isill, Design Manager, Acute Vision, Barbados.

Shore Excursions/Operations

Ingredients of a Successful Tour

This session will outline criteria for assuring a successful tour. Topics to be discussed are:

- Expanding and marketing your tour program.
- What's in a name? Naming your tour is a key marketing strategy.
- Your guide is an essential element in the tour experience. Hiring and train exceptional tour guides is the key to a successful tour.
- Comfortable, well-maintained, air-conditioned buses/taxis for transportation is essential.
- Physically Challenged access should be available on means of transportation as well as venues.
- The condition of equipment used for water sports activities should be up to standards and inventory of equipment should meet the need for the number of guests on tour.
- Offer a variety of sizes in equipment, including proper sizing for children.
- Add "extras" in your tour program such as food, beverages, souvenirs, etc.

Moderator: John Cook, Manager, Shore Excursions, [Holland America Line](#).
Panelists: Mico Cascais, Director, Tour Operations, [Carnival Cruise Lines](#).
Patrick Schneider, Executive, Shore Excursions, [Royal Caribbean International & Celebrity Cruises](#).
Eric Benedict, Manager, Destination Services, [Norwegian Cruise Line](#).
Jill McCall, Regional Director of Marketing - Caribbean, Atlantis Adventures International.

Panelists in bold are FCCA Platinum Associate Members.

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~ America's Caribbean ~



United States Virgin Islands

St. Croix | St. John | St. Thomas

SESSION FOUR

Wednesday, October 6th
4:00 pm - 5:30 pm

Shore Excursions/Operations

Port Security

The status of ISPS compliance will be discussed in this workshop including the importance and ramifications for those destinations that are not compliant. We will touch on additional information on overall cruise ship and port security.

Moderator: Stan Deno , Director of Operations, International Council of Cruise Lines.
Panelists: Howard Newhoff , Manager, Security, [Royal Caribbean International](#).
Mark Gaoutte, Director of Security, [Princess Cruises](#).
John Rich, President, Intech.

Shore Excursions/Operations

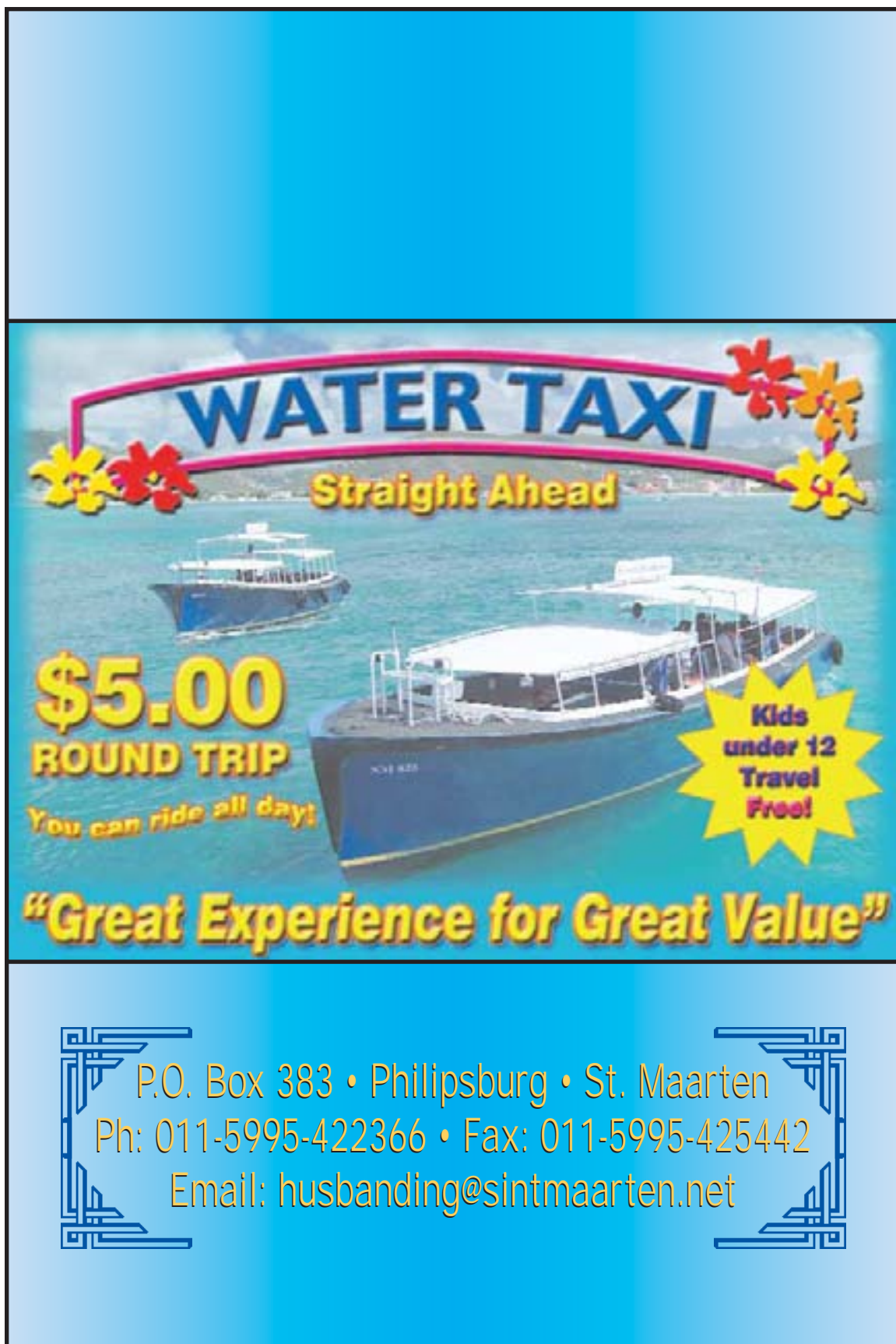
Catering to the Family Market

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

- Designing tours with families in mind, provide area of interest for adults and children.
- Provide proper equipment that is designed specifically for children, such as snorkel gear, life vests, etc.
- Implementation of child rates where applicable.

Moderator: Patrick Powers, Product Development Manager, [Norwegian Cruise Line](#).
Panelists: Larry Stauffer, Manager, Shore Excursions & Island Recreation, [Disney Cruise Line](#).
Rene Wallach-Dean, Manager, Camp Carnival, [Carnival Cruise Lines](#).
Matthew Sams, Vice President, Caribbean Relations, [Holland America Line](#).
Octavio Molina, Vice President of Operations, Operadora Aviomar, Cozumel, Mexico.

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Sint Maarten



Barbados: A Special, Spectacular Island

Visitors to Barbados are bewitched by the island, whether the spell is cast on their only day on the island or on the last day of their two-week visit. They are also bemused, not knowing whether they were captured by the powder puff clouds, the picture postcard beaches, seas and skies or whether it was the action – the never-ending opportunities for fun.



The diversity that is found in all spheres of Barbados is included in her scenery. The east and the west of the island are both beautiful but in entirely different ways, so much so that they could be aspects of two countries instead of one. Picture the west – placid and

calm, with the white beaches and coconut palms of picture postcards to complete the dream. The east, on the other hand, is more dramatic with huge boulders set down by God's right hand, windswept palms, brownish sand dunes, clay-streaked hills and a majestic Atlantic ocean.

The island's history also accounts not only for some of its charm, but also for its political stability and respect for the rule of law. The earliest inhabitants of the island were believed to have been the peaceful, farming Arawak Indians, who inhabited the island for 2000-3000 years, before being chased away by the warlike, cannibalistic Caribs. Relics of these Indians' sojourn in Barbados have been found, but the actual manner of their departure is clouded in mystery. By the time that the Portuguese arrived in 1536, they had vanished without trace. The Portuguese did not remain, but let loose a number of wild hogs on the island and gave it its name – "Los Barbados", the bearded ones, thought to have been called after the bearded fig trees once abundant on the isle.

When the English on the ship The Olive Blossom landed on Barbados in 1625, under the leadership

of Captain Powell, they found it uninhabited so they claimed it for King James of England, unaware that he was already dead. Eighty settlers and ten slaves arrived in Barbados February 17, 1627. The area in which they landed was originally Jamestown. It is now called Holetown, and a monument commemorates the landing. The settlement would develop rapidly into England's wealthiest colony. Until November 30, 1966, the island, unlike many others in the



Caribbean, never changed hands, but assimilated all that Britain had to teach in terms of politics, education and jurisprudence. In the centre of Bridgetown, the capital, stands Lord Nelson, a statue erected before its counterpart in England. Near him are the Public Buildings, which house the third oldest Parliament in the British Commonwealth.

Sightseeing in Barbados is a treat, whether above or below the earth or under the sea, and whether you are here one or many days. Bajan Helicopters offer aerial views of paradise; a visit to Harrison's Cave is an entry into the fantasyland below the earth; the miracle of underwater life is revealed by the Atlantis submarine. Harrison's Cave is by far the most popular attraction in Barbados. Stalactites and stalagmites, crystal-clear streams, pools and waterfalls, all heightened by subdued lighting, come together to create an experience that is almost religious for the pilgrims, who travel in by trams.

Many of the local sights have a strong European flavour. Nicholas Abbey, for example, is a choice attraction. Not only is it a plantation great house with a colourful history of eccentric owners and unfortunate slaves, not only is it one of only three examples of Jacobean architecture remaining in the Western Hemisphere, not only does it have a priceless little film of Barbados in the 30s; but it

also is on the path to what is arguably the most breathtaking view in Barbados – the view from Cherry Tree Hill. Other plantation houses like Sunbury and Francia have their own exquisite charm. The intriguing ruin of Farley Hill is also not to be missed. With grandeur worth being caught on camera in the fifties' movie "Island in the Sun", it was destroyed by fire not long afterwards, and was taken over by the Barbados Government as a recreational park. There is a view from the woody Farley Hill which rivals that of Cherry Tree Hill. To every list of local grand houses must be added Sam Lord's Castle, a genuine pirate's castle.



The military history of Barbados has also left behind certain remnants: like the Barbados Museum which used to be a British military prison, not a small but very interesting collection tracing Barbados from its earliest days to the present; and



the Gun Hill Signal Station, marvellously preserved by the Barbados National Trust, with its well-tended garden, its relics, its panoramic view of the entire southern half of the island and, last but perhaps best, the magnificent coral stone lion carved by recuperating soldiers to represent the might of the British Empire, one of the most identifiable landmarks of Barbados. The Garrison Area is also rich in relics of the nation's military past.

Gardens of tropical beauty. Think of Andromeda Botanic Gardens, Flower Forest and Orchid World. They are as gorgeous as they sound, abundant in exotic blooms.

Heritage and eco-tourism are in vogue the world over and Barbados is no exception. One of the newest attractions of that kind is the Arbib Nature and Heritage Trail, with guides that explore the environs of Speightstown, Barbados' second city. Another enjoyable excursion is the Hike Barbados, which offers free exercise and knowledge as hikers undertake different trails weekly. The Barbados Wildlife Reserve and the Grenade Hall Signal Station and Rain Forest Trail are an attrac-

tion worth visiting. The thrill of seeing a green monkey in its natural habitat is enough reason, but there are other exotic birds and animals to make it a value-added experience.

But sightseeing is not all that Barbados offers. Special entertainment throughout the year is provided by seven magnificent festivals, chief of which is Crop Over in July-August. There is also a vibrant, comprehensive sports programme on the island. It's action non-stop! Cricket reigns supreme in this country, and visitors should not miss the opportunity to catch this unique game played at the highest level between the West Indies and a visiting team, usually in the early part of the year.

We have not yet looked at the sea activities. Barbados has excellent conditions for surfing and windsurfing, and some of the best in the world participate in the competitions held here every year as part of the international amateur and professional circuit. In addition to these events, individuals can derive their own pleasure from the water through swimming, skiing, diving and sailing.



We have saved the best for last. Cruise passengers are so captivated by Barbados that they often wish that they could stay in Barbados, where we can guarantee the perfect accommodation, because we have the widest choice imaginable, from cozy guesthouses, to convenient apartments, to action-packed all-inclusives to the most luxurious hotels and sophisticated villas. And dining? Barbados offers a wide array of restaurants and a wide choice of both local and international dishes, all prepared with special Caribbean flair. If your attitude is "When in Barbados, eat as the Bajans do", then you will be looking to sample such dishes as cou cou and flying fish, pumpkin fritters, okra, pepperpot, pudding and souse, black peas and rice. International cuisine in Barbados includes French, Italian, Chinese, Japanese, Indian, Polynesian, Greek and Mexican. In the restaurants, the diner's view is usually of a splendid tropical garden or of the ever fascinating, ever romantic ocean. The setting is one of the major highlights of the Barbados dining experience.

Choice is the by-word in this special country. There is excellent shopping right within the

Bridgetown Cruise Terminal within the Bridgetown Port, but you would also wish to check out Broad Street. In either location you can shop for premium brands in electronic goods, clothing, glass and crystal ornaments, china, cameras, perfumes and liquor. Pottery, basketry, paper, paintings, wirework, shellwork...all these can be found in Pelican Village, within easy walking distance of the Port, where "made in Barbados" is guaranteed.

As you explore the island, you will meet the Barbadian people, or as they are colloquially called, the Bajans. Barbados boasts one of the highest literacy rates in the world; its people are well educated and cultured, yet they still possess an enviable simplicity and a genuine good-naturedness which make them the island's greatest asset. They will be glad to share with you the perfect fusion of old and new which is Barbados.

*KIM THORPE
COMMUNICATIONS SPECIALIST
BARBADOS TOURISM AUTHORITY*

SEQUENCE OF EVENTS

Barbados



SUNDAY, OCTOBER 3RD

Conference & Trade Show Registration (<i>Sherbourne Main Foyer</i>)	3:00 PM - 5:30 PM
Trade Show, Exhibitor Move-in (<i>Frangipani Room</i>)	3:00 PM - 8:00 PM
Conference & Trade Show Registration Open (<i>Sherbourne Main Foyer</i>)	6:30 PM - 8:00 PM

MONDAY, OCTOBER 4TH

FCCA Golf Tournament & Luncheon (<i>Barbados Golf Club</i>)	6:30 AM - 1:00 PM
Tours	8:30 AM - 12:00 PM
Trade Show Exhibitor Move-in (<i>Frangipani Room</i>)	9:00 AM - 12:00 PM
Conference & Trade Show Registration (<i>Sherbourne Main Foyer</i>)	9:00 AM - 12:30 PM
Cocktail Reception @ Trade Show	1:30 PM - 2:30 PM
Trade Show Grand Opening (<i>Frangipani Room</i>)	2:30 PM - 5:30 PM
Conference & Trade Show Registration	4:00 PM - 7:00 PM
Informal Breakouts, One-on-One meetings ~ Session 1 (<i>Sherbourne Secretariat</i>)	3:30 PM - 5:00 PM
<i>Cruise Executives & Delegates ONLY</i>	
Business Card Exchange - Cocktail Reception @ Bridgetown Port	7:00 PM - 8:00 PM
<i>Cruise Executives & Conference Delegates ONLY</i>	
Welcome Party @ Bridgetown Cruise Terminals	8:00 PM - 11:00 PM

TUESDAY, OCTOBER 5TH

Breakfast (<i>Tiffany & Sugar Hill Rooms</i>)	7:00 AM - 8:30 AM
Exclusive Breakfast & Meeting (<i>Sugar Hill Room</i>)	7:00 AM - 8:30 AM
<i>Cruise Executives ONLY</i>	
Late Registration ~ Conference & Informal Breakouts (<i>Sherbourne Main Foyer</i>)	8:00 AM - 12:30 PM
Conference Grand Opening Ceremony (<i>Flamboyant Room</i>)	8:45 AM - 9:45 AM
Coffee Break @ Trade Show (<i>Bougainvillea & Poinsettia Rooms</i>)	10:00 AM - 11:00 AM
Trade Show Open (<i>Frangipani Room</i>)	10:30 AM - 12:30 PM
Informal Breakouts, One-on-One meetings ~ Session 2 (<i>Sherbourne Secretariat</i>)	10:30 PM - 12:30 PM
<i>Cruise Executives & Delegates ONLY</i>	
Lunch (<i>Tiffany & Sugar Hill Rooms</i>)	12:30 AM - 2:00 PM
Trade Show Open (<i>Frangipani Room</i>)	2:00 PM - 5:30 PM
Workshops ~ Session 1 (<i>Flamboyant Room</i>)	2:00 PM - 3:30 PM
Coffee Break @ Trade Show (<i>Bougainvillea & Poinsettia Rooms</i>)	3:30 PM - 4:30 PM
Workshops ~ Session 2 (<i>Flamboyant Room</i>)	4:00 PM - 5:30 PM
Barbados Night Extravaganza @ ILARO Court - Official Residence of The Prime Minister of Barbados	7:30 PM - 11:30 PM

Barbados



SEQUENCE OF EVENTS

WEDNESDAY, OCTOBER 6TH

Breakfast (<i>Tiffany & Sugar Hill Rooms</i>)	7:30 AM - 9:00 AM
CEO/Presidents & Ministers Meeting Meeting (<i>Flamboyant Room - North</i>)	9:00 AM - 11:00 AM
<i>By Invitation ONLY</i>	
Trade Show Open (<i>Frangipani Room</i>)	9:00 AM - 12:00 PM
Informal Breakouts, One-on-One Meetings ~ Session 3.	9:00 AM - 11:00 AM
<i>(Cruise Executives & Delegates ONLY)</i>	
Coffee Break @ Trade Show (<i>Bougainvillea & Poinsettia Rooms</i>)	10:00 AM - 11:00 AM
Exclusive Lunch & Meeting @ The Calabaza Restaurant	11:30 AM - 2:00 PM
<i>Cruise Executives & Platinum Members ONLY</i>	
Lunch (<i>Tiffany & Sugar Hill Rooms</i>)	12:00 AM - 2:00 PM
Trade Show, Exhibitor Tear-down (<i>Frangipani Room</i>)	12:00 PM - 7:00 PM
Workshops ~ Session 3 (<i>Flamboyant Room</i>)	2:00 PM - 3:30 PM
Coffee Break @ Trade Show (<i>Sherbourne Lower Foyer</i>)	3:30 PM - 4:00 PM
Workshops ~ Session 4 (<i>Flamboyant Room</i>)	4:00 PM - 5:30 PM
Conference Closing Party (<i>TBD</i>)	7:30 PM - 11:30 PM

THURSDAY, OCTOBER 7TH

Tours	8:30 AM - 12:00 PM
Exclusive Tour & Lunch (<i>Tall Ships</i>)	9:00 AM - 3:00 PM
<i>Cruise Executives & Platinum/Associate Members ONLY</i>	

~ PLEASE NOTE ~

TRANSPORTATION: Complimentary transportation will be provided to and from all Conference events. Specific times and details for shuttles will be posted in participating hotel lobbies. **You must wear your Conference badge to utilize this service.**

BADGES: All Conference participants are asked to wear their badges at all times during the Conference. Badges will be required for admission to all social functions, business sessions and to utilize complimentary transportation services. **Only Conference DELEGATES will be admitted to the business sessions (Workshops, Business Card Exchange and Informal Breakouts).**

DRESS CODE: Business attire is required for the Conference Grand Opening Ceremony (Tuesday) and business casual attire is requested for all business sessions. Casual attire is recommended for the Welcome Party (Monday), the Barbados Night Extravaganza (Tuesday) and the Conference Closing Party (Wednesday).

INFORMAL BREAKOUTS (ONE-ON-ONE MEETINGS): Delegates are provided with additional opportunities to meet with cruise executives on a one-on-one basis between 10:30am and 12:30 pm on Tuesday, October 5th and on Wednesday, October 6th, between 9:00 am and 11:00 am. **Meeting requests and schedules are the sole responsibility of Delegates and must be made at the Informal Breakouts' Registration; Tuesday, October 5th (8:00 am - 12:30 pm).** Schedule and length of time of appointments is at the sole discretion of each cruise executive.

FCCA SILENT CRUISE AUCTION

All Conference attendees are invited to participate in the 2003 Silent Auction. The FCCA Member Lines have graciously donated the following vacations, which will be offered to the highest bidder at a fraction of their retail value. At the conclusion of the Conference, the person who submitted the highest bid for each cruise becomes the winner of that cruise. You will have the opportunity to submit and increase your bid throughout the Conference. Please remember that all proceeds from this Silent Cruise Auction will benefit the FCCA Foundation for the Caribbean.

Carnival Cruise Lines

3, 4, or 5 Day cruise for two on the most popular cruise line in the world. Carnival ships have everything you need for your kind of fun, bright lights, lavish shows, glamorous Las Vegas style Casinos and a friendly international staff to fulfill your every expectation.

3, 4 or 5 Day Cruise-for-Two
 3 or 4 Day – *Fantasy*– sailing from Port Canaveral
 3 or 4 Day – *Fascination* – sailing from Miami
 3 or 4 Day – *Ecstasy* – sailing from Los Angeles
 4 or 5 Day – *Imagination* – sailing from Miami
 4 or 5 Day – *Sensation* – sailing from Tampa
 Valid through October 2005
Estimated Value – 3 Day – Owner's Suite \$ 3,000.00
Estimated Value – 4 Day –Owner's Suite \$ 4,000.00
Estimated Value – 5 Day –Owner's Suite \$ 5,000.00

Celebrity Cruises

7-Night Caribbean cruise for two onboard one of Celebrity's luxurious vessels in an outside cabin. Every imaginable luxury awaits you from state of the art staterooms, the latest therapies and treatments the famous AquaSpa, their signature Five-Star service and the world-renowned cuisine of Master Chef Michel Roux.

7-Night Caribbean Cruise-for-Two
 Aboard the *Century* or the *Millennium* sailing from Ft. Lauderdale, Florida
 Valid through October 2005
Estimated Value - \$ 1,500.00

Costa Cruise Lines

7-Day Caribbean cruise for two (space available) onboard the breathtaking beautiful *Costa Mediterranea* or *Costa Atlantica*, a cruise ship that reflects the spirit and warmth of Italy. Costa offers a modern masterpiece offering every comfort, convenience and amenity for your enjoyment.

7-Day Caribbean Cruise-for-Two aboard the *Costa Mediterranea* or *Costa Atlantica*
 Sailing from Ft. Lauderdale, Florida
 Select dates from November 2003 – April 2006
Estimated Value - \$ 1,800.00

Disney Cruise Line

3-Night Bahamas Cruise for two in an ocean view cabin. You are about to begin a fantasy unlike anything you've imagined, A *Disney Cruise Line* vacation. Adults find excitement and indulgence and children have the time of their lives. Families unite and make memories to last a lifetime.

3- Night Cruise for Two - Aboard the *Disney Wonder* sailing from Port Canaveral, Florida
 Select dates through October 2005.
Estimated value – 1,500.00

Holland America Line

7-Day Alaska Cruise for two in an outside cabin. Warm attentive service, relaxed refined surroundings with an extra measure of personal space...enticing ways to discover the world's special places, as leisurely or as actively as you wish.

7-Day Alaska cruise for two in an outside cabin - select from various destinations, vessels and dates, sailing from Vancouver, British Columbia or Seattle, Washington.
 Valid through December 2005.
Estimated value - \$ 2,800.00

MSC Cruises (USA) Inc.

7-Day Caribbean cruise for two in an outside cabin. Choose between Eastern or Western Caribbean on the *MSC Opera*. We look forward to introducing you to the distinct style of an MSC cruise. From the world-famous Italian cuisine to the personal attention and friendliness of an Italian crew, our guests are treated to the finest Italian hospitality afloat.

7-Day Caribbean Cruise-for-Two - Aboard the *MSC Opera*
 Sailing from Ft. Lauderdale, Florida
 Valid through August 2006
Estimated value \$ 1,550.00



Norwegian Cruise Line

7-Day Caribbean cruise for two in an outside cabin. Discover the world of Freestyle Cruising in an outside cabin on one of Norwegian Cruise Line's ships to the Caribbean. This innovative new vacation concept transforms the traditional cruise into a far more personal unique experience.

7-Day Caribbean Cruise-for-Two.- Aboard the *Norwegian Sun* or the *Norwegian Wind* sailing from Miami, Florida.

Valid through – October 1, 2005

Estimated Value - \$ 2,500.00

Princess Cruises

7-Day Caribbean cruise for two on one of the five star fleet of Princess Cruises.(Space available) Sail from one fabulous port to another and experience "Personal Choice" dining, a unique and exciting option as well as the traditional dining experience. Relax and pamper yourself because Princess' ships are destinations in themselves, equal in amenities and services to any land-based resort.

7-Day Caribbean Cruise-for-Two. Select from various vessels and dates

Sailing from Ft. Lauderdale, Florida or San Juan, Puerto Rico

Valid through October 2005.

Estimated Value - \$ 2,800.00

Radisson Seven Seas Cruises

4, 5 or 7 Night Cruise for two (Space available) on one of the famous six star luxury vessels designed for guests numbering in the hundreds rather than the thousands. The ambiance onboard is personal, individual, accommodating and upscale. Radisson Seven Seas' objective is to provide an ultra-luxury cruise experience.

4, 5 or 7 Night Cruise-for-Two. Select from a variety of vessels Sailing from Ft. Lauderdale, Florida or San Juan, Puerto Rico Valid through October 2005.

Estimated Value 4 – 5 Night - \$ 2,200.00

Estimated Value 7 Night - \$ 4,200.00

Royal Caribbean International

7 Day Caribbean cruise for two onboard one of the many world class Royal Caribbean ships in an outside cabin. Step aboard any of Royal Caribbean's newest floating masterpieces and you'll know you are in for a totally unique cruise experience. The amenities, staterooms and service will exceed all of your expectations.

7-Day Caribbean Cruise-for-Two. Select from several vessels Sailing from a variety of embarkation ports

(Miami, Ft. Lauderdale, New Orleans, Galveston, San Juan)

Valid through October 2005.

Estimated Value - \$ 2,700.00

Location & Hours of Bidding: Bids can be placed at the FCCA Silent Auction table located at the FCCA booth in the Trade Show.

Monday, October 4, 2004	2:30 pm - 5:30 pm
Wednesday, October 5, 2003	10:30 am - 5:30 pm
Thursday, October 6, 2003	9:30 am - 12:00 pm

Don't forget to check your bid throughout the day to see if you are the highest bidder.

Announcement of Winners: Winners will be announced at the closing of the Trade Show at the FCCA booth.

Note: All cruise awards are based on space availability. Port charges, transportation to/from the port of departure are not included. All proceeds benefit the **FCCA Foundation for the Caribbean**. The Foundation is a non-profit, charitable organization to benefit humanitarian causes in the Caribbean Region.

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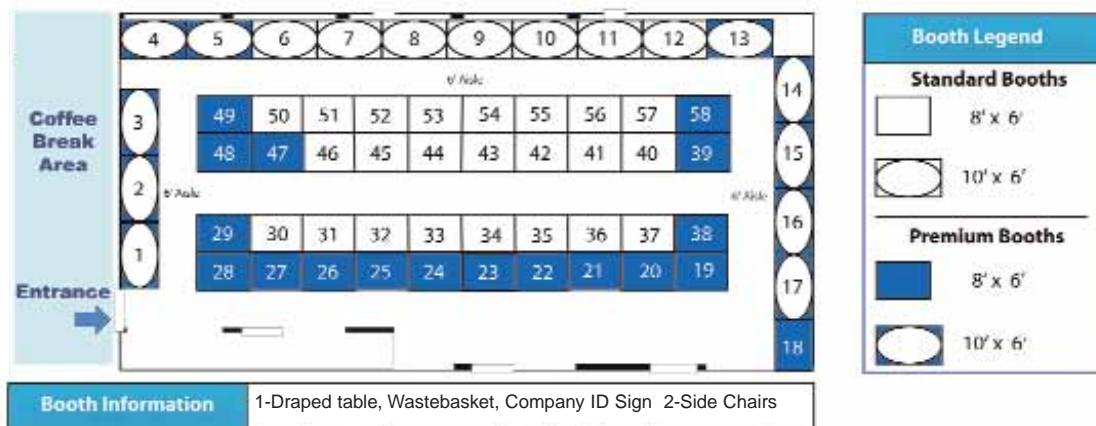
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Trade Show Floorplan



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As a natural continuation of the cruise industry's commitment to its Caribbean destination partners, the Member Lines of the Florida-Caribbean Cruise Association established the FCCA Foundation for the Caribbean in 1993. The Foundation serves as a tangible vehicle for the cruise industry to participate in the effort to improve the lives of Caribbean citizens through its funding of humanitarian and social causes.

In addition to the assistance and grants it has provided to various charities and organizations, the Foundation has implemented a number of ongoing core programs such as the Children's Environmental Poster Competition, Children's Essay Contest and the Holiday Gifts Project.

In its ten years of existence, with the support of organizations like yours, the FCCA Foundation for the Caribbean has impacted the lives of thousands of Caribbean citizens providing over \$2 million in funding to such organizations and causes as:

Caribbean Special Olympics
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Freeport Lions Club
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St. Ann Chamber of Commerce - Jamaica
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*If you would like to learn more about the **FCCA Foundation for the Caribbean**, or if you are interested in lending assistance, please contact us. Thank You.*

FCCA
ESSAY CONTEST WINNER

1st Place

Ellis Horsford
11 Years Old • Grenada

"How Has The Cruise Industry &/Or Cruise Passengers Impacted My Country?"

Grenada "The Isle of Spice" is a small and beautiful island with lush green rolling hills and mountainous slopes. Grenada possesses stunning white sandy beaches with brilliant blue waters. The exquisite coral reefs, local delicious dishes and the sweet scents of the nutmeg, cinnamon, ginger and all the other spices help to make Grenada one of the most attractive islands in the Caribbean. As a result many Cruise liners filled with curious tourists all stop to visit and enjoy the natural beauty of this island.

The Cruise Industry has impacted very positively on the economy of our island, in fact it is the most important Industry in Grenada. It provides much needed foreign exchange for Grenada to pay for foreign goods and services. It creates employment and encourages better services and a higher standard of living. Take for example the village of Marquis which was one of most impoverished villages on the island. Today, one can hardly recognize Marquis simply because the people of Marquis are very skilled and talented in straw work, making hats, bags and other intricate objects to attract the tourists. Funds generated from this profitable Cottage Industry have been used to improve the standard of living of these people. Most of the straw and wooden houses have been replaced by very stylish concrete structures. Their children now go to secondary schools which was never heard of on the past.

Money earned front the Cruise Industry is used to improve social services such as health and education. The new hospital and the free education given to children are some services that would not have been so readily available had it not been for the income derived from the Cruise Industry. The sharp decline of the agriculture sector has made Tourism the biggest income earner in Grenada.

The Cruise Industry provides government with revenue in the form of taxes which in turn are used to pay wages and salaries. They are used to build and improve existing harbours and airports and also to expand the Transportation and Communication systems, thus creating more jobs. It is evident that without the Cruise Industry the country's economic growth would be at a stand still.

Money earned from the Cruise industry helps to create new services such as hotels, restaurants and helps in the development of other attractions that both local Grenadians and foreigners can enjoy. Schools, hospitals and community centers have come into existence chiefly form the income generated form the Cruise Industry. Our infrastructure has also been developed from the income generated from the Cruise Industry. Roads, electricity, water and advanced communication systems are found even in the most remote and rural parts of Grenada.

The Cruise Industry also exposes the host population to the norms, culture and traditions of the visitors. One gets an insight into their beliefs, values, languages, food, religion and mode of dress though conversations and interactions with the tourists who visit our island. Even those who have never traveled get ideas on lifestyle that are quite different from our own.

Income form the Cruise Industry finds its way into the pockets of people directly and indirectly. We all benefit from the finances generated from the Cruise Industry – from hotel owner to hotel employee, taxi drivers to tourist vendors.

A total of about \$40,000,000 was made last year (2003) from the Cruise Industry. Therefore, without a doubt it is clear to see how positively the Cruise Industry has benefited and is continuing to benefit Grenada and its people. We have no choice now but to protect and preserve such an Industry but going the extra mile to ensure that environmentally Grenada remains intact. We have to ensure that the place is clean, beautiful and attractive. We have to become committed to helping Grenada improve and grow in terms of developing new and more places things of interest so that Grenada can become one of the most sought after destination in the Caribbean. Finally, we must definitely work on our attitude towards our visitors by making them feel more appreciated and welcome. For there's an old saying that goes "one should never bite the hand that feeds him".

2nd Place

Victoria Kristyn Alleyne
16 Years Old • Barbados

"How Has The Cruise Industry &/Or Cruise Passengers Impacted My Country?"

Indifference. This describes the average Barbadian's view of the cruise ship industry and its passengers. Most people have no idea just how vital this industry is to their well-being. Only those who work directly with passengers (from taxi drivers to travel agents) realize their significance to the country's economy.

Ships ranging from modest comfort in infinite luxury make regular calls in Barbadian ports, bringing with them hundreds and thousands of diverse individuals clamoring to experience all that they can of this 'Tropical Paradise.' Each brings with them their culture, religion, perspectives - and money. The latter often seems to be the main focus of most people.

The cruise industry can have a huge impact on a nation's economy. Liners must pay each country port taxes and head taxes, as well as pay for services such as water and waste disposal. Employment opportunities are created and enhanced because of these 'floating hotels.' Many are employed at the ports, such as maintenance staff, customs officials and supervisors. Some Barbadians are even given jobs on the ships themselves, providing them with valuable international employment experiences.

All areas of tourism are affected by cruise ships, as the cruise industry and land tourism industry go hand in hand. To a country which has tourism as its main industry. The significance of this cannot be overlooked. When Caribbean cruise lines advertise in foreign countries, Barbados benefits from their marketing dollars and gains virtually free advertising. Often passengers enjoy Barbados so much they come back for longer visits.

How would tourist attractions such as Harrison's Cave and The Flower Forest, prosper without cruise passengers? These short-term visitors have more than contributed to their success and development. Local wares displayed by vendors are bought by passengers who want to bring back something to remember their time spent on our 'Island in the Sun'.

Barbados now acts as home port for some cruise ships. Passengers flying in to start their cruises benefit our airport. Many also choose to vacation before or after the cruise, and spend time in Barbadian hotels and visit attractions.

But let us not forget the passengers themselves, for they remain more than wallet-welding anonymities. Conversations with these people, from varied lands and cultures, can enrich people and give them broader global perspectives. It will allow them to better appreciate what a wonderful country they live in, and experience the sometimes beautiful, sometimes harsh realities of our world.

3rd Place

Francisco Javier Canales Peraza
15 Years Old • Mexico

"How Has The Cruise Industry &/Or Cruise Passengers Impacted My Country?"

Since the beginning of times, our ancestors tried to create new ways of trading with other cultures, a good example of this can be the Phoenicians because they were the first ones to travel threw water to cell their products which made them economically powerful and a much bigger empire. Later, other empires began to use this method of exporting and importing products to other parts of the world were they couldn't get before, making them powerful too.

Actually statistics show us that the Mexican Caribbean has turned into a great tourist attractions thanks to the cruise industry, starting because in the first four months of this year it received 1.4 million tourists all coming from cruises; In "Majahual" from January to April 693 cruises arrived to the Mexican Caribbean. From the ones it's estimated that 120 million dollars were invested in the country, that's about 80 dollars for each cruise passenger.

Also, thousands of tourists that come here just for a few hours on the big cruisers will come back later as regular tourists with the idea of having a longer stay, because they will appreciate the wonderful places they can find in this paradise.

Now, my proposal is that all the people that think that the cruise industry will affect us in a bad way instead of a good way, should be more open-minded and think about all the great benefits that this can bring to all of us that live and work in the Mexican Caribbean, but specially for us, the teenagers because we are the ones that in ten years will be working in the hotels and restaurants just trying to make our way in life, and if people turn this opportunity down maybe we won't have the same opportunities that they have how.

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1st Place

Geshaard Jn-Francois
11 Years Old • St. Lucia

"How Has The Cruise Industry &/Or Cruise Passengers Impacted My Country?"

As the cruise ships sail into our Castries harbour the passengers look out expectantly at our beautiful island, eager to learn something of our culture, sample our cuisine and view our scenic sites. Likewise there are many St. Lucians who eagerly await the arrival of 'Adventures of the Sea', 'The Golden Princess', 'Queen Mary', and many other cruise ships that berth here weekly, for from them they expect to gain a large number of benefits.

Our struggling economy depends heavily upon our tourism industry especially the cruise sector. As cruise passengers spend only a few hours in our island some may underestimate its importance to us, however, this form of tourism is a major contributor to the economy of our country. Duty free complexes such as our very popular Point Seraphine, benefit tremendously from the cruise industry. In fact Point Seraphine gains revenue directly from this sector, for there the cruise passengers buy a variety of products, from perfumes to locally manufactured goods.

In addition, the Cruise Industry provides jobs for many St. Lucians both directly and indirectly. Examples of these are, restaurant owners, chefs, craft vendors, custom officers, small business owners, tour guides and taxi drivers, just to name a few. Many St. Lucians are as well, directly employed in various capacities on board the cruise ships such as chefs, waiter/waitresses entertainers and many others.

There were many St. Lucians who were unemployed, but thanks to cruise industry they can now earn a living by selling craft and other items. Coconut palms are skillfully changed to attractive hats and baskets for the tourists. Plain white T-shirts are enhanced with prints of Lt. Lucia. The bamboo and coconut shell are used to make lovely souvenir for the tourist. So from Cruise tourism we gain money and develop our craft.

Statistics from the Tourist Board show that over three hundred and ninety three thousand, two hundred and forty (393,240) cruise passengers visited St. Lucia in the year 2003 and the average amount of money spent daily by cruise passengers was US 43. This amounts to fifty-five million, four hundred and sixty six thousand, five hundred and two dollars. (\$55,466,502EC).

This sum which includes departure tax, head tax and foreign exchange, definitely helps to strengthen our fragile economy. This revenue can be used for trading, infrastructure development and other needs of this developing nation. It is the government's hope to provide secondary school places for all students as well as to build a new and well equipped hospital. Money received from the cruise sector, can assist in making that dream come true.

As you may know St. Lucia is a mere dot on the world map, therefore we need much more publicity that the other developed countries. The warm welcome the tourist receive, in the short time they spend in St. Lucia will encourage them to return and convince others to visit, all for the betterment of our fair Helen of the West, St. Lucia.

2nd Place

Beverly Joseph
12 Years Old • Grenada

"How Has The Cruise Industry &/Or Cruise Passengers Impacted My Country?"

Traditionally, Grenada has been an island mainly dependant on its agricultural export to provide a great part of its foreign exchange. But with the decline on agriculture we have become more dependent on revenues derived from tourism. As such the impact form tourism especially the cruise industry has grown drastically over the years.

This floating Hotel is glamorous, exciting and very popular since it offers several destinations in one trip which brings to the visitors opportunities to shop and sightsee at various islands.

Economically, the industry has been responsible directly and indirectly for the provision of many jobs for our people. Money collected by Government as taxes and charges are used tot end to our social and heath needs.

Furthermore it has provided employment for people in restaurants, gifts shops and to a great extent for vendors, craft makers and taxi drivers.

In order to tend to the growing needs of such a vital industry our government and people have been forced and encouraged in developing our physical and human resources. Roads and bridges have been built and repaired in order to create greater and easier access to places of interest. More over we have recently constructed a cruise ship terminal to facilitate better and safer berthing of larger ships at our harbour. To accomodate the visitors in my country drivers and tour guides have had no choice but to better educate themselves about our country and to develop further interest in the learning and speaking of several languages. Furthermore greater diversity in our schools curriculum has been created because of the growth of the hospitality industry.

In fact, so great is the impact of cruise Tourism on my country that the Ministry of Tourism through the Florida Caribbean Cruise Association has recently organized an onboard training for Hospitality Arts Students' and Restaurant workers with The Princess Cruise Lines. During the weeks 14th January to 24th March students from two of our tertiary institutions were fortunate to receive first hand knowledge about the industry aboard 'The Dawn Princess'. Additionally, 'The Golden Princess,' which visits every two weeks is presently engaged in the training of twenty workers from ten restaurants in St. Georges. These workers would for three hours each session receive training in the following: Galley, Bar Tendering, Housekeeping and Front Office.

Though at times our people may imitate cultural aspects of our visitors, I must say that tourism especially Cruise Tourism, has mad great positive impact on the culture of my country. Many local recipes have been developed and placed on the menus in restaurants. Many of our monuments and historical sites have been developed to encour-age visitors. Additionally, greater interest has been placed in the development of arts and crafts.

Often times, the question is asked, "Does tourism bring development or does development bring tourism"? It is my conviction and I'm sure you'll agree with me based on the foregoing information that the former is true especially as it relates to the cruise industry. This, the fastest growing component of the tourism industry has positively impacted on my country as a catalyst for economic growth and development, cultural appreciation and human resource development.

3rd Place

Keija Mills-Ible
11 Years Old • St. Kitts

"How Has The Cruise Industry &/Or Cruise Passengers Impacted My Country?"

The Cruise Industry is extremely important to my country, St. Kitts. It has always and continue to impact positively on the people and country alike.

There are many craft vendors who eagerly look forward to the making and selling of their products specially designed and made to meet the demands of the tourists. The tourists are satisfied with many of the souvenirs and enjoy spending their money buying for themselves and their friends. These sales benefit the vendors greatly as it help put money in their pockets

Taxi drivers do not miss a day when the cruise ships are docked at St. Kitts main port known as Port Zante. They make sure that their taxi cars and buses are cleaned "spick and span" and ready to transport the tourists whenever they wish to go. As a result, the Cruise Industry/Cruise passengers aids in providing income for the taxi drivers also.

Additionally, this Industry also brings and leaves a large amount of foreign currency into St. Kitts. The United States dollars are always needed by both the people and Government of St. Kitts-Nevis and the Cruise Industry has enabled this.

Increased visits of cruise ships mean that there will be the need for more workers at hotels and restaurants that provide services for nationals and non-nationals, therefore, it opens job opportunities for the people.

On Tuesday 3rd February, 2004, I was amazed to view the largest and most expensive cruise liner in the world, docked in St. Kitts waters. The ship, (Queen Mary 2), was on its maiden Caribbean tour. This was a very special day for the people of beautiful St. Kitts, Kittitians were strongly and positively influenced. Steel bands, string bands and dancing masquerades greeted hundreds of passengers as they disembarked this luxurious ship. St. Kitts was certainly "blooming" that day as we all welcomed this incredible growth in the Cruise Industry.

One of the most important benefits of the Cruise Passengers is that they "ell" St. Kitts to friends and families. They anxiously share their wonderful experience with others who also visit as they adhere to the proverb which says that "seeing is believing."

Some tourists even return for extended visits so that they could enjoy more of the interesting attractions that St. Kitts has to offer and they also bring along their friends.

The Cruise Industry has always brought positive impacts on the island of St. Kitts. Tourists love visiting St. Kitts and this can be seen from the number of cruise ships that visit. Sometimes one, two, or even three beautiful luxurious cruise ships are docked at the port at the same time.



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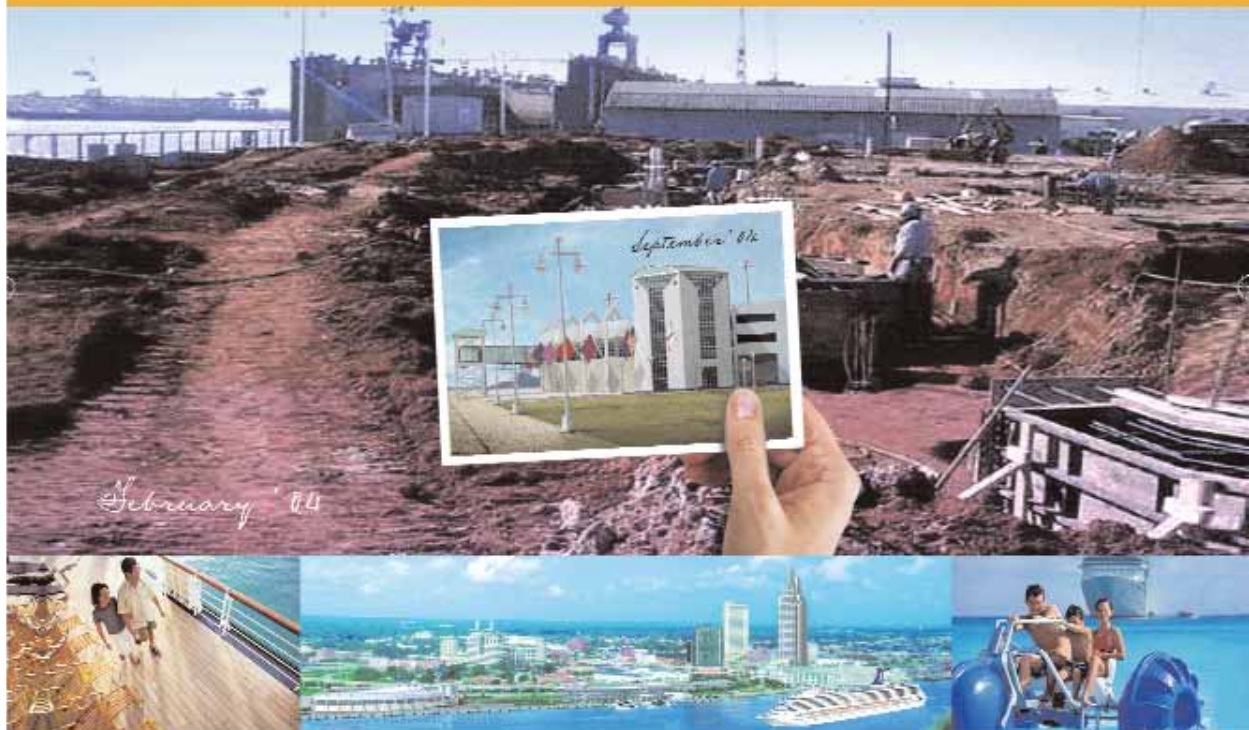


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