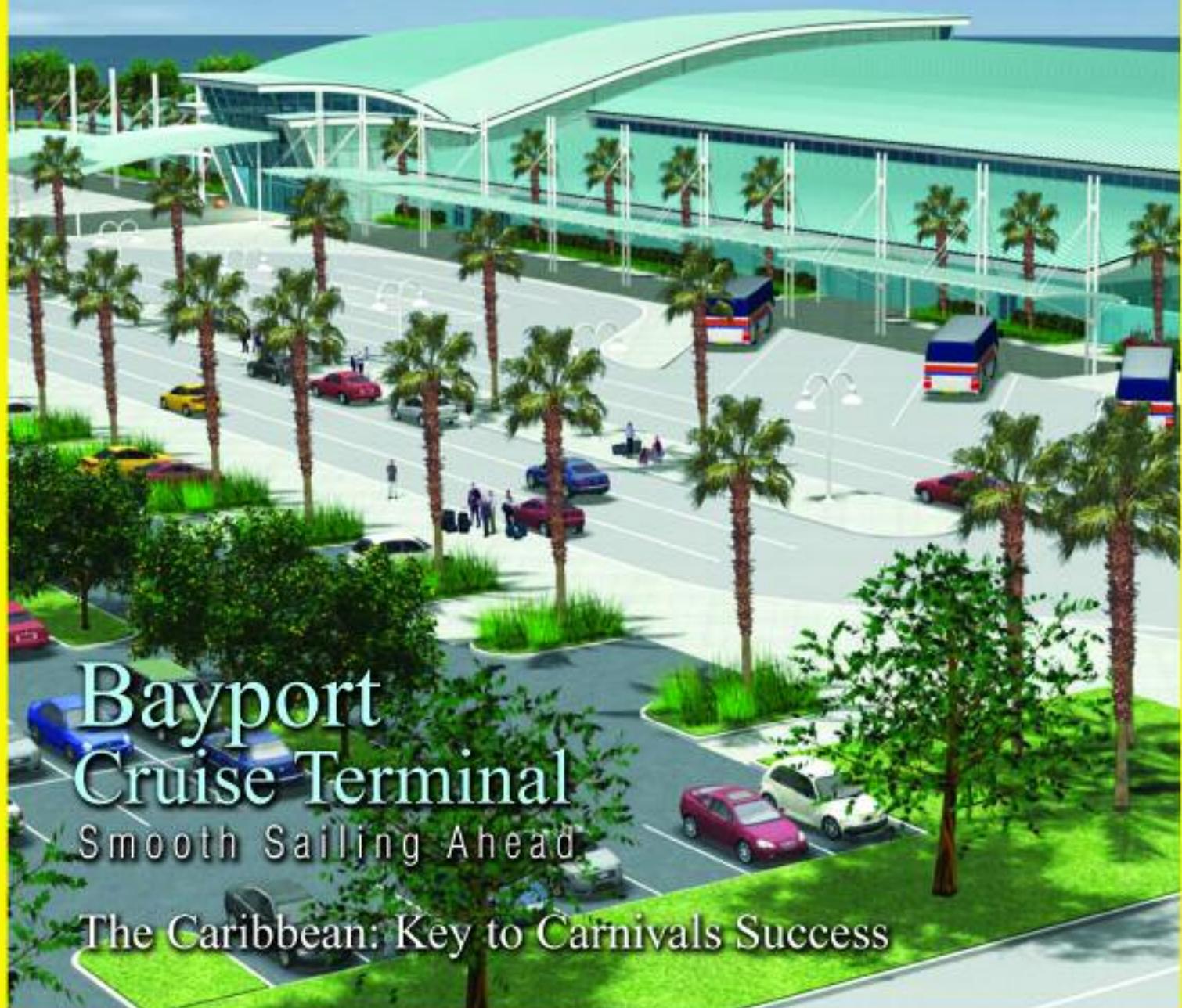




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# Caribbean Cruising

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FIRST QUARTER 2008



## Bayport Cruise Terminal

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Port of St. Maarten

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# Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

First Quarter 2008

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*Michele M. Paige with Giora Israel, VP,  
Strategic Planning and Port Development -  
Carnival Corporation*

"The great thing in the world is not so much where we stand, as in what direction we are moving." -Holmes

Starting a new year makes us reflect on one's passed, both personal and business. As we start to check off our own resolution lists, it seems that the cruise industry has decided to further expand on a few of their own. While some include similar items every year, hoping to finally fulfill them, we keep seeking to challenge ourselves and break our own records. Predictions for 2008 forecast 12.8 million passengers, 200,000 more than 2007's impressive 4.1% increase over 2006. We can also cross off maintaining high utilization rates, which are expected to post a collective occupancy factor over 105%. We have covered a lot of road along our journey, but a clear path still lies ahead.

The statistics simply show that demand continues to thrive in the fastest growing tourism industry, and it becomes our job to nurture it. To meet the task, the lines have expanded with more ships, diversified their itineraries, and appealed to all generations. In this cruising year alone, 8 new ships will sail the seas, carrying passengers ranging from 210 to 3,642, and the cruise ship order book extends through 2012 with 35 new builds, \$21 billion, and 88,900 berths. Not only does this allow the lines to stay technologically updated, but develop significantly, which we see in this edition of Caribbean Cruising with MSC Cruises.

I'm so excited for all the opportunities laid out in front of us. Though the year is young, we already added some water to our blossoming plant with our Platinum Cruise, onboard the Celebrity Cruise's *Century*. We are already preparing for our 15th annual Conference and Trade Show, taking place in Trinidad. Like the record breaking industry we work with, we try to upstage ourselves every year in this keynote event and hope to see all our friends and colleagues in attendance. Moving together we can motivate each other and quicken our pace.

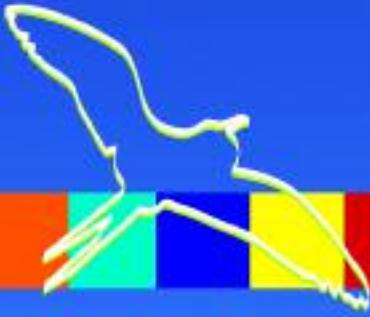
This edition of Caribbean Cruising also features how ports meet the booming demand, with the Port of Houston Authority launching the Bayport Cruise Terminal. Gerry Cahill's, President and CEO of Carnival Cruise Lines, explains how they actualize the Caribbean's destination dominance in The Caribbean: Key to Carnival's Success. We also discuss our essential philanthropic organization, the FCCA Foundation while relation our annual Children's Poster Competition.

With our hands steady and eyes focused, I know we can have the best year ever!

Respectfully yours,

Michele M. Paige





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## Cartagena joins the Freestay Caribbean Cruise Conversion Program

The Freestay Caribbean program was launched in the Port of Cartagena Cruise Ship Terminal. The sponsor, Seaboard Marine, attended the launching together with local government authorities, and members of the tourism and port industry.

The program is intended to increase international tourism and achieve positive economic results in Cartagena by encouraging cruise ship passengers to return to the city. This initiative boosts hotel bookings, as well as local job opportunities.

For Jennifer Nugent-Hill, Project Director and Assistant Vice President/Government & Public Affairs of Tropical Shipping line, the program is remarkable: "Tourism is essential in our economy. Cartagena is an amazing place that millions of tourists must visit, and besides, this encourages passengers to visit the country. Supporting tourism is stimulating the economy in Cartagena".

## New Platinum Associate Members



**Port of Houston Authority**

The Port of Houston Authority owns and operates the public facilities located along the Port of Houston, the 25-mile long complex of diversified public and private facilities designed for handling general cargo, containers, grain and other dry bulk materials, project & heavy lift cargo, along with its cruise operations.



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For more information or sponsorship opportunities please contact Adam Ceserano at (954) 441-8881 or [adam@f-cca.com](mailto:adam@f-cca.com)



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## 2008 Platinum Membership Cruise Onboard the Celebrity Century

This year's four-night cruise spanned Thursday, January 31st. through Monday, February 4th. aboard Celebrity Cruises *Century*. It was the perfect time of year for a cruise – the holiday hassle in the recent past, a perfectly warm, but not too muggy climate to soak up, and a gathering of FCCA Platinum Members and cruise tourism professionals ready to kick it into high gear for 2008. What could be better?

Sailing out of the Port of Miami, the festivities commenced with a cocktail reception and business card exchange. The familiar faces emerged few by few into the Hemisphere Lounge. Needless to say, there was lots of catching up to do. New members were introduced to veterans of the Association and were given tips on how to maximize their membership. The evening continued with a show-stopping performance by the brilliant onboard talent, followed by a delicious dinner inside the

Grand Dining Room where Platinum Members had the opportunity to dine with cruise executives, who played host to a table each evening.

Although some stayed out and continued the celebration of good friends and industry partnerships into the wee hours, most turned in for a good night's rest before the early Friday morning disembarkation in Key West. The morning greeted us with bright, sunny skies and a comforting tropical breeze. Hopping aboard the Old Town Trolley, the group toured local architecture landmarks including a 600 sq. ft. home complete with a 6' by 8' converted tool shed to guest house. The unbelievably resourceful use of space amazed the group, but a shot of espresso and a Cuban guava pastry did the trick, curbing the morning hunger and jump-starting a fascinating day in Key West. The tour trucked on with stops such as the Southern Most Point, the Hemingway House and con-



cluded with El Meson de Pepe, a “Cuba Meets Key West” style restaurant and hang-about favorite. The FCCA group dined on Cuban classics like picadillo, plantains, and black beans. The day events were compliments of the City of Key West and the Port of Key West, with the City Manager, Port Director and City Commissioners present to welcome the FCCA group. With the leisurely afternoon left to gallivant good ‘ole Margaretville with a Margarita in hand, one and all agreed that there’s just no place in the world quite like Key West. Back on the ship, formal night concluded the fabulous day as the captain declared all aboard and FCCA cruised west through the Gulf to Cozumel, Mexico!



Then next day was back to business as Platinum Members had the opportunity to meet one-on-one to discuss issues pertaining to their destinations with cruise executives from the FCCA 11 Member Lines. The session, which took approximately two hours proved productive, as many emerged with smiles of confidence as they left the meeting room.

By mid-afternoon the ship firmly docked in Cozumel, the FCCA crowd hit local hot spot Mr. Sanchos Beach Club to dine on a scrumptious Mexican buffet feast hosted by the mayor of Cozumel, Gustavo Ortega Joaquin, before breaking into smaller groups to venture out on excursions, compliments of Platinum Member, Explora Tours. The sun-kissed island goers raved about

their days exploring the island on buggy tours, enjoying the freedom of ocean kayaking, and snorkeling the magical underwater reefs. Back onboard the Century, guests enjoyed a Mexican Folkloric Show demonstrating native music, dance and costume.

Sunday, our last day at sea, came all too quickly! The PAMAC meeting took place at morning’s light, Matthew Sams, Vice President, Caribbean Relations, Holland America Line, the FCCA’s Security Operations Committee Chairman, opened the meeting by addressing numerous issues pertaining to the member’s respective destinations. Issues included, building stronger relationships between the public sector and the cruise industry, product/destination development and improvement, and building a stronger relationship with cruise industry partners and Platinum Associate Members. The meeting wrapped up with the introduction of new Platinum Members and a special presentation for those celebrating their five year anniversary as Platinum Members.



Another beautiful day ensued, followed by the private FCCA Super Bowl fiesta chock full of “American Football” fans. More onboard entertainment, dining, and fun times with friends and family carried on through the night. When the cruise was over it was back to the hustle and bustle of Monday morning with rumors circulating of a 5 night Platinum cruise sailing to Grand Turk, Half Moon Cay and Nassua, Bahamas in ’09...don’t miss it!



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# CRUISE SHIP NEWBUILDS

## 2008 - Q1 - Newbuilds by Delivery Month

Cruise Line	Ship Name	Delivery	Tonnage	Capacity	Price*	Shipyard
2008	Aida Cruises	<i>Aida Bella</i>	March	68,500	2,030	Meyer Werft
	<b>Carnival Cruise Lines</b>	<i>Carnival Splendor</i>	May	112,000	3,000	Fincantieri Sestri
	Celebrity Cruises	<i>Solstice</i>	October	118,000	2,850	Meyer Werft
	Holland America Line	<i>Eurodam</i>	June	86,000	1,918	Fincantieri Marghera
	Mediterranean Shipping	<i>MSC Poesia</i>	March	90,000	2,568	Aker France
	Mediterranean Shipping	<i>MSC Fantasia</i>	October	133,500	3,300	Aker France
	P&O	<i>Ventura</i>	March	116,000	3,100	Fincantieri Monfalcone
	Princess Cruises	<i>Ruby Princess</i>	October	116,000	3,100	Fincantieri Monfalcone
	Royal Caribbean Int'l	<i>Independence of the Seas</i>	May	158,000	3,643	Aker Turku

2009	Aida Cruises	<i>TBA</i>	April	68,500	2,030	\$375	Meyer Werft
	<b>Carnival Cruise Lines</b>	<i>Carnival Dream</i>	October	130,000	3,650	\$666	Fincantieri Monfalcone
	Celebrity Cruises	<i>Equinox</i>	October	118,000	2,850	\$641	Meyer Werft
	Costa Cruise Lines	<i>Luminosa</i>	March	92,000	2,260	\$531	Fincantieri Marghera
	Costa Cruise Lines	<i>Pacifica</i>	May	112,000	3,000	\$577	Fincantieri Sestri
	Mediterranean Shipping	<i>MSC Splendida</i>	June	133,500	3,300	\$595	Aker France
	Norwegian Cruise Line	<i>TBA</i>	October	150,000	4,200	\$935	Aker France
	Royal Caribbean Int'l	<i>Genesis Class</i>	September	220,000	5,400	\$1242	Aker Turku
	Seabourn	<i>Seabourn Odyssey</i>	June	32,000	450	\$250	T. Mariotti
	Silversea Cruises	<i>TBA</i>	October	36,000	540	TBA	Fincantieri Marghera

2010	Aida Cruises	<i>TBA</i>	February	71,000	2,174	\$513	Meyer Werft
	<b>Celebrity Cruises</b>	<i>Eclipse</i>	June	118,000	2,850	\$698	Meyer Werft
	Costa Cruise Lines	<i>TBA</i>	October	92,700	2,260	\$556	Fincantieri Marghera
	Cunard Line	<i>Queen Elizabeth</i>	October	92,000	2,090	\$700	Fincantieri Marghera
	Holland America Line	<i>TBA</i>	October	86,000	2,100	\$567	Fincantieri Marghera
	Mediterranean Shipping	<i>MSC Magnifica</i>	February	89,000	2,550	\$547	Aker France
	Norwegian Cruise Line	<i>TBA</i>	May	150,000	4,200	\$935	Aker France
	Oceania Cruises	<i>TBA</i>	September	65,000	1,260	\$533	Fincantieri Marghera
	P&O	<i>TBA</i>	March	116,000	3,076	\$700	Fincantieri Monfalcone
	Royal Caribbean Int'l	<i>Genesis Class</i>	August	220,000	5,400	\$1242	Aker Turku
	Seabourn	<i>TBA</i>	December	32,000	450	\$250	T. Mariotti
	Silversea Cruises	<i>TBA</i>	April	36,000	540	TBA	Fincantieri Marghera

2011	Aida Cruises	<i>TBA</i>	April	71,000	2,174	\$557	Meyer Werft
	<b>Carnival Cruise Lines</b>	<i>Carnival Magic</i>	June	130,000	3,652	\$666	Fincantieri Monfalcone
	Celebrity Cruises	<i>TBA</i>	September	118,000	2,850	\$998	Meyer Werft
	Costa Cruise Lines	<i>TBA</i>	TBA	114,200	3,012	\$710	Fincantieri Marghera
	Disney	<i>TBA</i>	February	122,000	2,500	TBA	Meyer Werft
	Holland America Line	<i>TBA</i>	October	86,000	2,100	\$567	Fincantieri Marghera
	Oceania Cruises	<i>TBA</i>	September	65,000	1,260	\$533	Fincantieri Marghera

2012	Aida Cruises	<i>TBA</i>	April	71,000	2,174	\$565	Meyer Werft
	<b>Costa Cruise Lines</b>	<i>TBA</i>	TBA	114,200	3,012	\$710	Fincantieri Marghera
	Disney	<i>TBA</i>	February	122,000	2,500	TBA	Meyer Werft
	Oceania Cruises	<i>TBA</i>	May	65,000	1,260	\$533	Fincantieri Sestri

Note: FCCA Member Cruise Lines in bold. \* Prices are estimated (in millions).



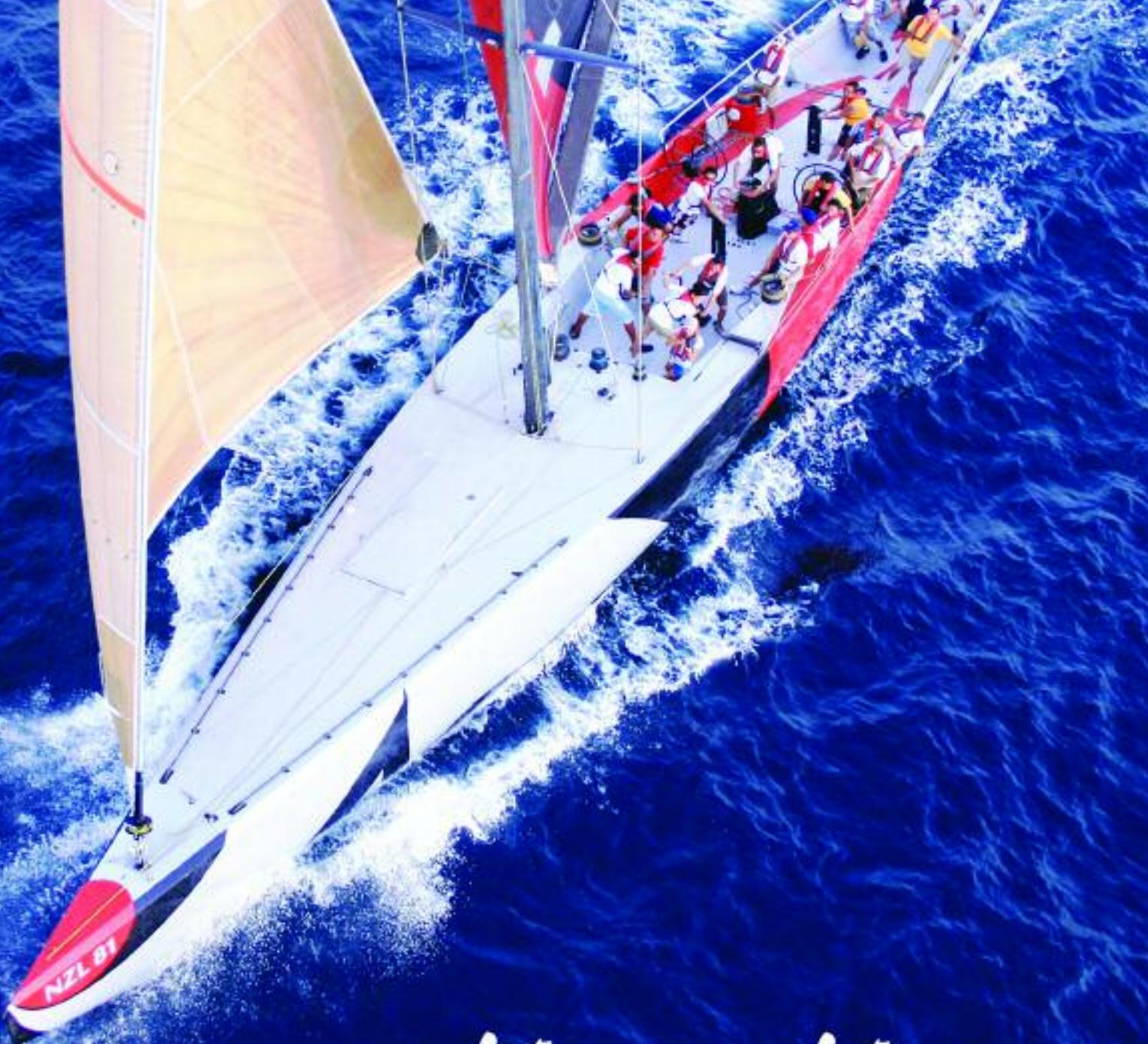
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## The Caribbean: Key to Carnival's Success



*By Gerry Cahill, President and CEO – Carnival Cruise Lines*

Carnival Cruise Lines is looking toward another strong year in the Caribbean, which has retained its status as the number one North American cruise destination. According to the Cruise Lines International Association, the region is currently featured on nearly half of all North American itineraries operated by CLIA member lines.

With 18 of our 22 ships deployed in the Caribbean on a year-round or seasonal basis, Carnival Cruise Lines is the Caribbean cruise leader. We have a record amount of capacity dedicated to the Caribbean this year and expect to carry some 3 million passengers on Caribbean cruises in 2008. The region has always been and continues to be our primary focus.

The Caribbean has earned its distinction as the premier cruise destination by offering what consumers are seeking in a vaca-

tion – diverse cultural experiences, centuries-old architecture and historical sites, terrific shopping and watersports, picture perfect weather year-round, and, of course, some of the world's best beaches.

Looking to provide consumers with new choices to explore this fascinating region, Carnival is introducing several attractive Caribbean itinerary options over the next several months.

In an exciting and unusual move, beginning in March, the Carnival Destiny will offer a seven-day, six-port itinerary from San Juan featuring calls to St. Kitts, Antigua, St. Lucia, Barbados, Dominica, and St. Thomas/St. John. Then in September, that vessel shifts to four- and five-day Caribbean cruises from Miami, becoming the largest ship to operate a year-round short cruise program. Also in September, the Fascination will be deployed to Jacksonville to operate four- and five-day cruises to Key West and the Bahamas, representing a significant capacity increase on this popular route.



Additionally, the new 3,006-passenger Carnival Splendor — the largest “Fun Ship” ever constructed — will operate a series of seven-day Caribbean cruises from Fort Lauderdale, Fla., beginning in November following its inaugural European season this summer. Next spring, Carnival Pride repositions from the West Coast to operate a schedule of seven-day cruises from Miami, providing consumers with yet another exciting Caribbean program from this popular embarkation port.



*Carnival's new “WaterWorks” aqua park.*

Our commitment to the Caribbean also extends to our on-board product offerings. Through our “Evolutions of Fun” initiative, we’re investing \$250 million to upgrade our eight 70,000-ton Fantasy-class vessels, six of which operate short cruise programs to the Caribbean. Currently, the Carnival Imagination and Carnival Inspiration have undergone the full “Evolutions of Fun” upgrades with the Carnival Fantasy scheduled to be retrofitted this fall.

“Evolutions of Fun” is the cruise industry’s most ambitious ship refurbishment program and includes a wide variety of

enhancements, including a Carnival WaterWorks water park with a 300-foot-long water slide, dual racing slides and water spray apparatus, along with redesigned main pools and Serenity, a new adults-only area. Other features include mini-golf courses, conference centers, atrium lobby bars and renovated spas and staterooms. This innovative new effort adds a whole new dimension to Caribbean cruising.

Carnival’s parent company, Carnival Corporation & plc, has made a number of investments in Caribbean port development over the years and is working on a number of new projects to provide vacationers with an enhanced experience ashore. These include Mahogany Bay – Roatan, a \$50 million cruise terminal with 35,000 square feet of retail shops, a 60-foot-high lighthouse, a lagoon, nature trail and more. Also in the works is a new two-berth cruise facility in St. Maarten, which combined with its existing four-berth pier, will make the island one of the largest cruise ports in the Caribbean, with six dedicated cruise berths. And later this year, Carnival expects to re-open the Puerta Maya pier on Cozumel, one of the western Caribbean’s most popular ports of call.

We’re also working with our destination partners in developing creative new shore excursion options designed to provide consumers with even more opportunities to experience and explore all the Caribbean has to offer.

Carnival and the Caribbean have a symbiotic relationship. Carnival is in the business of providing wonderful vacation memories for our guests, and the Caribbean – offering a unique mix of distinctive island cultures, great beaches and other “fun in the sun” activities, along with gracious hospitality – is an integral part of this effort.

We look forward to continuing to work with our Caribbean destination partners to expose more consumers to the wonders of this fascinating and enchanting region.

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# Bayport Cruise Terminal

Smooth Sailing Ahead

*“Designed to Extend the Cruise Experience”*

In 2006, Texas ranked number 3 in the nation – behind Florida and California – for cruise expenditures, according to the 2006 CLIA study. It marked a 20 percent increase over 2005 and the first time direct cruise expenditures exceeded \$1 billion for the state.

“This study suggests Texas is a prime venue for embankments,” says Port of Houston Authority Commissioner Jim Fonteno, Jr., chair of the cruise task force.

The Port of Houston Authority is preparing for this growing market of embarking passengers with its new Bayport Cruise Terminal, set to open by June 2008.

At Bayport, cruising will not just be about the ship. The new terminal will be a first class facility designed to be an extension of the cruise experience. It’s about keeping passengers happy – before and after the cruise.

The \$90 million facility incorporates a low profile design, an arched turquoise roof, and translucent emerald glass, elements meant to feature and highlight the ship in port. The cruise terminal was custom designed for the cruise industry. It incorporates design ideas suggested by the cruise lines. “You have an advantage when you start from scratch and have clear ideas,” says Wade Battles, PHA Managing Director, “and now we are working on securing our cruise line partners by preparing an aggressive pricing and national marketing campaign.”

The focus is on three selling points – location, customer amenities, and operational efficiencies.

The Bayport Cruise Terminal is close to Houston’s two airports. It is only 45 minutes from Bush Intercontinental Airport (home of Continental Airlines) and 25 minutes away from the regional Hobby Airport (home of Southwest Airlines). The cruise terminal offers a variety of passenger friendly amenities, such as close, adjacent

parking for as many as 1,000 vehicles and services such as valet parking.

At the entrance of the facility is the 5,000 square foot Security Foyer that features 4 X-Ray machines. Next, passengers enter the 12,500 square foot Embarkation Lounge, which will have up to 55 check-in stations and seating for 600 persons. The VIP Lounge, made up of 3,000 square feet, can be divided into two separate rooms, each sharing the VIP lobby. “These rooms will have lounge seating for 182 persons and will have 3 reception desks that we can use for check-in and other purposes. The key is to support our cruise partners’ loyalty and group programs,” suggests Kay Adams, PHA Cruise Manager.

In addition to these embarkation amenities, the cruise terminal includes a temperature controlled FMT Gangway System.

At disembarkation, passengers will benefit from the convenience of the 30,000 square foot Luggage Lay Down area, located adjacent to Customs and Border Protection, which features 10 CBP booths in its primary security area.

Other amenities include a separate crew lounge, large ship stores and transportation staging areas, along with separate docking areas for luggage vehicles. The wide apron, 80 to 100 feet in width, also suggest a design that maximizes port operations for the cruise ship.

“It’s the ‘wow’ factor,” says Battles. “Our biggest challenge is to be able to get the cruise line decision makers to visit the facility first hand – we have a product that is different from most other terminals. We’re providing amenities, services, efficiencies. That will outweigh additional steaming time between the Gulf of Mexico and Bayport versus other Gulf ports.”

Battles suggests partnerships with cruise lines should be announced by June 2008 with operations expected to begin in October 2008.

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## the PORTfolio

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### C Simple, Secure and Serene

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## **MSC CRUISES' NEWEST SHIP MSC ORCHESTRA TO JOIN MSC LIRICA FOR 2008-09 CARIBBEAN SEASON**

The Caribbean will play a key role in the ongoing growth of MSC Cruises. As the line prepares to grow from eight ships to 12 by 2010, MSC Cruises will be bringing two state-of-the-art ships – MSC Lirica and the new MSC Orchestra – to Fort Lauderdale for an exciting 2008-09 Caribbean season that features seven itineraries, 16 enchanting ports, the line's first call in Bermuda and several special theme cruises.

"The Caribbean continues to be an important destination for MSC Cruises," says Richard E. Sasso, president and CEO of MSC Cruises (USA), Inc. "That is why we are committed to expanding our presence in the Caribbean and enabling guests to experience our 'Beautiful. Passionate. Italian.' approach to cruising in this beautiful and passionate part of the world."

During the winter 2008-09 season, guests will be able to select from itineraries that feature the tropical Deep Caribbean, the wonders of the Western Caribbean, the jewels of the Eastern Caribbean, the exotic Caribbean featuring Panama and the pink sand beaches of Bermuda as well as transatlantic voyages between Fort Lauderdale and some of Europe's most intriguing ports of call.

Most of the itineraries include visits to Cayo Levantado, the line's private paradise experience in the Dominican Republic. There, guests will have the option to explore pristine beaches, enjoy turquoise waters and natural rainforest or view humpback whales as they arrive in the warmer Caribbean waters off the coast to mate and enjoy their newborns.

### **MSC ORCHESTRA IS ON ITS WAY**

MSC Cruises' newest ship, MSC Orchestra, which debuted in 2007, will arrive in Fort Lauderdale Jan. 2, 2009 for her inaugural Caribbean season, joining MSC Lirica, which has sailed Caribbean waters for several seasons.

At 92,400 gross tons, 196 feet high and 961 feet long, with 16 decks (13 of which are passenger decks), MSC Orchestra will be the largest member of the line's fleet to sail the Caribbean. The second in the line's "Musica" class, it can carry 2,550 passengers (double occupancy) in 1,275 staterooms (80% outside staterooms, most with a private balcony).

"MSC Orchestra is ideally suited for the preferences of our American and Canadian guests who want to experience the Caribbean with an international flavor," says Sasso. "It is an elegant ship that epitomizes all that is MSC Cruises, from the comfortable sophistication of the ship's design and vast public areas to the finest Italian hospitality, cuisine and international entertainment."

With more than 236,800 square feet of public areas and 5 restaurants (L'Ibiscus, Villa Borghese, La Piazzetta, Four Seasons, Shanghai Chinese Restaurant – the only dedicated Chinese restaurant at sea), 10 bars (two of which are open air), 3 meeting and conference rooms, a 21-foot by 12-foot outdoor LED screen that airs movies on the pool deck, and the 16,146 square feet for the Body and Mind



Spa, MSC Orchestra represents the perfect combination of grace and style.

MSC Orchestra will sail alternating 7-night roundtrip Eastern and Western Caribbean itineraries through April 25. A special 7-night roundtrip Bermuda sailing departs Fort Lauderdale April 25, 2009. This itinerary includes three days in King's Wharf, Bermuda and a day in Nassau, Bahamas, as well as two sea days.

MSC Orchestra is scheduled to depart Fort Lauderdale May 2, 2009 on an 18-night voyage that will include a two-day visit to New York before heading eastbound to Copenhagen.

#### **MSC LIRICA'S ITINERARIES**

MSC Lirica will arrive in Fort Lauderdale Dec. 3, 2008 to begin a Caribbean season that includes 10-night Deep Caribbean, 10-night Caribbean featuring Panama, 7-night Western Caribbean and 7-night Eastern Caribbean itineraries. She begins an eastbound transatlantic crossing on April 23, 2009.

#### **Theme Cruises**

MSC Cruises' 2008-09 Caribbean season will also feature several theme cruises:

- **Baseball Theme Cruises:** Because MSC Cruises has received such positive feedback from previous guests who have had the opportunity to mingle and learn from some of the greats of the game, five baseball theme cruises are slated for the 2008-09 Caribbean season: MSC Lirica's Dec. 13 sailing and MSC Orchestra's Jan. 24, Feb. 28, March 28 and April 11 departures.
- **Big Band Cruise:** MSC Lirica's Dec. 3 Deep Caribbean itinerary presents the 15-piece Les DeMerle Big Band with vocalist Bonnie Eisele. The band features the sounds of Ellington, Basie, James and Miller, plus

Broadway hits, rock 'n' roll classics, hot Latin grooves and show-stoppers from the '40s through today. The band will also perform a Big Band Jazz Concert and conduct a lecture on the Big Band era.

Since cruising is a popular family vacation experience, "Kids Sail Free" with MSC Cruises on all sailings all the time, not only in the Caribbean but throughout the world. Children ages 17 and younger sail free when they accompany two full-fare-paying adults in a stateroom (government fees and taxes are additional, as is any fuel surcharge; additional restrictions may apply).

The exciting 2008-09 Caribbean season comes at the end of a year which will see two major additions to the MSC Cruises fleet:

- MSC Poesia, the third in the "Musica" class, will debut in April and sail Mediterranean itineraries;
- MSC Fantasia, the line's first post-Panamax ship and the largest ship commissioned by a European ship owner, will debut in December. It features the exciting MSC Yacht Club, a special private-access VIP section of suites that offer 24-hour butler service, private pool and solarium, special access to the spa and more.

But it doesn't stop there. MSC Splendida, sister ship to MSC Fantasia, is currently under construction at Aker Yards, France and slated for delivery in spring 2009.

"Each ship in the fleet reflects MSC Cruises' unique combination of tradition, innovation and culture to deliver the ultimate cruise experience while displaying a real commitment to the finest hospitality afloat," says Sasso. "In essence, MSC Cruises has made true Italian service the heart of its business and its key point of differentiation in the cruise industry as it continues to expand its role as a key member of the cruise industry."

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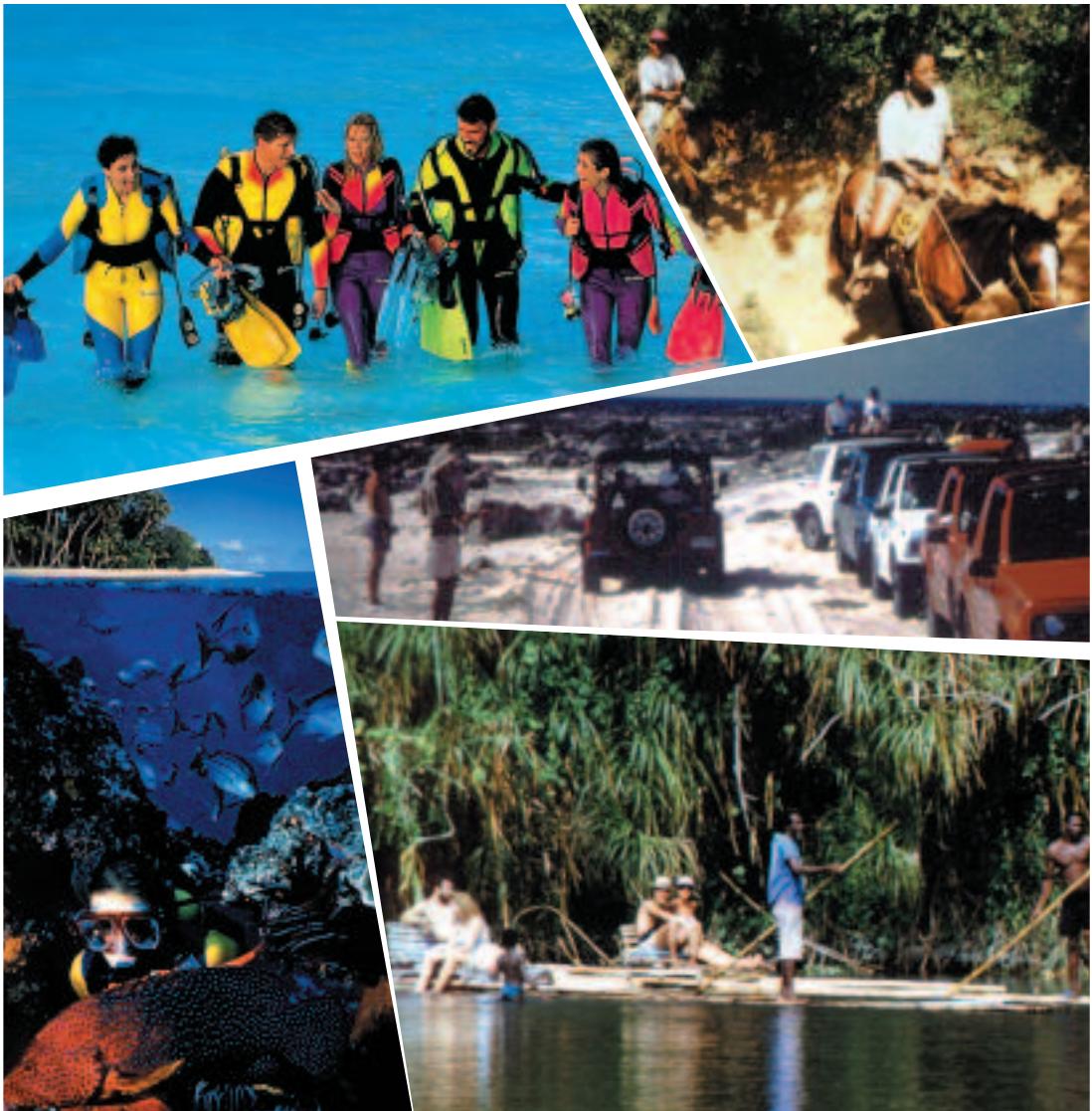


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## FCCA's 15th A True, Caribbean Experience

Each year, the Florida-Caribbean Cruise Association (FCCA) seeks out a charming destination for its Cruise Conference and Trade Show, and this year, delegates can expect a healthy dose of true, Caribbean charm, as Trinidad and Tobago hosts the 15th edition of this event. Trinidad, the larger and livelier of the two islands, will house the Conference, which runs from October 27-31, 2008, in its capital city of Port of Spain – the first port of entry for cruise ships. All Conference activities will take place at the Hyatt Regency Trinidad Hotel, the country's newest, five-star hotel, which is located on the city's waterfront.

Nestled between the Southern Caribbean and Latin America, and located a mere seven miles off Venezuela's north eastern coast, Trinidad and Tobago boasts of an energetic culture shaped by a people with lineage to Africa, India, China, the Middle East and Europe. This multiethnic society, therefore, has much to offer

visitors. If you're looking for a taste of the Far East, India, Africa, or Spain, you'll find it here. The islands' rich culture and ethnic diversity are reflected in their cuisine, music, and heritage, which are constantly celebrated in numerous festivals year-round. The most popular of festivals is Trinidad's Carnival, which spawns a season of revelry, culminating in two days of uninhibited celebration in the pre-Lenten season. Major cities across the world continue to pay homage to Trinidad's Carnival, by hosting smaller carnivals, all in an attempt to recapture its magic.

While it also embodies the Caribbean's classic sun, sea, and sand formula, you'll find that Trinidad and Tobago offers an interesting, dual persona – modernity mixed with a comfortable relationship with nature.

Known for its hustle and bustle, Trinidad and Tobago is the economic tiger and industrial giant of the

Caribbean region with its robust, energy sector, and growing, manufacturing industry. The country has earned an international reputation, as an excellent location for investment, due to its strong economy, investment-grade credit ratings, and stable outlook assessments. Additionally, the tourism sector is continuously expanding, and the country has taken it upon itself to become the conference and meetings capital of the Caribbean. New facilities, such as the Hyatt Regency Trinidad Hotel, with its 428 first-class rooms, full-service restaurant, lobby bar and lounge, rooftop bar and pool, and 6,000-square-foot spa and fitness centre, are a definite part of its strategy to realise this goal.

The capital city, Port of Spain is quite the urban setting with its chic shopping, sumptuous dining, tours, theatre and exciting nightlife, among other attractions. Woodbrook, the pulse of Port of Spain, is home to much of the city's hotspots, including Ariapita Avenue – a



strip of restaurants, bars, casinos, and live entertainment that are easily accessible, and actually quite close to the conference facility – Hyatt Regency Trinidad Hotel.

Ask most visitors about Trinidad and Tobago, and somewhere in their response you're almost sure to receive rave reviews about the country's cuisine. Trinidad's restaurants are reflective of the country's multi-ethnic make-up, and include A La Bastille (French cuisine), Il Colloseo (Italian), Apsara (Indian), Tamnak Thai (Thai), and Veni Mangé (Creole). Additionally, smaller eateries such as Woodford Café (Creole) and Irie Bites (Jamaican) add to the country's gastronomic range. Visitors can also sample the street cuisine in another district of Port of Spain – St. James.

The city's nightlife is quite active with entertainment spots such as the 51 degrees club, Club Zen, Coco Lounge, and J Malone's Irish Restaurant and Bar, as well as theatre and cultural extravaganzas, are open year-round. All of these amenities are merely a few streets from each other, making Port of Spain a perfect playground for leisure and business travellers.

Despite the fact that Trinidad is very metropolitan, upon deeper exploration you'll find proof of its ecological and

geographical diversity – a product of its one-time attachment to Venezuela's South American mainland. With over 450 species of birds, 600 types of butterflies, and 23,000 species of flora and fauna, the country is a nature lover's paradise with sites such as the Caroni Swamp in Central Trinidad – home to the Scarlet Ibis, and other exotic species – and the Pointe-à-Pierre Wildfowl Trust in South Trinidad – a refuge containing two lakes, nature trails and a wide variety of birds. Meanwhile, a simple drive along Trinidad's North Coast presents a breathtaking view of the Caribbean Sea, and sumptuous, local cuisine to sample along the way to what is arguably the island's most popular and internationally acclaimed beach, Maracas.

Trinidad and Tobago is rich in biodiversity, and the beauty of the two islands lies in their individual abilities to offer distinctive, yet equally enjoyable experiences.

Tobago, just a 15-minute flight or two-and-a-half-hour ferry ride from Trinidad, is the quintessential, Caribbean island. Secluded beaches, quaint villages, sumptuous cuisine, and eco trails are all part of its appeal, as are its charming hotels and eco resorts, which have nature reserves and bird sanctuaries right on the properties. Tobago is also home to the oldest protected rainforest in the Western Hemisphere.

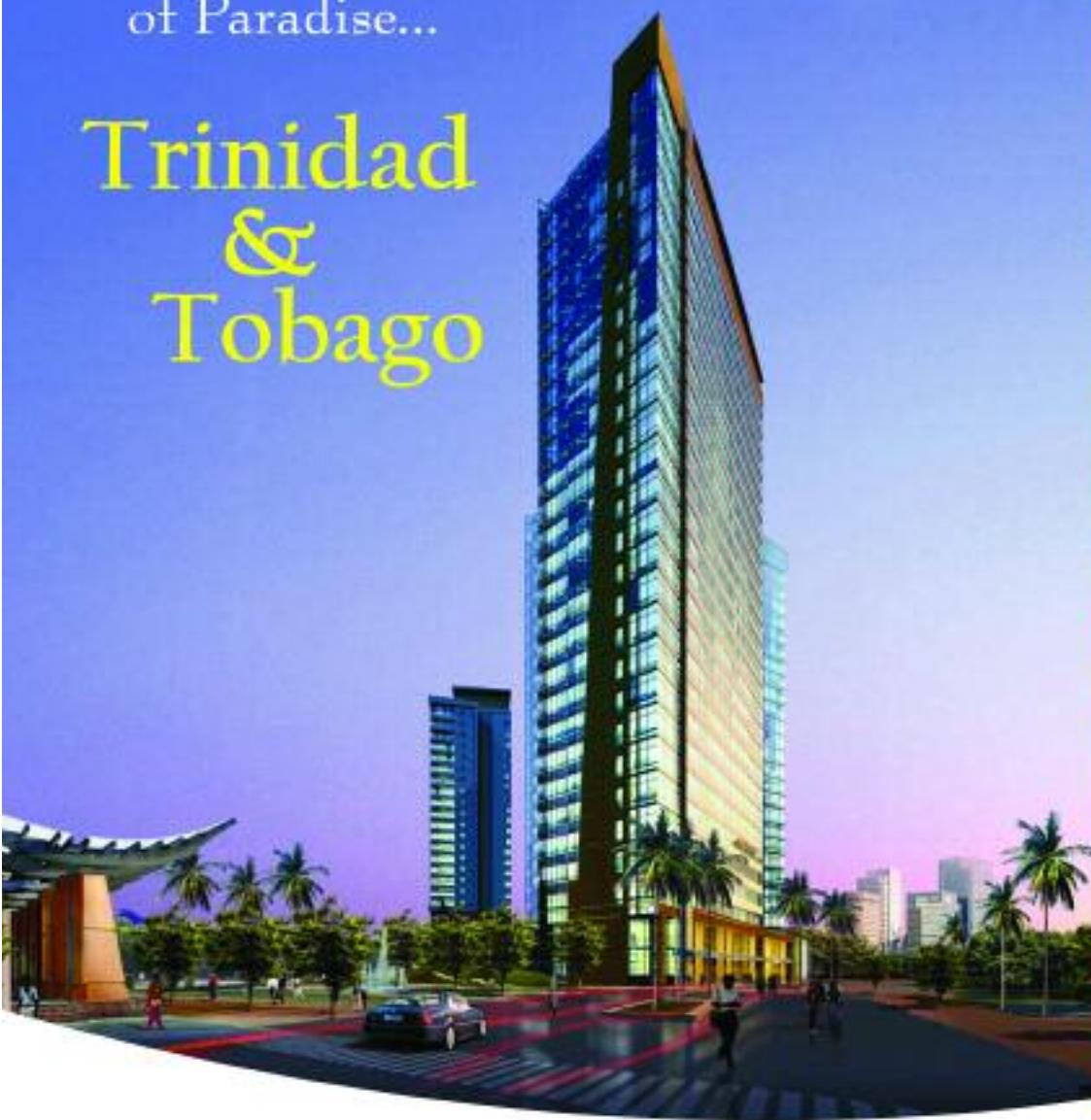
Tobago has some of the best diving in the Caribbean, and a wide variety of marine life. Adventurous divers will love the North-eastern fishing village of Speyside with its lush reefs, and the smaller islands off of Tobago – Goat Island and Little Tobago. Meanwhile in the South-West of the island, there's much easier diving for the casual diver with good reefs and wrecks to visit, and calmer dives. Trinidad and Tobago's marine life includes 300 types of South Atlantic coral, and a variety of spectacular multi-coloured fish, manta rays, tarpon, and a large, nesting population of turtles.

Pigeon Point Beach, Buccoo Reef and the crystal clear Nylon Pool, which are all situated close to each other, continue to draw locals and tourists alike with their breathtaking views, and abundance of marine life.

Trinidad and Tobago is intent on giving FCCA delegates a true, Caribbean experience in October. Not only will participants get an opportunity to meet with key players in the cruise ship industry to analyse industry trends and discuss current issues, they will also experience the warmth and energy of this leading, Caribbean destination. For more information about Trinidad and Tobago, visit [www.gotrinidadandtobago.com](http://www.gotrinidadandtobago.com).

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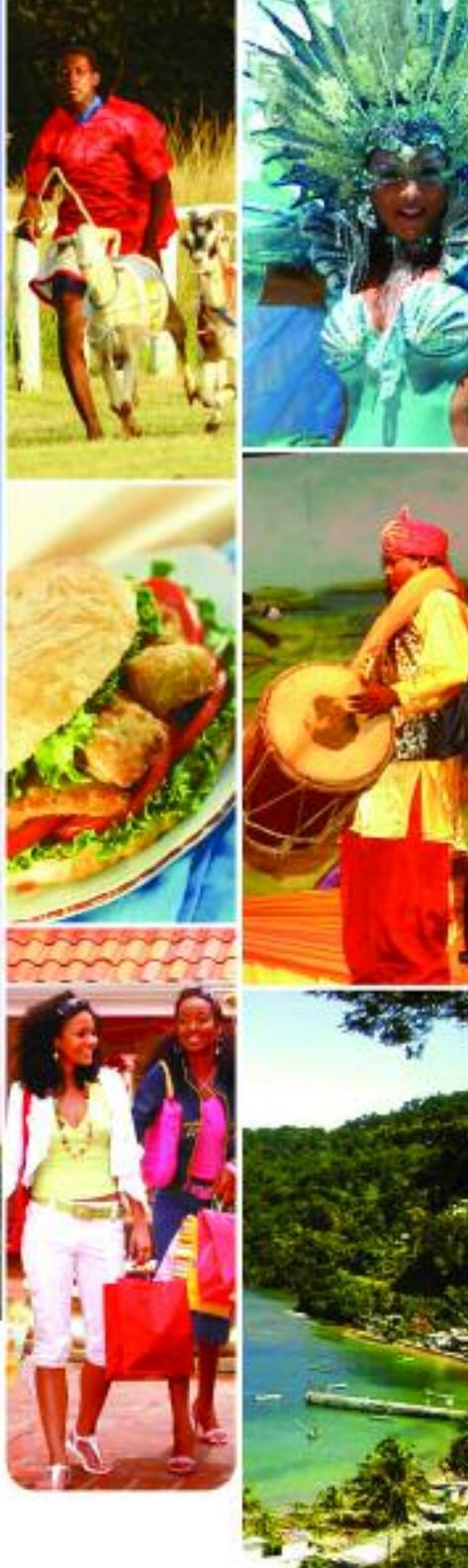


An entry into the Caribbean's most exhilarating waterfront, Port Trinidad, can best be described as an encounter with style and sophistication. And that's only the beginning.

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Chiapas, Mexico



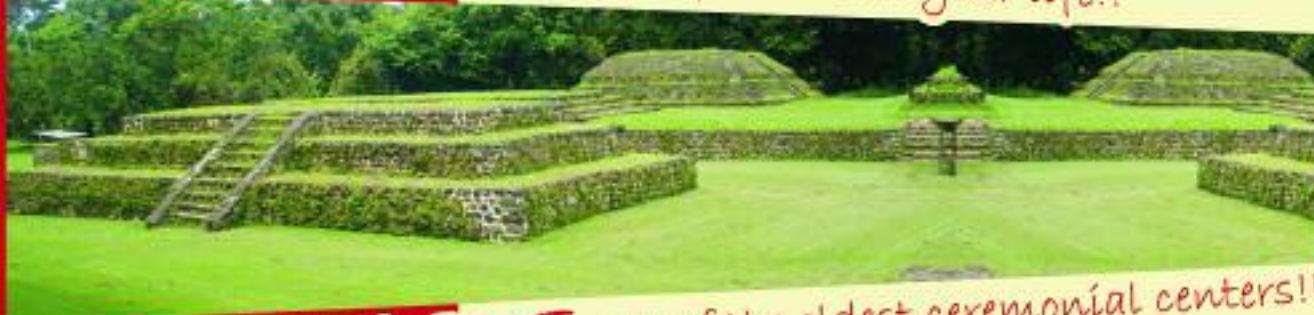
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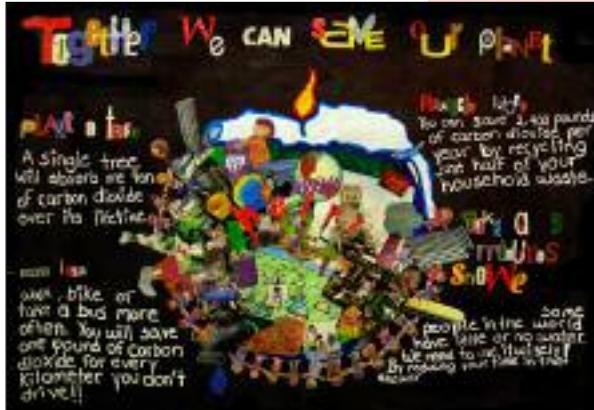


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# FCCA 2008

## Poster Competition Winners

More than \$25,000 in prizes and scholarships awarded



*Junior division winner,  
Melanie Yuridia Salgado Garcia, Mexico*

Each year the Florida-Caribbean Cruise Association invites students from the Caribbean and Latin America to participate in the annual FCCA Foundation Children's Environmental Poster Competition. This year, fourteen destinations throughout the Caribbean and Latin American region participated. One entry per category was selected as winners for their message that advocated the role each destination plays in preserving the environment.

Winners included 8-year-old Melanie Yuridia Salgado Garcia of Colegio Boston from Mexico in the Junior division (ages 12 and younger) and 14-year-old Rohaan K. Allport of Saint Mary's Academy from Dominica in the Senior division (ages 13 – 16).

Students throughout the Caribbean and Latin America were asked to create a poster that visually depicted at least three ways they believe could help protect the environment and promote environmental awareness in their country. The competition's purpose is to promote and stimulate environmental awareness among students and effectively educate younger generations on the importance of environmental protection. Each country submitted one poster in each age category to represent as its finalists.

Melanie Yuridia Salgado Garcia's poster, "Together we can save our planet," illustrates how performing simple tasks can reduce the amount of carbon dioxide released into the environment and, in turn, help save our planet. The poster depicts the practices of planting trees, driving less, recycling more and saving water. The 8-year-old's artistic creation provides a valuable reminder of how valuable a single tree can be to

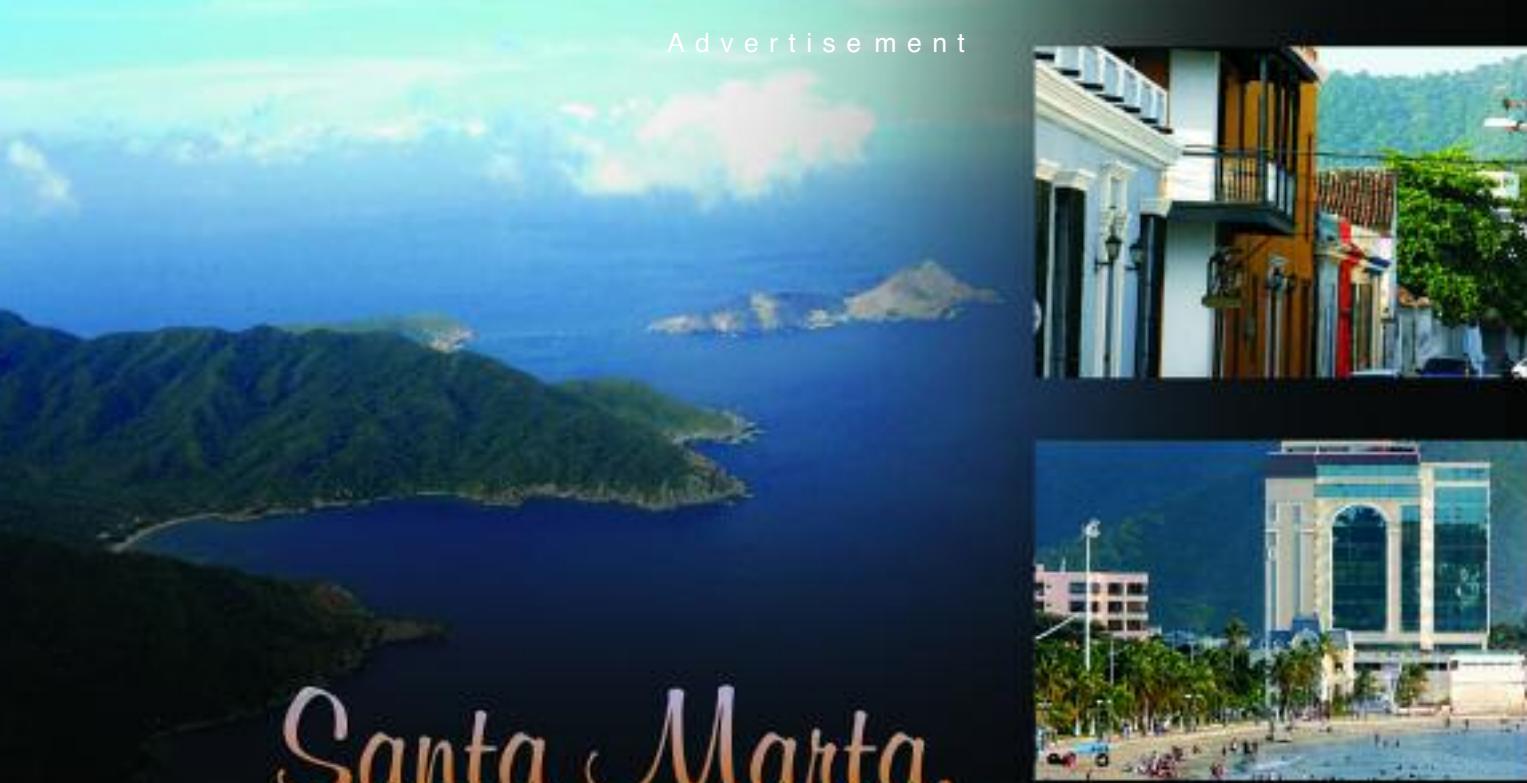


*Senior division winner,  
Rohaan K. Allport, Dominica*

the environment and how each of us can contribute to a healthier planet. For example, a single tree absorbs one ton of carbon dioxide over its lifetime. Walking, biking or taking a bus will save one pound of carbon dioxide for every kilometer you don't drive. You can save 2,400 pounds of carbon dioxide per year by recycling just half of your household waste. Reducing your time in the shower to five minutes can help us all save water.

Rohaan K. Allport's poster, "Protecting Dominica's Environment," displays icons of Dominica's terrestrial and marine environment. The poster displays the Sisserou parrot, forests, agriculture and the turtle to highlight the importance of conserving and protecting the environment for the benefit of future generations.

The FCCA also congratulates the second and third place winners in each division. Second place finalists were eleven-year-old Josie Lee from Belize in the Junior category and fifteen-year-old Emma Edgehill from Barbados in the Senior category. Third place winners were eleven-year-old Lisanne Guy from Jamaica in the Junior category and sixteen-year-old Karlyle Allen from Jamaica in the Senior category. Second place winners in both categories will each receive US \$1,500 and third place winners will receive US \$1,000. The winners, Melanie and Rohaan will each receive an educational scholarship of US \$3,000. The FCCA will also award the schools of the first, second, and third place winners in both categories the same amount received by their winning student in lieu of art supplies. The other finalists in each division will receive US \$200 rewarding their participation and good work.



# Santa Marta,

## *An Undiscovered Destination for Tourist..*

Located on the northeastern of the Caribbean coast of Colombia and at the foothill of the highest coastal mountain range in the world, "La Sierra Nevada", Santa Marta has a dry climate with an average temperature of 82°F and a population of 410,309 friendly people. Founded in 1525 by Rodrigo de Bastidas, it is the oldest city on continental America, providing visitors a mix of history, Indian cultural heritage, charming people and an extraordinary diversity of landscapes and beaches.

The city proudly displays the signs of its past represented in ancient buildings and military constructions, including la Quinta de San Pedro Alejandrino, an 18th century villa where the Liberator Simon Bolivar died in 1830. Today the villa is divided in three main tourist attractions: the main house, which maintains its original from and period pieces, a second house remodeled to accommodate the Bolivarian Museum of Contemporary arts and the Tayrona Museum.

Those seeking cultural Indian heritage will find La Ciudad Perdida ('Lost City') a 14th century city built high in the Sierra Nevada de Santa Marta, the world highest coastal mountain at 18,942 foot (5,775 meters), it is one of the largest pre-Columbian towns discovered in the Americas. Its stone constructions are a vivid reminder of the high level of cultural and architectural development of its builders.

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Unexploited paradises are found nearby the city, where more than 3,000 hectares of land and coast forming the bays of The Parque Tayrona. In this national park and ecological preserve the bays named Neguanje, Concha, Cinto, and Arrecifes provide visitors a unique encounter with nature. Within the park is the important archaeological site of Pueblito where direct descendants of the ancient Tayrona Indians may be found.

In addition to the above attraction, Santa Marta provides cruise lines with a top of the line port. Located at latitude 11° 15' North and longitude 74°13' West, the port serves users 24 hours a day all year round, with seven docks with an average depth ranging from 40 to 80 feet and berths 94 to 250 meters in length. The Port of Santa Marta offers safe storage services at its warehouses and yards, and was the first Colombian Maritime Terminal Port to attain International Certification under ISO 9000.

In other words, what Santa Marta has to offer is a magical encounter where colonial history, archaeological and ecological sites, Indian heritage, and multicolored beaches mix to provide your passengers an opportunity to experience great diversity in a single place.





## FCCA Outreach Program – Help Us Help You!

The FCCA is here to lend a hand with a new expanded Outreach Program in 2008. We not only recognize the critical importance of working with the communities in the Caribbean and Latin America, we pride ourselves on it. Service is our joy and our greatest accomplishment. Through our service, we strive to benefit the destination communities by helping anyone in need including its children, environment, economy, education, and more. It is then that we truly become one unified team.

One major focus of the Outreach Program is preparation and recovery of natural disasters. We also know first hand that sometimes, the unexpected happens, and when it does, we're here to jump in with recovery strategy and execution in response to catastrophic events. On the flip side, we will help plan and create a proactive strategy for unforeseen disasters so that protocol exists when needed most.

In this new collaboration effort, the FCCA and our destination partners have grown to make our program available to each and every destination on a request basis. Just ask! This new flexible concept for the FCCA Outreach Program caters to the needs of each destination's requests including, but not limited to the range of projects below:

- Cleaning Beaches/Roads
- Painting Schools-Hospitals-Orphanages
- Hurricane Clean up
- Crew Visiting Elderly
- Community Projects
- Hospital Volunteering
- Service Excellence Workshop
- Taxi Pride Workshop

The FCCA also offers the destinations Training Seminars to

help them maximize their tourism product for their economic benefit as well as the benefit of the cruise passenger. They include:

- The Service Excellence/Cruise Passengers Equal Profits Seminar explains both the importance that excellent customer service makes and what the cruise industry's economic impact is in your destination. It details consumer needs and demonstrates the best approaches to reach high guest satisfaction levels. Achieving elite service levels is a win-win for both the destination and the visitors' overall experience. By producing greater profits and converting cruise passengers into return stayover guests, the destination will reach higher fiscal results and a happy guest will return again and again. This session is ideal for anyone involved with customer service groups of 50-200 people. (Approximately 2 1/2 hours)
- The Caribbean Taxi Pride Workshop is targeted towards taxi drivers and any tour operators and vendors providing ground transportation to cruise passengers. The program provides hands-on, entertaining and informative instruction with the overall objective of showing how to enhance customer service including the use of videos and work books.. The training focuses on three main areas: courtesy and professionalism, marketing, and rules and safety. Ideal for ground transportation driver groups of 100-200 people. (Approximately 2 hours)

Please contact us – we are here to serve when and where needed. For more information about the FCCA outreach programs please contact Adam Ceserano at 954-441-8881 or via e-mail at adam@f-cca.com.

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**Queen Victoria****Inaugural Cruise:** December 11, 2007**Shipyard:** Fincantieri**Shipyard Location:** Italy**Country of Registry:** Great Britain**Cruising Speed:** 23.7 knots**Size & Capacities****Tons:** 90,000**Length:** 964.5 feet**Passengers:** 2,014**Crew:** 900**CUNARD**

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Transatlantic Crossings

***Roxann A. Wardally***  
***Bar Steward***  
***Princess Cruises***

**Grenada**

Hailing from the beautiful “Island of Spice,” Grenada, 24-year-old Roxann Wardally says “I have as much fun as the passengers cruising with Princess.”

Currently serving on her second contact with Princess as a Bar Steward, Roxann feels that “working in the Bar Department is one of the most exciting jobs onboard. I have worked in bars and clubs back home, so serving and partying with the passengers is natural.”

Roxann grew up in the heart of Grenada, St George’s tourism industry, beginning at the tender age of 14. During her school years, she worked part time many local hotels and restaurants. She particularly enjoyed watching cruise ships come in filled with tourists excited about arriving in a new place.

“My love for public relations and tourism greatly helped me in this industry. I have completed many courses to advance myself as a young lady -- from Gardening to Hotel Management.”

Before joining Princess she worked in a five-star PADI Diving School. She is a PADI Advanced Diver and also CPR and Medical Assistant certified. She wants to study tourism at the university level, but before doing that she wanted to see the world and then she plans to go back to school to get her advance degree.

Her hobbies include reading, writing poems, collecting money from different countries, and meeting new people.

Roxann always tries to encourage young people from her country to apply to work on cruise ships. She says, “It is a cool job.”

“I honestly enjoy my job and the different people around me. It’s a great experience to see the world. I am still fascinated every time we cruise somewhere new. The best part of this job is meeting the passengers, recognizing their excitement for cruising.”

# Around The Caribbean



(Left to Right) Ernest Littles, President of the Trinidad and Tobago Tourism Development Company, Melba Didier, Permanent Secretary, Michele M. Paige, Hon. Joseph Ross, Minister of Tourism, Trinidad and Tobago, and Michael Ronan, Vice President of Government Relations, Royal Caribbean International & Celebrity Cruises.

The logo for Continental Shipping Inc. features a blue circular emblem containing a stylized globe with a white anchor superimposed on it. Below the emblem are three blue wavy lines representing water. To the right of the emblem, there is a vertical list of services, each preceded by a gold star: "SHIP AGENTS", "STEVEDORING", "PASSENGER LOGISTICS", "TRAVEL AGENTS", and "TERMINAL OPERATORS".

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**Let your guests  
cruise to your cruises**

Give your guests the most pleasant cruise experience possible. Where they can arrive at a seaport unhampered by big city congestion. Where they can park in a secure area close to your ship. Where they can check-in at a gorgeous terminal with the relaxing atmosphere of a tropical paradise. Port Canaveral will put your guests in the cruising mood long before they board.

To explore how we can work with you to give your company and guests a pleasant and smooth Port experience, contact Cruise Development at 321-783-7831 extension 253.



*Smooth Sailing All The Way*

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