



**The 15th Annual  
FCCA Cruise Conference & Trade Show  
Oct. 27 - 31, 2008**



**TRINIDAD & TOBAGO**  
*The True Caribbean*





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PORT OF  
St. MAARTEN

Your Port of Call

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## **Florida-Caribbean Cruise Association**

11200 Pines Blvd., Suite 201

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# Message from the FCCA



**MICHELE M. PAIGE**  
PRESIDENT, FLORIDA-CARIBBEAN CRUISE ASSOCIATION



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

*The FCCA is pleased to welcome you to our annual Conference & Trade Show.*

*Originating in 1994, the FCCA has strived to establish links between its Member Lines and partner destinations' private and public sectors. These connections develop mutual understanding while increasing communication and leading to business benefits.*

*By bringing together key players within all facets of the industry, the FCCA works for all in order to grow symbiotic relationships. Only through these partnerships can we make great strides.*

*We extend our thanks to all those who have supported us throughout the years by their membership, advertising in FCCA publications, attending our events, and advocating the FCCA in your destinations.*

*The FCCA Conference & Trade Show continues to serve as a fundamental forum for establishing and maintaining cooperative connections with the cruise industry and FCCA partners. Over the next few days, you will have the chance to listen and learn from one another through face-to-face interactions with some of the most important decision makers in all areas of cruise tourism.*

*Please take the chance to actualize these opportunities and make the best of what will hopefully be our best Conference yet. Gather the information, forage relationships, and enjoy yourselves.*

# Message from the Minister of Tourism



## FCCA CRUISE CONFERENCE & TRADE SHOW MESSAGE

**THE HONOURABLE JOSEPH ROSS  
THE MINISTER OF TOURISM  
TRINIDAD AND TOBAGO**



Welcome to the twin island Republic of Trinidad and Tobago! Two islands with quite different moods – the pulsating passionate energy of Trinidad and the lush laid-back serenity of Tobago.

Trinidad and Tobago is perhaps the most developed nation within the Caribbean. Our rich diverse culture and our people clearly elevate us from the traditional sea, sand and surf destination. We are the creators of Carnival, the Biggest Street Festival in the World, Calypso, Soca and Chutney... and of course the Steelpan. On any given day within the year Trinidad and Tobago celebrates a festival or an event. There is always something to do in Trinidad and Tobago.

The Government of Trinidad and Tobago has positioned tourism as one of the industry pillars in its efforts to diversify our energy-dependent economy.

Recognising that the cruise ship industry is the fastest growing segment of the global



# Message from the Minister of Tourism

leisure market we are seriously considering the feasibility of marketing Trinidad and Tobago as a home port for the world's cruise ship companies and upgrading port infrastructure at our cruise facilities.

Strategically located at the cusp of the South American Continent, Trinidad and Tobago is a natural choice for cruise shipping when you consider our excellent airport facilities which can easily cater for arriving and departing passengers, wide range of room stock ranging from the world class Hyatt Regency Trinidad to quaint bed and breakfast facilities, knowledgeable, trained and certified service providers, and a tourism product that offers a variety of touring options for cruise ship passengers.

Presently we are on a massive drive to upgrade our established sites and attractions as well as our service quality as we recognise the critical need to offer "value added" products and internationally acceptable service standards to all our visitors. The re-development plan for Maracas, which is located on our scenic North Coast, would truly position it as the flag ship beach for Trinidad. With enhanced food court facilities, expanded car park, and facilities for beach sport and entertainment, Maracas will be the preferred place where people live, work and play.

Government is also reviewing its Tourism Development Act in order to ensure that tourism operators and investors are offered the most competitive and attractive incentives so as to ensure that a positive quality experience is delivered to visitors.

As Minister of Tourism I extend a warm and friendly "Trinbago" welcome to all cruise ship executives and suppliers.

Trinidad and Tobago.... A Destination that is indeed the True Caribbean.

Sincerely,

The Honourable Joseph Ross  
**MINISTER OF TOURISM**  
**TRINIDAD AND TOBAGO**

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# Government Leaders

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

## **Antigua**

Hon. Harold Lovell  
Minister of Tourism & Civil Aviation  
Ministry of Tourism, Antigua & Barbuda

## **Aruba**

Hon. Edison Briesen  
Minister of Tourism & Transportation  
Aruba Ministry of Tourism

## **Bahamas**

Hon. Vincent Vanderpool-Wallace  
Minister of Tourism & Aviation  
Bahamas Ministry of Tourism

## **Barbados**

Hon. John Boyce  
Minister of Transport, Works & International Transport  
Ministry of Transport, Works & International Transport

## **British Virgin Islands**

Hon. Elvis Harrigan  
Member of the House of Assembly  
House of Assembly of the Virgin Islands

## **Cayman Islands**

Hon. Charles Clifford  
Minister of Tourism  
Cayman Islands Government

## **Curacao**

Hon. Eugene Rhuggenaath  
Minister of Economic Affairs, Labour and Tourism  
Curacao Ministry of Tourism

## **Dominican Republic**

Magaly Toribio  
Vice Minister  
Ministry of Tourism of the Dominican Republic

## **Grenada**

Hon. Peter David  
Minister of Tourism & Foreign Affairs  
Grenada Board of Tourism

## **Honduras**

Hon. Ricardo Martinez  
Minister of Tourism  
Honduras Institute of Tourism

## **Jamaica**

Hon. Edmund Bartlett  
Minister of Tourism  
Ministry of Tourism, Jamaica

## **Martinique**

Marie-Claude Clery  
Vice President, Martinique Tourism Authority  
Martinique Tourism Authority

## **Nevis**

Hon. Joseph Parry  
Premier Minister & Minister of Tourism  
Ministry of Tourism, Nevis

## **Puerto Rico**

Mickey Espada  
Deputy Director, Puerto Rico Tourism Company  
Puerto Rico Tourism Company

## **Republic of Panama**

Ruben Arosemena  
Vice President

## **St. Lucia**

Hon. Guy Joseph  
Minister of Communications, Works,  
Transport & Public Utilities  
Ministry of Tourism, Communications, Works,  
Transport & Public Utilities

# Government Leaders

## **St. Maarten**

Hon. Theo Heyliger  
Commissioner of Harbour & Public Works  
Island Government of St. Maarten

Hon. Roy Marlin  
Commissioner of Tourism  
Island Government of St. Maarten

## **St. Vincent and the Grenadines**

Hon. Glen Beache  
Minister of Tourism, Youth & Sports  
St. Vincent Ministry of Tourism, Youth & Sports

## **Trinidad & Tobago**

Hon. Patrick Manning  
Prime Minister  
Republic of Trinidad & Tobago

Hon. Joseph Ross

Minister of Tourism  
Ministry of Tourism, Trinidad & Tobago

Hon. Neil Wilson

Secretary for Tourism & Transportation  
Tobago House of Assembly,  
Division of Tourism & Transportation

## **U.S.V.I.**

Hon. Beverly Nicholson - Doty  
Commissioner of Tourism  
U.S. Virgin Islands Department of Tourism



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Dzibilchaltun  
20 min.



Uxmal  
90 min.



Merida  
30 min.



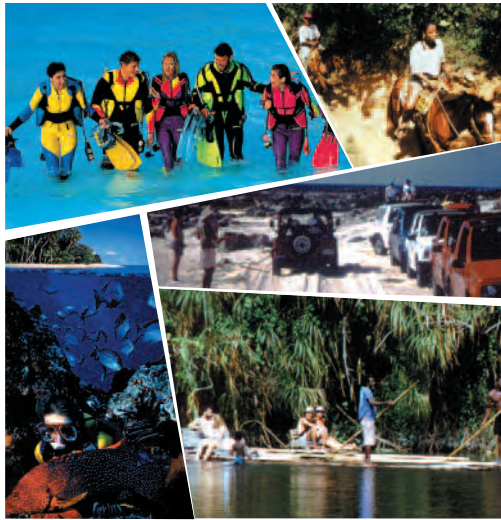


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IF YOU ARE NOT A CURRENT MEMBER YOU MAY CONTACT VICTORIA LALTA, FCCA MEMBERSHIP DIRECTOR AT 954-441-8881 OR GO TO WWW.FCCA.COM AND COMPLETE EVERYTHING ON-LINE.

ADDITIONALLY INSURED. THEY ARE GENERAL LIABILITY, ALSO CALLED THIRD PARTY LIABILITY, CONTINGENT AUTOMOBILE LIABILITY AND CONTINGENT WATERCRAFT LIABILITY.

YOU ARE INVITED TO VISIT OUR WEB SITE WWW.RMIG.US FOR ADDITIONAL INFORMATION ON THE MANY INSURANCE COVERAGE'S AVAILABLE THROUGH THE ROYAL MARINE INSURANCE GROUP.

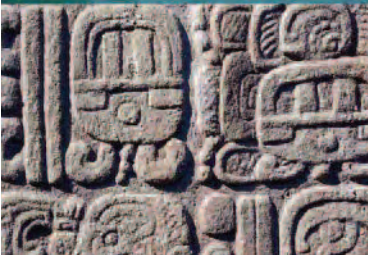
FOR FURTHER INFORMATION PLEASE CONTACT BILL ROVERSI AT BILL@RMIG.US





# Guatemala

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Guatemala is a country with a very diverse ethnic culture and scenic beauty comprising imposing ancient Maya archaeological sites, Spanish colonial towns, Guatemala City a modern metropolis and mountain lakes surrounded by towering volcanoes, lush forests and many rivers meandering through cattle, coffee, sugar and banana plantations to the Pacific and Atlantic coasts.

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FOR INFORMATION REGARDING  
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[www.visitguatemala.com](http://www.visitguatemala.com)  
asmith@inguat.gob.gt Phone: (502) 2421-2808  
P.B:X (502) 2421-2800 FAX: (502) 2421-2881

# FCCA Member Cruise Lines

## **CARNIVAL CRUISE LINES**

3655 N.W. 87th Ave  
Miami, FL 33178-2428  
Tel: (305) 599-2600 • Fax: (305) 471-4700  
Website: [www.carnival.com](http://www.carnival.com)

## **CELEBRITY CRUISES**

1050 Caribbean Way • Miami, FL 33132  
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Website: [www.celebritycruises.com](http://www.celebritycruises.com)

## **COSTA CRUISE LINES**

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Tel: (954) 266-5600 • Fax: (954) 266-2100  
Website: [www.costacruises.com](http://www.costacruises.com)

## **CUNARD LINE**

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Website: [www.cunard.com](http://www.cunard.com)

## **DISNEY CRUISE LINE**

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Tel: (407) 566-3500 • Fax: (407) 566-3751  
Website: [www.disneycruise.com](http://www.disneycruise.com)

## **HOLLAND AMERICA LINE**

300 Elliot Avenue West  
Seattle, WA 98119  
Tel: (206) 281-3535 • Fax: (206) 281-0351  
Website: [www.hollandamerica.com](http://www.hollandamerica.com)



## **MSC CRUISES (USA) INC.**

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Fort Lauderdale, FL 33309  
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Website: [www.msccruises.com](http://www.msccruises.com)

## **NORWEGIAN CRUISE LINE**

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Website: [www.ncl.com](http://www.ncl.com)

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## **ROYAL CARIBBEAN INTERNATIONAL**

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Miami, FL 33132  
Tel: (305) 539-6000 • Fax: (305) 374-7354  
Toll Free: (800) 327-6700  
Website: [www.royalcaribbean.com](http://www.royalcaribbean.com)





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# Cruise Executive Listing

## **Carnival Corporation & plc**

Richard Ames, *Sr. Vice President, Shared Services*  
Micky Arison, *Chairman & CEO*  
Armando Corpas, *Director, Project Management, Strategic Planning and Port Development*  
Tom Dow, *Vice President, Public Affairs*  
Giora Israel, *Vice President, Strategic Planning*  
Carlos Torres de Navarra, *Director, Strategic Planning and Port Development*  
Alberto Uch, *General Manager, Puerta Maya*

## **Carnival Cruise Lines**

Robert Blythman, *Director, Tour Operations*  
Gordon Buck, *Vice President, Caribbean Relations*  
Amilcar Cascais, *Vice President, Tour Operations*  
Brendan Corrigan, *Sr. Vice President, Marine Operations*  
Raynel Gonzalez, *Manager, Care Team Services*  
Andrew Landsberger, *Product Development Supervisor*  
Joe Lavi, *Vice President, Purchasing*  
Vicky Rey, *Vice President, Reservations Administration, Embarkation and Care Team Services*  
Terry Thornton, *Vice President, Marketing Planning*  
Domenico Tringale, *Vice President, Port Operations*

## **Carnival UK**

Julia Stoica, *Shore Excursions Executive*

## **Celebrity Cruises**

Dan Hanrahan, *President & CEO*

## **Costa Cruise Lines**

Hans Hesselberg, *Vice President, Hotel Operations*  
Maurice Zarmati, *President & CEO*

## **Disney Cruise Line**

Russell Daya, *Director, Marine, Port, Security Operations & Maritime Affairs*  
Tom McAlpin, *President*  
Larry Stauffer, *Manager, Shore Excursions and Island Recreation*

## **Holland America Line**

John Cook, *Shore Excursion Product Manager*  
Simon Douwes, *Director, Deployment & Itinerary Planning*  
Matthew Sams, *Vice President, Caribbean Relations*

## **MSC Cruises (USA) Inc.**

Richard Sasso, *President & CEO*

## **Norwegian Cruise Line**

Stephen Bock, *Manager, Finance & Administration*  
Kenneth A. Charles, *Director, Newbuild, Hotel & Refurbishing Purchasing*  
Colin Murphy, *Vice President, Special Projects*  
Jennifer Marmanillo, *Marketing Analyst, Itinerary Planning*  
Patrick Powers, *Manager, Product Development/Shore Excursions*  
Steve Riester, *Vice President, Itinerary Planning & Revenue Management*  
Joanne Salzedo, *Director of Shore Excursions Product Development*  
Kevin Sheehan, *President & CFO*  
Svein Sleipnes, *Vice President, Port Operations/CSO*  
Lily Urrutia, *Manager Product Development/Shore Excursions*

## **Princess Cruises**

Donna Barnett, *Port Operations Specialist*  
Lisa Jensen, *Manager, Caribbean & Atlantic Shore Operations*  
Crystal Morgan, *Manager, Market Planning, Deployment & Itineraries*  
Stephen Nielsen, *Vice President, Caribbean & Atlantic Shore Operations*  
Chris Roberts, *Shore Excursion Specialist*

## **Regent Seven Seas Cruises**

Penny Zeilman, *Senior Travel Concierge, Land Programs*

## **Royal Caribbean Cruises Ltd.**

James Boink, *Director, Commercial Development*  
Federico Gonzalez-Denton, *Director, Government Relations, Latin America & The Caribbean*  
Dustin Nason, *Manager, Port Operations*  
Craig Milan, *Sr. Vice President Land Operations, Royal Caribbean Cruises Ltd./President, Royal Celebrity Tours*  
Martha Olano, *Specialist, Government Relations, Caribbean & Latin America*  
Michael Ronan, *Vice President, Government Relations, Caribbean, Latin America and Asia*

## **Royal Caribbean International**

Adam Goldstein, *President & CEO*

## **Royal Caribbean International & Celebrity Cruises**

Joel Davis, *Operations Manager, Shore Excursions*  
Andy Horton, *Account Manager, Shore Excursions & Explorations*

## **Royal Caribbean International, Celebrity Cruises and Azamara Cruises**

Christopher Allen, *Director, Deployment & Itinerary Planning*  
Diana Block, *Vice President, Revenue Management and Deployment*  
Bill Fay, *Insurance Manager, Risk Management*  
Patrick Schneider, *Director, Shore Excursions & Explorations*  
Juan Trescastro, *Vice President, Land Operations & Guest Port Services*



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**Dominican Republic**  
*Endless*





# Session 1

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**Monday, October 27**

**5:00 p.m. – 6:30 p.m.**

**(Jade & Ruby)**

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**Tourism Economic Forecast**

---

What's hot and what's not? Is the dollar in a coma? Hear the latest about the general economic forecast for discretionary spending, including cruising and land-based vacations.

**Moderator:** Richard Sasso, President & CEO, MSC Cruises (USA) Inc.

**Guest Speaker:** John Walker, Chairman of Oxford Economics

**Panelists:** **Andy Moody, Principal, Business Research and Economic Advisors (BREA)**

*Panelists in bold are FCCA Platinum Associate Members.*

# CHUKKA

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Adventure Excursion  
Operator

*Always Green, Always Exciting and  
Always Different....*



## Session 2

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**Tuesday, October 28**

**4:30 p.m. – 6:00 p.m.**

### **Shore Excursions** (Jade & Ruby)

#### **Guest Perception is Guest Reality**

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But what is reality? When the guests step ashore, is there a welcome sign? What image do they see and what is projected? Join this alternate approach to the standard Tour Operator workshop and learn how to create the over all experience and exceed customer expectations from industry experts.

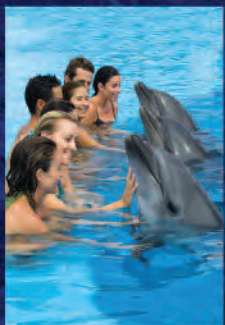
**Moderator:** Amilcar Cascais, Vice President, Tour Operations, Carnival Cruise Lines  
**FCCA Shore Excursion Committee Chairman**

**Panelists:** **Alessandro Mencos, President, Gray Line Mundo Maya, Guatemala**  
Larry Stauffer, Manager, Shore Excursion & Island Recreation, Disney Cruise Line  
Penny Zeilman, Senior Travel Concierge, Regent Seven Seas Cruises



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# Session 3

**Wednesday, October 29**

**3:00 p.m. – 4:30 p.m.**

## **Marketing** (Jade & Ruby)

### **How will the Caribbean destinations and cruise lines deal with a challenging economy and rapidly escalating fuel costs?**

This workshop will review the significant implications of today's challenging economic environment. In addition, we will discuss changes that are needed in our sales and marketing strategies to produce the most favorable results.

**Moderator:** Terry Thornton, VP, Market Planning, Carnival Cruise Lines, **FCCA Marketing Committee Chairman**

**Panelists:** Micky Arison, Chairman & CEO, Carnival Corporation, **FCCA Chairman**  
Diana Block, Vice President, Revenue Management & Deployment, Royal Caribbean International/Celebrity Cruises/Azamara Cruises  
Hon. Roy Marlin, Commissioner of Tourism, Island Government of St. Maarten  
Richard Sasso, President & CEO, MSC Cruises, (USA) Inc.  
Hon. Vincent Vanderpool-Wallace, Minister of Tourism & Aviation, Bahamas Ministry of Tourism

## **Shore Excursions** (Regency 5)

### **A Job Well Done**

Guest speaker Mr. Erkunt Oner from Tura Tours, Turkey, winner of the 2007 Seatrade Insider Cruise Award for Supplier of the Year, takes on the topic of delivering specialty tours for travelers who prefer private luxury venues. More Europeans are cruising, what are their needs and how do they differ from North Americans? Are multi-lingual guides the answer? Mr. Oner caters to segmented travelers and shares his ideas and strategy.

**Moderator:** Amilcar Cascais, Vice President, Tour Operations, Carnival Cruise Lines  
**FCCA Shore Excursion Committee Chairman**

**Guest Speaker:** Mr. Erkunt Oner, CEO, Tura Turizm - Istanbul, Turkey

**Panelists:** Joanne Salzedo, Director, Shore Excursion Product Development, Norwegian Cruise Line  
Patrick Schneider, Director, Shore Excursions & Explorations, Royal Caribbean International, Celebrity Cruises & Azamara Cruises



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 **PORT EVERGLADES**  
BROWARD COUNTY, FLORIDA





# Session 4

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Thursday, October 30

10:00 a.m. – 11:30 a.m.

## **Marketing** (Jade & Ruby)

---

**How can the Caribbean destinations best leverage cruise tourism to improve the current and future impact from cruise visitors?**

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This workshop will discuss the increased importance of cruise tourism and how the destinations can improve the impact that cruise visitors bring to the destinations. We will review a wide variety of topics, including product improvements, marketing "best practices", cruise conversion programs and important initiatives.

**Moderator:** Terry Thornton, VP, Market Planning, Carnival Cruise Lines,  
**FCCA Marketing Committee Chairman**

**Panelists:** **Juan Pablo Cepeda, Director of Tourism, Sociedad Portuaria De Cartagena**  
**Hon. Charles Clifford, Minister of Tourism, Cayman Islands Government**  
James Devers, Windward Caribbean Trade Manager, Tropical Shipping, Trinidad  
Zachary Harding, Deputy Director of Tourism, Jamaica Tourist Board  
**Hon. Ricardo Martinez, Minister of Tourism, Honduras Institute of Tourism**  
**Magaly Toribio, Vice Minister, Ministry of Tourism, Dominican Republic**

## **Shore Excursions** (Regency 2)

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**The ABC's of Insurance Program**

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Panelists will include representatives from Royal Marine Insurance, Ace Insurance and Cruise Line Risk Management. This workshop will breakdown the overall insurance program from Coverage, Overwriting, Risk Management and Claims

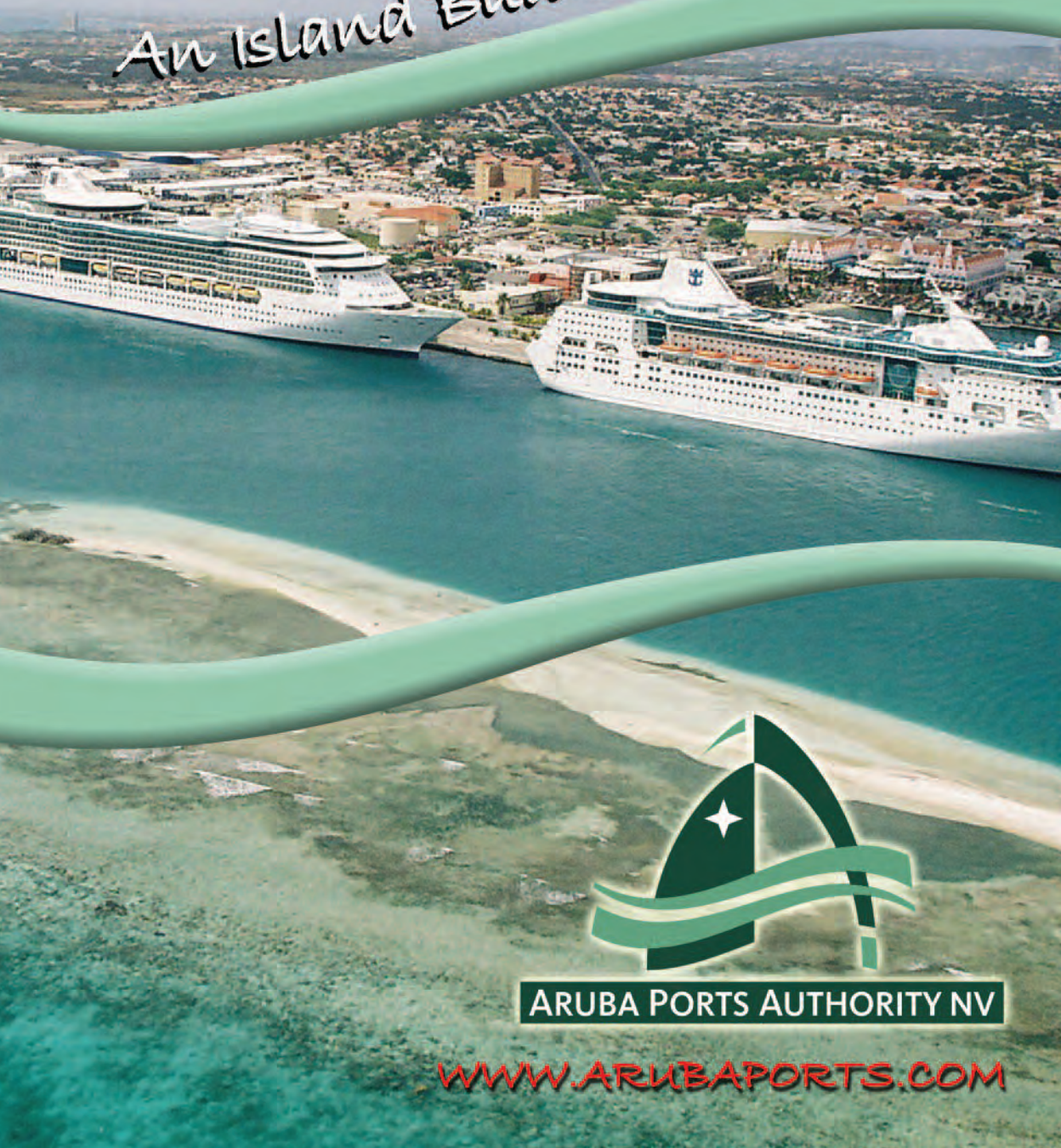
**Moderator:** Bill Fay, Insurance Specialist, Royal Caribbean Cruises, Ltd.

**Panelists:** Jerry Hamilton, Attorney, Hamilton, Miller & Birthisel  
Dave Humphreys, Claims Manager, Ace USA  
**Bill Roversi, Vice President, Royal Marine Insurance Group**  
Lynda Sanderlin, International Underwriter, Ace USA International Advantage

*Panelists in bold are FCCA Platinum Associate Members.*

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# Session 5

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**Thursday, October 30**

**3:30 p.m. – 4:30 p.m.**

**Operations (Jade & Ruby)**

**FCCA Customer Service Training**

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**Speaker:** Adam Ceserano, Vice President, Florida-Caribbean Cruise Association

Understanding the Cruise Industry and its dynamics is vital in today's tourism mix, especially in view of the competition that the Caribbean and Latin America tourism faces from other regions of the world. The FCCA has developed a series of workshops that are available to the Caribbean and Latin America, utilizing our research and information capabilities. The workshops focus on:

Enhance your cruise services- Improve your destination's marketability- Learn the L.A.S.T. principle - Improve your customer service level- Gain insight into cruise passenger spending –Take note of the latest statistics.

Like the Cruise Industry, these programs are always changing giving you the best advantage in today's market place.

# Sequence of Events

## SUNDAY, OCTOBER 26TH

Conference & Trade Show Registration (*Topaz & VIP - Diamond*) . . . . . 1:00 PM - 4:00 PM

## MONDAY, OCTOBER 27TH

Trade Show, Exhibitor Move-in (*Port of Spain Ballroom*) . . . . . 8:00 AM - 11:00 AM  
 Conference & Trade Show Registration (*Regency 5 & 6 Foyer - VIP - Diamond*) . . . . . 8:00 AM - 12:00 PM  
 Care Awareness Training (*Regency 5 & 6*) . . . . . 9:00 AM - 5:30 PM  
 Conference & Trade Show Registration (*Regency 5 & 6 Foyer - VIP - Diamond*) . . . . . 3:00 PM - 7:00 PM  
 Trade Show, Exhibitor Move-in (*Port of Spain Ballroom*) . . . . . 3:00 PM - 9:00 PM  
 Workshop ~ Session 1 (*Jade & Ruby*) . . . . . 5:00 PM - 6:30 PM  
 Golf Pairing Reception - (*Regency 1 & 2*) . . . . . 6:30 PM - 8:00 PM  
     *Cruise Executives & Golfers ONLY*  
 Golf Pairing Party - Open to All (*Regency 1, 2 & 3*) . . . . . 8:00 PM - 11:00 PM

## TUESDAY, OCTOBER 28TH

FCCA Golf Tournament & Luncheon/Awards (*Millennium Lakes Golf Club*) . . . . . 7:00 AM - 1:00 PM  
 Trade Show, Exhibitor Move-in (*Port of Spain Ballroom*) . . . . . 8:00 AM - 12:00 PM  
 Conference & Trade Show Registration (*Regency 5 & 6 Foyer - VIP - Diamond*) . . . . . 9:00 AM - 12:00 PM  
 Complimentary Tours(*Departing from Hotels*) . . . . . 9:00 AM - 1:30 PM  
 Lunch (*Regency 4, 5 & 6*) . . . . . 12:00 PM - 2:00 PM  
 Cocktail Reception @ Trade Show (*Port of Spain Pre Function*) . . . . . 1:30 PM - 2:30 PM  
 Conference & Trade Show Registration (*Regency 5 & 6 Foyer - VIP - Diamond*) . . . . . 2:00 PM - 6:00 PM  
**One-on-One Meetings ~ Session 1**  
 (*Sangre Grande/Point Fortin/Toco/San Fernando/Point Lisas*) . . . . . 2:30 PM - 4:00 PM  
     *Cruise Executives & Delegates ONLY*  
**Trade Show Grand Opening** (*Port of Spain Ballroom*) . . . . . 2:30 PM - 5:30 PM  
 Workshop ~ Session 2 (*Jade/Ruby*) . . . . . 4:30 PM - 6:00 PM  
**Conference Opening Ceremony** (*Regency Ballroom*) . . . . . 6:30 PM - 7:30 PM  
 Welcome Party @ Hyatt Regency Hotel - Waterfront Terrace . . . . . 7:30 PM - 11:00 PM

## WEDNESDAY, OCTOBER 29TH

Breakfast (*Regency 4, 5, 6*) . . . . . 7:00 AM - 8:00 AM  
**One-on-One Meetings ~ Session 2**  
 (*Sangre Grande/Point Fortin/Toco/San Fernando/Point Lisas*) . . . . . 8:30 AM - 11:30 AM  
     *Cruise Executives & Delegates ONLY*  
 Conference & Trade Show Registration (*Regency 5 & 6 Foyer - VIP - Diamond*) . . . . . 9:00 AM - 11:00 AM  
 CEO/Presidents & Ministers Meeting Welcome Reception  
 (*Regency 1 & 2*) (\*Private) . . . . . 10:00 AM - 10:30 AM  
 CEO/Presidents & Ministers Meeting  
 (*Regency 1 & 2*) (\*Private) . . . . . 10:30 AM - 12:00 PM  
 Coffee Break @ Trade Show (*Port of Spain Pre Function*) . . . . . 10:30 AM - 11:30 AM  
 Trade Show (*Port of Spain Ballroom*) . . . . . 10:30 AM - 12:00 PM  
 Lunch (*Regency 3, 4, 5 & 6*) . . . . . 12:00 PM - 2:00 PM  
 Late Registration ~ Conference & Trade Show (*Regency 5 & 6 Foyer - VIP - Diamond*) . . . . . 1:30 PM - 5:00 PM  
 Trade Show (*Port of Spain Ballroom*) . . . . . 1:30 PM - 5:30 PM  
 Workshops ~ Session 3 (*Jade/Ruby & Regency 5*) . . . . . 3:00 PM - 4:30 PM  
 Coffee Break @ Workshops (*Jade/Ruby/Sapphire Foyer*) . . . . . 3:30 PM - 4:30 PM  
 Trinidad's Night Extravaganza @ Pier One . . . . . 8:00 PM - 11:30 PM



# Sequence of Events

## THURSDAY, OCTOBER 30TH

Breakfast (Regency 4, 5, 6) . . . . .	7:00 AM - 8:00 AM
Coffee Break @ One-on-One Meetings (Galera Pre Function). . . . .	8:00 AM - 10:00 AM
<b>One-on-One Meetings ~ Session 3</b> (Sangre Grande/Point Fortin/Toco/San Fernando/Point Lisas) . . . . .	8:00 AM - 10:00 AM
Cruise Executives & Delegates ONLY	
Trade Show (Port of Spain Ballroom) . . . . .	9:00 AM - 12:00 PM
Coffee Break @ Trade Show (Port of Spain Pre-function) . . . . .	10:00 AM - 11:00 AM
<b>Workshops ~ Session 4</b> (Jade/Ruby & Regency 2) . . . . .	10:00 AM - 11:30 AM
Lunch (Regency 4, 5 & 6) . . . . .	12:00 PM - 2:00 PM
Exclusive Platinum Luncheon (Cascadia Hotel - Skyview Lounge) (*Private). . . . .	12:00 PM - 2:00 PM
Cruise Executives & Platinum Members ONLY	
Trade Show Exhibitor Tear Down (Port of Spain Ballroom) . . . . .	1:30 PM - 7:00 PM
<b>Workshop ~ Session 5</b> (Jade) . . . . .	3:00 PM - 4:30 PM
Coffee Break @ Workshops (Jade/Ruby/Sapphire Foyer) . . . . .	4:30 PM - 5:00 PM
Conference Closing Party - Hyatt Regency - Regency Ballroom . . . . .	8:00 PM - 11:30 PM

## FRIDAY, OCTOBER 31ST

Complimentary Tours (Depart from Hotels) . . . . .	9:00 AM - 1:30 PM
Exclusive Tour & Lunch . . . . .	8:00 AM - 3:00 PM
Cruise Executives & Platinum/Associate Members ONLY	

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### ~ PLEASE NOTE ~

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**TRANSPORTATION:** Complimentary transportation will be provided to and from Conference hotels and events. Specific times and details for shuttles will be available in participating hotels. **You must wear your Conference badge to utilize these services.**

**BADGES:** All Conference participants are asked to wear their badges at all times during the FCCA 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 and One-on-One Meetings).**

**DRESS CODE:** All business functions, including the Conference Opening Ceremony are Business Casual (Sport Jackets are optional for Opening Ceremony)

Evening functions are as follows:

- Monday evening for Golf Pairing Party is Elegantly Casual (Hyatt Regency Hotel)
- Tuesday evening for Welcome Party – immediately following The Opening Ceremony is Business Casual (Outdoor Terrace of Hyatt Regency Hotel)
- Wednesday evening for Trinidad Extravaganza is Elegantly Casual (Pier One – off site – indoor/outdoor event)
- Thursday evening for Closing Party is Elegantly Casual (Hyatt Regency Hotel Ballroom)



# Trinidad and Tobago

## Not Your Typical Caribbean Destination

Two islands, twice the fun. That's the double-prize of a trip to the twin-island destination of Trinidad and Tobago.

Trinidad, the larger of the two islands, can be likened to the extroverted twin who has lots of diverse, exciting adventures to write in your travel journal – Caribbean theatre, concerts showcasing local music such as soca and the sweet sounds of steelpan, watching leatherback turtles take their first steps into the ocean at midnight, kayaking on the Western coast, and sampling indigenous street cuisine. Tobago is the more relaxed sibling who prefers late night walks on white sand beaches or waking at the break of day to go on an eco-tour, which may well end at the Main Ridge Forest Reserve – 14 acres of wildlife and greenery, and the oldest protected rainforest in the Western Hemisphere. Together, Trinidad and Tobago offers much more than the traditional sun, sea, and sand formula.

### The heart of the city

Trinidad's capital, Port of Spain, is the pulse of island activity and the meetings and conference capital for most business activity. The Florida-Caribbean Cruise Association's Conference and Trade Show will be held at the Hyatt Regency Trinidad Hotel and Conference

Centre, the city's newest, five-star hotel. Located on the picturesque waterfront of Port of Spain – the sole port of entry for cruise ships – the Hyatt Regency is the perfect location with opportunities for business and leisure at its doorstep. Trinidad also has other excellent conference and hotel options, which are central to the country's appeal as the ideal meetings and conference capital of the Southern Caribbean.

A distinctive urban setting, Port of Spain offers an expansive boardwalk with chic shopping, dining, tours and recreation. Personal indulgences and high-tech amenities are also easy to find. Then there's the exciting nightlife. Visit Ariapita Avenue, and a strip of restaurants, bars, casinos, and live entertainment can be found on any night. You can also enjoy the city's upscale dining, sample the street cuisine in St. James, take in theatre or dance the night away at the 51 degrees club on Cipriani Boulevard or Club Zen on Keate Street to name a few.

Special eco, historic, culture, and adventure tours are also easily accessible, and FCCA delegates can look forward to adventure trips to places such as the Caroni Bird Sanctuary and Maracas Beach, and historical tours of Port of Spain.





### Eco-loving, and sporting it

Trinidad is known for its hustle and bustle, and is the economic tiger of the Caribbean region. Yet with all the trimmings of modernity, it still coexists in harmony with nature. Along the Northern Coast Road, you have a breathtaking view of the Caribbean Sea, and sumptuous local cuisine to sample along the way. Central Trinidad also hosts the national bird – Scarlet Ibis – and other exotic species at the Caroni Swamp, which is one of the highlights of the eco-tours planned for FCCA delegates.

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

World-renowned for its ecotourism offerings, Tobago offers nature lovers scuba diving, eco-trails, and bird watching. Just a 15-minute flight or two-and-a-half-hour ferry ride from Trinidad, it is the quintessential Caribbean island with secluded beaches, quaint villages, sumptuous cuisine, and charming hotels. Some eco resorts and villas also have nature reserves and bird sanctuaries right on the property.

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 – which provide plenty of shelter. 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. Non-divers will also enjoy hopping aboard the glass-bottomed boats that carry you past Goat Island to the bird-watching hotspot of Little Tobago. Buccoo Reef, Tobago's largest reef, is also a "must-have" experience – nature lover or not.

However, it is the award-winning Main Ridge Rainforest Reserve in East Tobago, which was established in 1776, that continues to attract eco-lovers, as it is the oldest protected rainforest in the Western Hemisphere. A mature rainforest, it is a wonderland of tree-ferns, palms, towering trees, bromeliads, epiphytes, and orchids.

Blessed with natural sites for adventure, leisure, eco and health tourism, Tobago continues to attract tourists who have a taste for simple pleasures, as well as sophisticated experiences. For example, golf enthusiasts from countries such as Germany visit Tobago to play at the Mount Irvine Golf Course. Additionally, with novelty sports such as kite-boarding, Tobago is one of the few places where visitors can still boast of having been one of the first to ride a number of spots.



## Culture and festivities

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. But it isn't simply a two-day festival; it's a season. Trinidad's Carnival builds from Christmas onwards, as anticipation increases. Carnival revolves around masquerade (mas), steelpan, calypso, soca, fetes (parties), and competitions. People attend fetes (parties), finalise payments for their masquerade costumes, rate their favourite songs, and keep tabs on who they think will win the Road March (the song most played on Carnival Monday and Tuesday; Carnival is always held on a Monday or Tuesday). Dimanche Gras – a grand show that features all of the winners from calypso competitions during the season, and the King and Queen of Carnival who display their breath-taking costumes – is hosted on the Sunday preceding Carnival Monday. An affair for Carnival royalty, it is one of the most anticipated events on the festival calendar.

Noted for its splendour and vibrancy, Trinidad's Carnival reaches its peak on Carnival Monday and Tuesday when masqueraders take to the streets, music trucks and live bands accompanying them. Carnival 2009 will be held on February 23rd and 24th. Like most unique experiences, it is often imitated, but never duplicated. 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.

## Many lineages – one people

Trinidad and Tobago is one of the few countries where ethnic diversity and integration seems seamless. After all, where else can you find a mosque – a place of Muslim worship – and a mandir – Hindu temple situated peaceably next to each other? While locals bask in the numerous public holidays for religious festivities such as Divali, Eid, and Christmas throughout the year, these national festivities signify something greater – an appreciation for the many lineages to places such as Africa, East India, China, Syria, Latin America, Spain, France, and England, and nothing on this twin-island destination can hide these influences.

Trinidad's restaurants are reflective of the country's multi-ethnic makeup, 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. Tobago can also boast of its gastronomy with finger-licking dishes like mahimahi and herb-infused rice in Bonkers or indigenous cou cou (likened to a cornmeal pudding) and callaloo (a spinach and ochra stew) on Storebay Beach.

The duality of metropolitan hustle and bustle, and the secluded-island serenity of this twin-island destination provide rich experiences to fill any travel journal. Whether you seek the spotlight of Caribbean excitement or utter relaxation, Trinidad and Tobago has endless ways in which to charm travellers and make you fall in love with travel and tourism all over again.



# *Trinidad & Tobago the other side of the Caribbean*

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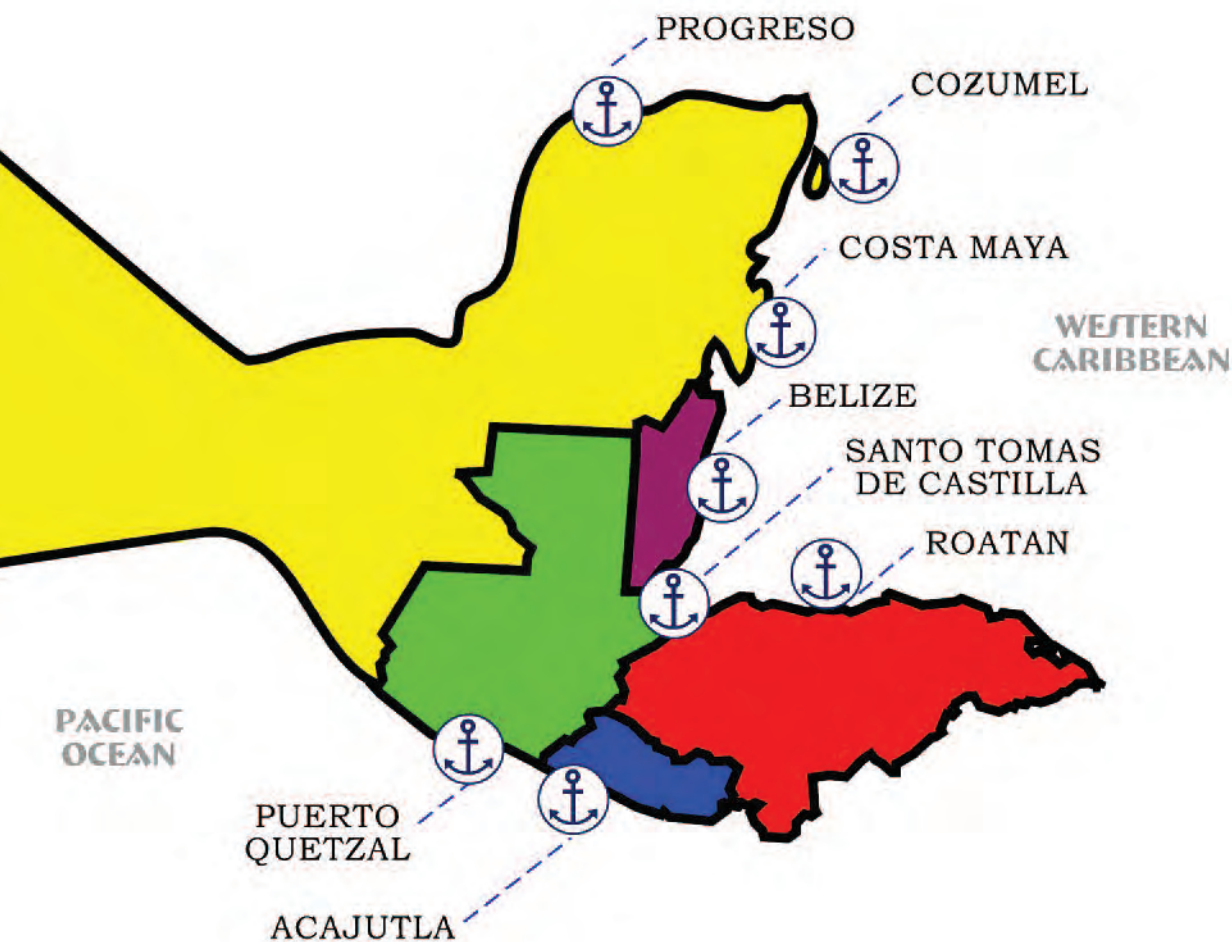






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# FCCA Silent Cruise Auction

All Conference attendees are invited to participate in the 2008 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.

## **Carnival Cruise Lines**

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3, 4 or 5 Day cruises for two in the Owner's Suite. Choose from various vessels and ports of calls.

Valid through: November, 2009.

Estimated Value - \$ 1,000 per couple per day

Buy Now Price - \$ 3,400

## **Celebrity Cruises**

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 world-renowned cuisine.

10-Night Caribbean cruise for two onboard one of Celebrity's luxurious vessels in an outside stateroom. Choose from various ships sailing from Ft. Lauderdale, Miami, San Juan or Tampa.

Valid dates: Seasonal sailings from December 2008 through April 2009.

Estimated Value - \$ 2,500 – Buy Now Price - \$ 2,100

## **Disney Cruise Line**

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 Bahamas cruise for two - with deluxe oceanview stateroom aboard the Disney Wonder sailing from Port Canaveral, Florida. Includes dining and stateroom gratuities, government taxes and fees.

Choose from select dates.

Valid through: December 2009.

Estimated Value - 1,700 – Buy Now Price - \$ 1,400

## **Holland America Line**

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7-Night cruise for two - select from Caribbean and Mexican itineraries. Select dates and vessels

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Estimated Value - \$2,000 – Buy Now Price - \$ 1,700

## **MSC Cruises (USA) Inc.**

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Valid through: April 2009

Estimated Value - \$ 2,500 – Buy Now Price - \$ 2,100

## **Norwegian Cruise Line**

Discover the world of Freestyle Cruising in an outside stateroom on one of Norwegian Cruise Line's ships. This innovative new vacation concept transforms the traditional cruise into a far more personal unique experience.

7-Night cruise for two - in an oceanview cabin. Select from various vessels and dates sailing from select ports of call.

Valid through: November 2009

Estimated Value - \$ 2,000 – Buy Now Price - \$ 1,700

# FCCA Silent Cruise Auction

## **Princess Cruises**

7-Night 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-Night Caribbean Cruise for Two. Select from various vessels and dates. Sailing from Ft. Lauderdale, Florida, Galveston, Texas or San Juan, Puerto Rico

Valid through: October 2009

Estimated Value - \$ 2,000 – Buy Now Price - \$ 1,700

## **Royal Caribbean International**

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-Night Caribbean Cruise for Two. Select from various vessels

Valid through: September 2009

Estimated Value - \$ 2,000 – Buy Now Price - \$ 1,700

**Location & Hours of Bidding:** Bids can be placed at the FCCA Silent Auction booth located in the Hyatt Regency Hotel, Port of Spain Ballroom.

Tuesday, October 28, 2008

2:30 pm - 5:30 pm

Wednesday, October 29, 2008

10:30 am - 12:00 pm, 1:30 pm - 5:30 pm

Thursday, October 30, 2008

9:00 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**. The Foundation is a non-profit, charitable organization to benefit humanitarian causes in the Caribbean & Latin American Region.

The FCCA reserves the right to cancel any cruise auction if the bidding does not reach the undisclosed minimum for this silent auction. Winners will be notified the day of the event if the bidding exceeded the amount needed to verify the auction as "valid" and the FCCA reserves the right to suspend any auction without notice, without any claims or prejudice. By bidding you automatically adhere to these rules and can make no claims against the FCCA or its Member Lines. All auctions are final, and payment must be made within 15 days.



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Joanne Adams

## Baptist Health South Florida .....39

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Tel. 786-662-5004  
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## Aventuras Colon 2000 .....24

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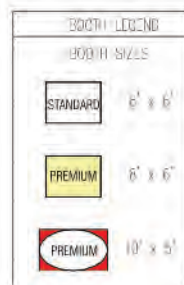
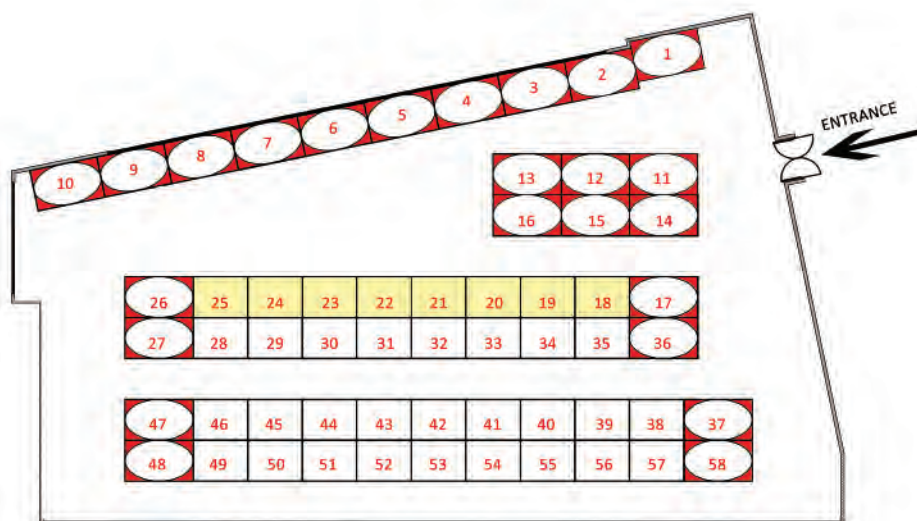
## Barbados Tourism Authority .....27

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Fax. 246-426-4080  
E-mail: joyceg@visitbarbados.org  
Joyce Gibson

## FCCA Trade Show Floor Plan

### Booth Information

1-Draped table, Wastebasket, Company ID Sign, 2-Side Chairs



### FCCA Trade Show Hours:

Tuesday: 2:30pm – 5:30pm  
Wednesday: 10:30am – 12:00pm, 1:30pm – 5:30pm  
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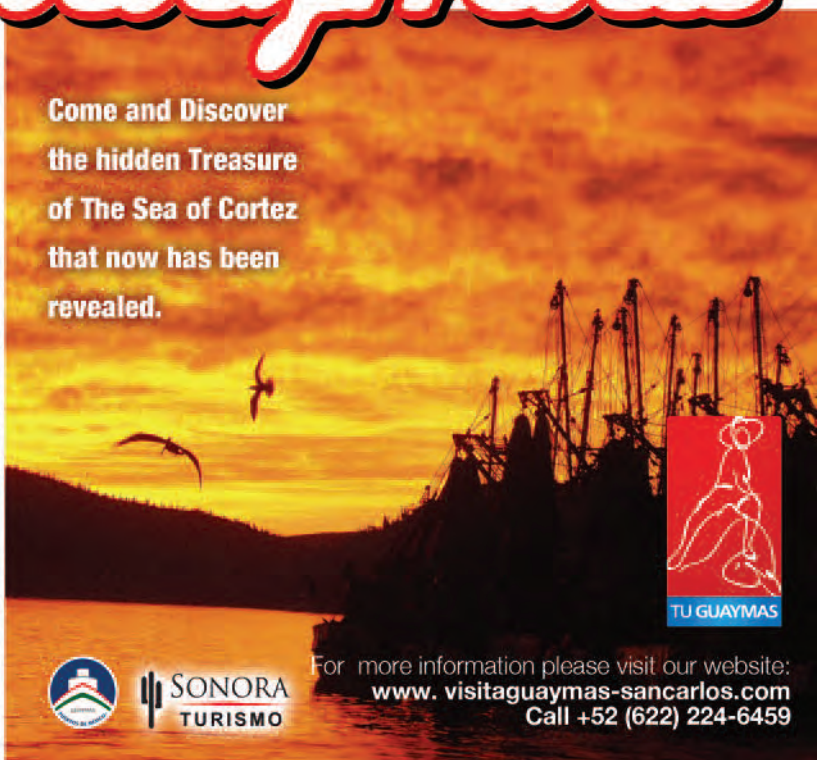
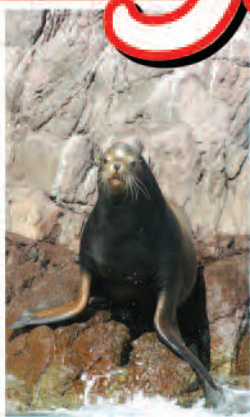
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# FCCA Essay Contest Winner

***“What Steps Can We Take as a Destination to Make Cruise Passengers Feel More Welcome While in Port?”***



**Joel Anderson Jones**  
12 years old,  
Presentation College,  
Trinidad & Tobago

“The Caribbean remains a top destination among cruises,” according to a new survey by the Cruise Lines International Association (CLIA). Cruises experts also say that in response to rising fuel costs, cruise lines are increasing surcharges and changing their itineraries. The CLIA states that “55 percent of vacationers who have never taken a cruise are intending to do so during the next three years.” This is mainly because: The Caribbean has a wide variety of choice; is traditionally cheaper than the other cruises, because it is a year – round destination and cruise passengers don’t chose to travel far to catch the ship.

Having identified the potential of the sector and the enormous strengths and challenges the region faces, innovative and appropriate measures can be implemented to ensure robust survival of the region in the long term. This can be done through:

- Beautification of the Harbour Front – This initiative aims at improving the aesthetics and image of the port, and the initial view of the harbour as the cruisers arrive at the destination. Since “first impressions give a lasting impression”, the scenery can leave a lasting impact on cruisers and also set the tone for a thrilled and tremendous experience.
- Upgrade non-marine facilities – The improvement of port infrastructure and the provision of adequate accommodating and effectively operant welfare facilities – such as: water; wash rooms; and other appropriations for elderly cruisers and special needs travelers, such as the disabled – can adversely modify the hospitality of a cruise destination. Since “the cruise market is an over 35 age category”, according to market researchers, these steps can be beneficial to the region.
- Port Security – One of the biggest international issues since September 11th 2001, is security. Therefore it is imperative that Caribbean destinations ensure effective and efficient security and risk management. The recent spiraling of crime and drug trade within the region has presented new challenges. Therefore, by dealing with this treat, the experience of cruise passengers can be maximized.
- Development of Unique Shore Excursions – By providing the opportunity for cruisers to experience the core of civilization and life in the islands, a greater appreciation for the Caribbean and the cruise is achieved. Trained tour guides; transportation to and from excursions; and an effective display of “who we are” can undoubtedly make cruise passengers feel more welcome in port.
- Establishment of a Joint Committee between Immigration, Customs and Excise Divisions – By ensuring a fluent process the cruise passengers can focus more on their leisure rather than on acquiring clearance from the relevant authorities upon arrival.

These steps can enhance the potential of the Caribbean to satisfy the needs of the cruise passengers. They are by no means limited to these identified, however, are critical points of cruise experience. The Caribbean has not only the potential but the resources to be a dominant competitor within the cruise industry, but we must not only be planners but also implementers. Our “Tourism is Going Places”!

## Junior Division Finalists:

2nd Place - Ashley Mille, British Virgin Islands; Storm Halbic, St. Vincent & The Grenadines  
3rd Place - Terriika Benjamin, Antigua & Barbuda; Princess Joel Londo, Dominica;  
Karese Elliott, Nevis

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# FCCA Essay Contest Winner

## ***“What Steps Can We Take as a Destination to Make Cruise Passengers Feel More Welcome While in Port?”***



**Garrett Fairclough**  
16 years old,  
Cornwall College,  
Jamaica

The warm hospitality, pristine natural features, diverse culture and uncanny beauty make Jamaica one of the favored destinations for cruise lines. According to Cruise Excursions tours, approximately one million cruise passengers visit Jamaica. Although the duration of their visit is limited, the need to thoroughly entertain these passengers is essential. Therefore, the need to ensure that passengers experience the Jamaican phenomenon in which their aural, gustatory, tactile and visual senses are stimulated can be accomplished by offering these passengers “The Booth to Suit” package and cultural invasion programme. These will make passengers feel welcome in port.

The “Booth to Suit” involves cultural and business entities that will sell, market, and showcase Jamaica’s refined heritage, though vast will be condensed and presented on the shores. Historical sites and attractions will be displayed in models, diagrams and stalls that

inform tourists of the Jamaican history and culture. Slides and documentaries will also be used to create a vicarious experience of Jamaica.

The booths will be in categories namely, cultural, natural and local. In the cultural area Jamaican dress and artifacts will be showcased along with native foods and alcoholic beverages and fruits drinks (like bammy, ackee, patty, pumpkin juice and Jamaican rum). Taste-size samples of these food and drinks will be given to tourists. Explanations of Jamaican symbols, folklore, superstitions, herbs and beliefs will be given along with local recipes and purchase of local foods. The cruise passengers will consequently learn about the Lignum Vitae, Blue Mahoe, the coat of Arms, Rastafarianism and what we, Jamaicans, call “duppy”, “Anansi” and “Rolling Calf”. The tourist will be taught the dialect and experience a Jamaican fashion show.

The natural section will encompass the flora and fauna of Jamaica. Slides, documentaries along with real indigenous animals and plants will showcase Jamaica’s eco-friendly environment. The cruise tourist will leave knowing various indigenous fruits and souvenirs.

Local art and craft and souvenirs will be offered and displayed at the enterprise section of the “Booth to Suit”. Promotional compact discs and digital video discs will be available for purchase at an affordable price. Instructional DVDs will provide cruise passengers with instructions of how to do dances, make certain foods and Jamaican customs. Other productions like Jamaican Reggae and Dancehall music and Jamaica natural sounds will be available. Promotional DVDs encompassing Jamaican plays and movies will be offered as well.

This will all be under the cultural invasion programme.

Consequently a very memorable and enticing package that appeals to all faucets of the senses for cruise tourist passengers will be provided. The impact of cruise tourism will be capitalized and cruise passenger will be provided with a worthwhile and scintillating experience that will be versatile to be implemented in any Caribbean country. Cruise tourist will become more welcome while in port.

### Senior Division Finalists:

2nd Place - Taruna Seebarsingh, Trinidad & Tobago

3rd Place - Katie Fleming, Cayman Islands



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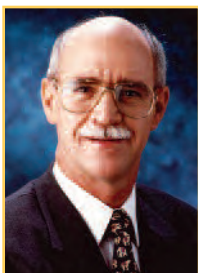
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