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16th Annual Cruise Conference & Trade Show

October 26-30, 2009



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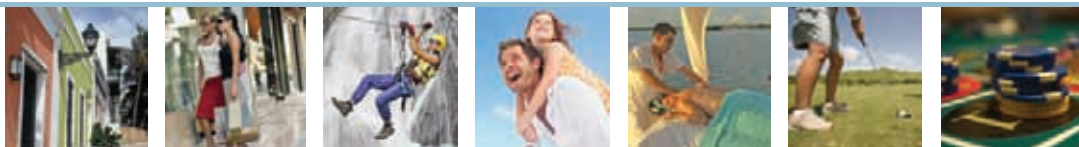
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Qualifications of Exhibitor/Attendee

FCCA, in its sole discretion, determines whether a prospective exhibitor/attendee is eligible to participate in the Event. Eligibility is generally limited to persons or firms who supply products and services to the cruise industry, or are in good standing with the cruise industry and FCCA. Applicants who have not previously exhibited at/attended the event may be required to submit a description of the nature of their business and/or the items to be exhibited.

The FCCA reserves the right in its absolute discretion to exclude or remove from the Event any person/company whose presence or behaviour is undesirable and/or potentially unlawful, harmful, disrespectful and/or causing a nuisance to other Exhibitors and/or attendees and the FCCA may exercise such right notwithstanding that any such person is the employee, agent or permitted contractor of the Exhibitor/Attendee or otherwise in any way connected or associated with the Exhibitor/Attendee.

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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

A Conference You Can Count On

"A smooth sea," the wise man noted, "never made a skillful mariner." In the spirit of that time-honored proverb we invite you to share your skills amid the beauty of Saint Lucia at the 16th annual Florida-Caribbean Cruise Association's Conference and Trade Show.

Challenging times call for challenging leaders. Count yourselves among that group. You are here to participate in what promises to be one of our most significant events to date.

During the next few days you will have the opportunity to learn from one another as you interact face to face with leading decision makers in every area of cruise tourism. We invite you to contribute to the process. The FCCA Conference and Trade Show is the fundamental forum for voicing the ideas that you have brought here with you.

Only by working together can we hope to reach our common goals. Establishing relationships among Member Lines and the public and private sectors of partner destinations was, after all, the goal behind the 1972 founding of the FCCA.

Renew longtime relationships and forge new ones. Avail yourselves of the many opportunities that are sure to present themselves throughout this event. And don't forget to enjoy your stay on one of the Caribbean's most stunning islands.

The FCCA is grateful to those of you who have supported the organization throughout the years by becoming members, advertising in FCCA publications, advocating the association in your destination promotions, and attending agenda-setting meetings such as this.

We extend to you a heartfelt welcome—and the fervent hope that this conference will inspire you all to set your sails for the best and brightest of horizons.



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Message from the Prime Minister



On behalf of the government and people of Saint Lucia, It is my pleasure to welcome you to the 16th annual Florida-Caribbean Cruise Association Conference and Trade Show. We are thrilled to share with you our remarkable destination and the friendly spirit of our people.

This FCCA conference is taking place at a time when the tourism industry in the entire Caribbean region is experiencing minimal or negative growth. We are confident that this trend will be reversed as we are encouraged by the vast numbers of industry professionals who will be charting a course for cruise tourism, one of the most vibrant components of the industry.

In consideration of the current global financial crisis and its negative implications on countries; large and small, I have no doubt that your deliberations will be relative and appropriate, to deliver cooperative relationships that will redound to the benefit of this important economic sector.

The cruise industry, as a vital cog in our growing tourist industry must be sustained. We are proud and honoured that you have chosen our island as a backdrop for this year's conference and hope that the Saint Lucia experience will contribute to the further development of the Industry.

For those of you who have never visited our island, this conference will showcase a variety of our offerings and for those of you returning please experience the growth of our diversified tourism product. You have my best wishes for an enjoyable time as you experience our unique flora and fauna, culture and the diversity of our beautiful country.

Welcome to our paradise.

Stephenson King
Prime Minister



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Message from the Minister of Tourism



One of the most significant of life's lessons is that those who are prepared are the ones who can seize opportunities whenever they present. The challenge therefore, for all persons and even countries is, knowing what to be prepared for.

Since mid 2008, the global economy has been gripped by a recession, the depths of which by consensus, is the worst since the Great Depression of the 1930's. However, as with every crisis, which never lasts forever, new opportunities are presented to help propel us above the rubble and progress us towards a better future.

The relationship which we have been cultivating with partners such as the Florida-Caribbean Cruise Association over the years has helped prepare us to seize the opportunities that the global economic recession has created. As an example, one impact of the current economic climate is that travelers are seeking ever greater value for money. The FCCA had over the years encouraged us as a destination to improve our port services, our attractions and other onshore activities, as well as our shopping.

We listened and responded. Now, over 1 million eyes of cruise passengers annually see the beauty and majesty of Saint Lucia's landscapes and attractions. These eyes capture the lushness of our green vegetation, the ecstasy of mountainous peaks and the gushing warmth of our people. These images are transmitted it to their souls, where it shall forever enchant them when they reminisce.

As we strengthen our partnership with the FCCA and jointly navigate the current turbulence, we remain buoyed that sunny days are ahead.

I would like to take this opportunity on behalf of all Saint Lucian's working in the travel and tourism industry, to thank Michele Paige and the entire FCCA for their support in developing our island's most vital sector – tourism.

Senator the Hon. Allen M Chastanet
Minister for Tourism and Civil Aviation



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601 Brickell Key Drive Suite 608
Miami, FL 33131



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 & Barbuda

Hon. John Maginley
Minister of Tourism, Civil Aviation & Culture

Bahamas

Hon. Vincent Vanderpool-Wallace
Minister of Tourism & Aviation

Barbados

Hon. Edwin George Hutson
Minister of International Business
& International Transport

Belize

Hon. Manuel Heredia Jr.
Minister of Tourism & Civil Aviation

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Hon. Pancratio B. Cicilia
Commissioner of Tourism

Cayman Islands

Hon. McKeeva Bush
Leader of Government Business and Minister of
Finance Services, Tourism and Development

Hon. Cline Glidden Jr.
Deputy Speaker, Third Elected Speaker
for District of West Bay

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Álvaro Uribe Vélez
President of Colombia

Lic. Luis Guillermo Plata Paez
Minister of Tourism

Curacao

Hon. David Dick
Commissioner of Tourism,
Labour & Economic Affairs

Dominica

Hon. Ian Douglas
Minister of Tourism & Legal Affairs

Dominican Republic

Hon. Francisco Javier Garcia
Minister of Tourism

Magaly Toribio
Vice Minister of Tourism

El Salvador

Mauricio A. Onate
Vice Minister of Tourism

Grenada

Hon. Glynis Roberts
Minister of Tourism

Government Leaders

Guatemala

Hon. Roberto Robles
Minister of Tourism

Jamaica

Hon. Edmund Bartlett
Minister of Tourism

Mexico

Alejandro Moreno
Undersecretary of Tourism
Department of Tourism, Mexico City

Felix Gonzalez-Canto
Governor, Quintana Roo

Juan Carlos Gonzalez
Mayor of Cozumel

Andres Ruiz Morcillo
Mayor of Mahahual

Nevis

Hon. Joseph Parry
Premier Minister & Minister of Tourism

Panama

Salomon Shamah
Minister of Tourism

Puerto Rico

Jaime Lopez Diaz
Executive Director, Puerto Rico Tourism Company

St. Kitts

Hon. Richard Skerritt
Minister of Tourism, Sports & Culture

Saint Lucia

Hon. Stephenson King
Prime Minister

Senator the Hon. Allen M. Chastanet
Minister of Tourism & Civil Aviation

St. Maarten

Hon. Theodore Heyliger
Commissioner of Harbour Affairs

St. Martin

Hon. Daniel Gibbs
Commissioner of Port & Tourism

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Cruise Executive Listing

Carnival Corporation

Micky Arison, *Chairman & CEO*

David Candib, *Director, Port & Destination Development*

Giora Israel, *Sr. Vice President, Port & Destination Development*

Carlos Torres de Navarra, *Director, Port & Destination Development*

Carnival Cruise Lines

Roger Blum, *Vice President, Cruise Programming*

Gordon Buck, *Vice President, Caribbean Relations*

Amilcar Cascais, *Vice President, Tour Operations*

Brendan Corrigan, *Sr. Vice President, Marine Operations*

Andrew Landsberger, *Product Development Supervisor*

Tracey Stuart-McLaughlin, *Product Development Manager*

Erika Tache, *Product Development Supervisor*

Terry Thornton, *Vice President, Marketing Planning*

Domenico Tringale, *Vice President, Port Operations*

Carnival UK

John Marden, *Director, Corporate and International Affairs*

David Pickett, *Head of Fleet Shore Operations and Services*

Julia Stoica, *Shore Excursions Executive*

Celebrity Cruises

Dan Hanrahan, *President & CEO*

Disney Cruise Line

Russell Daya, *Director, Marine, Port, Security Operations & Maritime Affairs*

Larry Stauffer, *Manager, Port Adventures*

Holland America Line

John Cook, *Shore Excursion Product Manager*

Matthew Sams, *Vice President, Caribbean Relations*

MSC Cruises (USA) Inc.

Richard Sasso, *President & CEO*

Norwegian Cruise Line

Alvin Dennis, *Vice President, Purchasing & Logistics*

Ross Henderson, *Vice President, Onboard Revenue*

Alina Juliachs, *Product Development Specialist*

Jennifer Marmanillo, *Analyst, Itinerary Planning*

Michelle Muller, *Product Development Specialist*

Colin Murphy, *Vice President, Destination & Strategic Development Caribbean, Hawaii, Alaska & Bermuda*

Steve Riester, *Vice President, Itinerary Planning & Revenue Management*

Joanne Salzedo, *Director, Shore Excursion Product Development*

Kevin Sheehan, *Chief Executive Officer*

Svein Sleipnes, *Vice President, Port Operations/CSO*

Lily Urrutia, *Manager, Product Development, Shore Excursions*

Princess Cruises

Donna Barnett, *Port Operations & Logistics Specialist, Caribbean & Atlantic Shore Operations*

Dean Brown, *Executive Vice President/CEO, Princess Tours*

Lisa Jensen, *Manager, Caribbean & Atlantic Shore Operations*

Crystal Morgan, *Director, Market Planning, Deployment & Itineraries*

Stephen Nielsen, *Vice President, Caribbean & Atlantic Shore Operations*

Chris Roberts, *Shore Excursion Specialist*

Royal Caribbean Cruises Ltd.

James Boink, *Director, Commercial Development*

Federico Gonzalez-Denton, *Director, Government Relations, Latin America & The Caribbean*

Craig Milan, *Sr. Vice President Land Operations, Royal Caribbean Cruises Ltd./President, Royal Celebrity Tours*

Miguel Reyna, *Manager, Commercial Development*

Michael Ronan, *Vice President, Government Relations, Caribbean, Latin America and Asia*

John Tercek, *Vice President, Commercial Development*

Royal Caribbean International, Celebrity Cruises and Azamara Cruises

Christopher Allen, *Director, Deployment & Itinerary Planning*

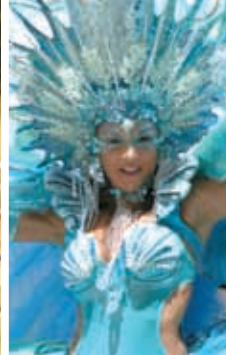
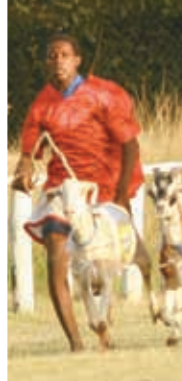
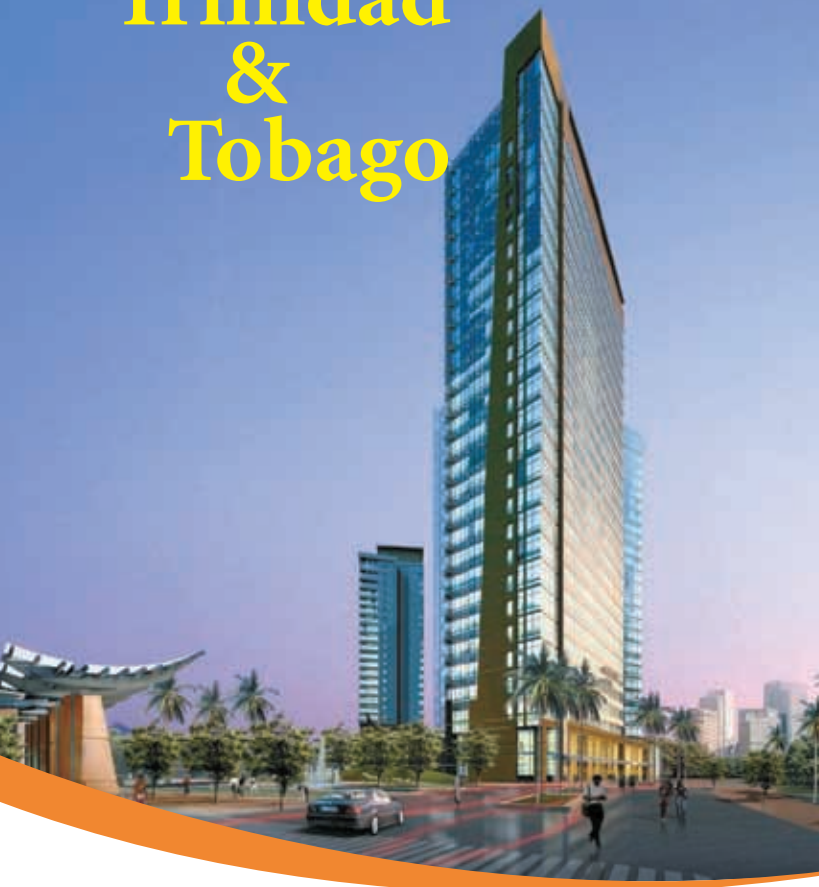
Diana Block, *Vice President, Revenue Management and Deployment*

Andy Horton, *Account Manager, Shore Excursions & Explorations*

Althea Palmer, *Account Manager, Shore Excursions & Explorations*

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Session 1

Tuesday, October 27
4:00 p.m. – 5:30 p.m.

Marketing (Workshop B)

Sharing of "Best Practices" in the Family Market - Product Experience and Marketing

What are parents looking for in selecting a family vacation? What are the most important product features for children and teens? What are the most effective ways to market and communicate to the family market?

Moderator: Terry Thornton, VP, Market Planning, Carnival Cruise Lines

Panelists: Henry Bain, Director of Sales & Marketing, Atlantis – Kerzner International Resorts, Inc.
Michael Drakulich, Managing Director, Mystic Mountain Limited, Jamaica
Chantal R. Figueroa, Deputy Commissioner, USVI Department of Tourism
David Rice, President & CEO, Barbados Tourism Authority
Joanne Salzedo, Director of Shore Excursion Product Development, Norwegian Cruise Line
Magaly Toribio, Vice Minister, Ministry of Tourism Dominican Republic

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Session 2

Wednesday, October 28

1:30 p.m. – 3:00 p.m.

Shore Excursions (Workshop A)

FCCA Tour Operator Insurance Program – Changes You Need To Know

This workshop will review detailed changes in the FCCA Insurance Program, and other important liability issues dealing with the safety of guests as well as the limits of liability of the FCCA Member Cruise Lines, along with various benefits of the Membership Program.

Moderator: Michele Paige, President, Florida-Caribbean Cruise Association

Panelists: Adam Ceserano, Sr. Vice President, Florida-Caribbean Cruise Association
Amilcar Cascais, Vice President, Tour Operations – Carnival Cruise Lines
Mike Parrish, Managing Director, Aon Risk Services, Inc.
Dr. Mauricio Lynn, Medical Director, Jackson International
Inger Lisa Skroder, CEO, Trinity Air Ambulance, International



Panelists in bold are FCCA Platinum Associate Members.

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Tel: (268) 562 1746
Fax: (268) 562 2658
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Session 3

Wednesday, October 28

4:00 p.m. – 5:30 p.m.

Marketing (Workshop B)

Sales and Marketing Strategies For Managing Through The Recession

What have we done? What have we learned? What new initiatives will be implemented? What are the plans for success in 2010?

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

Panelists: Cline Glidden Jr., Deputy Speaker, Third Elected Member for the District
of West Bay, Cayman Island Department of Tourism
Jamie Lopez-Diaz, Executive Director, Puerto Rico Tourism Company
Marc Melville, Co-Managing Director, Chukka Caribbean Adventures
Richard Sasso, President & CEO, MSC Cruises, (USA) Inc.

Shore Excursions (Workshop A)

Shore Excursion Q & A – An Interactive Approach to Everything You Want and Need to Know About Working With the Cruise Lines

The panel of Shore Excursion experts will field questions and topics submitted by Delegates. As each topic or question is chosen, the panel will address the question at the same time, opening the topic for discussion with audience members.

Moderator: Amilcar Cascais, Vice President, Tour Operations, Carnival Cruise Lines

Panelists: Larry Stauffer, Manager, Port Adventures, Disney Cruise Line
John Cook, Shore Excursion Project Manager, Holland America Line
Joanne Salzedo, Director, Product Development, Shore Excursions,
Norwegian Cruise Line
Lisa Jensen, Manager, Caribbean & Atlantic Shore Operations, Princess Cruises
Althea Palmer, Account Manager, Shore Excursions & Explorations, Royal Caribbean
International, Celebrity Cruises & Azamara Cruises

Panelists in bold are FCCA Platinum Associate Members.



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Session 4

Thursday, October 29

10:00 a.m. – 11:30 a.m.

Marketing (Workshop B)

Destination Product and Passenger / Visitor Experience

What consumer trends are emerging? What are we doing to address these trends? What can the Cruise Lines and the destinations do together to improve the overall destination experience?

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

Panelists: Allen Chastanet, Minister of Tourism & Civil Aviation/Chairman CTO, Ministry of Tourism, Saint Lucia
Hugh Darley, President & Executive Producer, IDEA, Inc.,
Hon. Theo Heyliger, Commissioner of Harbour & Public Works, Island Government of St. Maarten
Giora Israel, Sr. Vice President, Port & Destination Development, Carnival Corporation
John Tercek, Vice President, Commercial Development, Royal Caribbean Cruises Ltd.
Lily Urrutia, Manager, Product Development, Norwegian Cruise Line
Hon. Vincent Vanderpool-Wallace, Minister of Tourism & Aviation, Bahamas Ministry of Tourism

Shore Excursions (Workshop A)

Keeping Up With New Trends – New and Innovative Tour Options

Why is it important to offer a variety of innovative tours? What are our guests looking for and how do we know what they are looking for?

This workshop will discuss the importance of offering a variety of tours outside of the standard high-light and boat tours. The panel will enlighten Delegates on the different ways to research what our guests are looking for and how to incorporate new ideas in your tour program along with examples of some of the new trends in tours offered in different regions today.

Moderator: Amilcar Cascais, Vice President, Tour Operations, Carnival Cruise Lines

Panelists: Larry Stauffer, Manager, Port Adventures, Disney Cruise Line
Lily Urrutia, Manager, Product Development, Norwegian Cruise Line
Althea Palmer, Account Manager, Shore Excursions & Explorations, Royal Caribbean International, Celebrity Cruises & Azamara Cruises
Alessandro Mencos, President, Gray Line Mundo Maya & Caribbean
Marilyn Burrowes, Vice President of Marketing, Dolphin Cove Limited

Panelists in bold are FCCA Platinum Associate Members.

Sequence of Events

MONDAY, OCTOBER 26TH

Conference & Trade Show Registration (<i>Almond Smugglers Cove</i>)	10:00 AM - 1:00 PM
Trade Show, Exhibitor Move-in (<i>Almond Smugglers Cove</i>)	1:00 PM - 9:00 PM
Conference & Trade Show Registration (<i>Almond Smugglers Cove</i>)	3:00 PM - 7:00 PM
Buffet Dinner - Hosted by Proexport-Colombia (<i>Limited seating - Almond Smugglers Cove</i>)	7:00 PM - 8:00 PM

TUESDAY, OCTOBER 27TH

Breakfast (<i>Almond Smugglers Cove</i>)	7:00 AM - 8:00 AM
FCCA Golf Tournament & Luncheon/Awards (<i>St. Lucia Golf & Country Club</i>)	7:00 AM - 1:00 PM
Trade Show, Exhibitor Move-in (<i>Almond Smugglers Cove</i>)	8:00 AM - 12:00 PM
Conference & Trade Show Registration (<i>Almond Smugglers Cove</i>)	9:00 AM - 12:00 PM
Complimentary Tours (<i>Departing from Hotels</i>)	9:00 AM - 1:30 PM
Lunch (<i>Almond Smugglers Cove</i>)	12:00 PM - 2:00 PM
Press Conference (<i>Workshop B - Almond Smugglers Cove</i>)	1:30 PM - 2:15 PM
<i>(Release of BREA Economic Impact Study)</i>	
Cocktail Reception @ Trade Show (<i>Club Lounge - Almond Smugglers Cove</i>)	1:30 PM - 2:30 PM
One-on-One Meetings ~ Session 1	
<i>(Carnival Cruise Lines - Workshop A) Cruise Executives & Delegates ONLY</i>	
<i>(Carnival Corp. Shorex Group/Princess/Holland America/RCCL/NCL/Disney - Babonneau Rooms 501-509)</i>	
Conference & Trade Show Registration (<i>Almond Smugglers Cove</i>)	2:00 PM - 6:00 PM
Trade Show Grand Opening (<i>Club Lounge - Almond Smugglers Cove</i>)	2:30 PM - 5:30 PM
Workshop ~ Session 1 (<i>Workshop B - Almond Smugglers Cove</i>)	4:00 PM - 5:30 PM
Conference Opening Ceremony (<i>Gaiety Theatre</i>)	6:30 PM - 7:30 PM
Welcome Party - (<i>Grounds of Gaiety Theatre</i>)	7:30 PM - 11:00 PM

WEDNESDAY, OCTOBER 28TH

Breakfast (<i>Almond Smugglers Cove</i>)	7:00 AM - 8:00 AM
One-on-One Meetings ~ Session 2	
<i>(Carnival Cruise Lines - Workshop A) Cruise Executives & Delegates ONLY</i>	
<i>(Carnival Corp. Shorex Group/Princess/Holland America/RCCL/NCL/Disney - Babonneau Rooms 501-509)</i>	
CEO/Presidents & Ministers Meeting Welcome Reception	
<i>(Workshop B - Almond Smugglers Cove) (*Private)</i>	
CEO/Presidents & Ministers Meeting	10:00 AM - 10:30 AM
<i>(Workshop B - Almond Smugglers Cove) (*Private)</i>	
Coffee Break @ Trade Show (<i>Club Lounge - Almond Smugglers Cove</i>)	10:30 AM - 11:30 AM
Trade Show (<i>Almond Smugglers Cove</i>)	10:30 AM - 12:00 PM
Lunch (<i>Almond Smugglers Cove</i>)	12:00 PM - 2:00 PM
Late Registration ~ Conference & Trade Show (<i>Almond Smugglers Cove</i>)	1:30 PM - 4:00 PM
Workshop ~ Session 2 (<i>Workshop A - Almond Smugglers Cove</i>)	1:30 PM - 3:00 PM
Trade Show (<i>Almond Smugglers Cove</i>)	2:00 PM - 6:30 PM
Workshops ~ Session 3 (<i>Workshop A & B - Almond Smugglers Cove</i>)	4:00 PM - 5:30 PM
Coffee Break @ Workshops (<i>Workshop A & B - Almond Smugglers Cove</i>)	4:30 PM - 5:30 PM
Saint Lucia's Night Extravaganza @ <i>Point Seraphine</i>	8:00 PM - 11:30 PM

Sequence of Events

THURSDAY, OCTOBER 29TH

Breakfast (<i>Almond Smugglers Cove</i>)	7:00 AM - 8:00 AM
Trade Show (<i>Almond Smugglers Cove</i>)	8:30 AM - 12:00 PM
Coffee Break @ Trade Show (<i>Club Lounge - Almond Smugglers Cove</i>)	10:00 AM - 11:00 AM
Coffee Break @ Workshops (<i>Workshop A & B - Almond Smugglers Cove</i>)	10:00 AM - 11:00 AM
Workshops ~ Session 4 (<i>Workshop A & B - Almond Smugglers Cove</i>)	10:00 AM - 11:30 AM
Lunch (<i>Almond Smugglers Cove</i>)	12:00 PM - 2:00 PM
Exclusive Platinum Luncheon (<i>The Pier Restaurant @ Sandals Halcyon</i>) (*Private)	12:00 PM - 2:00 PM
<i>Cruise Executives & Platinum Members ONLY</i>	
Trade Show Exhibitor Tear Down (<i>Almond Smugglers Cove</i>)	1:30 PM - 7:00 PM
One-on-One Meetings ~ Session 3	
(<i>Carnival Cruise Lines - Workshop A</i>) <i>Cruise Executives & Delegates ONLY</i>	3:00 PM - 5:00 PM
<i>(Carnival Corp. Shorex Group/Princess/Holland America/RCCL/NCL/Disney - Babonneau Rooms 501-509)</i>	
Conference Closing Party - (<i>Almond Smugglers Cove</i>)	8:00 PM - 11:30 PM

FRIDAY, OCTOBER 30TH

Complimentary Tours (<i>Depart from Hotels</i>)	9:00 AM - 12:00 PM
Exclusive Tour to Soufriere	9:00 AM - 3:00 PM
<i>Cruise Executives ONLY</i>	
Exclusive Tour & Lunch	9:00 AM - 3:00 PM
<i>Platinum/Associate Members ONLY</i>	

~ PLEASE NOTE ~

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:

- Tuesday evening for Welcome Party – immediately following The Opening Ceremony is Business Casual (*Grounds of Gaiety Theatre*)
- Wednesday evening for Saint Lucia's night extravaganza is Elegantly Casual (*Point Seraphine*)
- Thursday evening for Closing Party is Elegantly Casual (*Almond Smugglers Cove*)



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For information on these destinations or partnership opportunities in new destinations, please contact Jill McCall - jmcalls@graylinecaribbean.com



Saint Lucia (SAINT LOOSHA) is rich with interesting history dating back to the era of the Amerindian Tribes of the Caribs and Arawaks who continuously fought over possession of the island. The Caribs were described as war-like and the Arawaks, peaceful. Gravesites and other artifacts of this epoch of Saint Lucia's history have been documented and preserved and some can still be found today in the very places where these Amerindian Tribes resided.

Legend has it that when the Spaniards 'discovered' this amazingly beautiful island during their voyages in the 16th century, the Indians may have fled to other islands, which paved the way for the other Europeans to settle on Saint Lucia. This led to at least 14 bitter battles between the French and British for ownership of Saint Lucia. Hence the nickname 'Helen of the West', likened to the mythical battle for 'Helen of Troy'.

Although the British were the eventual victors, the French influence is very evident with the French Creole (Patois) that is widely spoken throughout the island. You will discover this and more as we journey around Saint Lucia ...

Discover Port Castries



Port Castries is now home to a modern, fully equipped berthing facility which can accommodate several large ships. During the main cruise season - from October to April - as many as five (5) cruise ships may call into Port Castries on any given day!

The Story of Saint Lucia can be seen and heard right off the cruise ship! Cruise passengers come through a visually stimulating animation of Saint Lucia's history at the Desmond Skeete Animation Centre, which is named after a long serving official in the local tourism industry. It is located within a Duty Free shopping facility - La Place Carénage, in the heart of the city center.



Cruise Ships also berth at the Pointe Seraphine Duty Free Shopping Complex, the island's largest duty free facility boasting 42 shops and a restaurant. But shopping on Saint Lucia is not limited to those facilities. There is a multitude of stores offering a wide range of items from brand name gear to locally made clothing and souvenirs.



A trip to the Castries Market is a must for any visitor to Saint Lucia. This is one of the more fascinating and interesting features of the island, which gives visitors a unique perspective of 'Looshan Life'. The Castries Market is laden with craft including batik, wood carvings, traditional clay pots; meat vendors and produce vendors; restaurants serving tasty local dishes. And yes, you can do more than just reminisce about those sumptuous Saint Lucian meals. Purchase some of our local spices to season up your favorite recipes back home! The Market is located within the city center, a few yards away from the Seaports and across the street from the Craft Arcade, where one can pick up genuine, made in Saint Lucia souvenir items that make the perfect gift for family and friends who could not accompany you on this trip.

Castries is itself a city worth exploring to learn about its deep history that is reflected in the architecture of some of its buildings like the Minor basilica of the Immaculate Conception and the Central Library.

Experience the Legendary Wonders of Saint Lucia



Saint Lucia is renowned for its majestic Pitons – designated a World Heritage Site and rated by media mogul Oprah Winfrey as one of the **'5 TOP PLACES TO SEE IN YOUR LIFETIME'**. But the Pitons are just the tip of the iceberg. Your unforgettable journey around 238 square miles of gorgeous topography, lush rainforests and cerulean blue waters that sweep the shores of its white, black and yellow-sand beaches, is merely the beginning of a truly remarkable holiday.

You will be awestruck by the breathtaking views from the summit of the Pitons. Petit Piton, which is the steeper and more narrow of the two mountains, soars 2619 ft above sea level; Gros Piton, the larger and more hiker friendly mountain rises 2,461 ft. The Pitons are the remnants of two volcanic domes formed as a result of the eruption of the now dormant La Soufriere Volcano thousands of years ago. The profound beauty of Petit Piton can best be experienced in the southwestern town of Soufriere while Gros Piton's trek begins in the community of Fond Gens Libre, or "Valley of the Free People," in the village of Choiseul just south of Soufriere. The guided 2 hour up-hill hike provides great views, so be sure to take your camera along to capture those awesome, once-in-a-lifetime shots!



There are also great views to behold on Mount Gimie, which is the highest point on the island rising 3117 ft tall. Mount Gimie is the end point of the trek through the Edmund Rainforest Reserve and Enbas Saut Waterfall Trail in Fond St. Jacques, Soufriere. Guided tours are conducted up the mountain. There is a wide variety of tropical vegetation and if you're lucky you may hear and see the Amazona Versicolor, locally referred to as the Saint Lucian Parrot!

More hiking fun awaits at Fort Rodney on Pigeon Island, yet another historical battleground between the French and English that is worth a stop-over during your visit. Pigeon Island boasts two secluded beaches and is the main stage venue for the annual Saint Lucia Jazz.



Saint Lucia offers inexpensive, exciting and enjoyable half or full day activities. Boat trips to the Maria Islands Nature Reserve in the south, diving to abundant reefs and wrecks on the west coast or snorkeling are among the exciting options. In a few hours, you can do a full aerial tram tour or go ziplining through the rainforests. Turtle watching, whale watching, bird watching, nature trails, botanical gardens, jeep safari tours, visits to mangroves and sugar and cocoa estates, as well as an array of land-based activities and water sports are just a short-list of the fun-filled, leisure interests that awaits on Saint Lucia.

Consider a tour of the world's only drive-in volcano, the Sulphur Springs. Guides take you to viewing platforms that overlook parts of the crater, including seven acres of bubbling sulphur-water pools.

Legend has it that the mud baths at the Sulphur Springs, is Saint Lucia's very own fountain of youth! Jump in early morning or late evening for a warm, invigorating, therapeutic mineral bath, to look and feel years younger!

Mingle with Saint Lucia's Unique People



One of the most noted features of Saint Lucia is the warmth and genuine friendliness of the people affectionately referred to as Looshans, who make your stay on island all the more enjoyable. Saint Lucia boasts two Nobel Laureates – the late Sir Arthur Lewis won the prize for Economics in 1979 and he was followed by Poet Derek Walcott who captured the Literature Award back in 1992. Walcott's most ambitious work to date is considered the epic poem *OMEROS* (1990), which takes its title from the Greek word for 'Homer', and recalls the dramas of Homer's *Iliad* and *Odyssey* in a Caribbean setting. Other literary works include *Dream on Monkey Mountain*, *Ti Jean & His Brothers*, *What the Twilight Says* and *The Prodigal*, his last book inspired by the death of his twin Roderick. Saint Lucia's musicians and recording artists have also created a name for the island internationally, performing at world renowned music festivals and capping awards at various Caribbean Music Award shows.

Experience the Cultural Legend



Many of Saint Lucia's cultural festivals are embedded in our creole heritage, which was derived from our French influence. The observance of the Flower Festivals of La Rose and La Margeurite are patterned after the rivalry that existed between the French and English. Creole Heritage month in October culminates with 'Jounen Kweyol' or Creole Day, which is observed island wide. It's a multi-venue street party that happens annually on the last Sunday in October where people dress in traditional madras and indulge in food, drink and music indigenous to our cultural heritage.

Relish the Authentic Cuisine



While Jounen Kweyol may be the perfect opportunity to savor authentic Looshan cuisine, you can enjoy true Saint

Lucian cooking all year round, day or night at many bistros and restaurants on the island. Be sure to check out the very popular Friday Night Street Party which happens in the northern town of Gros Islet every week or head down to the west coast village of Anse la Raye for a treat of fish, lobster and the best seafood dishes on island!

Be Part of the Exciting Events



Plan your cruise around a festival. Festivals are part of the year round range of events on Saint Lucia's calendar. Mention Saint Lucia Jazz and you'll hear one of two responses: 'I had the best time!' or 'I can't wait to experience the best party in the world!' Ranked as one of the top five jazz festivals in the world and number one in the Caribbean, Saint Lucia Jazz is now into its 18 edition. The 10-day event, which kicks off annually during the first week in May, has seen unforgettable performances from the likes of artistes like the late Luther Vandross, John Legend, Rihanna, Fantasia, Air Supply and George Benson, Kenny G, Stanley Jordan and Courtney Pine as well as big bands such as Chicago, Earth Wind & Fire, Four Play, Incognito, Acoustic Alchemy, Spyro Gyra and Hiroshima.

Carnival is Saint Lucia's biggest cultural extravaganza usually observed during the third week in July every year. The month of activities culminates in two-days of pageantry, where colorful costumed bands parade through the streets of the capital, Castries to scintillating soca music.

There are numerous Sports Tourism related activities happening year round on island. Golf Tournaments, and international cricket matches take place on Saint Lucia throughout the year. One of the biggest sports tourism related activities is the world famous Atlantic Rally for Cruisers (ARC) which kicks off in Las Palmas, Spain and culminates on the Rodney Bay Marina, Saint Lucia in December every year.

Here's an idea of what's happening over the next few months: Jounen Kweyol - October 25, 2009; Atlantic Rally for Cruisers - ARC - November 22-December 20, 2009; Cruise-to-Run – January, 2010; Saint Lucia Jazz - May 1-9, 2010; ICC World Twenty20 International Cricket matches – May; Carnival - July 19 & 20, 2010

The Accolades

Voted the World's Leading Honeymoon Destination no less than six times, Saint Lucia prides itself on having some of the most unique spots for weddings and honeymoons. So if you're planning that big day and a memorable honeymoon to follow, there are loads of packages that you can choose from while on island. What's even more remarkable is that Saint Lucia has a NO RESIDENCY POLICY, which means you can say 'I Do' right off the cruise ship before you continue on to the next port!

Saint Lucia offers a wide range of award-winning accommodation and world class amenities. Properties on Saint Lucia offer more than just rest and relaxation. You can gain an insight into traditional Cocoa Dancing and experience the art of chocolate making too!

Saint Lucia is waiting for you to discover its mystery, marvel at its gorgeous, breathtaking topography and enchanting rainforests and enjoy of its exciting soft adventure activities. There's so much to do on Saint Lucia that any vacation would be too short! But even if you don't get to do everything, we do hope you get to experience most of the tours and thrilling activities that should be part of your itinerary during your journey of discovery on Saint Lucia. Come, Live the Legend!

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FCCA Silent Cruise Auction

All Conference attendees are invited to participate in the 2009 Silent Auction. The FCCA Member Lines have graciously donated the following cruise 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.

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Valid through: October, 2010.

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Buy Now Price - \$ 2,500

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.

7-Night Caribbean cruise for two onboard one of Celebrity's luxurious vessels. Choose from various ships sailing from Ft. Lauderdale, Miami or San Juan.

Valid dates: Seasonal sailings from December 2009 through May 2010.

Estimated Value - \$ 2,000 – Buy Now Price - \$ 1,750

Costa Cruise Lines

Caribbean Cruise for two (space- available) onboard a breathtaking beautiful cruise ship that is delightfully different in service in cuisine, in an atmosphere filled with love, laughter and la dolce vita. Cruising Italian Style..that's Amore!

7-Night Caribbean cruise for two -Select from various dates and vessels.

Valid through: November 2010.

Estimated Value - 2,000 – Buy Now Price - \$ 1,750

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Choose from select dates.

Valid through: October 2010.

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Holland America Line

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

Valid through: March 2010.

Estimated Value - \$2,000 – Buy Now Price - \$ 1,750

FCCA Silent Cruise Auction

MSC Cruises (USA) Inc.

Caribbean cruise for two in an outside stateroom. We look forward to introducing you to the distinct style of an MSC cruise. From the world-famous Italian cuisine to the personal attention and friendliness of an Italian crew, our guests are treated to the finest Italian hospitality afloat.

7-Night Caribbean cruise for two on the Poesia

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Valid through: April 17, 2010

Estimated Value - \$ 2,000 – Buy Now Price - \$ 1,750

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. Select from various vessels and dates sailing from select ports of call (Caribbean, Bermuda, Mediterranean, Mexican Riviera, Alaska, Hawaii, Canada/New England)

Valid through: October 2010.

Estimated Value - \$ 2,000 – Buy Now Price - \$ 1,750

Princess Cruises

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

7-Day Caribbean or Mexican Riviera cruise for two.

Select from various vessels and dates

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

Valid through: November 2010.

Estimated Value - \$ 2,000 – Buy Now Price - \$ 1,750

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 (Not valid on Oasis or Allure of the Seas)

Valid through: November 2010

Estimated Value - \$ 2,000 – Buy Now Price - \$ 1,750

Location & Hours of Bidding: Bids can be placed at the FCCA Silent Auction booth # 41

Tuesday, October 27, 2009

Wednesday, October 28, 2009

Thursday, October 29, 2009

2:30 pm - 5:30 pm

10:30 am - 12:00 pm, 2:00 pm - 6:30 pm

8:30 am - 12:00 pm

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

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

Note: All cruise awards are based on space availability. Port charges, transportation to/from the port of departure are not included. All proceeds benefit the **FCCA Foundation**. 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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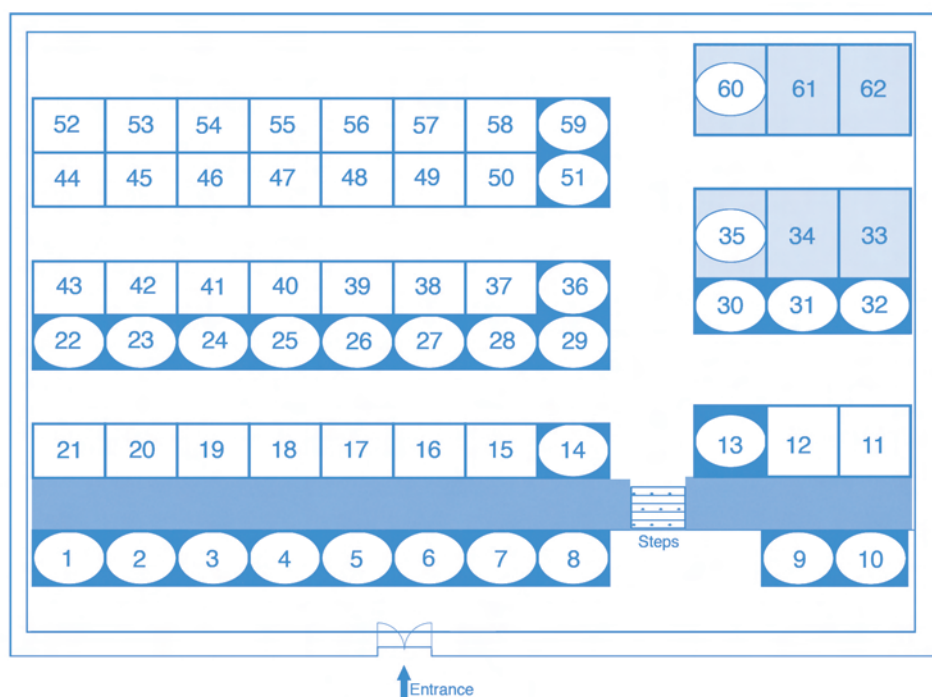
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FCCA Trade Show Floor Plan



FCCA Trade Show Hours:

Tuesday: 2:30pm – 5:30pm

Wednesday: 10:30am – 12:00pm, 2:00pm – 6:30pm

Thursday: 8:30am – 12:00pm

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FCCA Essay Contest Winner

"During This Global Economic Downturn, What Can A Destination Which Lives On Tourism Do To Persuade More Ships To Come To Their Destinations"



Netanya Keil
11 years old,
Bishop Anstey Junior
Trinidad & Tobago

With the global downturn in the economy, there is no doubt that tourism, especially the leisure side of the industry, such as cruise ship tourism, may be in for some "stormy seas". A destination which lives on tourism should view this crisis as an opportunity to deal with old problems and a time to look for new and innovative ideas.

The government can encourage growth in the cruise sector by offering incentives to cruise lines. For example, a cruise line may be offered a dollar amount per passenger, for ships that stop over for more than a certain number of days during a year. A reduction in taxes that are usually imposed by the port authority can also help to make the country more appealing as a cruise ship destination.

One of the trends in the cruise ship industry is mega ship building. Some ports are unable to accommodate these larger cruise ships because the harbours are not deep enough.

This is a turn off to many cruise lines as many passengers do not like to be ferried to and from shore.

In such cases, there must be investment in state of the art facilities that can accommodate larger ships.

Cruise ships are becoming more all-inclusive. A port of entry with limited activities is unattractive when compared to the entertainment available on board. The country must develop a total package that the cruise industry will find attractive when they are planning land retreats. The port of call may then become one of their planned options for activities on land.

Visitor reception areas must also be developed so that the facilities cater to the needs of the passengers.

Projects may need to be undertaken to provide more terminal seating, better bathrooms, and facilities for disabled persons, etc.

Cruise ships tourists often spend only a few hours on shore. Sometimes tours and attractions may be so far away from the port of entry that passengers will not have time to get to them during their short stay. This too, is a turn off to cruise lines. If an entertainment district is developed close to the port, more cruise ships will build their itineraries around this coastal attraction.

The creation of shopping areas that are attractive to cruise ship passengers can also attract cruise ships, duty free shopping areas can be developed close to the port of entry. Business close to the port can also be encouraged to offer specials or discounts to cruise ships passengers. For example discounts may be offered to visitors using US credit cards or traveler's checks.

Sometimes, local suppliers provide goods that are not indigenous. A lack of local products can also be a deterrent to cruise lines. Visitors are usually more interested in local goods. Local businesses must be encouraged to provide local goods and foods.

A country which lives on tourism can use the measures discussed to "ride out" the economic storm and experience an increase in cruise ship arrivals.

Junior Division Finalists:

2nd Place – Terrikia Andia Benjamin, Antigua & Barbuda; St. Johns Catholic Primary

3rd Place – Christian Alleyne, Barbados; Soteria Home School

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FCCA Essay Contest Winner

"During This Global Economic Downturn, What Can A Destination Which Lives On Tourism Do To Persuade More Ships To Come To Their Destinations"



Shaquille Brown
14 years old,
St. Andrew High School For Girls
Jamaica

The revenue from tourism has long since been the source of steady economic trajectories for many territories. The territory benefits from cruise-ship tourism when tourists take on-shore excursions, support local business such as the hotels or the craft industry, and when port taxes are collected. However, the prosperity of tourism depends on the stability of the economy and vice versa.

During this current economic crisis, the economy of a territory which depends on tourism will be adversely affected. Therefore, persuading ships to visit a destination during this global financial crisis will require much flexibility and an acute accommodation for demands.

The aforementioned fact that the global economic crisis has lowered consumer spending, requires a destination to adjust, by promoting its affordability through its excursions, shopping expeditions and other activities. Destinations will persuade more ships to visit their ports by making enticing arrangements with the various cruise-lines. The destination should offer packages laced with special incentives for both the passengers as well as the cruise line itself.

For example, port taxes are usually incurred when a ship makes a port call.

If the taxes are lowered, then this would reduce the expenses of a ship and persuade more ships to visit.

Persuading ships to visit a destination will also require making handsome incentives for its passengers. During this global financial crisis, more passengers will be prompted to take on-shore excursions if they are offered discounted prices and even complimentary gifts. An example of a package, called "Irie Vibes" would include a visit to a historical site, a cultural exhibition at an art gallery and a shopping excursion to the local craft market. To compliment the package free transportation would be offered to and from all the areas covered in the package. Despite the recession, attraction and activities still need to be diverse, worthwhile and entertaining to persuade ships to visit a destination. Another method to maintain affordability is to ensure the prices of craft and other souvenirs are kept at a reasonable cost. This will thrill value conscious tourist.

"With the economy's current troubles, many people assume a crime wave is just around the corner". It is imperative that visitors feel a sense of security as well as amicability when they travel. Passengers as well as ship operators will need assurance concerning their safety. Therefore, a destination should strive to create a hassle free environment.

An environment filled with warmth is advantageous in facilitating cultural exchange between effervescent locals and curious tourists.

In conclusion, persuading more ships to visit a destination during this global financial crisis will be dependent on the marquee value of its ports and its flexibility.

A destination must adjust its services to meet the demands and counter the circumstances of present times.

Senior Division Finalists:

2nd Place – Chloe William, Nevis; Charlestown Secondary

3rd Place – Kalifah Aaleyiah Amoroso, Trinidad & Tobago; Bishop Anstey High School



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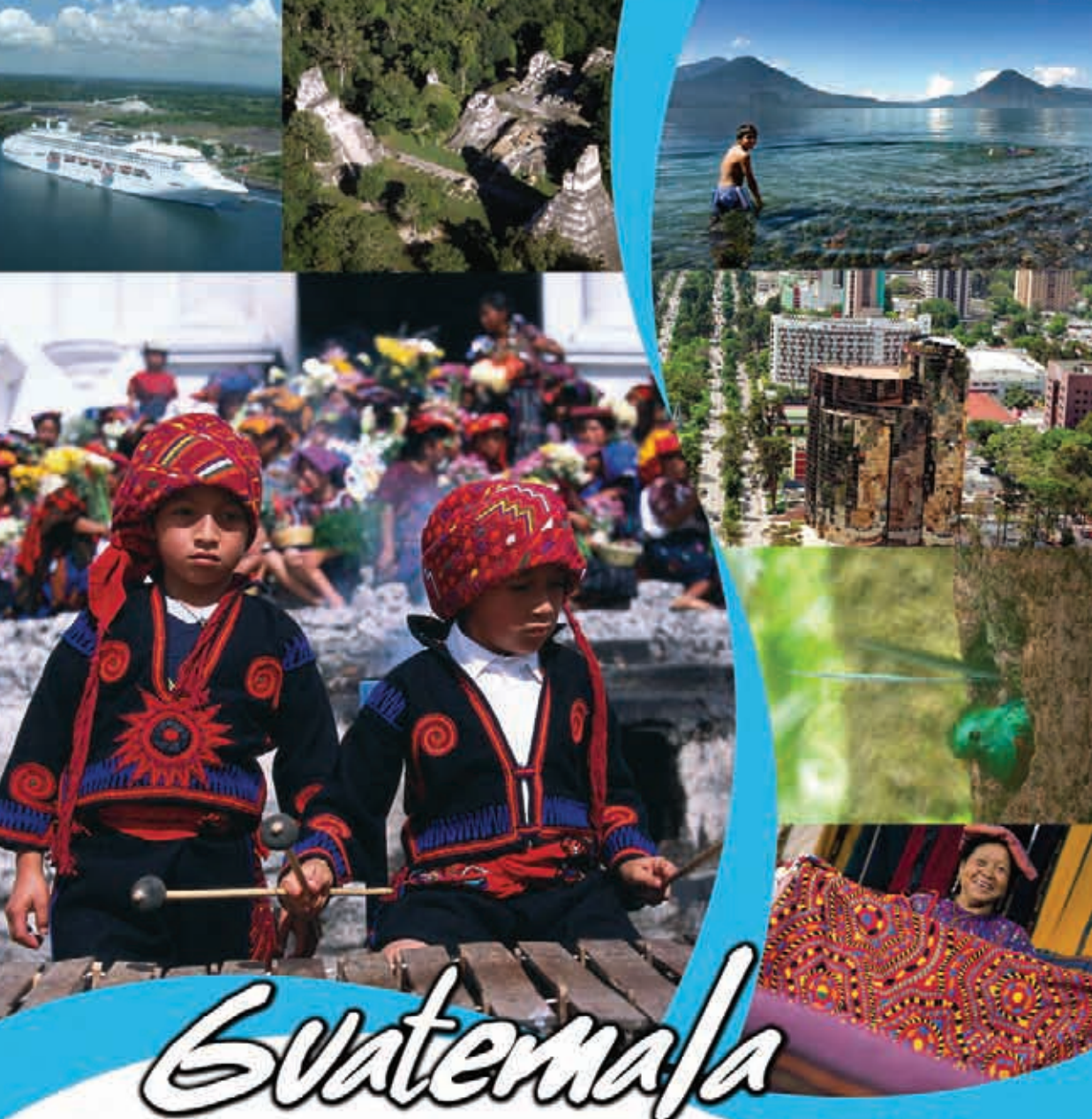
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