



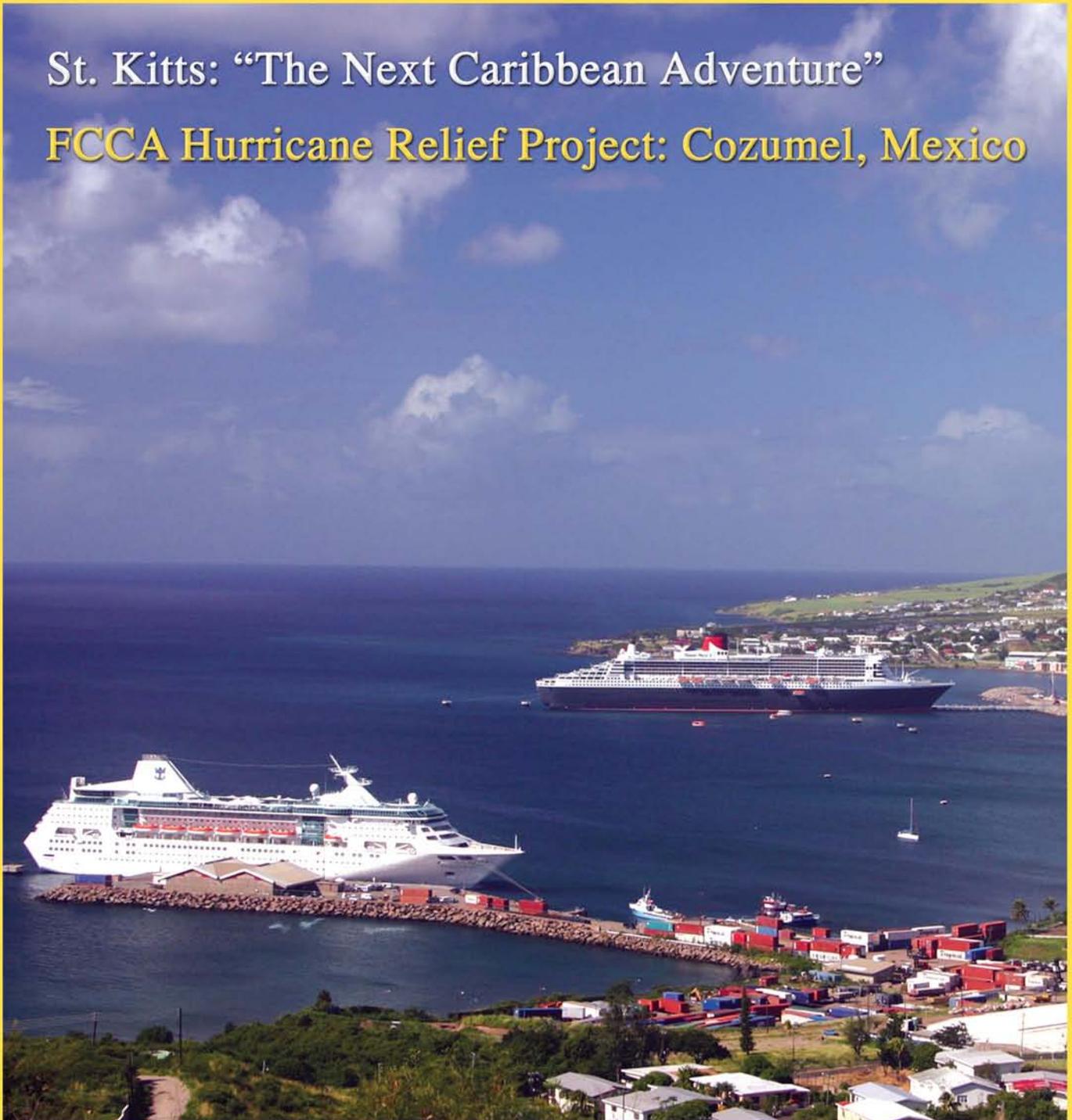
Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

Third Quarter 2005

St. Kitts: "The Next Caribbean Adventure"

FCCA Hurricane Relief Project: Cozumel, Mexico

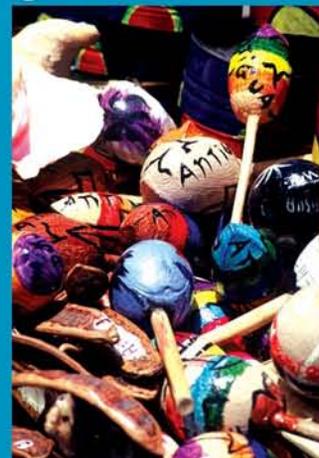


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Caribbean Cruising

THE FLORIDA-CARIBBEAN CRUISE ASSOCIATION MAGAZINE

Third Quarter 2005

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FEATURES

05 3rd Annual Platinum Associate Membership Conference
The FCCA PAMAC conference was held in New Orleans on June 3-7. It gave the attendees a chance to see why New Orleans is a great tourist attraction and how the cruise industry benefits from the city's allure.

14 FCCA Caribbean Cruise Conference & Trade Show... Winning With Teamwork!

19 New Passport Requirements Spark Changes
The U.S. Department of Homeland Security, in conjunction with the Department of State, announced the new requirements on April 5th, 2005 as part of the Western Hemisphere Travel Initiative.

23 FCCA Customer Service Workshops
Aruba June 1st - 2nd was the latest site of the FCCA's Customer Service Training Workshops.

24 FCCA Hurricane Relief Project

30 Introducing the Women's Association
This December 3rd the FCCA Member Lines will introduce the newly formed FCCA Women's Association with its inaugural "Princess for a Day Luncheon" aboard Princess Cruises' *Caribbean Princess*.

36 St. Kitts: "The Next Caribbean Adventure"
St. Kitts, a little known tourist destination in the Eastern Caribbean, has increasingly made efforts to become more appealing to the cruise industry.

53 Freestay Caribbean Program, to be Launched in Belize, Jamaica and Mexico...

60 FCCA 2006 Environmental Poster Competition

HAPPENINGS

DEPARTMENTS

11	Platinum Highlights	President's Letter	3
40	FCCA Platinum Associate Member Listing	Faces in the Industry	68
46	FCCA Associate Member Listing	New Ship Profile	71
56	FCCA Upcoming Events	Around The Caribbean	72

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*Michele M. Paige with Gary LaGrange,
Executive Director, Port of New Orleans*

Leadership

“Leadership is about capturing the imagination and enthusiasm of your people with clearly defined goals that cut through the fog like a beacon in the night.”

The long, hot days of summer are here again... This time of year, whether you are in the Caribbean or Mexico or South/Central/North America, the pace of everything and everyone seemingly slows down. Many of us use the ‘lazy days of summer’ to rejuvenate ourselves by taking some time off work.

Time off work? Ok, I realize that for most of us there is no true ‘time off’ with today’s cell phones and blackberries... but, hopefully, we at least get an opportunity to reflect on the past and to ponder the future. Ideally, we allow our imaginations to run wild, clarifying our goals and building enthusiasm for achieving those goals in the process.

Now you are ready to get back to work. To be truly successful, however, a leader must transfer his ‘clarity and enthusiasm’ to his people... for only by shining your ‘light’ on your organization (your people) will your goals be achieved.

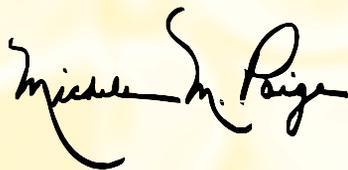
The FCCA Conference is the ideal place to reinvigorate your organization, by clarifying the cruise industry’s goals and infusing enthusiasm into your organization - to help you achieve your goals. The cruise executives from the Florida-Caribbean Cruise Association’s Member Lines look forward to seeing you and your staff at the *FCCA Caribbean Cruise Conference & Trade Show in St. Kitts – September 27-30, 2005*.

This Conference issue of **Caribbean Cruising** highlights a couple of the FCCA’s most recent events/activities: Platinum Associate Members’ trip to New Orleans and FCCA Training in Aruba. Also included are articles on the Cruise Passenger Conversion Program, the advent of the passport requirement regulation and a look at Cozumel, Mexico – from hurricane clean-up to their vision for the future. In addition, we present a newly established cruise executive’s wives/FCCA Foundation program, along with write-ups on this year’s Conference host – St. Kitts.

I believe that there is a direct correlation between the success of an organization and the vision, commitment and passion of its leader(s). The FCCA’s goal is to positively impact cruise industry ‘leaders’ so that they may be more successful. I hope to see you all in St. Kitts so that we may fuse our respective ‘lights’ into one unified beacon that will show the way to maximizing the benefits of cruise tourism...

... **Your success is our success!**

Respectfully yours,



Michele M. Paige



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C. Ray Nagin, Mayor of New Orleans (Center), greets guest at closing party.



New Platinum Members pose for a picture at the cocktail party.



Platinum Members toast to a great event.

Successful FCCA Meeting Hosted by the Port of New Orleans

The Florida-Caribbean Cruise Association Member Lines and Platinum Associate Members had a chance to experience first-hand how the city's attractions have helped the Port of New Orleans cruise business expand by 818% over the past 11 years.

The FCCA workshop held in New Orleans on June 3rd-7th gave the attendees a chance to see why New Orleans is a great tourist attraction and how the cruise industry benefits from the city's allure.

While many were familiar with the city's seductive charm for adult travelers, the trip also gave the Port of New Orleans the opportunity to showcase the many family-oriented attractions that have proliferated in recent years. New Orleans has doubled the volume of family travelers in 2004 alone, and family travelers now comprise nearly 15.5 percent of New Orleans visitors.

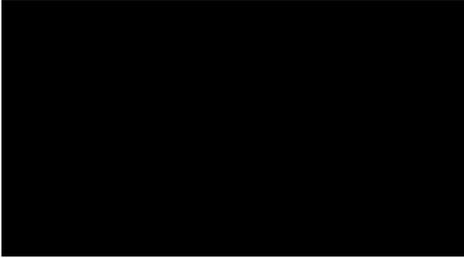
Attendees of the FCCA arrived throughout the weekend and were offered complimentary tickets to the Audubon Zoo, the Aquarium of the Americas, the National D-Day Museum, the Entergy I-Max Theater and three riverboat-harbor tours – the Creole Queen, the Natchez and the John James Audubon.

Before the workshop began on Tuesday, they settled into their rooms at the Chateau Sonesta Hotel located in the French Quarter, the original heart of the city that was settled nearly three centuries ago. They had some free time to explore the historic architecture of the French Quarter and to sample the fine cuisine (New Orleans has more than 3,000 restaurants.) before the workshop began.

On Monday they were treated to a swamp tour where they saw the natural beauty of Louisiana. Alligators lurked beneath cypress trees laden with Spanish moss along the bayou. Members actually became well acquainted with a baby alligator that the tour operator had onboard. Monday morning's swamp tour was followed by a tour of Oak Alley Plantation, one of the grandest antebellum mansions in the South. The plantation, which was featured in the major motion picture "Interview With a Vampire," derives its name from a row of ancient oak trees that line the entrance to the stately mansion. Before breaking for lunch on the plantation grounds, attendees sipped mint-juleps on the verandah of the mansion. On the return trip to New Orleans the tour busses picked up "hitchhikers" who played the banjo during the ride to entertain the delegates.

Monday evening was reserved for a cocktail party for the attendees at Harrah's casino. Harrah's revealed its expansion plans, which include a new hotel, several new restaurants and a new nightclub. Harrah's executives revealed that they plan to spend about \$1 million in 2005 booking cruises from New Orleans as a perk to lure its high rollers to town. Harrah's has been booking cruises out of New Orleans for the last two seasons, and have had great response from their clients. Attendees were also treated to a performance by Earl Turner, the Las Vegas showman who brings his R&B, Soul and Motown stylings to the New Orleans nightclub scene.

On Tuesday, the group buckled down for some business. The sessions were held at the Chateau Sonesta Hotel. Gary LaGrange, President and CEO of the Port of New Orleans, summarized the phenomenal growth of the Port of New Orleans as a cruise port. Included in his remarks was a description of the two new cruise terminal construction projects which will enhance the ability of the Port to continue the growth of the cruise industry. The \$37 million Erato Street Cruise Terminal and Parking Garage, a 90,000 square foot terminal



with an attached 1,006 space parking garage located adjacent to the existing Julia St. Cruise Terminal Complex in the heart of the city, is set to be complete in the first quarter of 2006. The Poland Avenue Cruise Terminal, an 80,000 square foot terminal with an adjacent 400 vehicle parking lot about a mile from the French Quarter, is expected to come on line toward the end of 2006. The Poland Avenue Terminal will be a \$6 million renovation of a 1940 era cargo shed presently owned by the Maritime Administration.

The featured speaker at the business luncheon was Lt. Gov. Mitch Landrieu. He discussed the improved business climate in Louisiana and the expansion of the tourism industry, and welcomed the cruise industry as part of that growth.

The closing reception was at Mardi Gras World, where the glittering Carnival floats characteristic of New Orleans, are built. Float construction is a unique art to New Orleans and Mardi Gras World gives tourists a chance to learn about the Mardi Gras culture. While a band played New Orleans musical standards, attendees ate jambalaya and crawfish crepes while chatting with New Orleans Mayor C. Ray Nagin,

who welcomed the delegates and thanked them for the economic impact to New Orleans that they help to create.



The grand finale of the evening was a mini-parade inside Mardi Gras World. Gordon Buck of Carnival Cruise Lines and Michelle Paige of FCCA presided as King and Queen of the Krewe of FCCA. Led by a high school marching band and police motorcycle escorts, the parade riders threw beads and trinkets to the crowd.

By the end of the four day event, the attendees had learned that New Orleans does have the raucous romp of Bourbon Street, but it also has many other attractions that appeal to a wide variety of travelers, including business travelers and family groups.

The cruise industry is vital to the tourism business in New Orleans. About 76% of all cruise passengers stay in New Orleans before or after their cruise. The cruise industry generates about 108,000 room-nights per year in New Orleans hotels. Cruise passengers engage in over \$92 million annually in direct spending at New Orleans hotels, restaurants, shops and other tourist attractions.

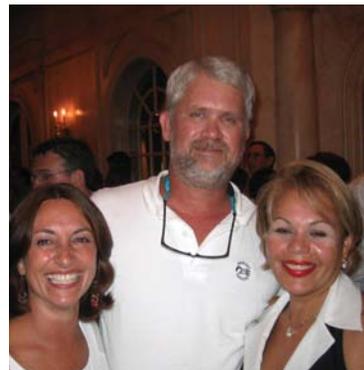
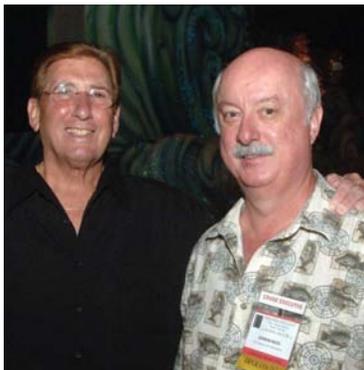
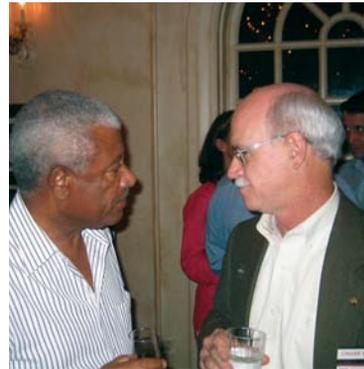
The city's allure allows the Port of New Orleans to market its cruise business as two vacations in one. Travelers get to

experience the unique culture of New Orleans before embarking on their voyage to the Western Caribbean. Any time of the year there are many different festivals happening in the city, such as Mardi Gras, the New Orleans Jazz and Heritage Festival, the Essence Festival, French Quarter Festival and Satchmo Summer Fest. When people take a cruise they will want to leave from New Orleans because the cruise port is a destination in itself that is internationally known for its unique culture and vibrant history.

During the year 2004, 160 cruise ships called on the port of New Orleans which made a great impact on the New Orleans community. The cruise lines, their crew and passengers spent a total of \$ 226 million dollars at New Orleans businesses. As a result more than two thousand part-time and full-time jobs were created. The cruise industry in New Orleans has continually shown growth since 1984 with the Bermuda Star Line calling on the Port of New Orleans 16 times a year carrying 8,000 passengers. In 1993 there were 80,000 passengers and in 2003 the number of passengers grew to 749,000.



Two cruise industry trends are working in the Port of New Orleans' favor — changes to the average age of cruise passengers and the growing drive market. In the 1990's the average



cruise passenger was 60 years of age, retired and had lots of leisure time and sufficient income to take a cruise. Passengers age 18-45, with children, have currently become a prominent demographic for cruises. There has also been a trend in driving rather than flying to a port for a cruise. There are more than 100 million people within a 750 mile driving radius of the Port of New Orleans and 47 million within a 500 mile driving radius. That is 34 percent of the nation's population. Since September 11, there has been an increase in the drive to market; therefore, ships must homeport closer to larger

populations of potential passengers.

Presently, the Port of New Orleans has two cruise terminals at the Julia Street Cruise Terminal Complex. The terminals are within walking distance of the French Quarter, Harrah's Casino and the Aquarium of the Americas. They are located on the Riverfront streetcar line. The Julia Street terminal was originally constructed as the Canadian Pavilion for the World's Fair held in New Orleans in 1984.

The FCCA platinum members' workshop was a perfect venue to showcase

the virtues of New Orleans as a tourist destination, and the Port executives illustrated why more cruise lines should take advantage of the Port's facilities.

The FCCA Member Lines extend a huge warm thank you to the Port of New Orleans for hosting the largest gathering of FCCA platinum members in the history of the event.

For more information on the Port of New Orleans, please contact its Director of Cruise & Tourism, J. Robert Jumonville, at (504) 528-3230 or at jumonviller@portno.com.



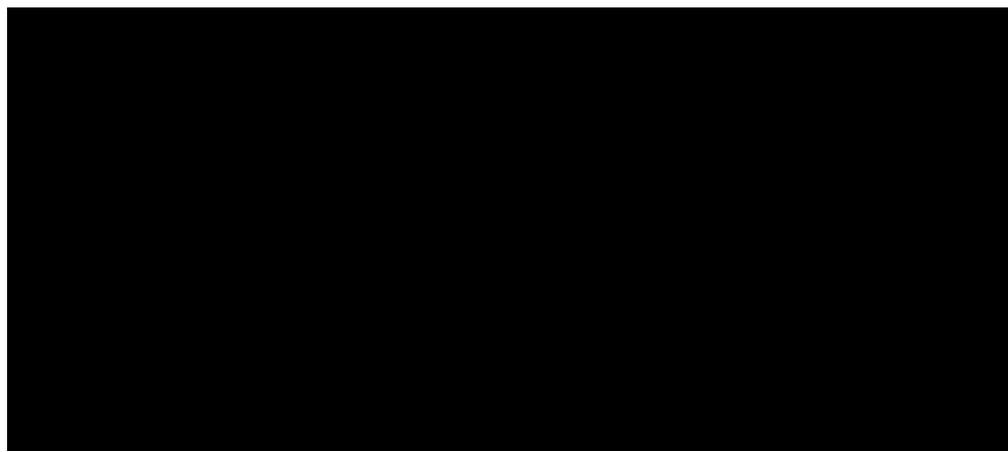
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Disney Cruise Line Announces First-Ever West Coast Cruises

In Celebration of the 50th Anniversary of Disneyland

ANAHEIM, Calif. — For the first time, Disney Cruise Line is catching the wave to southern California, repositioning its flagship Disney Magic for the summer of 2005, offering seven-night cruise vacations from the Port of Los Angeles to the Mexican Riviera.



Just in time to celebrate one of Disney's biggest milestones — Disneyland's big 5-0 — the highly distinctive 2,600-passenger ship is scheduled to sail 12 consecutive seven-night cruise vacations each Saturday from the Port of Los Angeles to Puerto Vallarta, Mazatlán and Cabo San Lucas between May 28 and August 19, 2005.

"The Disney Cruise Line experience is better than ever," said Karl Holz, Disney Cruise Line president. "By taking the Disney Magic to southern California next summer, west coast residents will find that it has never been more convenient to sail with us."

The leading family cruise line will offer guests the opportunity to combine the fun and excitement of the Disneyland Resort with the enchantment of a Disney Cruise Line voyage by booking two-night pre- or post-cruise stays in one of Disney's three Anaheim resort hotels.

"Disneyland's 50th anniversary will mark the first time that all theme parks have joined together in a truly global celebration," said Matt Ouimet, Disneyland Resort president. "We're thrilled to have Disney Cruise Line be a part of the magic that began here almost 50 years ago."

The repositioning of the Disney Magic also includes two 14-night Panama Canal cruises, nicely blending exotic ports of call with leisurely days at sea. The Disney Magic is scheduled to return to Florida Sept. 3, 2005. Sister-ship Disney Wonder will continue sailing three- and four-night cruises to the Bahamas out of Port Canaveral, Fla., and offering land/sea packages with the Walt Disney World Resort.

Disney Cruise Line specifically designed its ships with areas and activities that appeal to the unique vacation needs of every member of the family. As a result, its vacations offer guests an unbelievable cruise experience not found anywhere else.

Stretching nearly an entire deck of the ship, children's programming spaces feature supervised activities for five age-specific groups of children and teens. Additionally, infants and toddlers are cared for at Flounder's Reef Nursery, allowing parents the opportunity to explore adult areas on their own.

The Walt Disney Theatre provides a magnificent 977-seat showplace of state-of-the-art sound, lighting, staging and set design. The curtain is lifted after the sun drops and original Disney musicals, family-friendly variety acts and first-run films entertain all ages. Adults have more late-night entertainment to choose from than ever before along Beat Street, a nighttime entertainment district - featuring a high-energy dance club, stylish jazz piano bar and

traditional sports pub — reserved exclusively for them.

Novel in its approach and inventive in its execution, the dining experience rotates guests through three different themed restaurants throughout the cruise. Accompanied by their familiar wait staff and tablemates, guests travel from the casual elegance of Lumiere's to the colorful, island-inspired Parrot Cay and Animator's Palate, where Disney animation springs to life throughout their meal. Adults may also opt to dine at Palo, an exquisite restaurant featuring sweeping views and northern Italian cuisine. Unique new dining experiences created specifically for sea days aboard Disney's seven-night cruise vacations include champagne brunch and afternoon high tea for adults and Disney character breakfast and tea with Wendy for families, plus a casual evening dining alternative at Topsider Buffet.

The 877 family-friendly staterooms aboard each Disney ship were designed to offer maximum comfort. Most feature an industry first - a bath-and-a-half with two separate areas; one offering a shower and sink, the other a sink and toilet.



To learn more about Disney Cruise Line or to book a Disney Cruise Line vacation, guests can contact their travel agent, visit www.disneycruise.com or call Disney Cruise Line at (888) DCL-2500. Travel agents can call Disney Cruise Line at (888) 325-2500 or visit www.disneytravelagents.com.



Platinum Highlights

Study: Port's Regional Economic Impact \$2.3 billion, 50,000 jobs

PORT CANAVERAL, FL-July 20, 2005-Almost 17 percent of Brevard's local economy depends on Port Canaveral, which accounts for 34,000 jobs earning \$1.1 billion with an economic impact of more than \$1.5 billion, according to a study by Hank Fishkind and Associates of Orlando. The economic analysis included cruise, cargo, and other port-related business from fiscal year 2003.

Outside of Brevard, the Port's business activities support 50,000 jobs earning \$1.8 billion for a \$2.3 billion regional economic impact. Statewide, it's more than 90,000 jobs earning \$3 billion. Total economic impact was \$3.8 billion.

"It is clear that Port Canaveral's importance reaches beyond the local economy to benefit all of Central Florida and the entire state," says J. Stanley Payne, CEO. "Our successful cruise and cargo operations provide for jobs and money

necessary for a strong economy."

"The study also highlights a very dramatic change-Port Canaveral increasingly drives more and more business activity into the local economy of Brevard County and the Port District itself by creating opportunities for the expansion of the business base."

The direct benefit to economic output resulting from port activities was 1.2 billion statewide. Brevard captured almost 40-percent or \$480 million of the direct impact. Direct employment was 42,000 jobs in the state and more than 13 thousand in Brevard.

"We take seriously the responsibility to maintain Port Canaveral's role as this region's major economic engine," says Ray Sharkey, Port Authority Commission Chairman. "Many livelihoods and our region's way of life are dependent upon our vision."

The study can be found online at www.portcanaveral.org



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The Port Kingstown Terminal in St. Vincent opened in 2000 and has already gained considerable prestige and received a major surge of cruise visitors attracted by stunning St. Vincent & The Grenadines. The terminal itself is another good reason for passengers to enjoy their trip to St. Vincent. It includes a tourist information office, attractive shops, a cafe, mail, and telephone facilities.

The terminal is managed jointly by the St. Vincent & The Grenadines Port Authority and the private sector and consists of two berths. The larger currently accommodates cruise ships up to 260 meters long and 70,000 tons, although the water depth is generous enough to allow vessels of up to 100,000 tons to dock, enabling the largest cruise ships in the Caribbean to utilize Port Kingstown. Smaller vessels can berth at the other terminal, which accommodates vessels up to 100 meters in length and 4,500 tons.

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Of course, if you are doing business with the cruise industry, you already know this and are making plans to attend this year's event in **St. Kitts... September 27-30, 2005.**

However, if you have never attended the annual FCCA Conference, or have not had an opportunity to participate in recent years, please consider that the Conference is structured to facilitate interaction among cruise industry partners, address topics of mutual interest, create business opportunities and develop additional ways to work together. This forum, the only one of its kind, is an information and idea exchange organized in a way to enable participants to establish and develop business/social relationships with cruise executives from the FCCA Member Lines - who are committed to work with you!



This year's Conference will offer eight stimulating roundtable discussions (*workshops*) led by an impressive roster of industry experts. These workshops represent the spirit of mutual understanding, joint problem solving and collaboration to create a win-win situation for all.

Topics that will shape the roundtable discussions include:

Development of Cruise Lines' Tour Programs...Behind the Scenes

- Cruise Line representatives will outline all the steps involved in designing and executing tour programs, from beginning to end.

Tour Safety

- Insuring a pleasant and safe experience for guests on organized tours.

Looking Into The Future

- Discussion on the evolution of tours and destinations in the next ten years.

Converting Cruisers to Land-Based Vacationers

- Destinations will discuss actual programs that are now in place and provide valuable insights into the measurable results. Implementation, obstacles encountered, future of the program and initiatives to improve the program will also be discussed.

Natural Disaster Preparedness – Examples of Best Practices

- This workshop will expound on mitigation, preparedness, and response and recovery measures. The panel's purpose will be to increase the awareness of the importance of planning, preparedness and developing some "Best Practices" in the emergency planning process. Examples of the benefits of proper preparedness will be shared, and the panel will show how working together in an emergency recovery can benefit all Caribbean Region stakeholders.

Purchasing Q & A

- Cruise Line Executives will be on hand to give their expert advice and answer any purchasing/sourcing related questions generated from the attendees.

Probably the most popular feature of the event, however, is the opportunity for networking. And there will be plenty of occasions to do just that throughout the Conference's four-day run. From the *Business Card Exchange*, which will be held in the Marriott Casino, to a fabulous *St. Kitts Night Extravaganza* at their state-of-the-art Port... there is no better way to establish and foster valuable business/social relationships. All in all, there will be nearly two-dozen organized opportunities to network with other prominent industry players and cruise executives.

As in years past, the FCCA Conference will offer a *Trade Show*;



Michael Ronan, (front, left) Royal Caribbean Cruises, Ltd., prepares to moderate one of the eight conference workshops.

a premier opportunity and the perfect vehicle to introduce your products, showcase your services or promote your destination to the Member Lines of the FCCA. This years exhibition will sell out early, as the Show has gained popularity over the last few years and there are a very limited number of booths available.

In addition, the Informal Breakout sessions (*one-on-one meetings*) look to have finally come of age after some fine-tuning the last couple of years. The informal breakouts enable delegates to privately meet with some of the industry's top cruise executives on a one-on-one basis in order to discuss their product, service or destination and learn first-hand what it is that they have to do in order to:

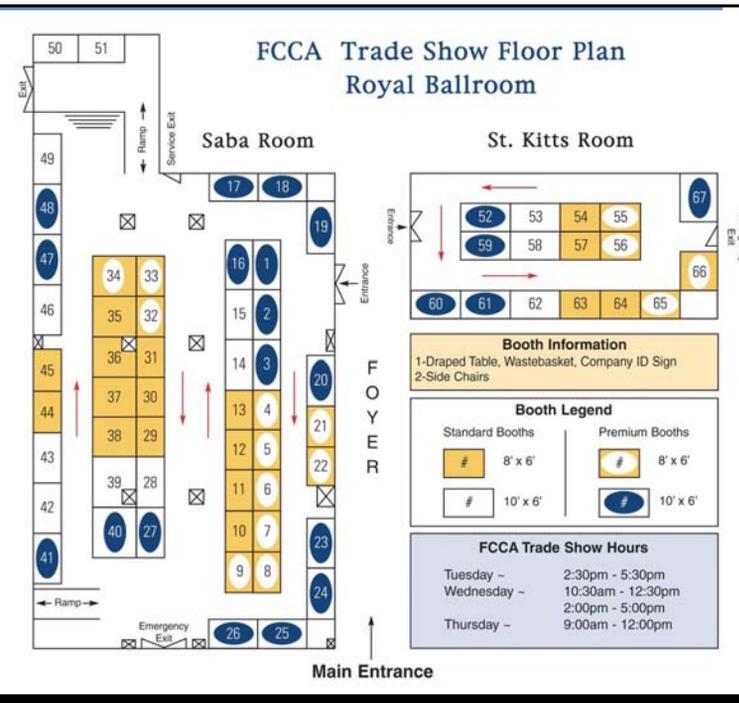
- Break into the cruise industry
- Further establish themselves in the industry
- Increase their share of cruise business...



Representatives from Norwegian Cruise Line meet with conference delegates during the informal breakouts.

The Caribbean Region is the premier destination for the cruise industry, accounting for nearly a 50 percent share, the largest share of the international cruise industry market. The FCCA Member Lines account for more than 90 percent of the total cruise vessels sailing in the Caribbean. These statistics underline the need for establishing and maintaining cooperative linkages between the cruise lines and cruise industry partners in the region.

The time is now to further our efforts to increase communication and forge stronger relationships. The Member Lines of the FCCA are committed to maximizing the success of the Region and all cruise industry partners who are willing to work together to meet the needs of this fast growing industry. Join us in St. Kitts as we continue... **Winning With Teamwork!**



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New Passport Requirements Spark Changes

New passport requirements are sparking concern in the travel industry, as deadlines for their implementation lie only months away. The U.S. Department of Homeland Security, in conjunction with the Department of State, announced the new requirements on April 5th, 2005 as part of the Western Hemisphere Travel Initiative. The intent of the Initiative is to provide for better security at U.S. borders, and it requires all U.S. citizens that are entering or re-entering the United States to be in possession of a valid passport, or other secure documentation by January 1st of 2008. The passport requirements, however, are to be implemented in stages according to a proposed time-line. It is the deadline at the end of this year—less than six months away—which has cruise industry officials concerned in particular.



According to the Federal time-line, all air and sea travelers to or from Bermuda, The Caribbean, Central and South America must be in compliance with passport requirements by December 31st, 2005. One year later, it will apply to all air and sea travelers to or from Mexico and Canada. After December 31st, 2007, anyone entering or re-entering the United States at any border crossing, air or sea port will be affected. Although cruise industry organizations largely support requiring passports for travel, it is the early deadlines within the implementation schedule that industry officials feel are unfair.

At present, U.S. citizens may travel throughout much of the Western Hemisphere without a passport, and many do. According to official numbers from the Department of State, there are approximately 60 million Americans in possession of passports. This amounts to about 20%, or roughly one of five. In an article by Sir Ronald Sanders in Caribbean Net News, he sites Paul Pennicook, Jamaica's Director of Tourism as confirming that more than half of U.S. travelers to Jamaica in 2004 did so without a passport.

With the large number of Americans who do not have passports and/or travel without them, the cruise destinations will more than likely feel a significant impact resulting from the Federal requirements. One particular concern relates to those traveling in the early months of 2006. Cruises are vacations that many travelers take time to plan and book well in advance. There may be a significant proportion of vacationers who already have travel-plans booked who are still unaware of the pending requirements. Alerting travelers to the requirements as soon as possible is of primary importance, as the lag time between application and issuance for a U.S. passport is approximately two full months. As projected if there is an increase in applications as a result of the new deadlines, the wait to obtain a passport will likely grow even longer.

There is of course the economic factor, which may be a serious consideration in obtaining passports for many travelers. In March of this year, the cost of obtaining a U.S. passport increased, due to a security surcharge added to the passport cost itself. First-time applicants for a ten-year passport can expect to pay \$97, and those under sixteen getting a five-year passport will be charged \$82. A routine passport renewal will cost \$67. If an American family of four is planning a vacation—and like most Americans, they do not have passports—taking a short Caribbean Cruise will cost them close to \$400 additional dollars. As a result, they may choose, like most Americans, to simply vacation within the United States. If they still desire to travel outside the country, they may want to spend that money on a vacation to a nation which will not yet require the additional documentation.

Overall, this points to the larger, more long-term problem which may result from the new regulations: an overall reduction in the total number of cruise travelers, and travelers to the region generally. The largest percentage of cruise vacationers is from the United States, and the most-visited



region by cruise travelers is the Caribbean. Thus, a decrease in international U.S. vacationers will not only have a likely impact on cruise lines themselves, but the tourism-dependent economies of numerous Caribbean Nations. The reduced revenue could in turn affect area jobs. Increases in unemployment are usually followed by other social shifts, such as increases in crime and drug trafficking. This could not only effect an island's desirability to vacationers, but could also contribute to undermining some of the intended security benefits of the regulations themselves.

Outside of the cruise industry, the effects of the passport implementations on airlines may be felt even more strongly. This may amplify the effect on Caribbean destinations as a whole. The airline industry has been struggling with losses for some time now, and many Caribbean governments already subsidize flights into the countries. If the number of passengers traveling by air to the Caribbean is reduced, this will cause further harm to an industry already combating decreased passengers, increased fuel costs and numer-

ous other problems. Results of the added pressure may force the cancellation of flights to the region, reducing additional possibilities for travelers. This would of course affect commerce and jobs, impacting local economies and in turn, further impacting the destinations, and in turn, The Cruise Industry.

U.S. officials have no doubt considered the economic consideration of the implementations. Canada and Mexico, both NAFTA nations, have a year longer to prepare than the Caribbean nations. Many of those nations have cried foul as their economies are not given what is, in their opinion, due concern in the matter. The cruise industry through the International Council of Cruise Lines (ICCL), is asking Congressional officials to delay the changes affecting the Caribbean ports, along with those in Central and South America, for one year, thereby implementing them at the same time as those for Mexico and Canada.

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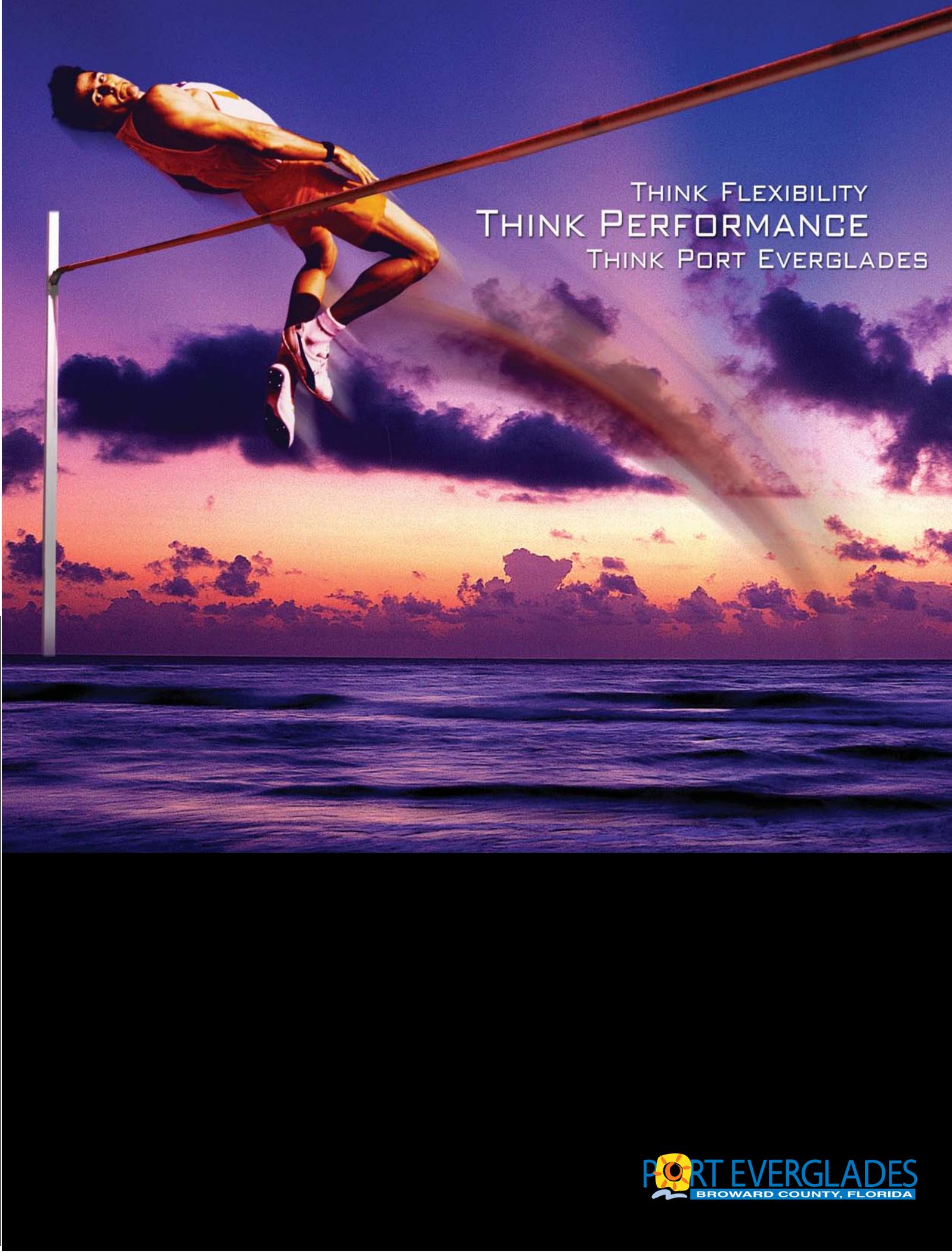
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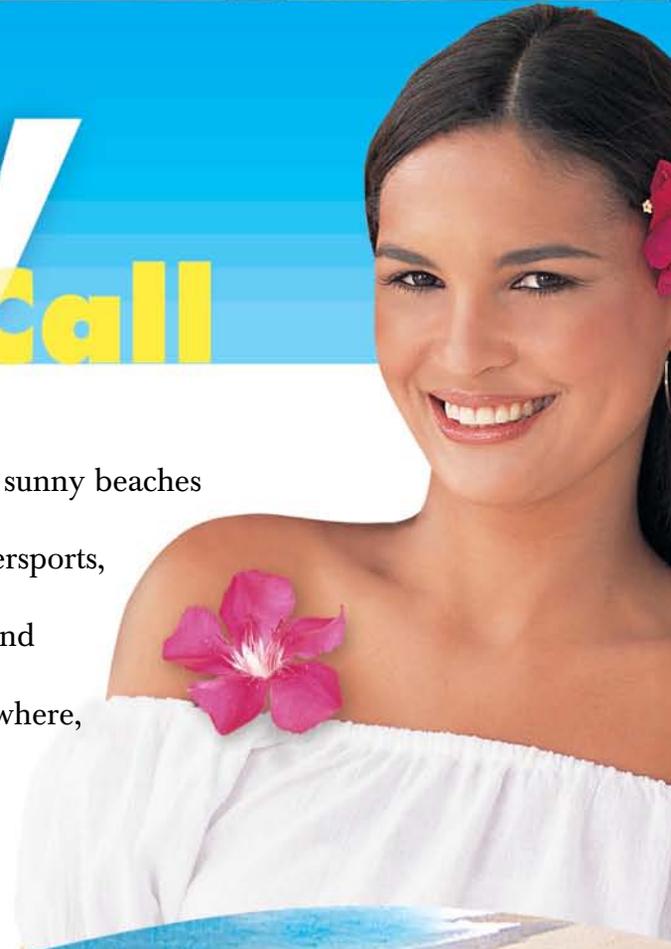
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FCCA Customer Service Workshops



ful “Caribbean Taxi Pride” workshop with over 60 participants and a “Service Excellence/Cruise Passengers Equals Profits” workshop with attendance over 110. Participants included taxi chauffeurs, tour operators, government officials, employees involved with the Department of Public Transport and other parties involved in the island’s local tourism industry who are concerned with upgrading their level of customer service. Adam Ceserano, FCCA’s Manager of Marketing facilitated the workshops for the two-day FCCA Customer Service Conference.

With cruise tourism accounting for about 50% of Aruba’s annual total visitors, proper training, customer service, and motivation with regular refresher workshops are necessary to help maintain the island’s trademark high level of customer satisfaction and friendly service. The FCCA runs these training sessions in many destinations to help motivate those involved in the tourism industry to encourage the proper attitude when handling different situations such as disruptive and unsatisfied guests.

Mr. Ceserano went over various important factors when dealing with any cruise passengers, mentioning the need to



so speak in a cheerful tone, and speak first; make people feel comfortable... It’s your time to welcome them” Ceserano stated.

Next, Ceserano introduced the LAST principles: Listen, Apologize, Solve, and Thank. (The first resort when dealing with a difficult guest.) He took the

attendees through each facet of this method, which has an overall proven satisfactory result for both parties, but especially for the guests who will notice that the person who is dealing with their problem genuinely cares for their needs and is trained to help them.

A cruise passenger is not your average extended stay tourist and there are important factors that one must know about the customers coming to their island such as shopping habits and expected customer service levels.

If you are interested in improving your customer service skills, please contact your destination’s Department of Tourism and ask them to make arrangements with Adam Ceserano, the Manager of Marketing and Customer Service Development for the FCCA. We look forward to assisting you in meeting your goals to provide “perfect customer service.”





FCCA Hurricane Relief Project



As Hurricane Emily loomed in the distance, Mexico's Quintana Roo felt its presence. The first thing that overcame the citizens was fear: for their country and for their well-being. This fear was ephemeral however, for the Mayor of Cozumel, Gustavo Ortega Joaquin, was soon heard on the radio giving his warnings, reassurance and plan of action. One thing he did not know at that time was that this hurricane would provide a pedestal for a story with morals of determination, valor and unity. The story is not some whimsical one about how they defied the inevitable, it is how Cozumel was able to cope, recuperate and propel themselves productively forward.

As Mayor Ortega gave his broadcast prior to Emily's fury, he prepared the city for the pending disaster and asked

for his fellow citizen's aid with the clean-up. Once the dust had settled, there were over 500 citizen volunteers

"We are very thankful to the people of Cozumel for welcoming Caribbean Princess' passengers and crew back so soon after the passage of Hurricane Emily. The Officers and Crew of Caribbean Princess were especially proud and honored to have been able to give back a little to the people and the community of Cozumel by joining them in their clean up efforts. Our tanks to the FCCA and the City of Cozumel for helping to organize the recovery campaign." Stephen Nielsen - Vice President, Caribbean & Atlantic Shore Operations, Princess Cruises/Cunard Line.

who rushed to the side of Cozumel and Mayor Ortega; their determination glared even brighter as they began the restoration as early as 6 A.M. Since most homes were left without power, over 350 electricians arrived ready to repair. These workers showed true tenacity and concern; they believed in what they were doing and it showed in how quickly they returned things to normal.

The FCCA Hurricane Relief Crew arrived in Cozumel just 48 hours after Emily's episode, but already one question was circulating amongst the group, "Are you sure there was a hurricane here?" Already, most of the damage was undetectable, only evidence remained, waiting to be collected. The brevity of renovations was astonishing. One of the greatest difficulties on the trip had actually been selecting a site to help repair. Eventually, a site was found requiring the Relief Crew's assistance: the streets.

Tremendous support was given to the FCCA from their member lines: Carnival and Princess provided assistance from 165 members of the crews of the *Holiday*, the *Imagination* and the *Caribbean Princess*; others, such as



“Obviously the resolve of the residents to bounce back to readiness to receive cruise ships so quickly following the damages inflicted by Hurricane Emily was very impressive. It was an absolute pleasure for shipboard personnel to pitch in to the clean up efforts organized so effectively through the FCCA and local organizations.” Gordon Buck, Vice President of Port Operations, Carnival Cruise Lines.

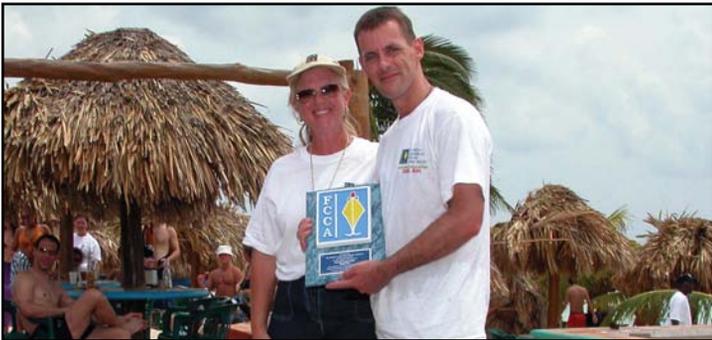


Frederico Ruiz, the Director of Tourism, and Sergio Briceno, Director General of Peliconos Tours, also provided a helping hand. A comradery fused between the FCCA, the relief crew and the Cozumel citizens. The relief crew worked to deposit the debris waiting in the streets to be collected into garbage trucks, filling over 35 trucks to the brim. Vigorous would be another understatement to explain the work ethic among them. The crew provided a determination unprecedented at any FCCA clean up. At one point, the FCCA President, Michele M. Paige, told the crew that all was complete, yet they pressed on and cleaned for more blocks.



Once everyone finally agreed on ultimate completion, with their efforts exhibited by their drenched shirts, dirty arms and haggard looks, they piled back into the buses that they had arrived on. Everyone was rewarded by food, drinks and scenery of Pelicanos Beach in Cozumel. When they concluded their meals, and got a second round of drinks, the FCCA held an award ceremony, to thank the crew for their dedication and hard work.





The Vision and Mission of the new government led by Gustavo Ortega Joaquín:

Vision:

Cozumel, Mexican island of world-wide class, is fortified in the traditions that bestows its identity. We are dedicated to developing and protecting its ecological environment that astonishes visitors and makes its inhabitants proud. In an atmosphere of natural beauty, security, cleanliness and urbanity, we offer warmth and variety in the services that guarantee a better standard of life for the community.

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TAMPA PORT AUTHORITY

Introducing the Women's Association: A New Charitable Movement Blossoms Forth from the FCCA



Seamus Day of Caribbean Tours International, Ltd. (Platinum Member), donates artwork to the FCCWA Foundation to FCCWA Chair, Dorine Nielsen.

This December 3rd the Florida-Caribbean Cruise Association Member Lines will introduce the newly formed FCCA Women's Association with its inaugural "Princess for a Day Luncheon" aboard Princess Cruises' *Caribbean Princess*. An exciting new asset to the charitable efforts of the FCCA Foundation, the FCCWA will expand the horizons of the Foundation by increasing and personalizing its outreach and cultivating new funding resources.

The December luncheon will feature a silent and live auction. Proceeds from this and future FCCWA events and efforts will benefit the FCCA Foundation. Since 1996 the Foundation has donated over \$2 million dollars to various charities in the Caribbean, Mexico, Central and South America, representing the concern of the cruise industry in support of humanitarian causes such as the Caribbean Special Olympics, hurricane relief, environmental education and numerous other programs.

Founded by the wives of cruise executives, Dorine Nielsen and Marie Blum, the inspiration for the FCCA Women's

Association sprang from a June 2004 visit by cruise ship executives and family members to the Orange Blossom Children's Center in Montego Bay, Jamaica organized by Lee Bailey, a Platinum Member of the FCCA.

Prior to the visit, Marie contacted Dorine and other cruise executive wives who were attending, and asked them to bring along toys for the children. Afterwards, the two were inspired to begin making more ambitious plans for outreach.

"Marie and I were overwhelmed at how we felt after our visit," expressed Nielsen. "What seemed so little time and effort on our part made such an impact on the children and staff. But we realized that although they enjoyed receiving the toys, what they really needed were essential items such as diapers, towels, sheets etc." The two approached Victoria Lalta, Manager of Public Relations and Membership Programs and Michele Paige, President of the FCCA, and formed a committee. "After that visit, we thought, we need to do something. We are so fortunate, and we just need to give back."

And so the FCCWA was born out of a pledge to improve the quality of life for people in need throughout the Caribbean region through charity efforts and goals that include providing orphanages with assistance through necessary items, school supplies, scholarship programs and other initiatives for community improvement efforts.

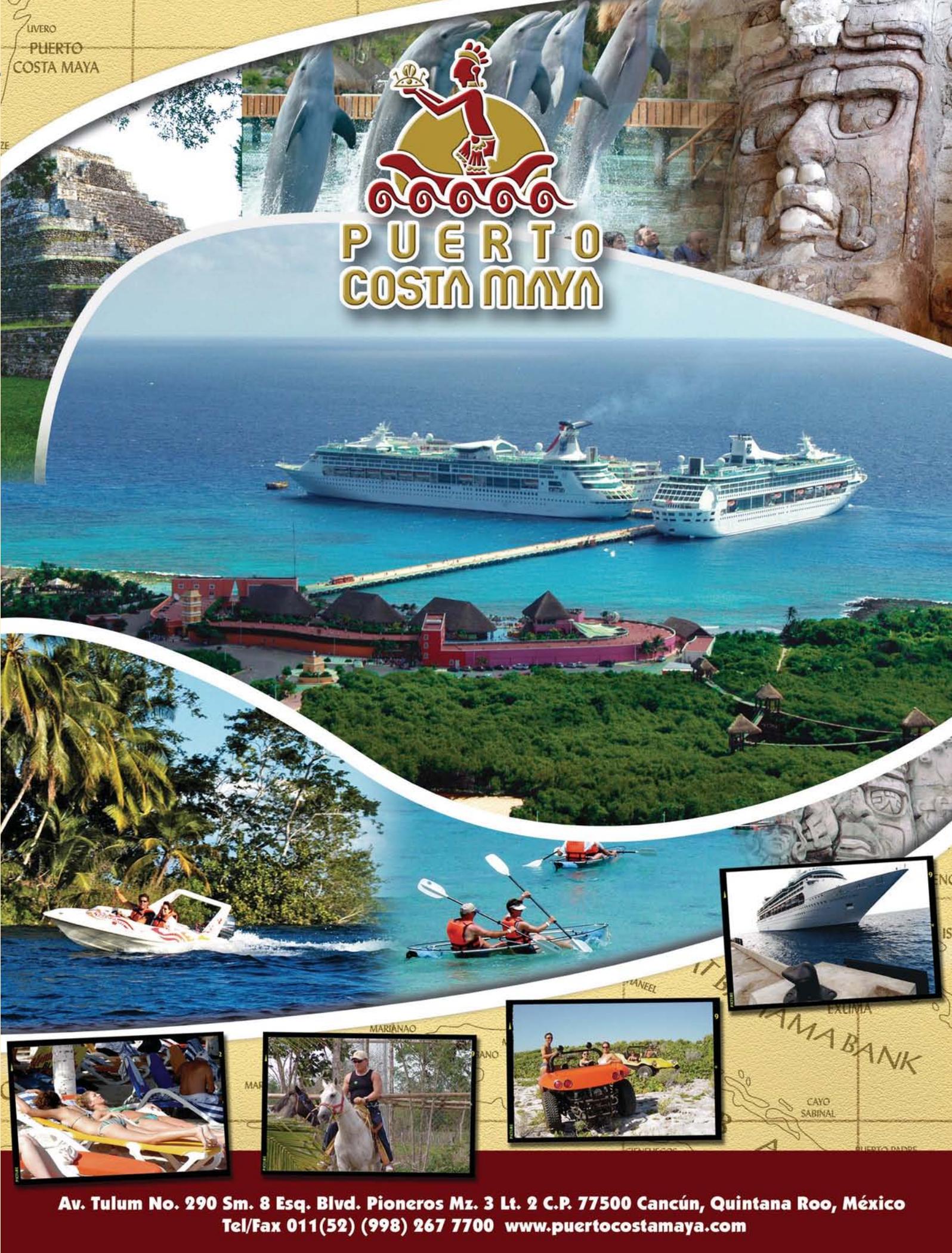
"We thought, let's start with this one event, and see where it can go," said Nielsen, "We're confident it's going to be a success...and we're hopeful that this will be the first of many successful events to come."

In preparation for the big unveiling, and toward its altruistic goals, the FCCA Women's Association can use your help: Contributions from industry partners and donations of products and/or services for the silent and live auction can go a long way toward making a difference in the lives of the people of the region that makes such a difference to us! Welcome to the FCCWA and its commitment to improving life for those in need in the Caribbean.

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The Land of the Maya

The charismatic Mexican port of Puerto Costa Maya, a 5-year old destination on the southern Yucatan Peninsula, expands its operation.

From afar, the sprawling tangerine-orange Mayan-themed entertainment mall of Puerto Costa Maya offers up an enchanting contrast to the verdant green jungle and turquoise colored ocean that surrounds the port complex. Prior to development in 2000, Puerto Costa Maya was just a small fishing village of 80 people tucked into a remote corner of the Yucatan. Presently, more than 2,000 residents call Puerto Costa Maya home, as the port has positioned itself as the fastest growing cruise terminal in Mexico with three berths, an expansive entertainment complex, beach clubs, restaurants, bars and all the amenities associated with a high caliber destination.

Before the year's end, Puerto Costa Maya is projected to have received more than 600,000 passengers in 2005 and nearly 2 million in its five years of existence. This stream of visitors, coupled with the port's strategic expansion plan that includes new services, excursions, and ships, has caused the cruise and tourism industries to stand up and take notice of the growth of Puerto Costa Maya.

New Services

As Puerto Costa Maya continues to grow, so too has the surrounding region. Earlier this year, under the guidance of President Teofilo Hamui, Puerto Costa Maya finished construction on the new Plaza las Fuentes shopping arcade. Located on the main avenue leading to the port, Plaza las Fuentes will support the needs of the residents who live and work in the region, while providing an alternate shopping center filled with local crafts, jewelry, clothing and restaurants for the thousands of visitors who disembark weekly from their ships.

Innovative Sea and Shore Excursions

Long known for its variety of sea and shore excursions which uncover the natural beauty of this land of adventure, Puerto Costa Maya has announced several new additions to its roster of excursions.

The new Dolphin Dream Experience, led by experienced bi-lingual guides and designed only for visiting cruise passengers, will allow guests to swim with the dolphins in the warm, crystal clear waters of the Caribbean. Built as a joint venture with the world renowned eco-theme park Xcaret, Puerto Costa Maya's Dolphin Dream Experience will allow participants to swim freely with the dolphins, affording guests the opportunity to touch and make a special connection with the animals. In addition, the expert dolphin trainers will give a complete explanation about their anatomy, psychology, nature and incredible ways of communicating under water.

Guests will be able to seal their friendships at the end of the experience with a kiss and a photograph to capture the memory of a lifetime.

Guests on the new *Fly Fishing Tour* will be able to escape the crowded pier for the crystal clear waters of the surrounding flats as they target bonefish, tarpon, snook and permit with experienced and personal guides. Located just one hour from Puerto Costa Maya are the famous Bacalar Channels, which were used by the ancient Mayans as transportation routes from the mainland. Today, after centuries of isolation, these channels have become a sanctuary for world class inshore fishing.

The Mayan Reality Tour, one of Puerto Costa Maya's newest cultural experiences will transport passengers from the port's modern complex into the heart of a true Mayan town, where they will visit an actual Mayan family, experience daily life and learn about traditional herbal medicines. Guests will then be invited to taste local Mayan dishes that include traditional buried earth cooking, hand made tortillas and local exotic fruits and vegetables. During the meal and throughout the tour, bi-lingual guides will explain ancient Mayan myths and legends that have been handed down for centuries.





The *ATV Explorer & Beach tour* is the newest extreme adventure offered at Puerto Costa Maya where guests on ATVs will traverse jungle trails that date back to the ancient Maya and have never before been open to the public. The journey will lead participants to a secluded beach, hidden from all of the other cruise passengers, where complimentary refreshments await as well as the sun and warm waters of the Caribbean. The return trip takes guest along a coastal trail next to the ocean before finally winding its way back to the port.

While on the new *Clear Kayak & Lobster Lunch Beach Break tour*, guests at Puerto Costa Maya will be able to explore the surrounding coral reefs and marine life in state-of-the-art transparent acrylic ocean kayaks. Once back on the beach, guests will be treated to the freshest local seafood and all you can eat lobster tacos and beverages.

Puerto Costa Maya has also partnered with the Dreamtime Dive Centre in nearby Mahahual to offer a new scuba diving tour of the Meso-American Barrier Reef system that surrounds the port. The PADI certified operation will transport divers to extraordinary and pristine dive sites known for their abundance of coral and ledge formations as well as marine life that includes turtles, lobsters, stingrays, tropical fish and an occasional migrating whale sharks. The excursion includes a two-tank dive and onboard refreshments.

Additional Ships

As the port grows, so does its expanding roster of ships. Puerto Costa Maya recently announced that it will receive calls from Norwegian Cruise Line's (NCL) newest ship, Norwegian Jewel, and return visits from the Norwegian Sun beginning in November 2006. Following three years of Homeland Cruising itineraries, NCL is re-establishing its Caribbean presence with these new ships and fresh itineraries.

"Norwegian Jewel and Norwegian Sun represent two significant additions to the roster of ships that currently visit Puerto Costa Maya," said Cesar Lizarraga, director of sales and marketing for Puerto Costa Maya. "This underlines our continued growth and solidifies Puerto Costa Maya's position as one of the western Caribbean's premiere port-of-calls."

As part of their exotic Western Caribbean itineraries, Norwegian Jewel and Sun will depart from Miami and visit Puerto Costa Maya as well as Guatemala, and Belize.

In addition to the NCL ships, Puerto Costa Maya has also recently announced that it will add two more calls from Cunard's *Queen Mary 2*, which will make its maiden call in November of 2006.

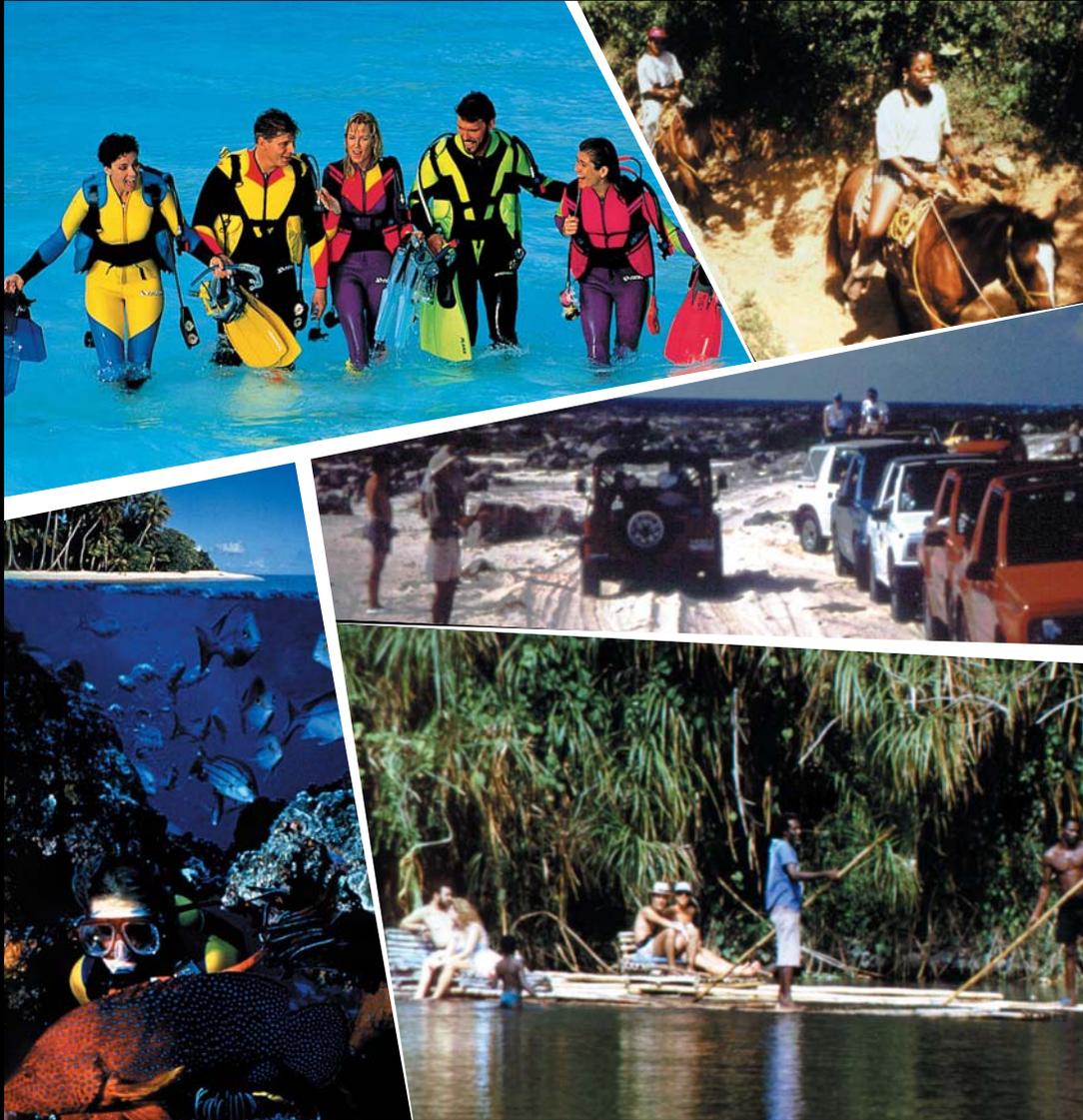
"The *Queen Mary 2* is known as the world's grandest ocean liner, and her arrival to Puerto Costa Maya will be nothing short of historic," added Lizarraga. "We are sure that the international cruising community aboard the *Queen Mary 2* will enjoy discovering the secrets of the ocean, the jungle and the mysterious beauty found in the Southern Yucatan Peninsula at Puerto Costa Maya."



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St. Kitts: 'The Next Caribbean Adventure'

By: Andrea Freygang

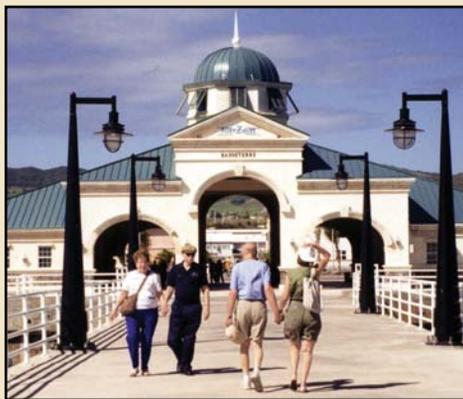
St. Kitts, a little known tourist destination in the Eastern Caribbean, has increasingly made efforts to become more appealing to the cruise industry. In the last ten years, a new pier was constructed, redesigned and reconstructed following the passage of Hurricane Lenny in 1999 and finally reopened in 2002.

"The Port Zante Cruise Ship Pier now boasts two dedicated berths at a length of 1100 feet with a maximum water depth of 40 feet. The pier can accommodate all existing vessels from the small pleasure crafts to the Eagle-class cruise ships," says Jeweleen Manners, Personal Assistant/PRO at the Port Authority of St. Kitts. "Dockside services include fresh water, storage facilities, waste disposal, shuttle service, pilotage, stevedoring and minor repairs. Most importantly, the pier is designed to withstand the most powerful hurricane experienced in the past century."

In addition, St. Kitts' Airport was renovated not too long ago. The Airport was lengthened to accommodate larger aircraft and amenities such as spacious arrival and departure lounges, VIP

accommodations, an escalator and elevator, ramps, flight display screens, retail shops, and restaurants were added or renovated as well...all in an aggressive attempt to increase the number of tourists that visit this lovely Caribbean destination.

These two major 'renovation' projects are in large part responsible for St. Kitts wanting to host the upcoming *12th Annual FCCA Caribbean Cruise Conference and Trade Show, September 27-30, 2005.*



Conference attendees will be impressed with St. Kitts 69 square miles of raw natural beauty, with only 31,880 inhabitants dotting the land. From scenic mountain ranges to fortresses to

Victorian style architecture to volcanoes to balmy beaches, St. Kitts has come a long way from their sugar cane days as they move towards becoming 'The Next Caribbean Adventure.'

One of the best ways to see St. Kitts is by riding the railway. Built sometime between 1912-1926, the railway was originally created to transport sugar cane from the fields to the capital, Basseterre. In 2003, the railway reopened as a tourist attraction, offering a three-hour tour through two-thirds of St. Kitts. Steve Hites, President and director of the railway, came to St. Kitts after spending many years with Skagway's White Pass & Yukon Route in Alaska. He got involved with St. Kitts after keeping his eye out for an opportunity to develop a tourist railway. Hites is excited about the opportunities to show off the railway and the country because St. Kitts has been somewhat below the radar in the cruise industry.

"We are extremely excited about having such a high profile organization such as the FCCA put on such an important Conference in our federation, and it's an important step forward for St. Kitts and



St. Kitts Scenic Railway.

Nevis to integrate ourselves into the mainstream of the cruise industry,” Hites says. “We have remained a second tier port, however we have a great assets in St. Kitts that no other island or country has – the narrow paved railway that circles around St. Kitts.

“During the Conference, the *St. Kitts Scenic Railway* will offer 800 complimentary seats on three different days and six different trains for the delegates, with private trains available for FCCA Platinum Members,” he continues, “The island has matured in the last 20 years and offers the cruise industry a tremendously popular tourist excursion product.”

Helping to facilitate the excursion product is *TDC Flamboyant Tours*, operating out of the Marriott as a dispatch and facilitator of island tours for several different companies. Rawle

Starrod, Manager at TDC also feels the island has matured and is ready to expand its opportunities as a tourist destination.

“The Conference is going to trigger a lot of business interest for vendors on the island and it

has challenged us to put forth new ideas and new tours to show off the island’s vast history,” says Starrod, “It’s a great opportunity to showcase what we do and can do for future growth and I hope the cruise industry will be inspired to take a second and third look since it will improve the economy of the whole island. The people here are genuinely friendly, extending enough courtesy to make you feel at home.”

Aside from the dockside stores, mall, and touring the expanse of St. Kitts geography, one of St. Kitts unique attractions is Romney Manor, once owned by Thomas Jefferson’s great, great, great grandfather. With rainforest framing the edges and a 350-year-old Saman tree guarding Romney, the ten acres of the oldest tropical gardens in the Caribbean is also home to Caribelle Batik, the island’s main retail store in town.

Caribelle, a member of the FCCA for many years, offers something for everyone, says Maurice Widdowson, owner of *Caribelle Batik*. “Our clothing and apparel are made here in St. Kitts and we aren’t into big fashion so we always use island cotton which is expensive but lasts a lifetime,” says Widdowson. “We are a unique, clean and tidy people in a destination that’s well-structured and organized. This Conference will give us a chance to expose our island to a focus group of people who will be very surprised by what they find. St. Kitts has sandy beaches, balmy weather, traditional architecture, rainforests, volcanic mountains, sailing, golfing...and by bringing more tourists here it will increase my business and St. Kitts will directly benefit as well.”

Opportunities to showcase

The Ministry of Tourism has been working carefully to develop St. Kitts to be more attractive as a tourist destination and feels the Conference will be a good time to show off all the different facets of St. Kitts.

“It’s not often that an island gets the chance to show off. This Conference is especially important to us since this is the last year we are producing sugar, due to economics. We’ve worked hard

to develop other alternatives and tourism is quickly becoming the lifeline of the economy,” says Christine Walwyn, acting CEO of *St. Kitts Tourism Authority*. “With the opening of the Marriott a couple of years ago we have the facilities on the island to host the FCCA Conference, where before it was impossible.”

“We’re hoping to increase our cruise ship arrivals and believe our goal to be realistic since a number of cruise lines are not currently stopping here,” Walwyn concludes.

Jeweelen Manners, *St. Kitts Air & Sea Ports Authority*, also looks forward to the FCCA Conference, stating, “As the first OECS country to host the event, we realize it is an excellent opportunity to showcase not only our tourism product, but our ability to host such a large and prestigious event.”



Porte Zante Cruise Terminal.

Conference fosters partnerships – new and old

Brendan Corrigan, Senior Vice President of Cruise Operations at *Carnival Cruise Lines*, will be attending the Conference and is looking for-

ward to exploring St. Kitts, since he’s never been there.

“As a relative newcomer, St. Kitts is on the upswing and is beginning to gain a reputation for good product delivery,” Corrigan says, “The Conference is also one of the best forums, both formally and informally, for making new and strengthening old relationships.”

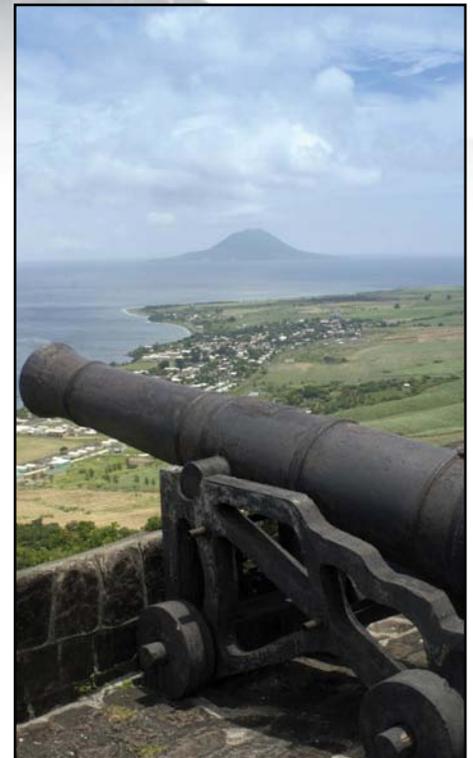
Lania Rittenhouse, Vice President of Hotel Operations at *Norwegian Cruise Lines*, agrees that the Conference is a great opportunity for the industry.

“We get to network with everyone in one place at one time. Since so many of us travel extensively the opportunity to discuss cruise industry issues with so many of our partners is a win-fall,” she says, “I’ve personally never been to St. Kitts and I am planning to personally explore what this beautiful destination has to offer visitors. In addition, I hope to meet many new industry partners and to rekindling old relationships in the process.”

At *Royal Caribbean International*, Horace Hord, Regional Vice President of Government and Community Relations, is also looking forward to networking with other industry members. Horace believes that St. Kitts will become a good destination for cruise tourism and have the opportunity to reap additional benefits by enticing cruise passengers to come back as stay over visitors.

“The Conference will have a positive impact due to the number of cruise industry executives who will have the opportunity to see St Kitts,” Hord says.

Steve Nielsen, Vice President, Caribbean & Atlantic Shore Operations



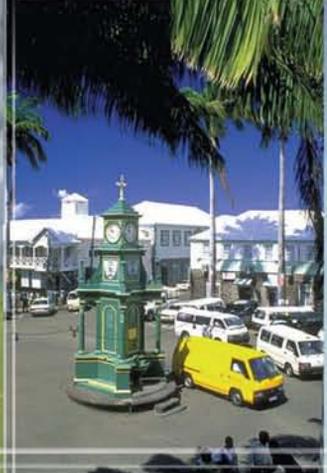
Brimstone Hill Fortress.

for Princess Cruises/Cunard Line, also sees St. Kitts as a great location for the FCCA Conference. Princess Cruises’ ships stop in St. Kitts once every other week in season and Cunard Line’s *Queen Mary* stops there six times a year.

“It’s a great location for the Conference because St. Kitts is not a major cruise destination exposed to a wider audience and this Conference will help boost the name of St. Kitts as a destination and also provide a better understanding of what St. Kitts has to offer, cementing partnerships,” Nielsen says. “I’m going to the Conference and I’m looking forward to meeting with the private sector and seeing how we can grow and make it a much more attractive destination than it already is. We will also talk about how to manage the growth that St. Kitts will inevitably experience by hosting the FCCA Conference.”

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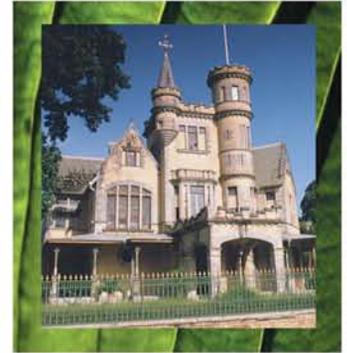
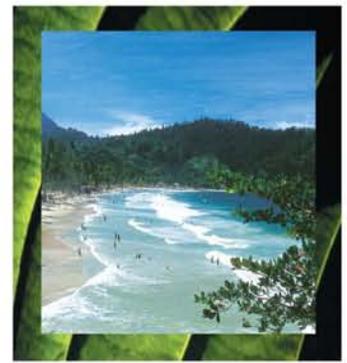
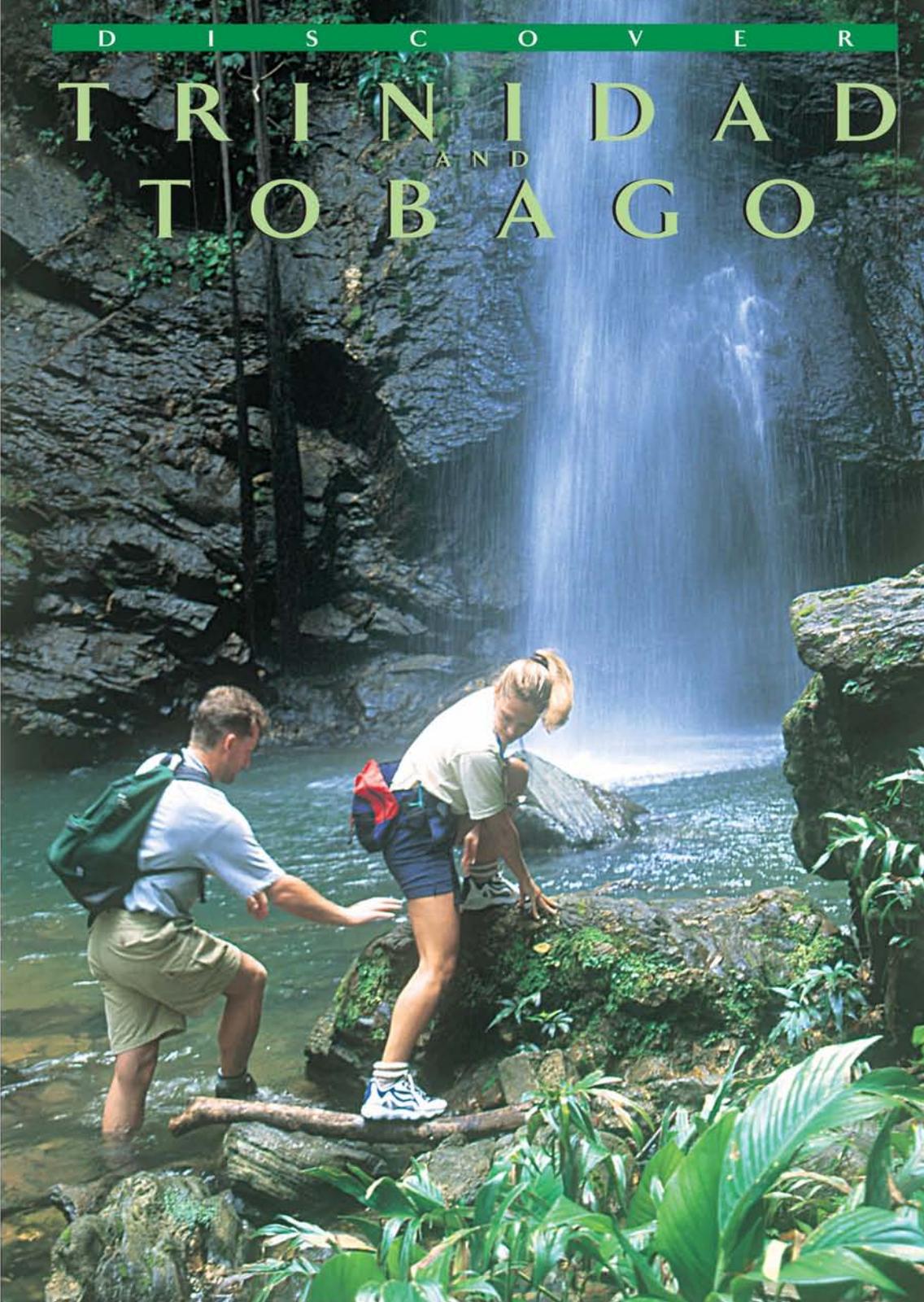
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FMT Canada, Inc.
Foot Loose S.A.
Foster & Ince Cruise Services Inc.
Francis Trading Agency Ltd.
Frankís Watersports
Frederic Schad, Inc.
Fun Bikes Ltd.
Fun Sun (G) Inc.
Fun Water Tours, Inc.
G.P. Wild International. Ltd.
Gamboa Tours Panama
Gianco, S.A. de C.V. / Mexico Travelscape
Glander International Inc.
Global United Limited
Goddards Destination Management Company
Goddards Shipping & Tours Ltd.
Golden Heron Kayaks
Grand Amazon Turismo Ltda.
Grand Bois Tours Inc.
Gray Line Tours Belize
Gray Line Tours Guatemala
Great Lakes Dredge and Dock Company
Great Vacations Limited
Grenada Board of Tourism
Grenada Ports Authority
Grip-It Adventures
Group Services Inc.
Grupo Mawamba
Gumbs Taxi & Tours
H. Jason Jones & Co. Limited
Hamworthy p/c
Han-Padron Associates, LLP
Hanschell Inniss Limited
Hawgís Famous Island Tours
Hibiscus Eco-Tours
Hightide Watersports Ltd.
Holiday Services Ltd.
Holiday Taxi Coperative Society Limited
Horseback Riding on the Beach
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Humberto Alvarez Sucs. S.A.
I.C.T. Tourism & Travel Inc.
Indian Merchants Assn. of St. Maarten
Inflot Worldwide Inc.
Integral Technical Solutions
International Design & Entertainment Associates (IDEA Inc.)
International Shipping Agency Ltd.
International Shipping Partners, Inc.
Island Adventure Tours
Island Adventures
Island Boats, Inc.
Island Magic
Island Meetings & Incentive
Island Navigation Co., Inc.
Island Treasures, LLC
Island Village (Ocho Rios Beach Ltd.)
Islander Taxi Service Inc.
Jades, S.A. - Antigua Guatemala
Jamaica Tours Limited
Jamaican Butterfly Garden Ltd.
JCAL Tours Ltd.
Jem Travel & Tours
Jimmy Buffettís Margaritaville Caribbean
Johns Hall Adventure Tour/Plantation
Johnsonís Stables & Garage Ltd.
Jolly Mariner Tours
Jolly Roger Funships of Belize
JUTA Tour -Montego Bay Ltd.
Kaviteez N.V. dba Om Jewelers
Kellyís Tours at the Virgin Islands
KimiArrin Cruise Services
Kirk Freeport Plaza Limited
Kirk Sea Tours Ltd. / Ironshore Cayman
Landry & Kling, Meetings at Sea
Las Tortugas Adventures Inc.
Mahinatur
Make It Count Marketing Communications
Malibu Beach Club & Visitor Centre
Manson Construction Company
Mark Scot, Inc.
Martinique Tourism Authority
Mase, Gassenheimer & Lara, P.A.
Mayaguez-Las Marias Consortium
MC Tours - Honduras
Metropolitan Stevedore Company
Meyer Agencies Ltd.
Mikeís Truck Service
Mile - Mark Watersports
Ministry of Tourism and Culture
Ministry of Tourism - Haiti
Minvielle & Chastanet Ltd.
Misener Marine Construction, Inc.
Montego Bay Chamber of Commerce and Industry
Mother Ocean Foundation Inc.
Mount Gay Rum Tour and Gift Shop
Musipan the Kingdom, Thematic Park
Nature Island Taxi Association (NITA)
Nausch, Hogan & Murray, Inc.
Nautica Maya, S. de R.L. de C.V.
Nautilus Cayman Ltd
Navigator Travel & Tourist Services Ltd.
Nevis Tourism Authority
New England Fast Ferry Company, LLC
Oasis Divers and Water Sports
Ocean Adventures Inc.
OECS/Export Development Unit
Office du Tourisme de la Bassee Terre
Old Town Trolley Tours of Key West
Olde Towne Tours Inc.
Olymar Tours
On Deck Ocean Racing
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Port Authority of the Cayman Islands
Port Authority of Trinidad & Tobago
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Port of Houston Authority
Port of Palm Beach District
Port of St. Petersburg
Prentice Diversified/Aquatours
R.H. Curry & Co. Ltd.
R.L. Seale & Company Ltd.
R. Smyth & Co. S.A.
Radisson Resort at the Port
Raggamuffin
Rain Forest Aerial Trams
Rancho Daimari (Events in Motion N.V.)
Rancho Tierra Bonita
Rapid Explorer
Reef Tours Ltd.
Regale International Travel Co., Ltd.
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Rhino Safari Excursions
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Sand Dollar Sports
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Thriller Powerboat Tours
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Transportation Services of St. John Inc.
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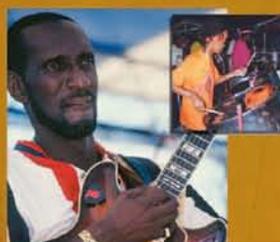
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Freestay Caribbean Program, to be Launched in Belize, Jamaica and Mexico...

The Freestay Caribbean Cruise Conversion program is preparing to be marketed to cruise ship passengers visiting Belize, Jamaica and the Cozumel region of Mexico.

The Freestay Caribbean program was introduced by Tropical Shipping to increase hotel occupancy rates and tourism-related business throughout the Caribbean by providing incentives for cruise ship passengers to return to the region for land-based vacations. Tropical Shipping's President, Rick Murrell, spearheaded the implementation of the program following the downturn in tourism throughout the Caribbean following the events of September 11. The program was first launched in the following ports of call: Antigua, Dominica, Grenada, St. Croix, St. Kitts, St. Lucia, St. Maarten and St. Thomas.

The enthusiastic response for the Freestay Caribbean Cruise Conversion Program has resulted in the expansion of the program into Belize, Jamaica and Cozumel. Rick Murrell sought out other sponsors in the shipping industry to support this expansion. Hybur Ltd./Hyde Shipping agreed to sponsor the efforts in Belize and Mexico, and Seaboard Marine has agreed to sponsor the program in Jamaica. Both shipping companies are covering the expense of the marketing campaign, which includes souvenir coins, port signage, brochures and workshops necessary for promotion in their service areas.

Additionally, Lorenzo A. Barcena, a shipping executive consultant, has been working with Tropical Shipping's management team to take the program

to the next level in Belize and Mexico. The program was initially introduced to the area by business consultant Len Coster.

Both Jamaica and Belize are heavily visited by cruise ship passengers, with Jamaica expected to receive nearly 1 million passengers in 2005 and Belize with over 1.5 million expected in 2005. Cozumel is anticipating over 3 million cruise passengers to visit.

"The success of the Freestay Caribbean program has had a very positive influence on many Caribbean islands, and we are pleased to join with our shipping partners Seaboard Jamaica and Hybur Ltd./Hyde Shipping to find new destinations for expansion," said Tropical Shipping's Rick Murrell.



"Discussions in Belize went very smoothly, and both the government and private sector are very receptive to the program," said Barcena. Freestay Belize is expected to launch in mid August or early September. The launch will begin with workshops for tour operators who will be assisting in the distribution of the coins to cruisers and for hotel owners/operators on how the program will be managed and how to

upload their incentives on the Freestay Caribbean web site.

Over 100,000 coins have been minted and shipped to Belize ready for distribution. The Freestay Caribbean coin for Belize represents the beauty and eco-culture of Belize. The image consists of a Toucan bird shown next to the sun along with the slogan, "Mother Nature's Best Kept Secret."

"We anticipate that extending the Freestay Caribbean program to Belize and Mexico will have a positive economic and social impact on the Western Caribbean region," said Al McNab of Hyde Shipping. "The program's success in other island nations leads us to feel confident that it can facilitate increased tourism which will certainly boost the local economy for these ports."

CEO of Seaboard Jamaica, Corah Ann Robertson Sylvester, has led the implementation of the program in Jamaica, securing support from the Jamaica Tourist Board and the Jamaica Hotel and Tourism Association.

"When Tropical Shipping approached Seaboard Marine about bringing Freestay Caribbean to Jamaica, we didn't hesitate to respond with an enthusiastic 'Yes'," said Corah Ann Robertson Sylvester. "Seaboard wants to help the tourism communities of Montego Bay and Ocho Rios that have provided support to Seaboard over many years of service to Jamaica. If those communities do well, Seaboard Jamaica does well."

The Freestay Caribbean Jamaica pro-



gram expects to kick off before the end of the summer. Workshops recruiting tourism-based business participants are already underway in conjunction with the Jamaica Hotel and Tourism Association. Port signage and brochures are in production, and the souvenir coins are already in hand. The coins are decorated with an outline of the island and the Swallowtail Hummingbird, Jamaica's national bird. Surrounding the images are the words, "Visit Jamaica" and "Once you go, you know."

Local tourism officials in Cozumel, Mexico, have been open to the program, though discussions are still underway. "Freestay Caribbean has received the support of the local Cozumel Tourism Department and the Cozumel Hotel Association, and we anticipate getting a full endorsement in the coming weeks," said Barcena.

The Freestay Caribbean Campaign

Since 2002, the program has the backing of the F-CCA to market land-based vacations in participating locations to its member cruise lines' passengers. The Caribbean Hotel Association, the Caribbean Tourism Organization and the local Ministry or Board of Tourism of participating islands are all jointly promoting the program and encouraging participation of local hotels, restaurants and other tourism-related businesses.

The marketing campaign includes the Freestay Caribbean web site, located at www.freestaycaribbean.com, which offers special incentives with a "free" theme by participating hotels, restaurants and other tourism-related business. Tour operators, taxi drivers and employees of tourism agencies give

cruise ship passengers souvenir doubloon coins inscribed with the web site address and the location's name, slogan and image representing unique features of the location. A different coin has been minted for each location inspiring cruise ship passengers to collect a coin from each participating island. To reinforce the "Come back and stay in the Caribbean" message, prominent, colorful signs promoting Freestay Caribbean are erected in the ports in locations highly visible to cruise ship passengers as they disembark the ship for their island excursions.

All of the efforts outlined above come back to the main objective of the program, which is to make a positive economic impact to the Caribbean economy as a result of higher hotel occupancy levels.

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FCCA Upcoming Events

- September 27-30, 2005 12th Annual FCCA Caribbean Cruise Conference & Trade Show, St. Kitts
- September 29, 2005 Platinum Associate Membership Advisory Council Luncheon at the FCCA Conference, St. Kitts
- September 30, 2005 FCCA Associate/Platinum Membership Tour & Luncheon at the FCCA Conference, St. Kitts
- January 26-29, 2006 Platinum Associate Membership Advisory Council Cruise aboard Carnival Cruise Lines, *Fantasy*
- March 12, 2006 Platinum Associate Membership Advisory Council Bar-B-Que at the residence of Michele M. Paige, President, FCCA
- March 15, 2006 12th Annual FCCA Foundation for the Caribbean Gala Dinner & Entertainment Extravaganza
- March 17, 2006 Platinum Associate Membership Advisory Council Meeting, Cruise Line TBA
- March 17, 2006 FCCA Associate Membership Luncheon, Cruise Line TBA
- June, 2006 Platinum Associate Membership Advisory Council Conference, Cartagena, Colombia
- October 24-27, 2006 13th Annual FCCA Caribbean Cruise Conference & Trade Show, Cayman Islands
- October 26, 2006 Platinum Associate Membership Advisory Council Luncheon at the FCCA Conference, Cayman Islands
- October 27, 2006 FCCA Associate/Platinum Membership Tour & Luncheon at the FCCA Conference, Cayman Islands

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St Lucia
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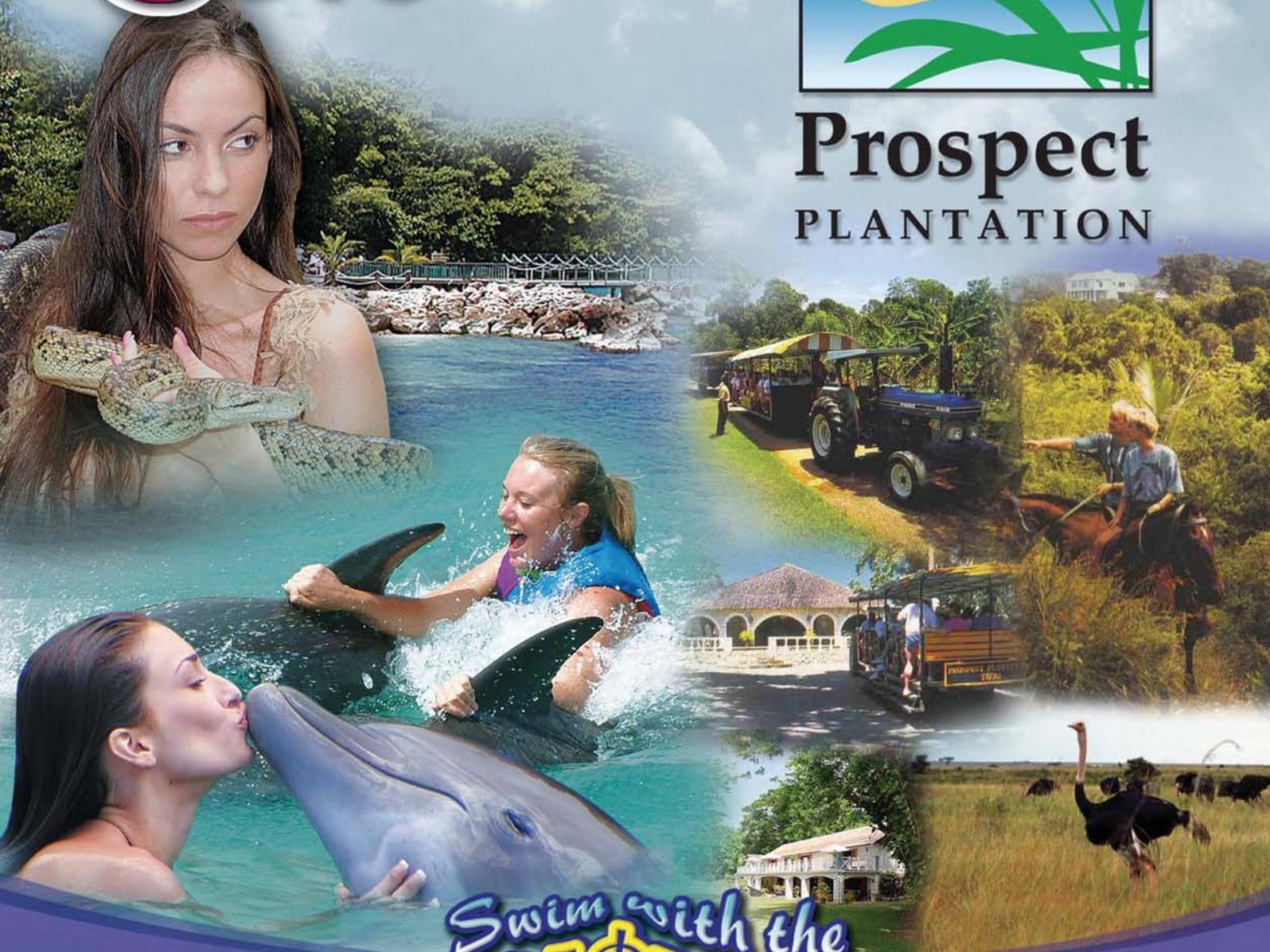
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Cartagena, a Captivating Destination in the Caribbean



At dawn, while the sun dissolves the sea mist that covers the bay of Cartagena de Indias, the colossal figure of a cruise ship with her five floors of cabins and compartments appears. When the ship comes alongside the quay of the Regional Port Society, local guides and young officers of the Tourist Police welcome more than 1000 travelers who boarded the ship abroad for a cruise in the Caribbean.

The visitors are excited. They want to know everything about a city that earned the United Nations Award of world cultural heritage in 1984. Partially protected by the walls and guarded by the hill of La Popa, Cartagena rises from

the shores of the Atlantic Ocean. There, one can see, living together in harmony, the icons of a rich history and the enthusiasm of a developing city that stands as one of the main international windows in Colombia.



Some of the visitors cannot wait to sample one of the best craft markets from the Caribbean to the West Indies. They queue up in front of the jewelry store and the duty free outlet in the port to buy reproduction pre-Columbian necklaces and earrings made of high quality gold from the area, and hand-woven hammocks and bags from San Jacinto, one of the towns located in the center of the Colombian folklore.

Others prefer to be absorbed by the fascinating adventure of visiting the city. Long before noon, with maps and guidebooks, they will be inside the walls where the old city will tell them the story of its independence. There,



Castillogrande, they will find sailboats in the marina. Visitors can also go to La Boquilla, a marginal area where locals cook fresh red snappers to order, or to Barú with its white unpolluted beaches where the building of a tourist complex that will be on a par with those in Miami or Acapulco will start as soon as the authorization from the National Council of Economic Policy is ready. After supper, it is possible that most of the visitors meet again for a classic drive in a chiva (a quaint bus) that will take them on an exciting tour around discotheques and bars.



cialized seafood restaurants such as La Vitrola, El Santísimo, Olano, La Brucheta, San Pedro or Santo Toribio. At night, when the freshness of the breeze relieves the tropical high temperatures, they will visit the beautifully cobbled streets of Chambacú riding in carriages lit with oil lamps.

A third group prefers to go to the modern city and its varied areas. In Bocagrande they can find modern hotels. In





Honorable Noel A. Lynch Minister of Barbados presents FCCA Award to Ronaldo Craigwell.



3rd place winner Saint-Martin Amandirie from Haiti's Institution du Sacre-Coeur receives a check for \$1,000.

FCCA 2006 ENVIRONMENTAL POSTER COMPETITION

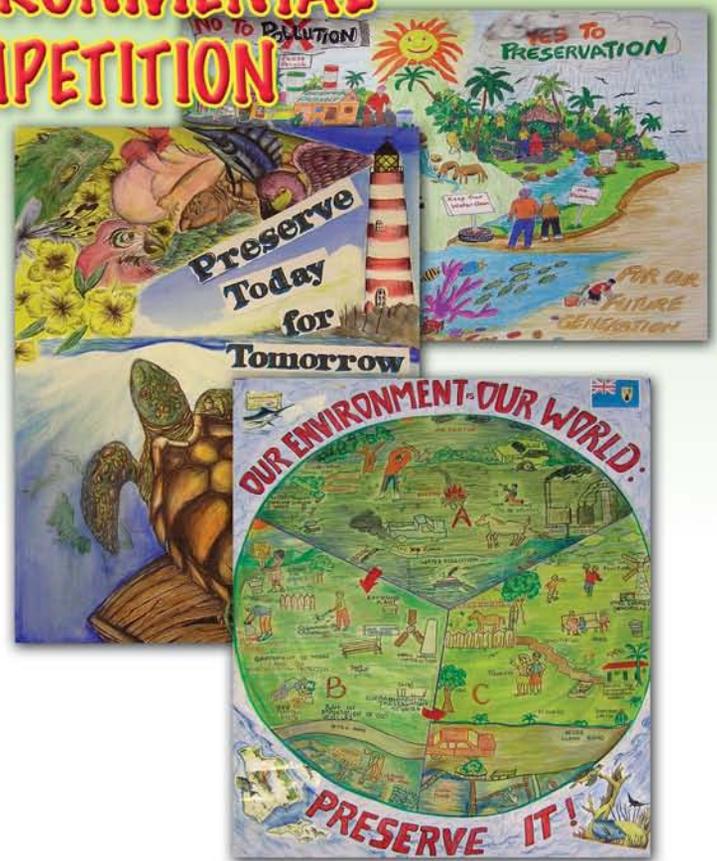
The Member Lines of the Florida-Caribbean Cruise Association (FCCA) are proud to announce that preparations are underway for the 2006 Environmental Poster Competition.

The competition, now in its seventh year has been very successful in promoting environmental awareness and stimulating creativity among students throughout the Caribbean region. In addition, this program has also assisted with the advancing of students' education through the provision of monetary scholarships.

This year students will be competing in two age categories: Category one for children ages 12 years and under and category two for children ages 13-16 years. Each student must submit one poster and select a topic of their choice that promotes environmental awareness. Each poster must depict at least three (3) ways in which his/her destination can make a difference in preserving the environment. To be eligible each poster must accompany a summary description along with the title of the poster.

The first, second and third place winners in each category will be awarded academic scholarships of US \$2,500, US \$1,500 and US \$1,000, respectively, with their schools receiving art supplies. To reward entrants for their effort, finalist in both categories will also be awarded US \$200.

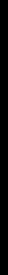
In addition to the scholarships, first place winners from both categories will be invited to accept their prizes at the 12th Annual FCCA Gala Dinner in Miami, Florida on March 15, 2006.



The competition is coordinated through the Ministry of Tourism or tourism office in each destination. All entries must be submitted to the FCCA on or before Friday, February 17, 2006. Posters must be on a standard size (22"x 28") poster/bristol board and may be in color, black and white, or a collage and done in whatever medium the entrant chooses.

For further information on the poster contest, please contact your local Ministry of Tourism or contact Victoria Lalta, Florida-Caribbean Cruise Association at Tel: (954) 441-8881, Fax: (954) 441-3171 or via email: vlalta@f-cca.com

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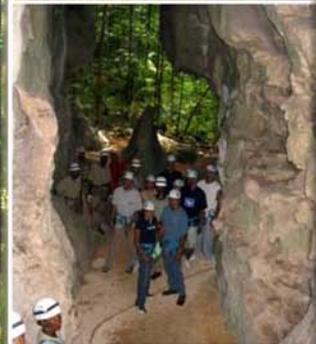
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“The **Original Canopy Tour** was designed as a one-day outing for port visitors seeking something a little more exciting than the standard fare and anyone, from 5 to 105, in reasonable health, can experience the tour,” says co-owner Rick Graham. “It requires no special skills, no extraordinary physical condition, no exceptional state of mind and, while risk is an inherent factor in all outdoor experiences, the margins of risk on our **Tours** are reduced to far less than virtually any other activity in its class.”

What’s in a name?

While the ‘art’ of an **Original Canopy Tour** rests on its tasteful incorporation into unique and spectacular settings, the ‘science’ of its safety is the result of 12 years of meticulous research and design.

The name **Original Canopy Tour** is, in the literal sense of the word, no accident! It is a name that was deliberately chosen for branding purposes in order to distinguish the company from inexperienced, possibly illicit and demonstrably *unsafe* competition. The company is the oldest, most experienced, knowledgeable and impeccably scrupulous in the business today because, quite simply, the activity was invented

by **Tour** owner, Darren Hreniuk, who from the very beginning employed the first-principal concept of risk management into every aspect of the tour’s design and operation

“Safety is just good business,” says Hreniuk, “Safety has always been our number one priority and our record shows this.”

Hreniuk says he struck upon the idea to find a way to allow tourists to experience the rainforest canopy, what he calls one of the planet’s “final frontiers” in the late 1980’s. In search of a new direction for their lives, Hreniuk and his partner, Rick Graham, moved to Costa Rica from Canada.

Upon arrival in Costa Rica, Hreniuk began design drawings, making calculations and experimenting with prototypes in the humble surroundings near the Quaker-established, world famous Montverde Cloud Forest Reserve. After several years of experimentation with different designs, materials and operational techniques, Hreniuk struck upon a formula he felt was functional and safe.

Recognizing the potential profit value of what he had created but also equally concerned that design and operational safety be rigorously followed, Hreniuk applied for and received a patent for his invention in 1997. This patent, granted in Costa Rica, allowed the patent-holder 20 years of exclusive rights. Darren also received an International trademark from the US Patent and Trade Office in 1996. Unfortunately, due to political pressure and social factors in Costa Rica, the patent has been in dispute and usurped since it was granted.

Expanding into the Caribbean and beyond

After a decade of extremely safe commercial experience, in



2003, the **Original Canopy Tour** began to explore the possibilities of franchise and partnership operations outside of Costa Rica. Interest has been high with tours already operating in four new locations in Mexico, Belize and Jamaica and negotiations are underway for several new locations. With such a vast array of untapped natural settings, the company is excited about the prospect of continuing to design high quality and unique tours throughout the Central America and the Caribbean basin. To assist in this growth, **OCT** became a platinum member of the FCCA.

“This is not an activity you can just decide to get into one day and profess to be an expert the next,” says Hreniuk. “We liken ourselves, in a sense, to dive operations like PADI and NAUI, where years of experience and training ability are combined to allow you strap on fins and air tanks to go safely and confidently into completely new and different environments with minimal risk.

“We are confident that being a member of the FCCA, along with the cruise industries recognition of our achievement, will help in the growth of our activity and open the doorways to fresh, unique environments for our customers.”

But despite this growth, the **Original Canopy Tour** is conscious of the need to constantly be checking and rechecking operational and design concepts. There is a patent-pending, currently in the National Phase covering a double line safety traverse developed as an added safety measure accepted as the industry standard.

Hreniuk devised a fail-safe mechanism that employs a self-equalizing second line. The design evenly distributes weight between independent lines, thereby reducing wear and, therefore, prolonging the life of the cables themselves. In the unlikely event of a failure anywhere on the system, the failsafe feature assures you arrive safely to your destination platform.

Due to the fact that this activity is a new creation it doesn't fit neatly into any category of activity for which regulations exist, the **Original Canopy Tour** maintains very strict safety policies, and system operators endure well over 100 hours of training, which is quite a lot when you consider an average college degree is only 128 credit hours.

Giving back to the environment

Hreniuk's “Original” idea was to create something unique to help protect the world's rainforests by creating an awareness of the fragile ecosystem and channeling money back into reforestation, conservation and education, as well as socio-economic development of the rural areas surrounding the protected areas.

“The idea to protect the earth's natural resources was from the beginning a goal of this company,” says Graham, who is also a biologist. “Darren has the ingenuity to give people a truly different way to experience the environment in each new project he builds and it is his intention to make each new location truly different – not just the same thing in each cruise port. People come away awed at what they have just done and tell everyone about their unique experience”.

Darren adds, “I go to great lengths to make sure the environment is protected when I install a system. After all, it wouldn't be a good idea to harm the area we are touring. We want everyone to see the natural beauty – not add to the damage. We also require that each new partner contribute to the preservation of each new location.”

Contact **The Original Canopy Tour**: (877) 351-4700 (Toll Free US & Canada). www.canopytour.com

OCT's Commitment

Safety First

- Over 10 years experience with no major accidents.
- Copyrighted Training Program, Operational System and Standards Manual with over 100 hours of mandatory training for each system operator
- Daily and weekly inspections of all equipment and tour elements
- Logs kept of equipment use and number of clients passed through each system
- We use only materials and equipment of the highest quality
- No insurance claims in over 10 years of operation in 5 countries.
- The Original Canopy Tour is the only one of its kind to be approved by the US Secret Service for the visit of President Jimmy Carter and 16 other members of his family in Costa Rica.

Eco-friendly Designs

- True sustainable tourism (Ecotourism)
- OCT's main directives include Conservation, Education and Reforestation
- No nails, screws or bolts used in trees
- All elements are suspended or attached in a manner that won't harm trees and can be adjusted for tree growth
- No trees are cut or limbed during the installation process allowing minimal impact on the natural surroundings

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Erika & Karla Galvan - Assistant Waitresses Royal Caribbean International



Mexico

My name is Erika Lizeth Galvan. And my name is Karla Janet Galvan. We are twin sisters, born on January 24, 1980 in San Luis Potosi, Mexico. We graduated in Mexico City and later in San Marcos, Texas. Our major was Tourism Administration and ESL (English as Second Language). During our college education we had an opportunity to work in different hospitality and beach resorts in Mexico.

It was a dream come true while we were in San Marcos, that we applied and were hired by Royal Caribbean International. When we joined the beautiful *Enchantment of the Seas*, it was the greatest surprise to find a mini United Nations onboard, which cared and looked after us and groomed us to make a better future for ourselves. Although we started as Assistant Waitresses, we can see a great future on this ship and with Royal Caribbean International.

Our suggestion to all those young, eager new people who would like to join the hospitality industry: there is nothing like the cruise industry where east meets west and north meets south.

Les deseamos la mejor y buena suerte para todos: good luck to one and all!

Sus amigas de Royal Caribbean (your friends from Royal Caribbean).

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Around The Caribbean



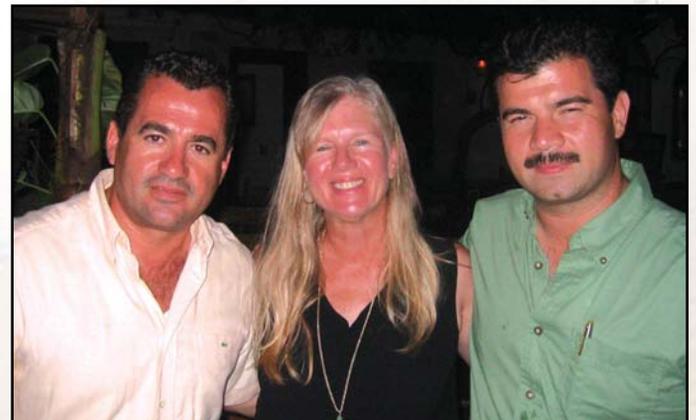
FCCA delegates meet with newly elected Minister of Tourism, Environment, Development and Commerce of the Cayman Islands. Honorable Charles E. Clifford (left).



One-on-One meetings in New Orleans.



(Left to right) Lic. Juan Gomez, Secretary of the Taxi Union of Cozumel, Michele M. Paige and Lic. Federico Ruiz, Secretary of Tourism, at the hurricane relief project closing.



(Left to right), FCCA Platinum Member, Sergio Briceno, Pelicanos Tours S.A. de C.V., Michele M. Paige, & Lic. Gustavo Ortega Joaquin, Mayor of Cozumel, Mexico.



Mayor of Cozumel - Lic. Gustavo Ortega Joaquin (center left), leads ribbon cutting ceremony for generator presented to Cozumel's public hospital.

TAKE A GLANCE AT AN EXOTIC LAND.



Guatemala
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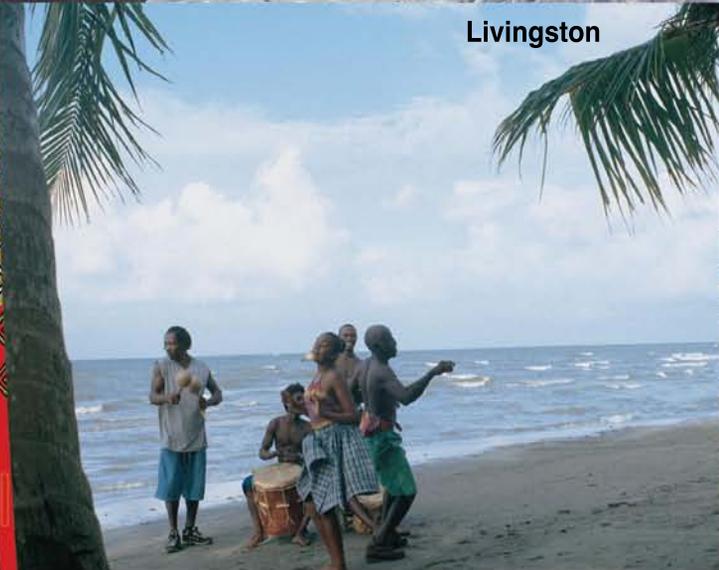
Yaxhá



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Livingston



Antigua



Guatemala is a country with diverse cultures and scenic beauty including dramatic ancient Maya cities, Spanish colonial towns, a modern metropolis and mountain lakes surrounded by towering volcanoes with rivers meandering through tropical forests and rushing past cattle, coffee and sugar plantations towards the Pacific and Caribbean coasts.

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