

st. Kitts

12th Annual  
FCCA Caribbean Cruise Conference & Trade Show  
September 27-30, 2005



The Florida-Caribbean Cruise Association



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# Message from the FCCA

## *Teamwork...*

*“Teamwork is the ability to work together toward a common vision, the ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”*

On behalf of the Member Lines of the Florida-Caribbean Cruise Association, we would like to express our gratitude to the Government and people of St. Kitts for joining together to ensure that this year’s FCCA Conference is our most successful ever!

Since we first convened the FCCA Conference in 1994, our goals have remained the same – to establish cooperative linkages between the FCCA Member Lines and our Caribbean Region partners by forging and developing mutual understandings while increasing bi-lateral communications. With your help we have made significant strides since our first event; we personally thank all our partners who believed in our efforts from the beginning and continue to work with the FCCA in our attempts to maximize the benefits of cruise tourism.

We extend a special thanks to all our supporters who year after year demonstrate their commitment to the FCCA and the cruise industry by participating in the FCCA Associate/Platinum Membership Programs, advertising in FCCA publications and attending the **FCCA Caribbean Cruise Conference & Trade Show**.

Today, the FCCA Conference and Trade Show continue to be integral forums for establishing and maintaining cooperative linkages between the cruise industry and our partners. Over the next few days we will all have the opportunity to listen and learn from one another. We will have the opportunity to interact face-to-face with other decision makers in all areas of cruise tourism in the Region. We will have an opportunity to work together, fine-tune our common vision and further our objectives.

Therefore, our message is for all our friends and partners in attendance to take full advantage of this opportunity to gain valuable information and to foster/establish relationships with the cruise executives from the FCCA Member Lines who are committed to work with you.

*We encourage you to work with us as we continue **“Winning with Teamwork!”***



**MICHELE M. PAIGE**

PRESIDENT, FLORIDA-CARIBBEAN CRUISE ASSOCIATION



**MICKY ARISON**

CHAIRMAN & CEO, CARNIVAL CORPORATION & PLC / FCCA CHAIRMAN



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# Message from the Prime Minister

## CRUISE TOURISM IS VALUABLE TO CARIBBEAN PROGRESS



It is a wonderful pleasure to welcome delegates to the 2005 Annual Conference of the Florida-Caribbean Cruise Association, and to our beloved Federation of St. Kitts and Nevis.

Tourism has played a substantial role in the development of the Caribbean for decades, and the emerging sophistication of cruise tourism is an important component of mutual benefit to cruise lines, as well as to Caribbean countries. Your presence in St. Kitts and Nevis comes a few short months after the closure of our centuries-old sugar industry. For us, it means that tourism will have to play a greater role in the economic fortunes of the Federation. Enhancing the cruise tourism industry in the Caribbean, therefore, is of crucial interest to us, and we welcome the forum for the discussion of pertinent issues facing cruise tourism.

I believe that it is important to forge closer links between cruise lines and the agricultural sectors of Caribbean countries. It is a natural link, and I am sure that a workable mechanism can be found for Caribbean countries to become consistent suppliers of quality agricultural produce for cruise lines serving the Caribbean. Whatever strategic alliances are developed, they must work for the good of all concerned, including the expectations of cruise travelers and their destinations.

We also have to do our utmost to ensure security of the region. Caribbean countries are very committed and would continue the collaborative approaches in this regard. I am sure, however, that the Conference will serve as an excellent occasion to delve into every aspect that affects cruise tourism.

The Government and people of St. Kitts and Nevis are especially proud to be host of this year's FCCA Conference and Trade Show. We are committed to continued collaboration with the FCCA towards the improvement of our tourism product, and by extension the Caribbean nations support the continued development of the cruise sector that is of substantial value to the region's tourism industry. Certainly, the continued growth of cruise tourism in the Caribbean would come only through closer ties between stakeholders for the aim of expanding benefits to all concerned. As such we extend special welcome to all cruise representatives, tour and travel operators, to exhibitors and all other delegates to the Conference and Trade Show. I urge everyone not to miss out on the full experience of St. Kitts and Nevis - truly the Caribbean's Next Adventure.

Let me take this opportunity to commend organizers, staff and volunteers who continue to work diligently to help ensure a highly successful Conference and Trade Show. Again, we are delighted to have you, and the Government and people of St. Kitts and Nevis warmly welcome you and invite you to return soon.

Best wishes to all.

Denzil L. Douglas  
Prime Minister and Minister of Tourism  
The Federation of St. Kitts & Nevis

# Government Leaders

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

## **Antigua**

Hon. Harold Lovell  
Minister of Tourism & Civil Aviation  
Ministry of Tourism

## **Bahamas**

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

## **Barbados**

Senator Rudy Grant  
Parliamentary Secretary  
Ministry of Tourism & International Transport

## **Belize**

Hon. Godfrey Smith  
Minister of Foreign Affairs & Tourism  
Belize Tourism Board

## **Bonaire**

Burney El Hage  
Commissioner of Tourism, Port & Economic Affairs  
Bonaire Government of Tourism

## **Cayman Islands**

Hon. Charles Clifford, JP  
Minister of Tourism, Environment, Investment & Commerce  
Cayman Islands Government

## **Colombia**

Lic. Luis Guillermo Plata  
Minister of Foreign Trade & Tourism  
Colombian Government Trade Bureau

## **Costa Rica**

Hon. Rodrigo Castro Fonseca  
Minister of Tourism  
Costa Rica Ministry of Tourism

## **Curacao**

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

## **Dominica**

Sen. Yvor Nassief  
Minister of Tourism, Industry and Private Sector Relations  
Ministry of Tourism, Industry & Enterprise Development

## **Dominican Republic**

Hans Dannenberg Castellanos  
Sub-Secretary of Ministry of Tourism  
Ministry of Tourism

## **Grenada**

Senator The Hon. Brenda Hood  
Minister of Tourism, Civil Aviation, Culture & Performing Arts  
Ministry of Tourism, Grenada

## **Guatemala**

Joseph Daniel Mooney  
Director of Tourism  
Guatemala Tourist Commission

## **Honduras**

Hon. Thierry De Pierrefeu Midence  
Minister of Tourism  
Honduras Institute of Tourism

## **Martinique**

Claude Cayol  
Vice-President  
Martinique Tourism Authority

## **Mexico**

Lic. Oralia Rice Rodriguez  
Sub-Secretaria de Planeacion Turistica  
Department of Tourism

Gustavo Ortega Joaquin  
Mayor of Cozumel  
Government of Cozumel, Quintana Roo

## **Nevis**

Hon. Malcolm Guishard  
Minister of Tourism  
Nevis Tourism Authority

## **Puerto Rico**

Terestella Gonzalez  
Executive Director  
Puerto Rico Tourism Company

## **St. Kitts**

Hon. Dr. Denzil Douglas  
Prime Minister and Minister of Tourism  
The Federation of St. Kitts & Nevis

Hon. Richard Skerritt  
Minister of State, in the office of the  
Prime Minister with responsibility in Tourism

## **St. Lucia**

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

## **St. Maarten**

Hon. Theo Heyliger  
Commissioner of Tourism  
Island Government of St. Maarten

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

The Hon. Pamela Richards  
Commissioner of Tourism  
U.S. Virgin Islands Department of Tourism



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# FCCA Member Cruise Lines

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## **CELEBRITY CRUISES**

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# Cruise Executive Listing

## **Carnival Corporation**

Micky Arison, *Chairman & CEO*  
David Candib, *Manager, Business Development*  
Gerry Ellis, *Director, Port Development*  
Giora Israel, *Vice President, Strategic Planning & Port Development*  
David Mizer, *Vice President, Strategic Sourcing*  
Francesco Morello, *Director, Carnival Ports*

## **Carnival Cruise Lines**

Andrea Bargez, *Manager, Tour Operations*  
Roger Blum, *Vice President, Cruise Programming*  
Robert Blythman, *Manager, Tour Operations*  
Gordon Buck, *Vice President, Port Operations*  
Amilcar Cascais, *Director, Tour Operations*  
Brendan Corrigan, *Sr. Vice President, Cruise Operations*  
Joe Lavi, *Vice President, Purchasing*  
Elke Lund, *Shore Excursion Manager/Special Projects, Tour Operations*  
Capt. Gardiner Nealon, *Director, Port Operations*  
Leon Sutcliffe, *Director, Cruise Operations*  
Terry Thornton, *Vice President, Marketing Planning*

## **Costa Cruise Lines**

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

## **Disney Cruise Line**

Russell Daya, *Manager, Marine Operations, Safety and Regulatory Training*  
Larry Stauffer, *Manager, Shore Excursions and Island Recreation*  
Thomas Wolber, *Sr. Vice President, Operations*

## **Holland America Line**

Mike Bush, *Senior Manager, Port Operations*  
John Cook, *Manager, Shore Excursions*  
Wilkin Mes, *Manager, Deployment & Itinerary Planning*  
Steve Price, *Manager, Risk Management*  
Matthew Sams, *Vice President, Caribbean Relations*  
Linda Springmann, *Director of Marketing*

## **Holland America Line/Windstar Cruises**

Captain Simon Douwes, *Director, Deployment & Itinerary Planning*

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

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

## **Norwegian Cruise Line**

Joe Assante, *Vice President, Port Operations*  
Eric Benedict, *Manager, Destination Services*  
Alvin Dennis, *Vice President, Purchasing & Logistics*  
Bill Hamlin, *Executive Vice President, Fleet Operations*

Shannon McKee, *Director, Onboard Revenue Operations*  
Marcelo Molina, *Product Development Coordinator*  
Colin Murphy, *Vice President, Onboard Revenue & Land Services*  
Patrick Powers, *Product Development Manager*  
Steve Riester, *Vice President, Planning & Analysis*  
Lania Rittenhouse, *Vice President, Hotel Operations*  
Rick Strunck, *Director, Itinerary Planning*  
Andy Stuart, *Executive Vice President, Marketing, Sales & Passenger Services*

## **P&O Cruises**

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

## **Princess Cruises/Cunard Line**

Donna Barnett, *Executive Assistant*  
Dean Brown, *Executive VP, Fleet Operations & CEO, Princess Tours*  
Graham Davis, *Manager, Caribbean & Atlantic Shore Operations*  
Lisa Jensen, *Shore Excursion Specialist*  
Crystal Morgan, *Senior Analyst, Market Planning*  
Stephen Nielsen, *VP, Caribbean & Atlantic Shore Operations*  
Robert Pucillo, *Sr. Budget Analyst, Caribbean & Atlantic Region*

## **Radisson Seven Seas Cruises**

Michael Pawlus, *Vice President, Product Planning & Revenue Management*  
Sylviane de Tracy, *Manager, Land Programs*

## **Royal Caribbean Cruises Ltd.**

Richard D. Fain, *Chairman & CEO*

## **Royal Caribbean International**

Adam Goldstein, *President*

## **Royal Caribbean International/Celebrity Cruises**

Diana Block, *Associate Vice President, Deployment & Itinerary Planning*  
James Boink, *Manager, Commercial Development*  
Jeff Danis, *Vice President, Supply Chain Management*  
John Fox, *Vice President, Global Government & Community Relations*  
Horace Hord, *Regional Vice President, Global Government & Community Relations*  
Andy Horton, *Account Manager, Shore Excursions & Explorations*  
Henry Lopez, *Director, Hotel & Corporate Purchasing*  
Craig Milan, *Sr. Vice President, Land Operations & President, Royal Celebrity Tours, Inc.*  
Capt. Howard Newhoff, *Manager, Security*  
Michael Ronan, *Regional Vice President, Global Government & Community Relations*  
Patrick Schneider, *Account Manager, Shore Excursions & Explorations*  
Ron Smith, *Director of Loss Prevention*  
John Tercek, *Vice President, Commercial Development*  
Juan Trescastro, *Associate Vice President, Guest Port Services*

# Session One

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**Tuesday, September 27th**  
**4:30 p.m. - 6:00 p.m.**

## **Purchasing** **Purchasing Q&A**

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This workshop offers a wealth of information and opportunities for delegates. It will revolve around audience participation. Cruise Line Executives will be on hand to give their expert advise and answer any purchasing/sourcing related questions generated from the attendees.

**Moderator:** Alvin Dennis, VP, Purchasing & Logistics - Norwegian Cruise Line,  
**FCCA Purchasing Committee Chairman**

**Panelists:** Jeff Danis, Vice President, Supply Chain Management - Royal Caribbean Cruises, Ltd.  
Robert Keesler, VP, Hotel & Marine Operation - MSC Cruises (USA) Inc.  
David Mizer, VP, Strategic Sourcing, Carnival Global Source - Carnival Corporation



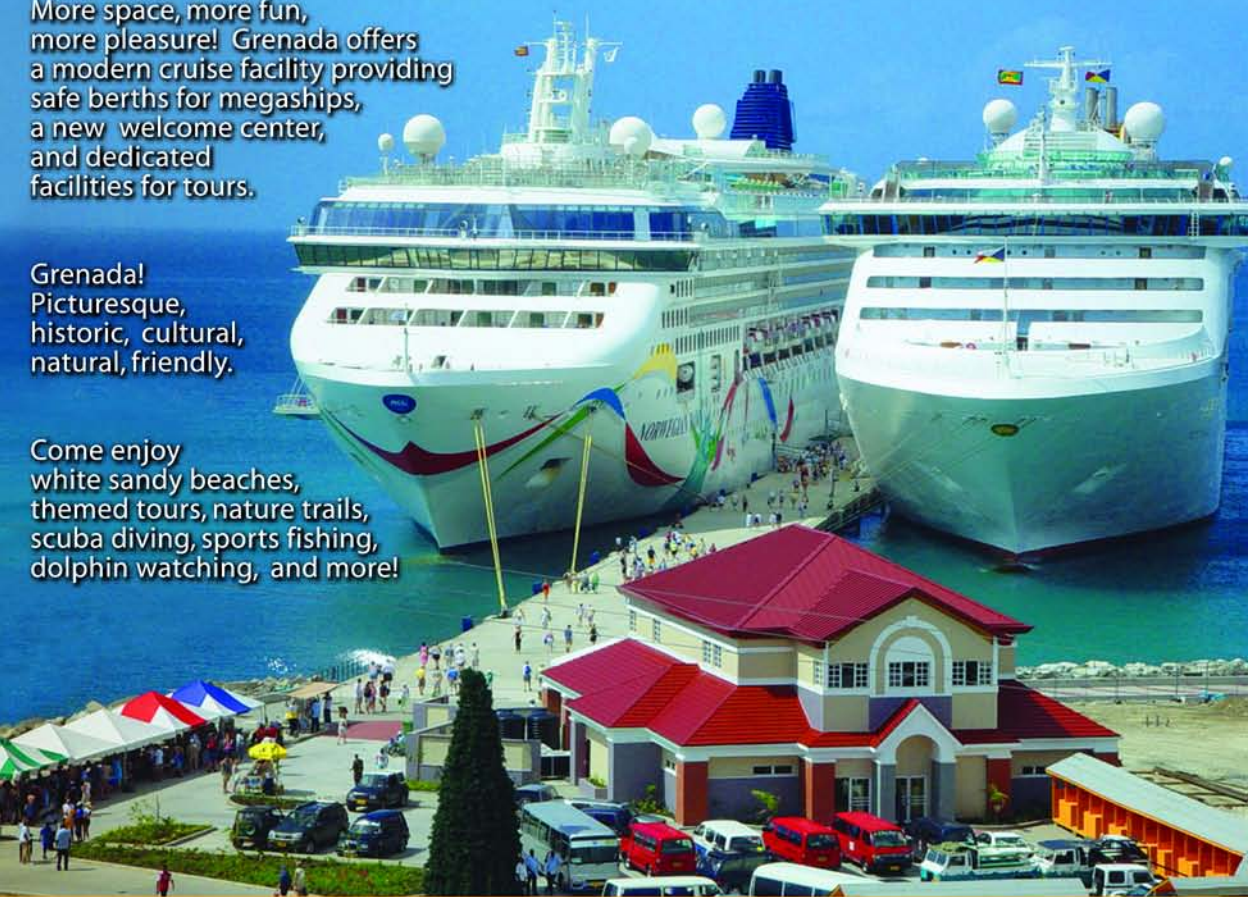
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# Session Two

**Wednesday, September 28**  
**10:30 a.m. - 12:00 p.m.**

## Marketing

### State of the Industry Address

This workshop will give an overview of the "State of the Industry" with the latest CLIA statistics released for 2005. A panel featuring FCCA Member Lines' executives will discuss the newest trends and developments in the cruise industry. This stimulating session will also feature a look ahead to the cruise industry and Caribbean relationship for the next 30 years.

**Moderator:** Terry Dale, President & CEO - Cruise Lines International Association (CLIA)  
**Panelists:** Andy Stuart, Senior Executive VP, Marketing, Sales & Passenger Services - Norwegian Cruise Line, Chairman of CLIA  
Terry Thornton, VP, Market Planning - Carnival Cruise Lines,  
**FCCA Marketing Committee Chairman**  
John Tercek, Vice President, Commercial Development - Royal Caribbean Cruises, Ltd.  
Michael Pawlus, Vice President, Product Planning & Revenue Management - Radisson Seven Seas Cruises

## Shore Excursions/Operations

### Development of Cruise Lines' Tour Programs/Behind the Scenes - Part 1

Cruise Line representatives will outline all steps involved in designing and executing tour programs from beginning to end. Some elements will include:

#### **Review tour proposals for complete information:**

- o Mandatory insurance requirements
- o Competitive pricing
- o Breakdown of all items included on tour
- o Incorporating a new tour into the program

#### **Continuing assessment of tour product:**

- o Proper training of guides
- o Maintaining standards for modes of transportation and equipment
- o Review tour content
- o Review guest comments of tours, make necessary adjustments where necessary

#### **Reservation Staff:**

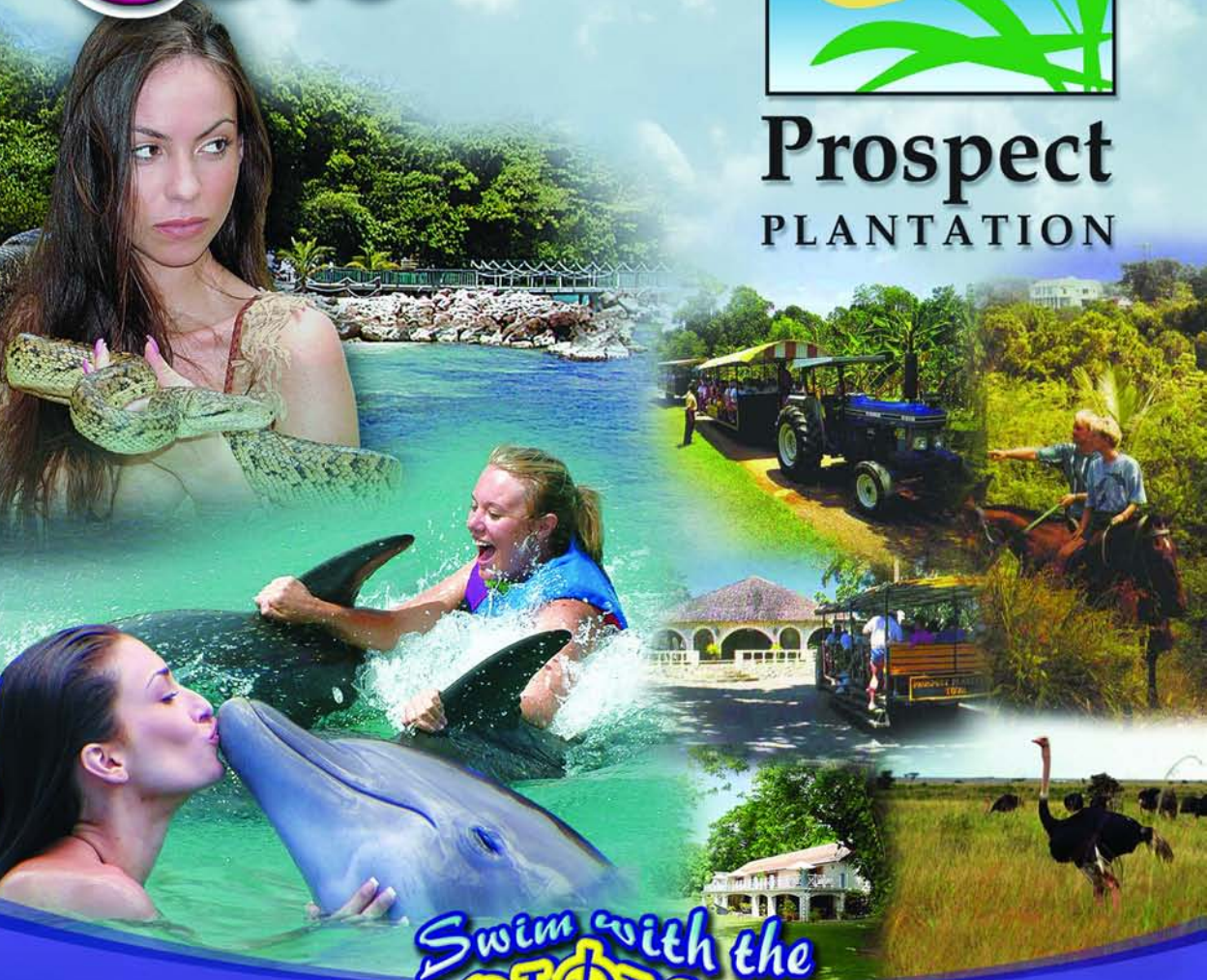
- o Designated to answer questions regarding tours
- o Additional staff is designated to design and maintain the shore excursion web site
- o Staff for pre-paid/pre-booked tours for both online and by telephone
- o Group/special requests

**Moderator:** Amilicar Cascias, Director, Tour Operations - Carnival Cruise Lines  
**Panelists:** Joanna Boxall, Shore Excursion Executive - P & O Cruises,  
John Cook, Manager, Shore Excursions - Holland America Line  
Graham Davis, Manager, Caribbean & Atlantic Shore Operations - Princess Cruises  
Patrick Powers, Product Development Manager - Norwegian Cruise Line  
Larry Stauffer, Manager, Shore Excursions and Island Recreation - Disney Cruise Line

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# Session Three

**Wednesday, September 28**

**1:30 p.m. - 3:00 p.m.**

## **Marketing**

### **Natural Disaster Preparedness - Examples of Best Practices**

With the Caribbean and the USA's recent experiences with hurricanes, this topic is on the forefront of the business and government sectors' minds. While there is no "one fits all" emergency response plan, this workshop will expound on mitigation, preparedness, response and recovery measures. The panel's purpose is 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 we will show how working together in an Emergency Recovery can benefit all stakeholders in the business of Caribbean Tourism. Panelist include representatives from the CCAA organization who is focusing special attention on regional issues such as maritime port security, natural disaster mitigation and the fight against HIV/AIDS, and CDERA, who's main function is to make an immediate and coordinated response to any disastrous event affecting any Caribbean Community, once the state requests such assistance.

**Moderator:** Gordon Buck, Vice President, Port Operations - Carnival Cruise Lines  
**Panelists:** Jeremy Collymore, Director - Caribbean Disaster Emergency Response Agency (CDERA)  
Anton Edmunds, Executive Director - Caribbean Central Americas Action (CCAA)  
**Rick Murrell, CEO - Tropical Shipping**  
**Charles Towsley, Port Director - Port of Miami**

## **Shore Excursions/Operations**

### **Development of Cruise Lines' Tour Programs/Behind the Scenes - Part 2**

Some elements will include:

#### **Production of Shore Excursion Brochures:**

- o Editing of tour descriptions
- o Printing costs for shore excursion brochures
- o Update and maintain website

#### **Onboard staff:**

- o Live presentation
- o Recorded presentations
- o Printing of onboard booking forms and tour descriptions
- o Over the counter staff for Q & A
- o Tour comment review and follow-up

**Moderator:** Amilicar Cascias, Director, Tour Operations - Carnival Cruise Lines  
**Panelists:** Joanna Boxall, Shore Excursion Executive - P & O Cruises,  
John Cook, Manager, Shore Excursions - Holland America Line  
Graham Davis, Manager, Caribbean & Atlantic Shore Operations - Princess Cruises  
Patrick Powers, Product Development Manager - Norwegian Cruise Line  
Larry Stauffer, Manager, Shore Excursions and Island Recreation - Disney Cruise Line

**Panelists in bold are FCCA Platinum Associate Members.**



# Session Four

Thursday, September 29  
2:30 p.m. - 4:00 p.m.

## Marketing

### Converting Cruisers to Land-Based Vacationers

This session will review important marketing initiatives that will assist destinations in converting cruisers to return visitors. Destinations will discuss actual programs that are now in place and provide valuable insight into the measurable results. Discussions on implementation, obstacles encountered, future of the program and initiatives to improve the program will also be discussed.

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

**Panelists:** Lloyd Enriquez, Registrar of Hotels - Belize Tourism Board  
**Jennifer Nugent-Hill, Associate Vice President, Government/Public Affairs - Tropical Shipping**  
Corah-Ann Robertson-Sylvester, Chief Executive Officer - Seaboard Jamaica & President of the Caribbean Shipping Association  
Federico Ruiz Pina, Tourism Director - Government of Cozumel, Quintana Roo  
**Edward Thomas, President & CEO - The West Indian Company Limited, USVI,**

## Shore Excursions/Operations

### Tour Safety

Insuring a pleasant experience for guests on organized ship tours. Some elements will include:

- o Importance of having a plan in place in the event of an emergency
- o Safety on snorkel tours
- o Boat safety
- o How tour operators react to emergencies or unforeseen circumstances during a tour
- o Importance of communication between tour operator and tour manager in the event of an incident
- o Involvement of Risk Management representative with any and all incidents
- o The proper way to address the guests involved in emergency situations
- o Having a plan in place will make guests feel secure on organized tour and may opt to purchase tour onboard as opposed to venturing on their own.

**Moderator:** Eric Benedict, Manager, Destination Services - Norwegian Cruise Line

**Panelists:** Robert Blythman, Manager, Tour Operations - Carnival Cruise Lines  
Marc Klempner, Director - Ace International & Specialty  
**Bill Roversi, Vice President - Royal Marine Insurance Group**  
Ron Smith, Director of Loss Prevention, Risk Management - Royal Caribbean Cruises, Ltd.

*Panelists in bold are FCCA Platinum Associate Members.*



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# Session Five

**Thursday, September 29**

**4:30 p.m. - 6:00 p.m.**

## Marketing

### Demographics, Psychographics, Purchase Behaviors and Trends

The Cruise and Caribbean Traveler - who are they and what motivates them to purchase? Demographics, psychographics, purchase behaviors and trends will all be explored. These valued guests share much in common. Who are they, what are their purchase "hot-buttons" and how can you use this information to increase first-time and repeat business.

**Moderator:** Terry Thornton, VP, Market Planning - Carnival Cruise Lines  
**Panelists:** Richard Sasso, President & CEO - MSC Cruises  
Linda Springmann, Director of Marketing - Holland America Line

## Shore Excursions/Operations

### Looking into the Future

Discussion of the evolution of tours and destinations in the next ten years. Some element included:

- o Interactive and theme tours
- o The changing shore excursion program
- o How have our guests changed in the last ten years
- o Enhancements that have been made to destinations visited to assure guests expectations are met
- o Creating excitement about tour programs through the Internet
- o How to market your tour
- o How to market your destination

**Moderator:** Michael Ronan, Regional Vice President, Global Government & Community Relations - Royal Caribbean International & Celebrities Cruises

**Panelist:** Joanna Boxall, Shore Excursions Executive - P & O Cruises  
**Marc Melville, Co-Managing Director - Chukka Caribbean Adventures**  
Sylviane de Tracy, Manager, Land Programs - Radisson Seven Seas Cruises

*Panelists in bold are FCCA Platinum Associate Members.*

# Sequence of Events

## MONDAY, SEPTEMBER 26TH

Conference & Trade Show Registration ( <i>Dominica &amp; St. Lucia Meeting Rooms</i> )	2:00 PM - 5:00 PM
Trade Show, Exhibitor Move-in ( <i>Saba &amp; Antigua Rooms</i> )	5:00 PM - 9:00 PM
Conference & Trade Show Registration ( <i>Dominica &amp; St. Lucia Meeting Rooms</i> )	7:00 PM - 9:00 PM

## TUESDAY, SEPTEMBER 27TH

FCCA Golf Tournament & Luncheon ( <i>Royal St. Kitts Golf Club</i> )	6:30 AM - 1:00 PM
Trade Show Exhibitor Move-in ( <i>Saba &amp; Antigua Rooms</i> )	8:00 AM - 12:00 PM
Conference & Trade Show Registration ( <i>Dominica &amp; St. Lucia Meeting Rooms</i> )	9:00 AM - 12:00 PM
Tours	9:00 AM - 12:30 PM
Conference & Trade Show Registration ( <i>Dominica &amp; St. Lucia Meeting Rooms</i> )	1:00 PM - 5:30 PM
Cocktail Reception @ Trade Show ( <i>Royal Ballroom Foyer</i> )	1:30 PM - 2:30 PM
<b>Trade Show Grand Opening</b> ( <i>Saba &amp; Antigua Rooms</i> )	2:30 PM - 5:30 PM
Workshops - Session 1 ( <i>St. Kitts Room</i> )	4:30 PM - 6:00 PM
Business Card Exchange Cocktail Party ( <i>Marriott's 4th Floor Terrace</i> )	7:00 PM - 8:00 PM
<i>Cruise Executives &amp; Delegates ONLY</i>	
Welcome Party @ <i>The Marriott's Grand Plaza</i>	8:00 PM - 11:00 PM

## WEDNESDAY, SEPTEMBER 28TH

Exclusive Breakfast & Meeting ( <i>Marriott's Blu Restaurant</i> )	7:00 AM - 8:00 AM
<i>Cruise Executives ONLY</i>	
Breakfast ( <i>Marriott's Cafe Calypso &amp; La Cucina Restaurant</i> )	7:00 AM - 8:00 AM
Late Registration ~ Conference & Informal Breakouts ( <i>Dominica &amp; St. Lucia Meeting Rooms</i> )	8:00 AM - 12:00 PM
<b>Conference Grand Opening</b> ( <i>Marriott's Event Center</i> )	8:45 AM - 9:45 AM
Coffee Break @ Trade Show ( <i>Royal Ballroom Foyer</i> )	10:30 AM - 11:30 AM
Trade Show ( <i>Saba &amp; Antigua Rooms</i> )	10:30 AM - 12:00 PM
Workshops ~ Session 2 ( <i>St. Kitts &amp; Nevis Rooms</i> )	10:30 AM - 12:00 PM
Ceo/Presidents & Ministers Meeting ( <i>Grenada Meeting Room</i> )	10:30 AM - 12:30 PM
<i>By Invitation Only</i>	
Lunch ( <i>Marriott's Cafe Calypso &amp; La Cucina Restaurant</i> )	12:00 PM - 1:30 PM
Workshops ~ Session 3 ( <i>St. Kitts &amp; Nevis Rooms</i> )	1:30 PM - 3:00 PM
Trade Show ( <i>Saba &amp; Antigua Rooms</i> )	1:30 PM - 5:30 PM
Coffee Break @ Trade Show ( <i>Royal Ballroom Foyer</i> )	3:00 PM - 4:00 PM
<b>Informal Breakouts, One-on-One Meetings ~ Session 1</b>	
( <i>St. Kitts, Nevis Rooms and Meeting Rooms</i> )	4:00 PM - 5:30 PM
<i>Cruise Executives &amp; Delegates ONLY</i>	
Exclusive Cocktail Party ( <i>Prince of Wales Bastion</i> )	7:00 PM - 8:00 PM
<i>Cruise Executives &amp; Ministers ONLY</i>	
St. Kitts' Night Extravaganza @ <i>The Brimstone Hill Fortress</i>	8:00 PM - 11:30 PM

# Sequence of Events

## THURSDAY, SEPTEMBER 29TH

Breakfast ( <i>Marriott's Cafe Calypso &amp; La Cucina Restaurant</i> ) . . . . .	7:00 AM - 8:30 AM
<b>Informal Breakouts, One-on-One Meetings ~ Session 2</b> ( <i>St. Kitts, Nevis Rooms and Meeting Rooms</i> ) . . . . .	8:00 AM - 11:30 AM
<i>Cruise Executives &amp; Delegates ONLY</i>	
Trade Show ( <i>Saba &amp; Antigua Rooms</i> ) . . . . .	9:00 AM - 12:00 PM
Coffee Break @ Trade Show ( <i>Royal Ballroom Foyer</i> ) . . . . .	10:00 AM - 11:00 AM
Exclusive Lunch & Meeting ( <i>Diana's Restaurant</i> ) . . . . .	12:00 PM - 2:30 PM
<i>Cruise Executives &amp; Platinum Members ONLY</i>	
Lunch ( <i>Marriott's Cafe Calypso &amp; La Cucina Restaurant</i> ) . . . . .	12:00 PM - 2:30 PM
Trade Show, Exhibitor Tear-down ( <i>Saba &amp; Antigua Rooms</i> ) . . . . .	12:00 PM - 7:00 PM
Workshops ~ Session 4 ( <i>St. Kitts &amp; Nevis Rooms</i> ) . . . . .	2:30 PM - 4:00 PM
Coffee Break @ Workshops ( <i>Royal Ballroom Foyer</i> ) . . . . .	4:00 PM - 4:30 PM
Workshops ~ Session 5 ( <i>St. Kitts &amp; Nevis Rooms</i> ) . . . . .	4:30 PM - 6:00 PM
Conference Closing Party @ <i>Porte Zante</i> . . . . .	7:30 PM - 11:30 PM

## FRIDAY, SEPTEMBER 30TH

Tours . . . . .	8:30 AM - 11:30 AM
Exclusive Tour & Lunch . . . . .	8:30 AM - 3:00 PM
<i>Cruise Executives &amp; Platinum/Associate Members ONLY</i>	

### ~ PLEASE NOTE ~

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

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

**DRESS CODE:** Business attire is requested for the Conference Grand Opening Ceremony (Wednesday) and business casual attire is suggested for all business sessions. Casual attire is recommended for the Welcome Party (Tuesday), and the Conference Closing Party (Thursday). Elegantly casual/smart casual is requested for the St. Kitts Night Extravaganza (Wednesday).

**INFORMAL BREAKOUTS (ONE-ON-ONE MEETINGS):** Delegates are provided with structured opportunities to meet with cruise executives on a one-on-one basis between 4:00 pm - 5:30 pm on Wednesday, September 28th, and 8:00 am - 11:30 am on Thursday, September 29th. **Additional structured meeting requests and arrangements are the sole responsibility of Delegates and must be made at the Informal Breakouts' Registration; Wednesday, September 28th (8:00 am - 12:00 pm).** Meeting schedules and length of time of appointments are at the sole discretion of each individual cruise executive.



# St. Kitts...

## The Next Caribbean Adventure

Volcanic mountain peaks, cool turquoise waters, centuries-old sugar plantations... what would a cruise through the Caribbean be without a little exploration of the land? With a rich history, lush rainforest, pristine beaches and innumerable things to see and do, St. Kitts provides an off-the-beaten track adventure not to be missed by cruise passengers, whether in port for a half or full day.

Located in the northern Leeward Islands of the Caribbean, St. Kitts offers a diverse tourism product developed from the destination's natural beauty, cultural heritage and rich history. Originally populated by Sibonay, Arawak and Carib Indians, it was the first permanent British and French settlement in the Western Hemisphere. Thus the island is known as the 'Mother Colony'.

It served as a crucial base for settling all other English and French speaking territories in the Hemisphere. St. Kitts was extremely precious to both powers, so much so, that they agreed to live side by side for nearly a century, until Britain assumed full control in 1713.

From the moment passengers disembark, they are greeted by the wealth of attractions that St. Kitts offers. Port Zante, the island's main cruise port is a state of the art 27-acre cruise ship pier boasting numerous duty-free shops. Just outside the port, visitors are welcomed into the capital city of Basseterre, perfect for a walking tour.



The city is known for having some of the finest examples of Caribbean architecture in the West Indies as well as beautiful parks, monuments and public areas. At the center of town is The Circus, a well-known landmark modeled after the British Piccadilly Circus in London and surrounded by fine dining establishments, local shops and businesses. Nearby, Independence Square is a monument to the island's independence from Great Britain with lavish gardens built in the place where slave auctions and council meetings were once held. Why not see how beer is made and processed while at Carib Breweries St. Kitts Ltd.

Among St. Kitts' most impressive features is the imposing Brimstone Hill Fortress, rising almost 800 feet above the sea and boasting the island's most spectacular view, which spans as far as Nevis, Montserrat, St. Eustatius and St. Barts. Known as the "Gibraltar of the West Indies," Brimstone Hill began construction in 1690 by the British as a refuge fortress in times of war. It is the only man-made UNESCO World Heritage Site in the Eastern Caribbean and sprawls over 38 acres.





Brimstone Hill

Brimstone Hill offers tours regularly. In April this year, the Brimstone Hill Fortress and National Park Society celebrated its 40th anniversary. It has been an excellent custodian, as it has effectively sought to maintain the structures, develop a museum and offer locally made souvenirs. A visit to this magnificent engineering marvel is a must and continues to be a favourite amongst first time as well as repeat visitors.



St. Kitts Scenic Railway

Added to St. Kitts' growing roster of attractions is the St. Kitts Scenic Railway, better known as the "Sugar Train." The railway uses the same tracks that were originally built in 1912 to carry sugar cane from the various plantations dotting the island to the sugar factory in Basseterre. Today, the train takes passengers on an unrivaled scenic tour of the island on deluxe double-decker coach cars. The 30-mile tour takes approximately 3 and 1/2 hours to circle the island along the coastline, offering a unique perspective on the island's culture, people, views and history. Among the majestic scenes that unfold for train passengers are Brimstone Hill, abandoned windmills and chimneys from old sugar estates, 23 bridges and a canopy of rainforest vegetation descending from the slopes of Mt. Liamuiga, the dormant volcano that is the island's central peak.



Caribelle Batik

For shoppers, a must-see on the St. Kitts agenda is Caribelle Batik, a local artisan's factory that produces intricate hand-made batik fabrics using the same methods that were applied 2,500 years ago. Cruise passengers visiting the factory can watch the artisans work and learn how batik is created, then shop for their own souvenirs in the factory store or stroll the property gardens. Located at Romney Manor, one of the island's old estate houses originally occupied by William Jefferson, grandfather of U.S. President Thomas Jefferson, the 9-acre property has lush gardens and stately ruins to enjoy.



Carib Rock Drawings

Just a short distance from Caribelle Batik is Old Road Bay, the site of the first English settlement led by Thomas Warner in 1624 and one of the island's most historic spots. It also offers a rare glimpse into St. Kitts' past with authentic ancient petroglyphs left by the island's original inhabitants, the Carib Indians. Another top tourist draw is Black Rocks, a series of lava deposits left centuries ago on the island's northern coast that has magnificent high cliffs shaped by the crashing waves. On a clear day, this natural wonder appears magical as the spray from the water creates picturesque rainbows.





South East Peninsula

In addition to these distinctive attractions, St. Kitts can offer cruisers a wealth of more traditional vacation activities during the time spent in port. There is tennis on one of the island's various courts, fishing for yellowtail snapper, wahoo, tuna and more off the coast, golf at the Royal St. Kitts Golf Course and shopping ranging from locally-made crafts to duty-free designer goods. The more adventurous might try hiking up the slopes of dormant volcano Mt. Liamuiga, enjoying watersports from windsurfing and kayaking to snorkeling and sailing, or horseback riding, either through the rainforest or along a sandy beach. Eco-tours are also becoming more and more popular on St. Kitts, with people trying to catch a glimpse of one of the island's numerous green vervet monkeys, exotic butterflies, species of bird, tropical wildflowers and sun ripened fruits. Of course, many cruisers come ashore simply to soak up the sun on one of the island's sugar coloured or volcanic black sand beaches.



Cruise passengers may choose to experience these attractions and activities on their own, or select from one of several tour options. Taxi drivers are accredited by the St. Kitts Tourism Authority and offer either an "Island Tour" or "Southeast Peninsula" tour. Fun Bikes offer various guided ATV tours, and both Delisle Walwyn Ltd. Kantours and TDC (St. Kitts Nevis Anguilla Trading and Development Company Ltd.) Flamboyant Tours have a menu of guided tours.



Royal St. Kitts Golf Course







National Dish of St. Kitts and Nevis

One of the many delights to be experienced on St. Kitts is its CUISINE. Fresh and spicy seafood and fish feature widely, especially lobster, crab and local mahi-mahi. Stewed mutton, pork or chicken and steak are other favourites. Vegetables, from yams to squash and avocados and exotic fruits are also available. A must have is the national dish of St. Kitts and Nevis stewed saltfish, spicy plantains, coconut dumplings and seasoned breadfruit. Just close your eyes and imagine the taste!

Sugar processing as the mainstay of the island's economy is no more, as of July 31st, 2005. The economy is now transitioning into growing its tourism industry. This includes plans to grow its cruise ship arrivals. Therefore additional capacity for a greater number of cruise ships to dock, added attractions such as horse-racing and a marine world are just some of the plans to expand cruise tourism.

In a strategic move to leverage St. Kitts' renowned beauty, cultural heritage and natural attractions, the island is pursuing the development of more luxurious accommodations for stay-over visitors. For example, Auberge Resorts, previously referred to as Whispering Head Resort, is a \$78 million project being developed by award-winning luxury hotel company Auberge Resorts and will be the company's first Caribbean property. The project will include a small luxury hotel, world-class golf course, spa, villas and fine dining facilities.

There are more luxury developments in store for this beautiful country and one couldn't find a better location for the traveller seeking comfort and elegant accommodation.





# FCCA Silent Cruise Auction

All Conference attendees are invited to participate in the 2005 Silent Auction. The FCCA Member Lines have graciously donated the following vacations, which will be offered to the highest bidder at a fraction of their retail value. At the conclusion of the Conference, the person who submitted the highest bid for each cruise becomes the winner of that cruise. You will have the opportunity to submit and increase your bid throughout the Conference. Please remember that all proceeds from this Silent Cruise Auction will benefit the FCCA Foundation for the Caribbean.

## ***Carnival Cruise Lines***

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

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

Valid through: September, 2006

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

## ***Celebrity Cruises***

Every imaginable luxury awaits you from state-of-the-art state-rooms, the latest therapies and treatments the famous AquaSpa, their signature Five-Star service and the world-renowned cuisine of Master Chef Michel Roux.

10 or 11 - Night Caribbean Cruise-for-Two onboard one of Celebrity's luxurious vessels in an outside cabin. Choose from various ships sailing from Miami, Florida or San Juan, Puerto Rico.

Valid dates: Oct. 2005 - Apr. 2006 & Oct. 2006 - Dec. 2006

Estimated Value - \$ 2,670

## ***Disney Cruise Line***

You are about to begin a fantasy unlike anything you've imagined, a Disney Cruise Line vacation. Adults find excitement and indulgence and children have the time of their lives. Families unite and make memories to last a lifetime.

3-Day Bahamas Cruise-for-Two in a deluxe ocean view cabin aboard the *Disney Wonder* sailing from Port Canaveral, Florida. Choose from select dates.

Valid through: October 2006

Estimated Value - 3 Night \$ 500

Estimated Value - 4 Night \$ 640

## ***Holland America Line***

The Cruise of your dreams; warm attentive service, relaxed refined surroundings with an extra measure of personal space...enticing ways to discover the world's special places, as leisurely or as actively as you wish.

7-Day Cruise-for-Two in a Category C, outside cabin. Select from Alaska, Caribbean and Mexico itineraries. Select dates and vessels.

Valid through: September 2006

Estimated Value - \$ 3,000

# FCCA Silent Cruise Auction

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

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

7-Day Caribbean Cruise-for-Two in an outside onboard the *MSC Opera*.

Sailing from Ft. Lauderdale, Florida.

Valid through: August 2007

Estimated Value - \$ 3,000

## **Norwegian Cruise Line**

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

7-Day Caribbean Cruise-for-Two in an outside cabin. Select from various vessels and dates sailing from various ports of call.

Valid through: October 1, 2006

Estimated Value - \$ 3,000 (depending on ship and sail date)

## **Princess Cruises**

Sail from one fabulous port to another and experience "Personal Choice" dining, a unique and exciting option as well as the traditional dining experience. Relax and pamper yourself because Princess' ships are destinations in themselves, equal in amenities and services to any land-based resort.

7-Day Caribbean Cruise-for-Two on one of the five star fleet of Princess Cruises (space available). Select from various vessels and dates.

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

Valid through: September 2006

Estimated Value - \$ 2,200

## **Royal Caribbean International**

Step aboard any of Royal Caribbean's newest floating masterpieces and you'll know you are in for a totally unique cruise experience. The amenities, staterooms and service will exceed all of your expectations.

7 Day Caribbean cruise for two onboard one of the many world class Royal Caribbean ships in an outside cabin. Select from various vessels sailing from a variety of embarkation ports (Miami, Ft. Lauderdale, New Orleans, Galveston, San Juan, Tampa).

Valid through: September 2006

Estimated Value - \$ 2,025

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

Tuesday, September 27, 2005  
Wednesday, September 28, 2005  
Thursday, September 29, 2005

2:30 pm - 5:30 pm  
10:30 am - 5:30 pm  
9:00 am - 12:00 pm

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

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

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



So  
 Much  
 In An Island

EXPERIENCE the natural wonders of a tropical island with all the comfort you would expect at home. Enjoy its lively Creole culture with a French flair. Rejoice in its pristine sandy beaches, lush rain forest and memorable sunsets that French artist Paul Gauguin, brilliantly captured on canvas.

TAKE THE TIME to savor a Ti-punch and flatter your taste buds with French Creole cuisine. Visit Saint-Pierre, the little Pompeii of the Caribbean and don't miss Martinique's historical sites and museums.



# martinique



COME AND DISCOVER Martinique, a world where "la vi a douce", in other words, a world where life is sweet, a world where the people, the flavors, the arts and the sun will embrace you!



# FCCA Trade Show Exhibitors

**Antigua & Barbuda Cruise Tourism Association 18, 19**

# 8 Redcliffe Quay  
 St. John's, Antigua  
 Tel: 268-562-1746  
 Fax: 268-462-1450  
 E-mail: abcta@candw.ag  
 Rhea Samuel

**Bahia Cruise Services ..... 24**

Gustavo Mejia recart No# 100  
 Santo Domingo  
 Dominican Republic  
 Tel: 809-227-3939 ext. 111  
 Fax: 809-566-2850  
 E-mail: faschad@bahiacruise.com  
 Federico Schad

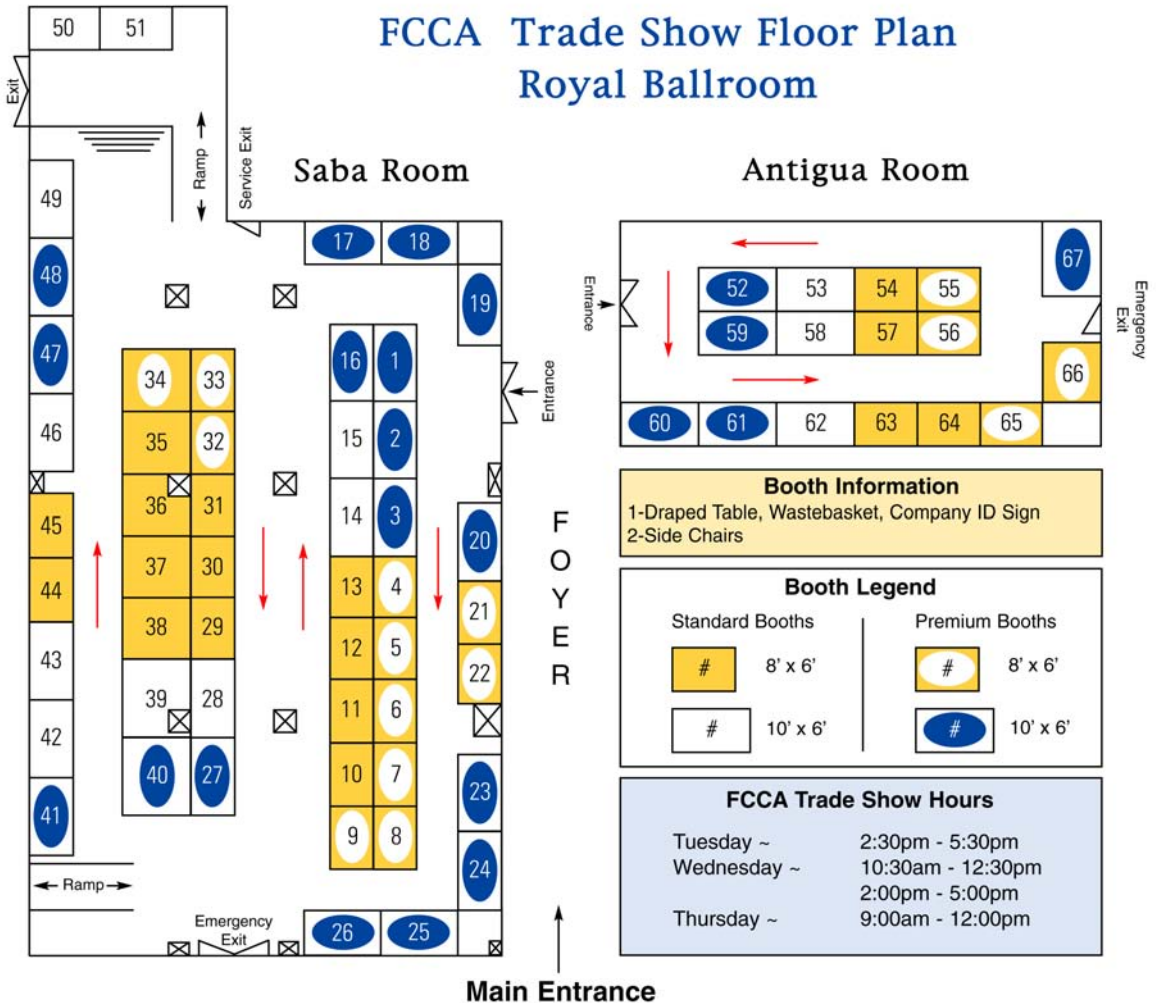
**B.V.I. Tourist Board ..... 60**

P.O. Box 134  
 Road Town, Tortola, B.V.I.  
 Tel: 284-494-3134 ext 230  
 Fax: 284-494-3866  
 E-mail: fpenn@bvitouristboard.com  
 Faye Smith-Penn

**Baptist Health South Florida ..... 44**

6200 SW 73rd Street  
 Miami, FL 33143  
 USA  
 Tel: 786-662-5004/305-669-8203  
 Fax: 786-662-5179  
 E-mail: kathleen@baptisthealth.net  
 Kathleen Tuitt

## FCCA Trade Show Floor Plan Royal Ballroom





# FCCA Trade Show Exhibitors

- Barbados Tourism Authority** ..... 17  
Harbour Road, Bridgetown, Barbados  
Tel: 246-427-2623  
Fax: 246-426-4080  
E-mail: btainfo@barbados.org  
Joyce Gibson
- Boatswain's Beach** ..... 34  
825 North West Point Road  
P.O. Box 812  
Grand Cayman, Cayman Islands  
Tel: 345-945-7264  
Fax: 345-945-9261  
E-mail: lauraf@tower.com.ky  
Gary Dominiguez
- Brimstone Hill Society** ..... 5  
P.O. Box 588  
Basseterre, St. Kitts  
Tel: 869-465-2609  
Fax: 869-466-7784  
Larry Armony
- Brinley & Company** ..... 6  
St. Kitts  
Zachary Brinley
- Cayman Islands Department of Tourism** .. 47, 48, 49  
P.O. Box 67GT  
Grand Cayman, Cayman Islands  
Tel: 345-949-0623  
Fax: 345-949-4055  
Email: ehishop@caymanislands.ky  
Pilar Bush
- Chukka Caribbean Adventures** ..... 20  
P.O. Box 160  
Ocho Rios, Jamaica  
Tel: 876-382-5337  
Fax: 876-923-6266  
E-mail: hwright@chukkacaribbean.com  
Carina Melville
- Colombian Government Trade Bureau** ..... 42  
601 Brickell Key Drive, Suite 801  
Miami, FL 33131  
USA  
Tel: 305-374-3144  
Fax: 305-372-9365  
E-mail: mlacouture@proexport.com.co  
Luis Restrepo
- Colon 2000** ..... 30  
41 Street Bella Vista Edificio Davivienda P-B  
P.O. Box 5375  
Zona 5, Panama  
Tel: 011-507-227-2000  
Fax: 011-507-263-5195  
E-mail: augusto@colon2000.com  
David Dolum
- Comite Martiniquais Du Tourisme** ..... 9  
520 Rue Ernest Deproge  
Fort de France, Martinique  
Tel: 011-596-596-616177  
Fax: 011-596-596-612272  
E-mail: jacques.bajal@martiniquetourism.com  
Jacques Bajal
- Control Screening** ..... 27  
3431 Hill Lane  
Acworth, GA 30102  
USA  
Tel: 770-529-4295  
Fax: 770-529-7752  
E-mail: asteinbach@controlscreening.com  
Monty Helmer
- Cool Products & Hot Ideas Inc.** ..... 21  
P.O. Box 641298-1298  
Beverly Hills, FL 34464  
USA  
Tel: 352-746-9962  
Fax: 352-527-3953  
E-mail: coolproducts@atlantic.net  
David Dick
- Costa Rica Tourist Board** ..... 45  
Calle 5y7 Avenida 4, Edificio Genaro Valverde  
Genaro Valverde, Costa Rica  
Tel: 011-506-223-1733  
Fax: 011-50-223-3752  
Viviana Rudin
- Dispenser Amenities Inc.** ..... 41  
141 Consordium Court  
London, Ontario  
Canada, N6E 258  
Tel: 800-639-4756  
Fax: 800-639-4759  
E-mail: warren@dispenser.com  
Warren Hodgson

# FCCA Trade Show Exhibitors

## **Dolphin Discovery** ..... 61

Blvd. Kukulkan KM 5  
Playa Langosta Local # 10  
Cancun, Mexico 77600  
Tel: 011-52-998-849-4039  
Fax: 011-52-998-849-4041  
E-mail: [tburke@dolphindiscovery.com.mx](mailto:tburke@dolphindiscovery.com.mx)  
Travis Burke

## **Freeport Harbour Company** ..... 62

P.O. Box 140939  
Coral Gables, FL 33114-0939  
Tel: 242-350-8058  
Fax: 242-348-1201  
E-mail: [newbold.derek@fcp.com.bs](mailto:newbold.derek@fcp.com.bs)  
Derek Newbold, Sherry Rodgers

## **Gamboa Tours** ..... 30

Ave. Manuel Espinosa Batista  
International Business Center, Suite #1  
Panama City, Panama  
Tel: 011-507-270-2890  
Fax: 011-507-226-2313  
E-mail: [ddolum@mac.com](mailto:ddolum@mac.com)  
Victor Pitti

## **Grenada Board of Tourism** ..... 37

Burns Point  
P.O. Box 293  
St. George's, Grenada  
Tel: 473-440-2279  
Fax: 473-440-6637  
E-mail: [gbt@caribsurf.com](mailto:gbt@caribsurf.com)  
Pansy John

## **Guatemala Tourist Commission** .....14, 15

7a. Avenida 1-17, Zona 4  
Centro Civico, Guatemala  
Tel: 011-502-332-7628  
Fax: 011-502-331-4416  
E-mail: [mgalvarez@inguat.gob.gt](mailto:mgalvarez@inguat.gob.gt)  
Gabriela Alvarez

## **Hovensa L.L.C.** ..... 13

1 Estate Hope  
St. Croix, U.S.V.I.  
Tel: 340-692-3171  
Fax: 340-692-3240  
E-mail: [afrancis@hovensa.com](mailto:afrancis@hovensa.com)  
Peter Brown

## **International Cruise & Ferry Review** ..... 64

Nestor House, Playhouse Yard, Black Friars  
London, England  
Tel: 011-44-207-779-8752  
Fax: 011-44-207-779-8960  
Nolan Andrews

## **International Gemological Institute** ..... 10

589 Fifth Ave  
New York, NY  
USA 10017  
Tel: 212-753-7100  
Fax: 212-463-4043  
E-mail: [acarroll@igi-usa.com](mailto:acarroll@igi-usa.com)  
Anissa Carroll

## **Marietta Corporation** ..... 58

37 Huntington Street  
Cortland, New York  
USA 13045  
Tel: 800-950-4446  
Fax: 607-756-0648  
E-mail: [chorner@mariettacorp.com](mailto:chorner@mariettacorp.com)  
Stan Bernstein

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*Benefiting the FCCA Foundation for the Caribbean*

# FCCA Foundation for the Caribbean

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

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

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

*Caribbean Special Olympics*  
*Red Cross, The Netherlands*  
*Barbados Association for Mentally Retarded Children*  
*Labories Community Early Childhood Education Centre*  
*The Monroe Association for Retarded Citizens*  
*St. Lucia Community Education Center*  
*EarthCare Environmental Education*  
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*John Gray High School PTA - Grand Cayman*

If you would like to learn more about the **FCCA Foundation for the Caribbean**, or if you are interested in lending assistance, please contact us. Thank You.



# 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, they will see the Castle of San Felipe, symbol of the resistance against the Spanish siege in the 17th century; they will visit the Palace of the Inquisition or the Gold Museum, and then they will have lunch in one of the specialized seafood restaurants such as La Vítrola, 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 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.



FOR MORE INFORMATION ON UNIQUE DESTINATIONS IN THE CARIBBEAN SUCH AS CARTAGENA OR SAN ANDRES PLEASE CONTACT MARIA LACOUTURE AT THE COLOMBIAN GOVERNMENT TRADE BUREAU  
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# FCCA Essay Contest Winner

*"What Is My Country Doing Or Should Do To Encourage Cruise Passengers To Return As Land-Based Vacationers?"*



**Dillon Charles Card,**  
12 Years Old,  
*British West Indies Colligate,  
Turks and Caicos Islands*

Beaches, reefs, resorts, mountains, warm climates, rivers, snorkeling, diving and fishing; these are all a part of the Caribbean visitor's experience. One country's beaches may surpass another's towering mountains; spectacular five-star resorts may be preferred over ecotourism. My country can distinguish itself by having the most friendly, polite and educated people to interact with tourists in the Caribbean. This interaction is what guests to our country will remember.

The Turks and Caicos Islands are a premier location to receive and accommodate cruise ships and their passengers for one day. How do we entice these guests to come back? If they take their tour of Grand Turk and get back on the ship, they have barely scratched the surface of what the Turks and Caicos Islands have to offer. We need to encourage the passengers to come back to our islands and discover

for themselves why we are called "Beautiful by Nature." This could be accomplished by placing brochures on the ship as well as by running short infomercials on the ship's television systems. We could cover the many activities, including the cultural events, that our country has to offer.

As the cruise ship passengers step onto Grand Turk, our capital, they will be able to tour the island and see all of the sights. Some may take pictures, other will rely on memory, but what all passengers need is a souvenir to remind them of their time in Turks and Caicos Islands. Souvenirs of our locally produced arts and crafts are fantastic reminders of the relaxing time they had, and the time they can have when they return. Another aspect of an exceptional visit is transportation. The visitors need taxis, ferries, bicycles and buses, all in excellent repair and staffed by helpful individuals. The attitudes of our "transportation specialists" must be top-notch; this will probably be one of the first contacts with the local people...therefore, it must be a great one.

Activities, advertising and transportation are all important, but how do the islands themselves appeal to the visitors? The tourists will remember if our islands appear clean, dirty, polluted, safe or frightening. We need to have pleasant roadsides, beaches and bush areas that are not covered in litter. This can be achieved with island wide cleanups and road side litter collection bins. Another idea to encourage return visits to TCI could be a program called "Caicos Cash". This would work by giving the visitors coupon books as they return to their ships. Inside they would find island facts, as well as coupons to be used on a return visit; these could include cash off lunch or dinner, discounts on tour activities, airline discounts, free nights at hotels, etc. Many different merchants from all of our islands could participate. We must remember that although we have a beautiful country and many things to do, the visitors remember how they were treated and the warm welcomes and smiles we gave them. Our courtesy costs us nothing, but its effects can last for years.

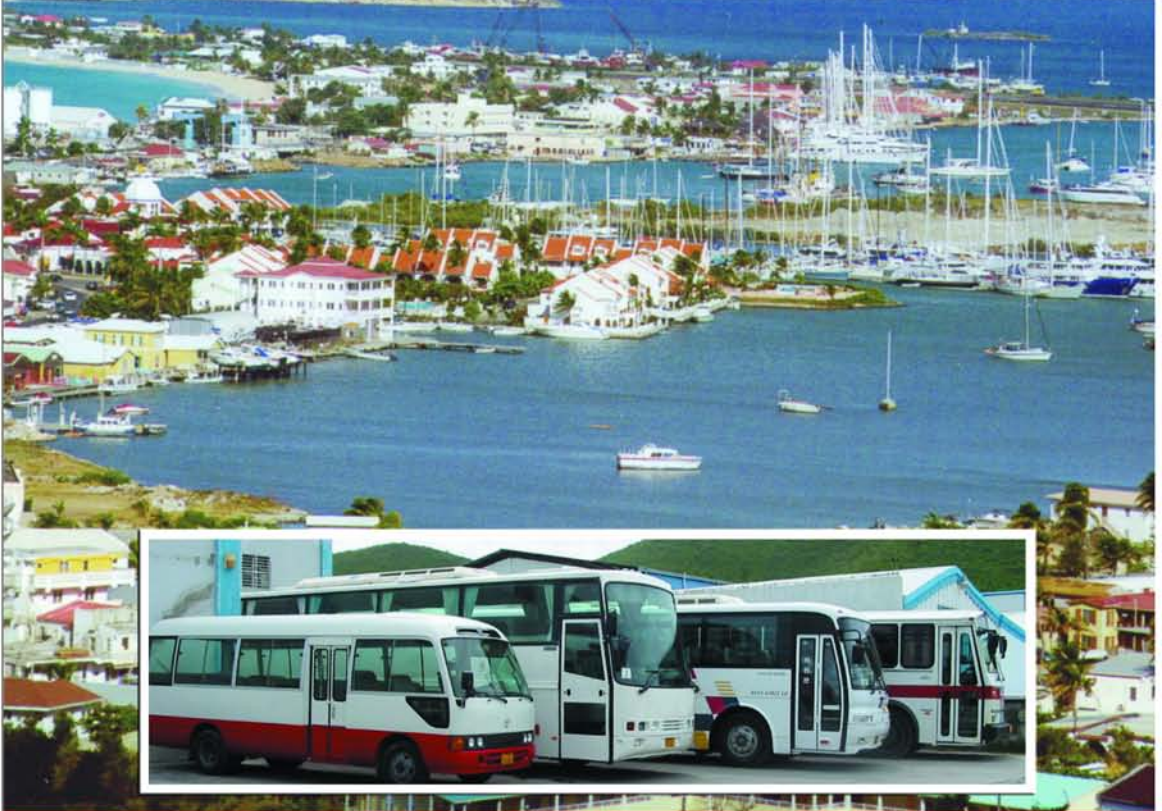
There are many ways to encourage cruise ship passengers to return for a second land-based visit. Information, advertising, transportation and activities: these are all important points. We must work together to make it happen, as our people are our greatest asset. They are what can set us apart from the rest of the Caribbean vacation choices. I look forward to seeing the dynamic and innovating ways in which my country can put itself further on the map as 'the' tourist destination in the Caribbean.

Junior Division Finalists:

2nd Place - Felisha Pratt, Bahamas  
3rd Place - Dillon Bourne, Barbados



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Unit 1, Cay Hill,  
St. Maarten, N.A.

# FCCA Essay Contest Winner

*"What Is My Country Doing Or Should Do To Encourage Cruise Passengers To Return As Land-Based Vacationers?"*



**Jelani Ashton Phillip Paul,**  
13 Years Old,  
St. Mary's College School,  
Saint Lucia

St. Lucia, one of the most popular and exciting cruise ship destinations in the Caribbean has natural attractions which make it competitive with other destinations. It is with this belief that the Government, cruise and land-based tourism sector workers are creating an enabling environment to encourage cruise ship passengers to return as land-based vacationers. To pursue this interest, Government has put in place local and overseas marketing strategies, special training programmes for persons who interact with cruise ship passengers and arranged diversity of onshore activities necessary to satisfy and comfort the cruise ship passenger.

An efficient marketing strategy endorsed by St. Lucia's Minister of Tourism, and is an initiative of Tropical Shipping Limited, is the use of a "Cruise Conversion Coin". It is used as a potent marketing tool for St.

Lucia and is aimed at benefiting both cruise and eventually stay over visitors by providing incentives for local tourism providers through the website [www.freestaycaribbean.com](http://www.freestaycaribbean.com). These coins can be found in various tourism outlets, thus providing easy access to destination reservation systems. In logging onto the website the visitor is presented with island information, accommodation and services available in St. Lucia. To complement this presentation, a scenic view of the Pitons, a World Heritage Site, is portrayed. This enterprise is one of the current strategies for website and electronic distribution undertaken by representatives of destinations and cruise lines for converting Cruisers to Land-based Vacationers.

Another marketing strategy widely used, is the print media, consisting of a variety of information packages geared towards advertising St. Lucia and its resources. On entering my island, cruise passengers' attentions are drawn to a wide display of brochures, magazines and posters placed at conspicuous locations at Pointe Seraphine, the main entry point. Passengers are free to take as many as they wish to read or take back with them. In this way, my island is being marketed overseas through cruise ship passengers.

To further encourage cruise ship passengers' return to my island, a variety of highly specialized training workshops have been undertaken with taxi drivers, tour operators and vendors; to name a few. One such session undertaken by the Florida-Caribbean Cruise Association was conducted in July 2001. This training session equipped taxi drivers with the necessary tools for handling all kinds of guests. Taxi drivers were taught how to provide excellent service in order to satisfy the needs of passengers, thus maximizing the impact of cruise tourists in St. Lucia.

A multiplicity of onshore activities have also been introduced to the cruise passenger as a means of ensuring that he or she returns to my island. Some of these activities include the internationally acclaimed St. Lucia Jazz Festival, Carnival, Jounen Kweyol or Creole Day, craft exhibitions, jeep safari through the rain forest, marine tours, shore excursions to the Diamond Botanical Gardens, waterfall and mineral baths and a view of the majestic Pitons are just a few of the memorable experiences offered to the cruise ship passenger.

All these experiences are valuable in ensuring that the cruise vacationer returns to my island. After all, a happy guest will return again and again.

Senior Division Finalists:

2nd Place - Darryl Wood, Bahamas

3rd Place - Hannah Budhlall, Grenada



# Two definitions of a great cruise destination:

- 
1. Cruising in The Grenadines.
  2. Going ashore in St. Vincent.



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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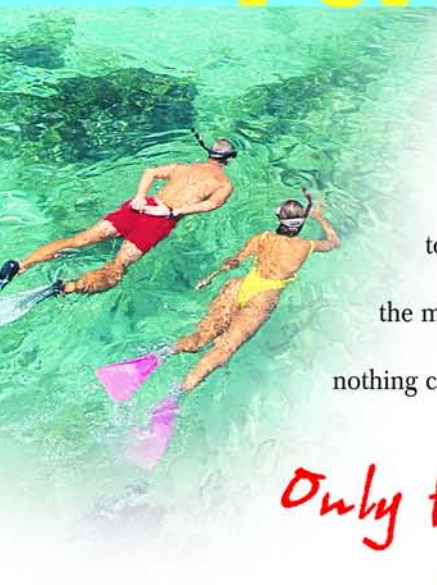
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