Creating a Great Guest Experience in the Terminal

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Disney Cruise Line

A cruise line focused on classic Disney storytelling, world-class entertainment and legendary guest service

Four purpose-built ships with the whole family in mind

<table>
<thead>
<tr>
<th>Year</th>
<th>Ship Name</th>
<th>GRT</th>
<th>Guests</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>Disney Magic</td>
<td>84,000</td>
<td>2,700</td>
</tr>
<tr>
<td>1999</td>
<td>Disney Wonder</td>
<td>83,000</td>
<td>2,700</td>
</tr>
<tr>
<td>2011</td>
<td>Disney Dream</td>
<td>130,000</td>
<td>4,000</td>
</tr>
<tr>
<td>2012</td>
<td>Disney Fantasy</td>
<td>130,000</td>
<td>4,000</td>
</tr>
</tbody>
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Disney Cruise Line – Global Presence
Taking the Magic Beyond the Ship

SAFETY  SHOW  COURTESY  EFFICIENCY

4 Fundamental Elements
Safety / Security

- Port environment overall
- The area surrounding the terminal
- The port facilities/terminals
- The ships
- Guests
- Facilities employees
Show

- Appearance and appeal of the facility/terminal
- Cleanliness
- Maintenance
- Teams working within the facility/terminal
Courtesy

- Port workforce
- Longshoremen
- Porters
- Security guards
- Taxi/bus drivers
- Check-in staff
Efficiency

• Can be designed into new terminals
• Can be designed into refurbished terminals
• Guest flows
• Vehicular flows, buses, taxis
• Luggage operations
• Processes for moving people, luggage and stores
Thank You