Cruise Terminal Operations
Guest Services
Driving Guest Satisfaction

Agility – Different Ship’s different operational needs
CLCP – 4 different ships over 3 brands, same terminal.

Steady Flows – Eliminate static lines
MCTA – “Turnpike Extension”

Intuitive Wayfinding – Let the guest decide and feel accomplished
A little signage goes a long way.
Ground Transportation

Spread it Out
CLCP – Taxi Lot; MCTA – Taxi dispatch

App Rides and Pre-Booked Transportation
Know before you go.

Outside the box
CLCP - Ferry shuttles
Technology

Biometric
Facial Recognition.

Wireless
Infrastructure and sustainable connectivity.

Data Collection and Metrics
Ability to track and analyze
Ship Evolution

Congestion, not just at the berth
Ship can dock but can you fit the luggage?
Curbside, responsibility outside the terminal

Collaboration
Make the informed decision.

Talent
Labor fulfillment

Supply Chain
New demands, i.e. LNG
Challenge of Today’s Terminal Operation:

Create an operation with a core not in operations, but a core in guest experience that is operational.
Thank You!

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