

## 6. Directories/Handbook

### Category 3

## ***Port Everglades 2017 Cruise Guide***

<http://www.porteverglades.net/> and click “2017 Cruise Guide” icon on homepage  
or

<http://en.calameo.com/read/004673538c598127b6702>



### **Summary:**

The *Port Everglades Cruise Guide* is a high-quality marketing tool that is published annually in October to promote cruising from Port Everglades. The *Cruise Guide* includes a comprehensive list of all scheduled sailings for the upcoming cruise season for the 11 cruise lines and one ferry service operating at Port Everglades. Readers will also find photos, descriptions and port rotations of each ship sailing, along with other practical information such as transportation, tipping, parking fees and security regulations.

### **1. What are the Specific Communications Challenges or Opportunities?**

Port Everglades is consistently ranked among the top three cruise ports in the world, welcoming nearly 4 million cruise passengers annually. Maintaining our position in the cruise market is essential to the Port's overall success.

While the *Cruise Guide* is an extremely popular publication, the ongoing challenge is to keep

readers engaged with new information and features to make selecting a cruise easier for both travel agents and prospective cruise guests.

## 2. How the *Cruise Guide* Complement the Port's Overall Mission?

Port Everglades Mission Statement:

*As a premier gateway and powerhouse for international trade, travel and investment, Broward County's Port Everglades leverages its world-class South Florida facilities and innovative leadership to drive the region's economic vitality and provide unparalleled levels of service, safety, environmental stewardship and community engagement.*

Important initiatives included in the Port Everglades Mission Statement are leveraging its world-class facilities and providing unparalleled levels of service in safety and community engagement. The *Cruise Guide* provides a general overview of what a cruise guest needs to know when cruising at Port Everglades.

The guide highlights the Port's nine modern, guest-friendly cruise terminals and ample parking garages and lots. Other important information included in the *Cruise Guide* addresses security and immigrations processes, and how guests can explore Broward County's beaches, Everglades and diverse culture with a pre- and/or post-cruise stay.

## 3. What Were the Communications Planning and Programming Components Used?

Objectives

- Produce a comprehensive, user-friendly, Port Everglades-focused *Cruise Guide* that provides users with the tools they need to plan a cruise, everything from choosing a cruise to how to travel to Port Everglades to clearing U.S. Customs when they return. (print and online)
- Add new features to keep readers engaged (print and online)
- Find a way for users to easily contact advertisers for additional information (online)
- Increase readership and awareness
- Increase traffic volume to advertisers

Audiences (in order of importance):

1. Travel agents and cruising public – primary users
2. Tourism related business – Industries that provide services to cruise guests including hotels, restaurants, attractions, transportation companies, retail stores, entertainment venues

## 4. What Actions Were Taken and What Communications Outputs Were Employed in the *Cruise Guide*?

### Strategies

Corporate Communications staff worked with our Port Cruise Services Managers and other Business Development staff to review previous guides and identify new information and features to include in the 2017 issue that would keep users engaged and make the guide more user-friendly.

### Outcome

- Reorganized editorial copy into new sections: Welcome Message, Getting Here, Once You've Arrived, What's New/FAQs and Pre- and Post-Cruise Stay.
- Created a page that highlights the Port's nine cruise terminals. Information included the terminal's address, services available such as free Wi-Fi and vending machines, best parking location and a description of the public art installation located in each terminal.
- Expanded the FAQ page to include "What's New" for the upcoming cruise season. The 2017 issue emphasized the use of technology to enhance the cruise guest experience and expedite the U.S. Customs and Border Protection re-entry process at Port Everglades, including Mobile Passport, Automated Passport Control and Global Entry.
- Developed symbols to help users quickly identify the type of cruise offered. Before, users would need to read the cruise description to find out if the cruise was a round trip, one-way or around-the-world cruise. A legend was designed and placed at the beginning of the "Cruise Sailings" section.
- Strategized with the *Cruise Guide*'s publisher, Clements Publishing, to develop a way for users to easily access advertisers for additional information. Advertisements in the online version of the *Cruise Guide* were made interactive and link directly to the advertiser's website or social media. The links open in a new window so users don't leave the Cruise Guide's site.

No changes in staffing or our publishing timeline were made in order to implement these changes.

## 5. What Were the Communications Outcomes from the *Cruise Guide* and What Evaluation Methods Were Used to Assess Them?

Annually, Port Everglades prints 5,000 copies of the *Cruise Guide*, and usually has several boxes left over when the new guide comes out in October. Requests for the *2017 Cruise Guide* increased greatly over the previous year, so much so that our inventory was depleted by May 1, 2017.

Online total page views increased by nearly 270,000 from 1,625,221 views in 2016 to 1.9 million in 2017. The *2017 Cruise Guide* online tracking does not end until September 30. Average reading time also increased with time spent per visit increasing from 7 minutes 37 seconds in 2016 to 31 minutes and 36 seconds in 2017. (See attachment)

Feedback from advertisers was extremely positive. Please read the comments below.

*“The Port Everglades Cruise Guide has reached many of our pre & post hotel guests and has assisted us in increasing our year round cruise segmentation here at Embassy Suites by Hilton Fort Lauderdale.*

*As we’re only four blocks from the entrance into Port Everglades, most of our cruise clients have mentioned that they’ve not only used the guide book, but have also utilized the guide on PortEverglades.net.*

*Having the guide here at the hotel has also helped us with planning for the cruise season and its shoulder dates. It is an excellent resource for all!”*

*Donald Reilly  
Sales Manager, Pre & Post Cruises  
Embassy Suites by Hilton, Fort Lauderdale.*

*“Park 'N Go has been in business for over 30 years and we have worked with many advertising/ information companies along the way. The Port Everglades Cruise Guide has been one of the friendliest and easiest to work with.*

*When you advertise with the Port Everglades Cruise Guide there are no surprises, you get what you are promised. They always produce a professional and beautiful product. We have been happy to advertise with them for many years now.”*

*Becky Fairchild  
Park 'N Go, Fort Lauderdale*

*“Everglades Holiday Park is happy to be in the Port Everglades Cruise Guide because it allows our Airboat Tour & Gator Show operation the opportunity to be in front of pre and post cruising consumers. The Cruise Guide is available in both print and online versions which ensures maximum exposure for our park. Our ads are viewed by millions of travelers looking for fun things to do while they are planning their cruises throughout the year and we couldn’t be happier with our partnership.”*

*Clint M Bridges  
Everglades Holiday Park*