

# 2011 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |  |  |
|--|--|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____                              |
| 2. Advertisements – Single _____             | 9. Periodicals _____                                   |
| 3. Advertisements – Series _____             | 10. Promotional/Advocacy Material _____                |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____                       |
| 5. Audio-Only Presentations _____            | 12. Special Events <input checked="" type="checkbox"/> |
| 6. Directories/Handbooks _____               | 13. Videos _____                                       |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____                    |
|  | 15. Websites _____                                     |

CATEGORY 1

CATEGORY 2

Entry Title The Launch of Cruiseport Boston's Hip New Makeover  
Port Name Massachusetts Port Authority (massport)  
Port Address One Harborside Drive Suite 200S, East Boston, MA 02128  
Contact Name/Title Lisa Langone / media relations manager  
Telephone (617) 568-3158 Email Address llangone@massport.com

Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name Massachusetts Port Authority (massport)

Being as precise as possible, please attach a separate entry statement, in English, that:

• **Defines the Communications Challenge or Opportunity**

- Situation Analysis (assess major internal and external factors)
- Problem Statement (briefly describe in specific & measurable terms)

• **Summarizes Planning and Programming**

- Goals (summarize desired outcome or end result)
- Target Publics (be specific; list primary and secondary audiences if appropriate)
- Objectives (identify specific and measurable milestones needed to reach goal)

• **Identifies Actions Taken and Communication Outputs**

- Strategies (identify media choices, etc., that require tactics to complete)
- Tactics (specify actions used to carry out strategies)
- Implementation Plan (include timelines, staffing and budget)

• **Summarizes Evaluation Methods and Communications Outcomes**

- Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
- Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)

**AWARD OF EXCELLENCE**

## 2011 AAPA Communications Awards

### Miscellaneous Category

**Submission Title:** The Launch of Cruiseport Boston's Hip New Makeover

**Submitted by:** The Massachusetts Port Authority (Massport)

#### **Situation Analysis:**

Opened in 1986, Cruiseport Boston's Black Falcon Cruise Terminal was originally designed to accommodate a single 1,500 passenger (turnaround) ship. That year, just 13 cruise ships visited bringing a total of 11,723 passengers. Since, Boston's cruise business has exploded, and now boasts more than 100 ship visits annually, and more than 300,000 passengers. In the last 10 years alone, total passenger numbers have grown by 51 percent.

To keep pace with this burgeoning growth and the larger and larger ships coming on line, much-needed renovations had to be made to position Cruiseport Boston for future growth and enhance the customer experience. Massport spent \$11 million to transform the Black Falcon Cruise Terminal, from a vintage World War I military warehouse, into a 21<sup>st</sup> century point of departure for ocean-going vacationers. The upgrades created 40% additional space within the existing Black Falcon Cruise Terminal.

Previously passengers leaving on a cruise would have to wait outside the terminal until it was cleared of those getting off the ship. Now, after checking baggage at ground level, they can directly proceed via elevator or new escalator to the new third floor screening, ticketing and waiting areas. This new space comprises 33% more check-in counters and a 500% increase in seating. It also adds four new public restrooms and a companion changing room. Those passengers returning from a cruise, or arriving on a port of call day-visit will now exit their ship on the second floor, and use a new inclined moving walkway or elevator to bring them to the first floor which houses a new baggage claim area.

With larger ships bringing more visitors every year, and with more vacationers choosing to cruise out of Boston, Massport had to make this investment. Cruising is a growth industry in Massachusetts and its economic impact extends far beyond the waterfront. You can only make one first impression, and our cruise terminal is the front door for a world-class port city.

Renovations were completed in the last month of the 2010 cruise season creating an earlier-than-expected launch date.

#### **Statement of Goals/Objectives:**

The 2010 cruise season was coming to a close, and our goal was to launch Cruiseport Boston's hip new makeover with as much fanfare as possible within a small window of time.

#### **Target Audiences:**

- Media
- Travel agents
- Elected officials
- City of Boston officials
- The local port industry (including agents, pilots, Customs and Border Protection, Coast Guard and ILA heads)
- Neighboring businesses of Cruiseport Boston
- Seaport District businesses

**Program Strategies and Tactics:**

Initially the terminal renovations were going to be unveiled at the start of the 2011 cruise season, however with the early completion of construction the launch date was moved up. The earlier date, created a few hurdles, but it was best to get our news out sooner rather than later. Some of the challenges we faced included:

- Reduced event planning time
- Limited to no weekdays left with embarking cruises (Ideally we wanted to have cruise passengers in the background).
- Friday-only embarking cruises
- Speaker schedules

With the challenges, we also welcomed some opportunities. On Friday October 8, 2010 the *Norwegian Dawn* was making a port of call. This particular ship would begin sailing the Boston-Bermuda cruises in 2011 so it was an opportunity to highlight that. It also presented the opportunity to invite the ship's Captain to attend.

Also that same day Norwegian was hosting a travel agent event on the *Norwegian Dawn* with a few hundred travel agents scheduled to attend. Having the launch event on this date would give us the opportunity to reach this major target audience.

Ultimately we chose that date, sent out the invites, created press materials along with a CD-ROM press kit (which also included before and after images of the terminal), wrote event briefs for speakers, and spiffed up the terminal in preparation for a crowd. In particular for the press release, we reached out to all of our homeported cruise lines for a CEO quote. This was important for us to show their support of our efforts that ultimately benefit their overall guests' experience.

**Results Documentation:**

The event was well-attended by several media outlets and more than 200 people from all of our target audiences combined. Speakers included: Massport's CEO, Massachusetts' Secretary of Transportation, the district's congressman and also its state senator. Our very special guests were Captain Paul von Knorring and Hotel Director Hugo Vansomael of the *Norwegian Dawn*. Their presence along with the ship created a stunning backdrop.

**Coverage included:**

*Local television stations which included New England Cable News (NECN); WBZ-TV (CBS affiliate); and FOX 25 (Fox affiliate) ran snippets of the launch that did not have a presence on their websites.*

*Patriot Ledger*-“Massport wraps up \$11 million renovation at cruise terminal”-10/8/10

*Cruise Industry News*-“Cruiseport Boston makes a splash with upgraded terminal”-10/9/10

*Boston Herald*-“Cruiseport terminal christened”-10/9/10

*Travel Pulse*-“Cruiseport opens upgraded, expanded terminal”-10/10/10

*Travel Weekly*-“Boston port renovates to facilitate growing cruise market”-10/11/10

*Cruiseport Boston Facebook Page*-Photo of top brass attending event-10/13/10

*Norwegian Cruise Line's Facebook Page*- Photo of top brass attending event-10/15/10

*Boston Examiner*-“Massachusetts Port Authority launches a new Cruiseport Boston”

Leisure Group Travel-“\$11 Million Project Creates New Amenities, Check-in and Baggage Claim Space”-October 2010

*Boston Business Journal*-“Business View: A high-water mark” 1/14/11