

AAPA 2007 Communications Awards

7. DIRECTORIES/HANDBOOKS

Category: 1
Type of Entry: Cruise Ship Schedule
Entry Title: Port of San Diego 2007/2008 Cruise Ship Schedule
Port Name: Port of San Diego

1) **Was this entry produced in-house?** **by an agency?** **or a combination?**

2) **To what audience was this entry directed?**

Target audiences for the cruise ship schedule include travel agents and consumers who are interested in taking cruises that depart directly from the Port of San Diego. The piece is also included on the Port's Web Site as a downloadable PDF to provide information to potential cruise vacationers and their travel consultants.

3) **What was the goal of objective of producing this entry and what were the key messages this entry intended to communicate to its target audience(s)?**

The Port of San Diego Cruise Ship Schedule provides an easy to access and comprehensive list of scheduled cruises to promote all round-trip and one-way cruise vacations to and from San Diego. The brochure highlights the convenience of cruising from San Diego by reminding readers that San Diego International Airport is just minutes from the Port of San Diego's Cruise Ship Terminal. It also reminds cruise agents and potential cruise passengers that the cruise ship terminal is within immediate proximity of more than 6,750 downtown waterfront hotel rooms as well as restaurants, shops, attractions and rail transportation.

4) **What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry?**

The total cost to the Port to produce the schedule was \$ 25,815.00

Research	\$ Included in creative
Creative	\$ 3,384.00
Production	\$ 14,176.00
Distribution	\$ 8,255.00
Evaluation	\$ N/A

a) *How many printed copies or data disks (e.g., CDs) were distributed, if any?* 25,000

b) *If created for the Web, how did you assess readership or "visits"?* N/A

c) *To what extent did advertising play in paying the costs of producing this entry?* N/A

5) **How did you evaluate the success of this entry and what were the results?**

This success of this brochure is measured by its distribution. The Port mails a schedule to more than 17,000 cruise agents throughout the country and distributes the schedules at 12 different travel trade shows at booths jointly sponsored by the Port and the San Diego Convention & Visitor's bureau. In fiscal year 2006 the number of cruise passengers for San Diego increased to 624,579 from 517,529 for the previous fiscal year.