



Alliance of the Ports of Canada, the Caribbean,
Latin America and the United States

CRUISE SEMINAR

FEBRUARY 18-20, 2009

MAZATLAN, MEXICO

Trends in Cruising

New Orleans' Response



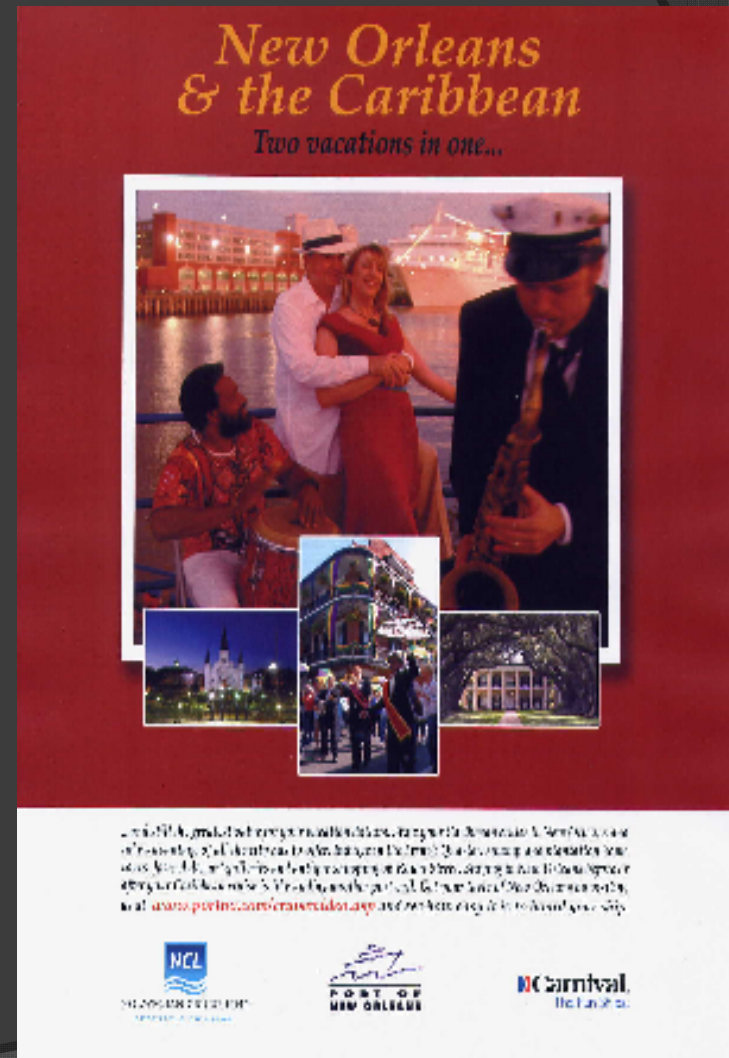
TRENDS IN CRUISING

- Following the Baby Boomers
- Moved ships overseas
- Reacting to the World markets and prices – fuel, airlift, value of dollar
- Moving back to Western Hemisphere
- Shorter Cruises
- Going to the Passenger



Capitalize on the Changing Trend

- ❑ Create the Demand for your Port
- ❑ Advertise direct to the Passenger
- ❑ Travel Associations
- ❑ Trade Shows
- ❑ Local tourism boards
- ❑ CLIA





New Orleans Renaissance

In New Orleans, every day is a celebration. Our unique culture, cuisine and music offer the perfect prelude or conclusion to a cruise to the Western Caribbean.

Not even Hurricane Katrina could erase our competitive edge. The French Quarter, the Garden District, the Arts District, swamp tours and plantation homes still have the same allure for cruise passengers.

By 2008, New Orleans will have three full-service cruise terminals. Our new terminal and parking facility will be completed before the end of 2006, and another terminal is on the drawing boards.

Come experience the factors that continue to make New Orleans a great destination, including:

- 10 million visitors each year
- 47 million people within a day's drive
- International airport 17 miles away
- 80,000 hotel rooms within a short walk
- Full service ship support and services



PASSENGER AWARENESS

- **Direct advertising to the sailing public through brochures distributed to travel agents within the eight state area**
- **Production of cruise video to highlight tourism of New Orleans, a life in the day of a cruise passenger and destination ports**
- **Partnering with the cruise lines to create specific advertising for its product**
- **Distribution of product to 25,000 cruise travel agents through CLIA – Cruise Lines International Association – the travel agency arm of the cruise industry**
- **Partnering with the N.O. Convention & Tourism Bureau, the State Department of Tourism (Lt. Gov. office), and the N.O. Marketing Corp. (City of New Orleans) to produce videos and assist in distribution**
- **Partnering with western Caribbean islands that are on the itineraries of the ships home ported in N.O. to create comprehensive marketing tool for the cruise product out of New Orleans**



New Orleans Passenger Market

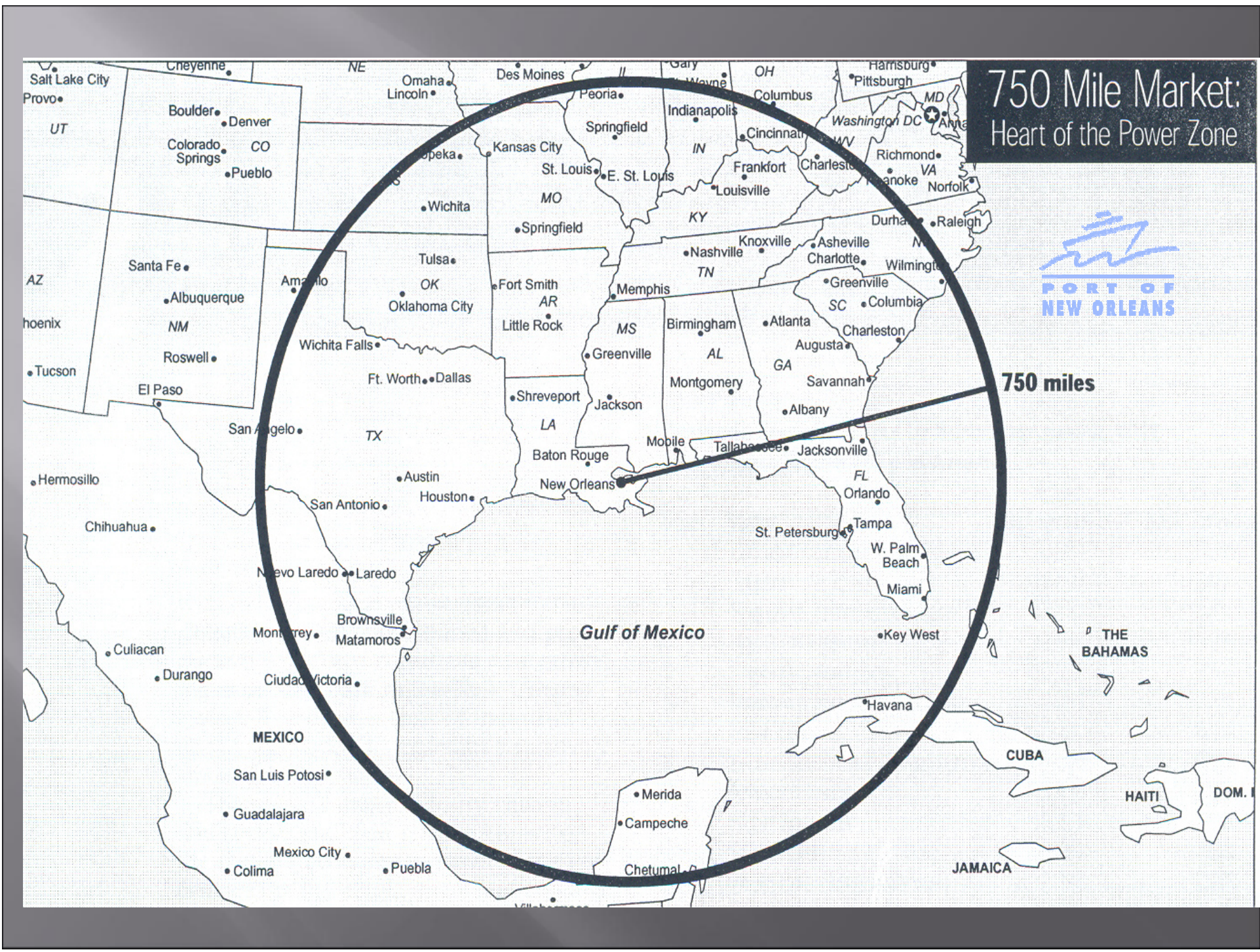
- Over 100 million potential passengers within a 750 mile radius of New Orleans - about 34% of the Nation's population
- Approximately 47 million of that number are within an 8 hour drive of New Orleans
- Easy road access to New Orleans via five interstates I-10, I-12, I-49, I-55 and I-59
- Airline access adequate - 125 flights per day to 33 cities offering 15,959 seats - and growing

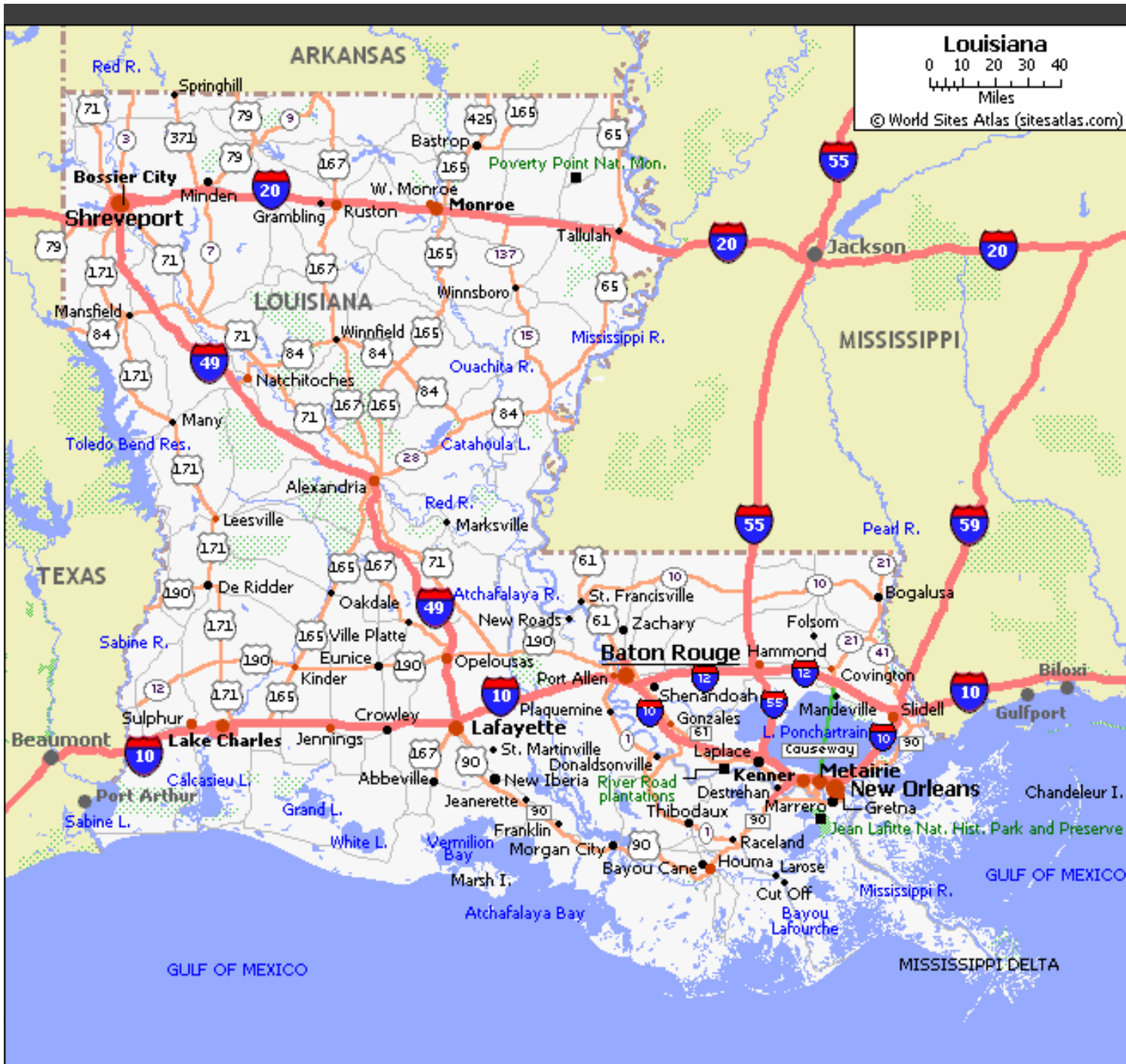


750 Mile Market: Heart of the Power Zone



750 miles





Interstate Highway Access



Getting There is Half the Fun



76% of all embarking cruise passengers visited New Orleans

88% of these made an overnight stay at an area hotel and stayed an average of 1.75 nights

Cruise passengers generate over 230,000 room nights per year at New Orleans area hotels and generate \$25,350,000 in Hotel Revenue Annually (2004)

This is approximately 14% OF CONVENTION CENTER IMPACT



AND ITS YEAR ROUND

Not Your Average Cruise Port

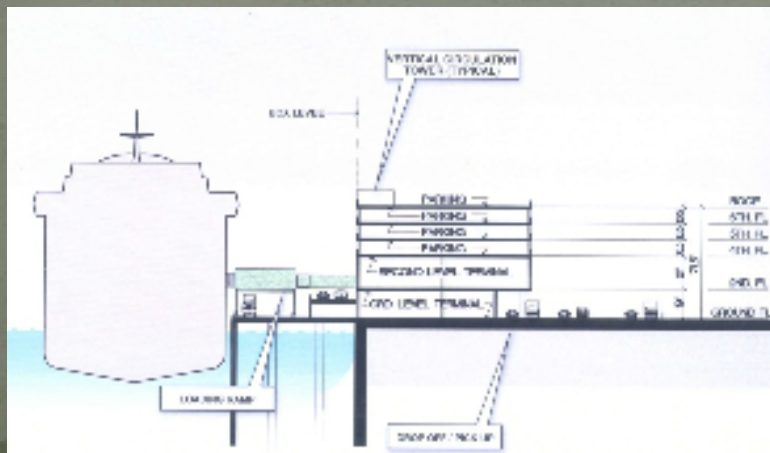



**PORT OF
NEW ORLEANS**

New Orleans Cruise Terminal Locations



NEW ERATO TERMINAL/GARAGE COMPLEX




PORT OF
NEW ORLEANS

Julia Street Cruise Terminal



St. Louis Cathedral and Jackson Square



Cabildo Government House French Quarter



Oak Alley Plantation

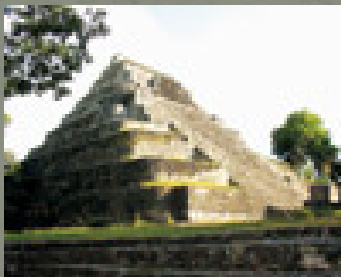


Nature's Bounty



The Gulf Cruise Experience

- Currently:
- Western Caribbean and Mexico



- Need to Expand to:
- Vera Cruz & Tampico
- Southeast Caribbean & Panama Canal – 10 Day Cruises
- Eastern Caribbean & Bahamas
- CUBA



Western Caribbean Ports of Call Available to New Orleans as a Home Port (Seven Day Itinerary)





- NEW ORLEANS.....
- Where your passengers want to be



People line up to cruise from
a port city that's got it all!

