



AAPA – February 9, 2011



RESOURCES • STRATEGIZE • STREAMLINE  
WITH AN EYE ON INCREASING REVENUE

Presented by: Roger Blum

- ✓ Selected Home Ports and Ports of Call
- ✓ Negotiated berthing, terminal and incentive agreements
  - ✓ Worked with all key elements in port/community
- ✓ Organized shoreside activities/services for passengers and crew

# Cruise Lines Expect

- ✓ A financial package that makes economic sense
  - ✓ To go where they are wanted/welcome
  - ✓ Stability in their agreements
  - ✓ All parties to work together
- ✓ A port experience that enhances the cruise experience
  - ✓ A real commitment from the Port and community

# Commitment

- ✓ Like a marriage, you have to be ready to commit
- ✓ Unlike a marriage, the entire community should also commit
  - ✓ Can you get the community to commit, both socially and economically
- ✓ Neither side likes surprises or disappointments

# Positives of Cruise Ships

- ✓ They're SEXY
- ✓ Community pride
- ✓ Add revenue to the Port
- ✓ Utilize open berth space
- ✓ Positive economic impact to the local community
- ✓ The multiplier effect of the economic impact



# Negatives of Cruise Ships

- ✓ Large financial commitment
  - ✓ Overbuilding
  - ✓ Field of Dreams syndrome
- ✓ Some in community might object
  - ✓ Traffic/Crowds
  - ✓ Environmental concerns
  - ✓ Displace other port users

# Community Support

- ✓ Get everyone on the same page.
- ✓ Get support not only from the port community, but also tourism, chambers of commerce, press, attractions, etc.....
- ✓ Make passengers and crew as welcome in your port/community as if they were visitors to your home
- ✓ Help the community understand the economic impact of the call – not just the direct impact, but also the multiplier effect
  - ✓ Ensure that access to and from the vessel reflects the high standards that they have been experiencing during their cruise

# Economic Support

- ✓ Total costs must be competitive
  - ✓ Not just port fees – ALL costs
- ✓ Get commitment from all elements – port, pilots, stevedores, tugs, transportation companies, attractions, suppliers, etc. – that they will also commit to keep their costs competitive
- ✓ Offer financial incentives with the private sector's involvement



# Differentiate

- ✓ Make the experience at your destination different (better) than any other destination
  - ✓ What makes you special?
  - ✓ Experience must be authentic
- ✓ Presentation to the lines should not only be the amount of your head tax, length of your pier and size of your terminal
- ✓ Make a unified proposal showing all aspects and costs of the cruise experience

# Relationships

- ✓ Cruise Lines must know who to deal with
  - ✓ Communication must be fast
  - ✓ Communication must be accurate
  - ✓ Destination should be proactive in communicating with lines
  - ✓ No news is not always good news



Thank You!

GOOD LUCK!

