

Extended Stay:

Maximizing Passengers' Added Value in Home Port Cities

Presented to the AAPA Cruise Seminar
Fort Lauderdale, FL
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Homeport communities are also destinations

- As savvy passengers get more experienced in traveling to board a specific cruise, so are home port communities becoming destinations unto themselves.



Homeport cities offer substantial rewards

- Shopping extravaganza including a gift card
- Leave your car in covered parking garage
- Free transfers from your hotel, to and from port
- Free tickets to ice hockey
- Free tickets to local attractions, cruise and play
- 30 free minutes rental of bicycle, for cruisers
- \$25 off bass fishing trip, next cruise
- \$10 discount safari eco-tour, pre or post cruise
- \$10 credit for massage for cruise passengers



So how do we implement?

- Coordinated marketing outreach from cruise lines, hotel associations, visitor bureaus, major attractions
- Travel trade events, tailored and targeted articles, social media and most important of all – word of mouth
- Excellent project for AAPA Cruise Committee

Let's meet our test market cruisers!

- Jackie and Ron Baer -
Margate, NJ / Hallandale, FL
✓“Likes Dice”
- Faye Goldfarb –
Toronto, Ont / Hallandale, FL
✓“Likes Movies”
- Rina and Al Friedman -
Chicago, IL / Hallandale, FL
✓“Likes Jewelry”



Time and Resources; They average 5 to 7 cruises each year

- 14 day, 7 day, 5 day
- Port Everglades, PortMiami, POLA, Cape Liberty, NJ
- Celebrity, Princess, Carnival, MSC, Norwegian, Royal Caribbean



Here's what we learned from our research:

- We will take a cruise from new and different ports
- We will go at least two days early to experience the homeport city
- We like everything arranged for us
- We take advantage of “specials”, even if they come up on short notice



Here's what our test market cruisers recommend:

- Homeport cities hotels should reach out to us
- Cruise lines should "cross market" to us for new sailings from new and different homeports
- Branding works on-ship AND on-land
- We are looking to do multigenerational family cruises

