

Cruise Industry Issues and the Cruise Line – Port Partnership

AAPA Cruise Workshop
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Port Issues

Economic Development

- Providing facilities and services to meet customer and community needs
- Environmental protection
- Safety and Security
- Market growth
- Financial Return

Cruise Line Issues

Maximizing financial return

- Creating compelling value and experience for passengers
- Providing a safe and secure vacation product
- Protecting the environment
- Delivering new products to grow the market

How do we work better together?

Providing facilities and services to meet customer and community needs

- Involve cruise lines early and often in the planning
- Keep it simple
- Get Government Regulatory Agencies on board early
- Educate and advocate to key community stakeholders

Environment

- Get informed about cruise line technological advances and BMPs
- Educate and advocate for cruise industry broadly
- Assess:
 - local environmental regulatory policies and enforcement
 - The political situation and community/business climate
 - Discharge capabilities – all waste streams
 - Shore Power capabilities – city grid and shore side

Environment (cont.)

- Port environmental plan should:
 - Incorporate ICCL standards
 - Be based on assessment of capabilities
 - avoid unnecessary duplication of regulatory jurisdiction
- Are you ready for the worse case scenario?
 - Limited political or regulatory acknowledgement of cruise industry environmental focus
 - Legislation directing how ports and cruise lines operate without regard for cost-benefit or logic

Safety and Security

- FSP and VSP should complement each other
 - Understand impacts when things go wrong
 - Keep customer service in mind
- CBP and Coast Guard relationships are key
 - Involvement in planning as early as possible and regular updates and communication
 - Continue to strive for more consistency
 - Push to get increased manning if needed

Market Growth

- Cruising is a vacation product within the tourism industry
 - Understand tourism dynamics
 - Cruise vs. land based products
 - Consumers and travel agents spread the word and drive demand
 - Partner with CVB and cruise lines so that new products are marketed and potential product successes come to fruition

Threats to Cruise line profitability and Port economic development

- Targeted Taxes
- Unjustified or non-science based environmental regulations
- Congestion caused by inadequate facilities, embark or debark processes, and/or or transportation access plans
- Security or environmental mishaps
- Maintaining value of cruising to the cruise line passenger

Opportunities for Growth

- Aligning port efforts with CLIA, FCCA, NWCA, AAPA and other port/industry orgs
- Industry strength in working collaboratively to change negative perception
 - CVBs, Chambers, business and local government
- Spread positive stories:
 - Economic Impact
 - Environmental advances
 - Safety and Security Record
 - The value of cruising to vacation consumers over land based vacations and strength of demographic outlook