

**AAPA 2019 Communications Awards**  
**Port of New Orleans**  
**Port NOLA Cruise Brochure – Promotional/Advocacy Materials**

**Summary:**

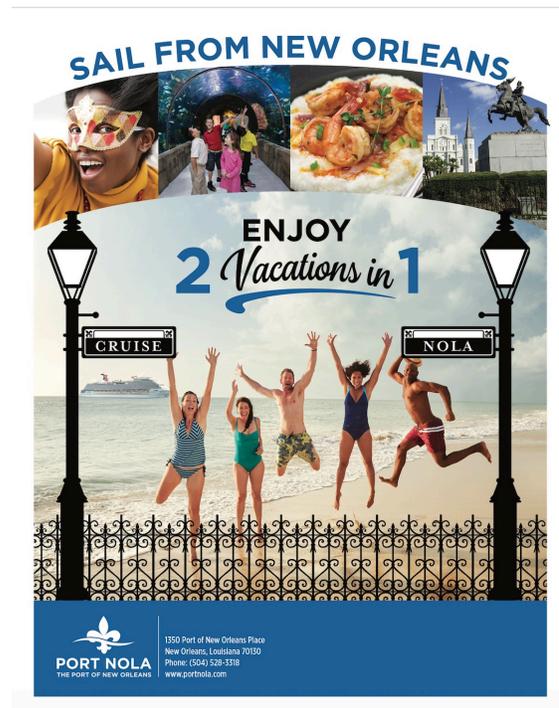
A four-page full color brochure promoting Port of New Orleans as an in-demand homeport that offers cruise passengers convenience, hospitality and two vacations in one when they launch their cruise experience from New Orleans, one of America's most unique cities.

**1. What are/were the entry's specific communications challenges or opportunities?**

Our old cruise brochure tried too hard and lost focus. It was wordy, used too many photos and too many colors, all distracting from our core message and our Port NOLA brand standards. More importantly, it didn't match our purposeful, dynamic new direction as a Port.

**2. How does the communication used in this entry complement the organization's overall mission?**

Port of New Orleans' mission is: To drive regional economic prosperity by maximizing the flow of international trade and commerce as a modern gateway and an in-demand cruise port.



As demand for cruises from Port NOLA increases, our cruise line partners will continue to deploy newer and larger ships to New Orleans, and new cruise lines will be attracted to New Orleans. The Port NOLA cruise industry contributes to the regional tourism and hospitality sector. More cruise business means more jobs and revenues for Louisiana families and businesses.

**3. What were the communications planning and programming components used for this entry?**

**Goals:**

To create a new cruise brochure that promotes the Port of New Orleans as an in-demand cruise homeport that offers cruise passengers convenience, hospitality and two vacations in one when they launch their cruise experience from New Orleans, one of America's most unique cities.

**Objectives:**

- We wanted the new brochure to reflect both the historic New Orleans charm and Port NOLA's modern and dynamic new direction.
- We wanted a collateral piece that could be emailed or distributed as hard copies at events that would be effective for all our cruise audiences. It also had to align and complement our modern branding and match the new cruise exhibition booth.
- It had to sell New Orleans as a destination in itself.
- It had to promote Port NOLA's convenient location and proximity to the city's attractions and amenities.
- It had to list all our itineraries in a clear, concise and useful format.

**Primary audiences:** Cruise industry decision-makers, travel agents, influencers, media and last but not least passengers

**Secondary:** Media, the community

#### **4. What actions were taken and what communication outputs were employed in this entry?**

- The cover literally captures two vacations in one with iconic images of New Orleans and one larger photo of friends enjoying the beach in front of a cruise ship in the Caribbean.
- Page two is dedicated to inviting the reader to imagine unique New Orleans experiences such as strolling through the French Quarter, savoring beignets and riding a street car past Victorian mansions.
- Page three is dedicated to highlighting the convenience of sailing from Port NOLA: Southern hospitality, proximity to attractions and amenities, getting to and from the Port and onsite parking.
- Page four is a comprehensive yet concise list of itineraries and the cruise lines that sail from New Orleans.

Two core Communications staffers planned and executed the brochure with the design services of our designer contractor.

We sourced our own Port NOLA stock imagery as well as iStock images to compile the images that represented New Orleans as a family friendly, diverse, unique and worldly destination in itself. We also incorporated powerful stock images from our cruise line partners. It was designed to be printed in house as needed.

This brochure was inspired by the design of the new cruise exhibition booth and it was written, designed and printed within three weeks, just in time to be unveiled for the Seatrade Global International trade show in Miami.

#### **5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

There was overwhelmingly positive anecdotal feedback from Port staff and Seatrade attendees about the new cruise marketing collateral. It was conveyed to us that the new brochure highlighted “2 Vacations in 1” marketing message in a compelling yet clean and modern way.

The new brochure meets our goals, delivers a cohesive and exciting marketing message and transports attendees to this great city, increasing brand awareness for the Port of New Orleans. Seatrade Cruise Global is the largest cruise industry gathering in the world. The 2019 event was the largest in its 35-year history. Over 13,000 professionals came together to innovate, uncover new trends and secure profitable partnerships.

The brochure is being reprinted for continued use and we will continue to use the imagery and verbiage from this brochure in other cruise talking points.

See images of pages 2-4 below:

**Launch the cruise of your dreams from the Port of New Orleans and let the good times roll before and after you set sail!**

Many passengers sailing from Port NOLA enjoy 2 vacations in 1 by staying in New Orleans before or after their cruise. So couple your cruise vacation with the charm and excitement of this vibrant American city!



✓ Stroll through storied French Quarter streets where jazz and creole gumbo were born.

✓ Savor café au lait and sugar-topped beignets at Café du Monde.

✓ Take a leisurely ride on a streetcar past majestic Victorian mansions.

...And many more one-of-a-kind experiences for the whole family!

 Audubon Zoo & Aquarium of the Americas	 Louisiana Children's Museum	 National World War II Museum	 Legendary Restaurants and Creole Cuisine
 Antebellum Architecture	 World-Class Shopping & Art	 Steamboat Excursions	 Swamp Tours

**Unmatched Convenience. Big Easy Hospitality.**

Our two modern cruise terminals are perfectly situated in the heart of the city just steps away from world-famous accommodations, landmarks and attractions. You can enjoy convenient parking at Port NOLA's cruise terminals, and our seacaps will even meet you when you arrive.



**ERATO STREET CRUISE TERMINAL**

Carnival Cruise Line and Disney Cruise Line

1100 Port of New Orleans Place  
New Orleans, LA 70130

- 1,000+ covered, secured parking spaces with seacap luggage assistance and an elevator that will take you directly from the garage to the embarkation deck.
- Centrally located in New Orleans on the riverfront streetcar line, 5 minutes from the French Quarter and only minutes from I-10 access.

**JULIA STREET CRUISE TERMINAL**

Norwegian Cruise Line and Royal Caribbean International

920 Port of New Orleans Place  
New Orleans, LA 70130

- Designated Port parking adjacent to the terminal with seacap luggage assistance.
- Located between the Erato Street Cruise Terminal Complex and the Riverwalk Outlet Collection.
- Centrally located in New Orleans on the riverfront streetcar line, 5 minutes from the French Quarter and only minutes from I-10 access.



**Getting to Port NOLA:**



Visitors flying to New Orleans will experience a new 35-gate replacement terminal at Louis Armstrong New Orleans International Airport beginning May 2019, offering 15 airlines and 53 nonstop destinations.

Travelers can also reach New Orleans via Amtrak on daily trains that arrive from around the U.S. and by car on the six major interstates that connect to the Crescent City from across the nation.

**There's a Perfect Cruise For You From Port NOLA!**

Carnival and Norwegian sail weekly from Port NOLA to destinations in the Eastern and Western Caribbean and Bahamas. Disney Cruise Line sails six cruises in 2020 from New Orleans, including Western Caribbean itineraries, a Bahamian cruise, and a special Panama Canal voyage. Royal Caribbean

International returns with the Enchantment of the Seas in 2020 as well.

Our riverboat lines, American Queen Steamboat Company and American Cruise Lines, bring a unique opportunity to sail on the Mississippi River with four Victorian-style stern-wheelers and a modern riverboat.

CRUISE LINES	HOMEPORTEED VESSEL	CAPACITY	PROGRAM	SCHEDULE	CRUISE ITINERARIES
<b>CARIBBEAN CRUISES</b>					
	Glory	3,756 Passengers	7-night cruises	Year Round; Every Sunday	1. Montego Bay, Grand Cayman, Cozumel 2. Roatan, Belize City, Cozumel 3. Key West, Freeport, Nassau
	Valor	2,974 Passengers	4 & 5-night cruises	Year Round; Every other Monday, Saturday & Thursday	4-night: Cozumel 5-night: Cozumel & Progreso
	Getaway	3,963 Passengers	7-night cruises	November-April; Every Sunday	Costa Mays, Cozumel, Roatan and Belize City
	Enchantment of the Seas (Beginning November 2020)	2,446 Passengers	7-night cruises	November-April; Every Saturday	1. Cozumel, Costa Maya, Grand Cayman & Trujillo 2. CocoCay, Nassau & Key West
	Wonder	2,700 Passengers	4, 6, & 7-night cruises	February 7 to March 6	Western Caribbean, Bahamas, Panama Canal
<b>RIVER CRUISES</b>					
	Queen of the Mississippi	150 Passengers	7-night cruises	Year Round	New Orleans-Memphis (Roundtrip & One-Way)
	America	185 Passengers	7 to 21-night cruises	April-December	New Orleans-Memphis (Roundtrip & One-Way)
	American Queen	436 Passengers	5, 6, & 7-night cruises	Year Round	New Orleans-Memphis (Roundtrip)
	American Duchess	166 Passengers	7-night cruises	June-July, September-January	New Orleans-Memphis (One-Way)
	American Harmony	150 Passengers	7-night cruises	Year Round	New Orleans-Memphis (Roundtrip & One-Way)

1500 Port of New Orleans Place  
New Orleans, Louisiana 70130

[portnola.com](http://portnola.com)