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 reputation for hosting and unity offer the perfect prelude or conclusion to a cruise to the Western Caribbean.

Not even Hurricane Katrina could shake 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.

Cruise 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
- 30,000 hotel rooms within a short walk
- Full access to shore excursions 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
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 ERATO TERMINAL/GARAGE COMPLEX
Julia Street Cruise Terminal
St. Louis Cathedral and Jackson Square
Cabildo Government House
French Quarter
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!