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
- 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
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!