Cruise Port and Destination Networks

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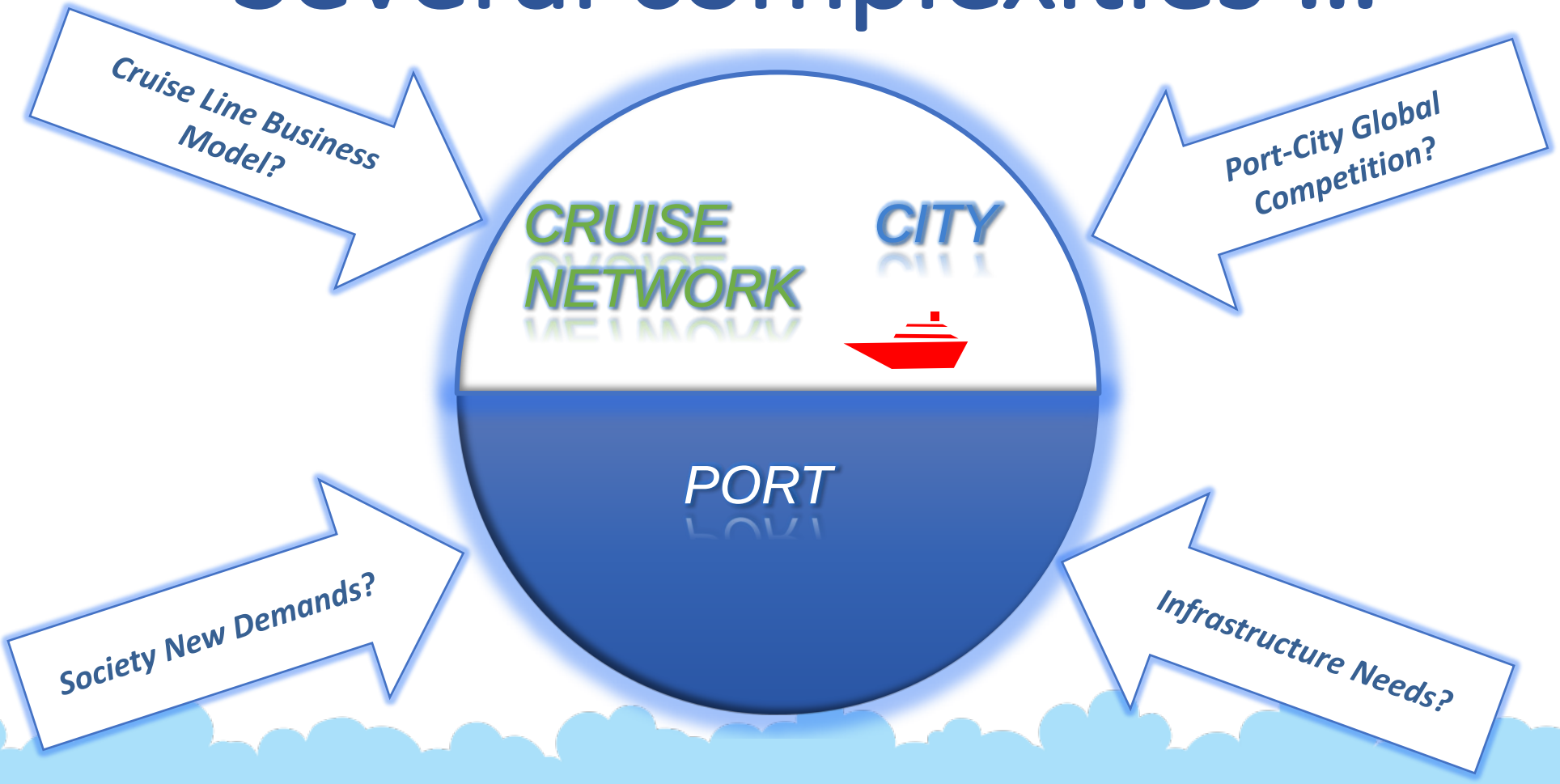
Cruise Industry has a very positive outlook

74 ***Ships on order by 2025 (=1 delivery every 50 days >600 LB)***

$51.7bn ***Ship Order book***

25.3m ***Passengers in 17 (c. 5% growth p.a. since 2009)***

Several complexities …



Maslow needs' hierarchy tells us we all have needs …even cruise lines execs

Cruise Network can play an important role in fulfilling these needs by

- **Understanding** Cruise Exec / Company needs but also the Port, Destination & City needs;
- Decide **which need** Cruise Network can best help supporting/addressing;
- Help establish **trust in statistics or ''alternative facts'' as Trump would say**;
- Help fight any **unconscious bias** that may affect decision making;
- Be the **ear on the ground** and **not be afraid to raise issues** with cruise lines Execs; and
- **Promote** the local destination to Cruise Lines and Cruise to the local market;

NETWORK OPPORTUNITIES

- Umbrella organization working towards a common goal for all members
- Focused marketing
- Brand Awareness - NORWAY
- Meeting place – arrange common activities
- Represents the incoming industry in general matters common for all i.e towards local and international media, national politicians, CLIA, Cruise Lines and so on
- Gather and share information on statistics, prognosis, trends, challenges, opportunities and more

NETWORK CHALLENGES

- Arrange meetings with cruise lines for our members during events
- Many activities and huge tasks
- Acceptance to speak at our cruise conferences and meet our members
- Receive facts, figures and information from both cruise lines and members
- Small administration

Antigua and Barbuda

Big cruise ship

Others Topics

- Decision making on cruise tourism matters and policies – public vs private sectors
- How to manage community perceptions
- Independent passengers
- Guide training, availability
- Tour selection process
- How do associations deliver more value to its members while being relevant in the industry
- How to get more new passengers to cruise and come back – market approach

PRIVATE SECTOR INVESTORS
DESTINATION TOURISM INFRASTRUCTURE
CRUISE LINES AND ASSOCIATIONS
FOCUS ON DELIVERING OUTSTANDING PASSENGER EXPERIENCES
GOVERNMENTS AND INSTITUTIONS
PORT AND DESTINATION NETWORKS
PORTS
TRAVEL AGENT COMMUNITY