



2011 Cruise Forum Istanbul

Thanks to the Turkish Ministry
of Tourism and Culture, Oner
Erkunt, and all Organizers



2011 Cruise Forum Istanbul

“Time to Say Goodbye”



2011 Cruise Forum Istanbul

1998

2011 Cruise Forum Istanbul

March, 1998

Princess Introducing Largest
Cruise Ship









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Pioneering and Bold Decision

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Deploy Grand Princess to the
Mediterranean

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Barcelona

Monte Carlo

Florence

Naples

Venice

Athens

Kusadasi





2011 Cruise Forum Istanbul

6000 Passengers
3,000 off and 3,000 on
On the Same Day







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9 - 11

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3,000 Departing Passengers
Trying to Get Home

Over 1,000 Arriving Passengers
Already In Istanbul or Enroute

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As We All Do In Times of Crisis
We Made it Work

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In the Sadness and Uncertainty
of Those Days

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Many Passengers Took Some
Solace

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**In the Beauty and Timelessness
of Istanbul**



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Countless Praise By Our
Passengers

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Kindness and Concern from the
People of Istanbul



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Larger Ships

Longer Seasons

Wider Variety of Itineraries

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2012

Princess has 58 Calls to Turkey

Over 50,000 Passengers

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2012

Total Passenger and Crew
Spending of Over 32 Million
Dollars

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2011

Carnival Group Has Over 400
Calls to Turkey

Total Passenger and Crew
Spending of Over 180 Million
Dollars

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“Raising the Bar”

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Spring, 2013



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Currently Finalizing Our
Deployment Plans

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Largest Ship to Cruise in the
Mediterranean

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What are Some Priorities to:

- Accommodate Larger Ships
- Continue to Grow Cruise
Tourism

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1. Need Destinations That Deliver Great Passenger Experiences

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- Community Involvement
- Improvements to Infrastructure
- Preservation and Restoration Projects

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Your History is Your Future

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2. Sustainable Plans for the Expansion of Port Facilities

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Always Available to Review from
an Operational and Cost
Perspective on Your Development
Plans

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3. Affordable Port Costs That Encourage Growth and Reward Repeat Business

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Old Turkish Saying –
“Stairs are Climbed Step by
Step”

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Look Forward to Discussing Our
Next Steps With You

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What About that Song That We
Started With?

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“Time to Say Goodbye”





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Thank You