

Dagny Ashley  
Canada New England Cruise Symposium  
June 14 – 16, 2011

Massachusetts Partners in Attendance: Kathy Winn, Port of Salem, Kate Fox, Destination Salem, Russ Vickers, Port of Salem, Cindy Brown, Boston Duck Tours, Nick Billows, Cruiseport Boston, Edward Washburn, Port of New Bedford

### Cruising Today & Into Tomorrow

Kevin Sheehan, Norwegian Cruise Lines, Rick Saso, MSC Cruises, Daniel Hanrahan, Celebrity Cruises, Charles Robertson, American Cruise Lines, Gregg Michel, Crystal Cruises, Peter Shanks, Cunard Lines

- Industry is doing well but still a period of uncertainty.
- Germany & Australia have a strong economy to market
- International market, still taking holiday even when disposable cash is minimum
- Luxury sector starting to rebound, but have lowered prices to fill ships
- 2011 Natural disasters, political unrest and Mexico's crisis, opportunity for Canada/New England cruising
- All cruise lines have lowered prices to fill ships and visit ports
- More thought in itinerary planning, minimize costs and provide unique experience to guests
- Ships arrive full to benefit cruise line and ports
- Fastest growth is Germany, Australia to New England itineraries, almost double
- Canada/New England is fly market
- International - Top Seller to New England is UK, looking for fall foliage, history, colonial period
- Domestic – Top seller to New England is California, Texas & Florida
- Partner with other tourism offices and ports to create more of an experience and offer more areas of discovery, variety of excursions and introduce new product. Market outside collectively outside drive market, expand marketing to Midwest.
- Guests looking for new experiences, unique destinations, depth of activities on shore. Delivery of destination is important to create more opportunity.
- Important determining factors:
  - How does product deliver on shore?
  - Cost of visiting port?
  - Marque value?
  - Look at long term view on market
- Spring itineraries are just as good as fall itineraries for Canada & New England

### Helpful Tips:

- Develop great port websites for research with links to tours/excursions, very important
- Work with travel writers to visit a destination and experience a port

- Marketing partnerships
- Create awareness of smaller emerging ports

Port Safety:

- Safety & security top priority in ports and destinations
- Local police need to be aware of arriving cruises in ports and destinations
- Unsafe conditions or crime can impact all future arrivals

Port Infrastructure:

- Improvements are beneficial to a destination
- Efficient port costs in a destination are also key decision factors

Cruise Industry Impact: Technology & Social Media

Ralph Grizzle, Editor, Avid Cruiser, Monty Mathisen, Reporter/Web Editor, Cruise Industry News, Martin Westphal, Group Marketing Director, Team, Jim Rowe, Bermello Ajamil & Partners, Jordan Corredera, General Manger, Carnival Online, Annemarie Mathews, VP, Norwegian Cruise Line

- Follow cruise industry growth and make small investments in customers such as thank you gifts
- Cruises from Boston usually have a younger demographic
- Summer & fall expectations, more than 95% of cruisers to Canada & New England get off in ship to explore, from that 85% spend money, 84% buy excursions thru cruise.
- Recent survey to all cruisers, 21% said they are going to Canada/NE in the future and 8% are New England travelers.
- Air & cruise travelers travel longer, ¼ have taken cruises and more than 50% are interested in Canada / New England.
- Technology & Social media are great tools to expand a destination as most people shop online: invest in an app, great website, facebook, twitter.
- Cruise Critic is great in forums and boards, also TripAdvisor, Tumbler?
- Create brand ambassadors to engage fans