

The Ins and Outs of Cruise Tourism

Moderated by Charlie Funk

Vice-President, CEO

Just Cruisin' Plus, Nashville, TN

Panelists

- **Honorable Noel Lynch**

- Minister, Barbados Ministry of Tourism & International Transport

- **Horace Hord**

- Regional Vice President, Government Relations, Royal Caribbean International/Celebrity Cruises

- **Brendan Corrigan**

- Sr. Vice President, Cruise Operations, Carnival Cruise Lines

Common Interests and Goals

- The synergy between cruise ships calls and island tourism is an opportunity for further development
 - Islands that now have ships calling have an opportunity to grow tourism revenue by inducing cruise ships visitors to return for a longer stay

Common Interests and Goals

- Islands that do not now have ships calling or that wish to increase the number of calls have an opportunity to grow tourism revenue by inducing cruise lines to add new island ports.
- Cruise ships have an opportunity to grow cruise passenger sales by having “new” islands opened for port calls.

Current Marketing Methods

- Land based resorts/properties use a variety of marketing methods to attract visitors
 - Print/electronic media advertising and direct mail
 - Electronic media is effective, also sometimes costly, on a cost per effective impression basis
 - Direct mail, if properly targeted, is very effective and cost per effective impression is relatively less

Current Marketing Methods

– Travel agent familiarization trips

- Very effective way to showcase an area or a resort to the retail distribution channel
- Initial cost is somewhat high
- Dependent on agent selling product on return home

– Consumer travel show functions

- Very effective way to present an area or resort to a targeted audience
- Participation cost per effective impression lies somewhere between electronic media and fam trips

Marketing to a Target Audience

- Cruise ship passengers represent the lowest cost per effective impression form of advertising and promotion
 - They have already shown an interest in a destination by paying to come there
 - Having come to the destination, they are almost certainly impressionable with regard to the destination

Marketing to a Target Audience

- Resorts and properties have an ideal opportunity to showcase their products
- Not every guest is an ideal fit for every property or resort that may be available.

Marketing Innovations to Attract Visitors for Extended Stays

- Establish a regional “Convention and Visitor’s Bureau charged to promote the entire area.
- Retain an advertising agency skilled in “branding” products and/or services
- Share market and consumer research
- Instill the philosophy that all who come in contact with visitors are stakeholders

Marketing Innovations to Attract Visitors for Extended Stays

- Consider alliances with travel agent consortia
 - Cost effective tool to inform and educate travel agents
 - Use their targeted marketing programs to put information before the consumer likely to travel to a given destination
 - Establish a “specialist” program for agents
 - Partner with agencies that produce large regional consumer shows and events

Island Initiatives for Increasing Cruise Ship Calls

- Islands that seek increased cruise ship visitors are in an especially advantageous position
 - Those who cruise the Caribbean frequently are especially receptive to visiting “new” places
 - Cruise lines have a vested interest in opening new ports or adding to existing ports-of-call that do not have the frequency of other islands to retain past guests

Other Thoughts and Ideas on Growing Caribbean Island tourism through joint efforts