

Canadian TRAVELLER

THE DESTINATION SALES RESOURCE FOR TRAVEL PROFESSIONALS

Australia

National Landscapes

Poland

Working The
Salt Mines

Korea

Temple
Tranquility

US: Michigan,
New Jersey,
Pacific Northwest

Eco Travel

Careful Footsteps



Northern AZ

It's Different

CRUISE3SIXTY

Full Speed Ahead

"The cruise industry is betting on its future. That is a bet I would take," declared Dan Doctoroff, president of Bloomberg LP, to a record-breaking audience at Cruise Lines International Association's cruise3sixty conference held in Fort Lauderdale April 2 to 6.

Doctoroff, delivering the opening keynote address, told 2,000 travel agents, cruise line officials and industry suppliers that major innovation driving fundamental change will pull the country out of its current economic turmoil, just as it has repeatedly throughout America's history. Cautioning his listeners that they are not immune to the downturn, he urged them to do two things: not make the crisis worse by doing nothing, and prepare to take full advantage of the recovery.

During the five-day event, cruise3sixty participants took part in a full program of panel discussions, seminars and workshops, training programs and more than a dozen cruise ship inspections in Port Everglades and the Port of Miami.

During a CEO discussion entitled "Maintain Course and Full Speed Ahead, "When the Going Gets Tough, the Tough Keep Selling", Rick Sasso of MSC Cruises reminded the audience that the cruise industry has weathered numerous economic downturns and adverse world events, but since 1980 has realized a 7.4-per cent annualized average growth; Gerry Cahill of Carnival Cruise Lines said his company was "ramping up on marketing" despite the economy, noting "the last thing anyone should do is cut back" if they want to first survive and then be ready for recovery; Carol Marlow, Cunard Line advised sellers of cruises to "stay close to your customers. Ask what they want; make yourself valuable"; Adam Goldstein, Royal Caribbean International urged agents to plant the seeds of success over the next 10 or 20 years now by taking every opportunity to convince consumers to spend what they can on cruising; and Kevin Sheehan, Norwegian Cruise Line called on agents to "keep on top of your game" in order help drive business that will, in turn, help normalize pricing.

NYC Hosts Symposium

NY Cruise, a unit of New York City Economic Development Corporation, announced that New York City will host the Canada New England Cruise Symposium in June 2011. The Symposium brings together cruise industry leaders from Canada and New England and promotes the region as an international cruise destination.

Attendees include delegates from cruise lines, port authorities, terminal operators and directors, media, tour operators, tourism offices, marine agencies, airports, chambers of commerce and cruise associations.

The Symposium also plans to feature a trade show for travel agents – a new feature added to benefit attendees.

"Hosting the Canada New England Symposium means a lot to the City of New York and our role in the cruise industry," said Tom Spina, Director of Cruise Operations for NYCruise. "By working together, we are increasing the exposure and cruise traffic of our region – resulting in economic benefits to all destinations involved." The 2010 Symposium will be held in Saint John.

Cruise Lines International Association (CLIA) has opened registration for cruise3sixty 2010. For the first time ever, CLIA will hold cruise3sixty, in Vancouver, June 3 to 7. – Text and photo by Stephen Fontaine

Cruise3sixty News

- Norwegian Cruise Line announced that its next generation cruise ship, the *Norwegian Epic*, will feature the only tube slide and largest bowl slide at sea, as well as 14 restaurant choices, the most of any cruise ship.
- Royal Caribbean International announced enhancements to three travel agent programs, including new FAM Weekends, new flexibility and opportunities for the University of WOW! and an enhanced eConnect.
- Seabourn Cruises announced its new 2010-2011 brochure covering 15 months of itineraries.
- The Greater Fort Lauderdale CVB unveiled a new We Love Cruisers program that provides travel agents with American Express gift cards based on bookings of pre- and post-cruise hotel stays.

Cruise Canada New England members from left: Jennifer Wertz, NYCruise; Nicholas Billows, Massport; Rene Trépanier, Croisieres du Saint-Laurent; Dick Leeman, Maine Office of Tourism; Berni Wood, Cruise Atlantic Canada; Amy Powers, Cruise Maine; Sandra Needham, Discover Portland & Beyond; and Thomas Spina, NYCruise.

