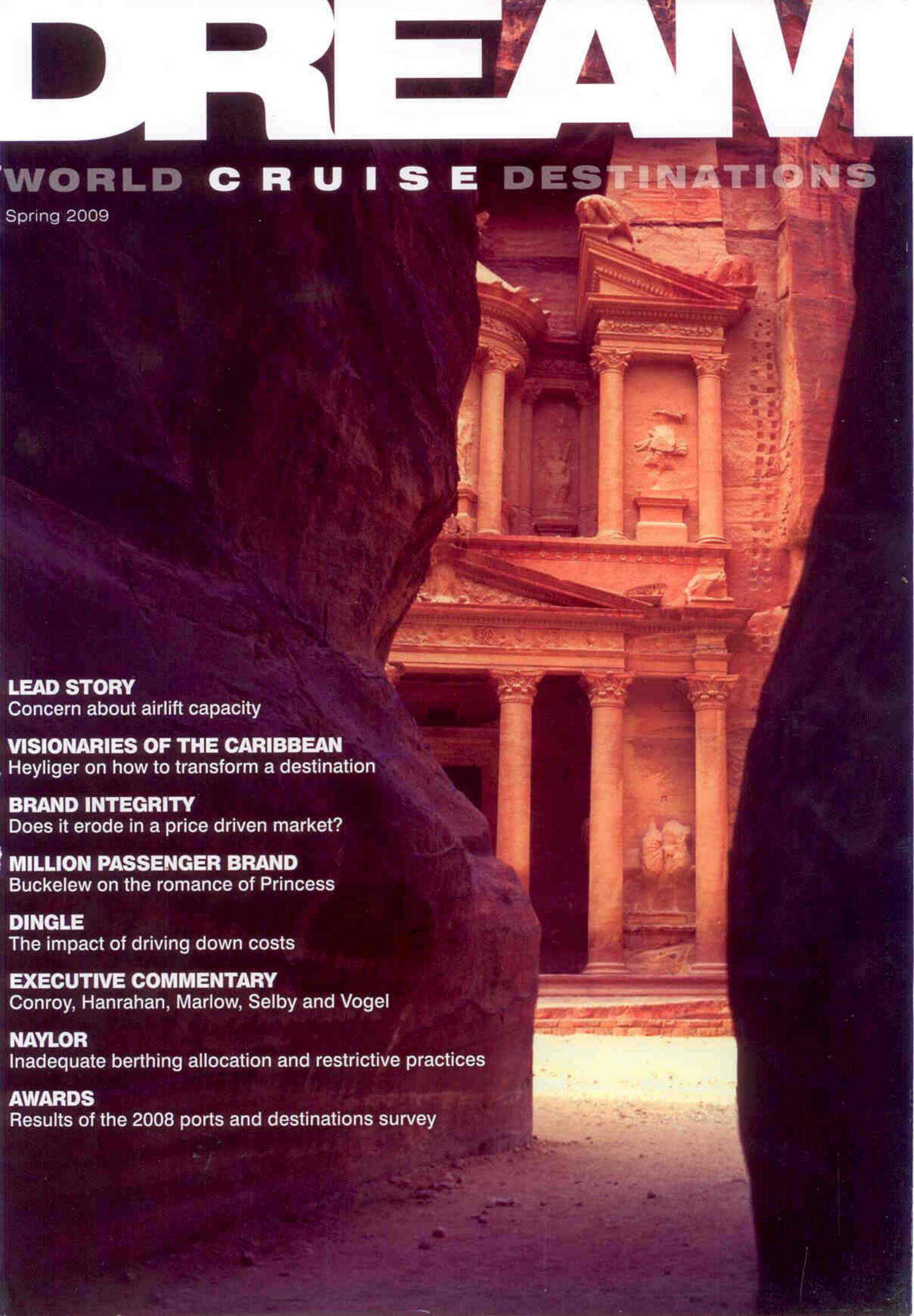
DREAM

WORLD CRUISE DESTINATIONS

Spring 2009



LEAD STORY
Concern about airlift capacity

VISIONARIES OF THE CARIBBEAN
Heyliger on how to transform a destination

BRAND INTEGRITY
Does it erode in a price driven market?

MILLION PASSENGER BRAND
Buckelew on the romance of Princess

DINGLE
The impact of driving down costs

EXECUTIVE COMMENTARY
Conroy, Hanrahan, Marlow, Selby and Vogel

NAYLOR
Inadequate berthing allocation and restrictive practices

AWARDS
Results of the 2008 ports and destinations survey