



The Choice of a City as a Cruise Destination

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Holland America Line

Overview

- ◆ A snapshot of Holland America Line
- ◆ Cruise line considerations for port appeal
- ◆ Let's get specific- how does the itinerary process work?
- ◆ How does a port sell their destination?
- ◆ Have you done your homework?



Today's Holland America Line

- ◆ 138-year proud history
- ◆ Part of Carnival Corporation
- ◆ 16,000 employees
- ◆ Fleet of 15 mid-size ships
- ◆ Leader in the “Premium” category
- ◆ 500 sailings to all seven continents each year



Today's Holland America Line

- ◆ 65 years in Alaska; operate hotels, trains and a fleet of motor coaches
- ◆ Half Moon Cay, the highest rated private island in the Caribbean
- ◆ Seabourn, a fleet of 6 luxury vessels, recently relocated operations to Holland America Line



Destination Requirements-Transit Ports

- ◆ Adequate berth/mooring facilities (berthing preferred)
- ◆ If at anchor, a safe tender landing platform
- ◆ Sufficient ships' services
 - Quality fresh water
 - Waste reception facilities
 - Capable tugs if required



Destination Requirements-Transit Ports

- ◆ ISPS certified security
- ◆ Prompt customs/immigration entry
- ◆ Staging for tour buses
- ◆ Shore excursion opportunities
- ◆ Competitive rates
- ◆ General welcome



Destination Requirements-Home Ports

- ◆ ISPS certified security
- ◆ Well-designed terminal facility capable of handling:
 - ◆ guest check-in operations
 - ◆ baggage screening/staging
 - ◆ provisioning capabilities
- ◆ Adequate airport facilities with sufficient direct air
- ◆ 4- & 5-star hotel accommodations
- ◆ Terminal security considerations
- ◆ Adequate ground transportation
- ◆ Cold ironing (optional)
- ◆ Competitive rates



Holland America Line Itinerary Planning Process

1. Participation by all business units
2. Monthly meetings driven by a strict agenda
3. Cycle planning that allows for an 18-20 month advanced confirmation of port availability
4. Rigorous discussion between all attendees
5. Review of itineraries by operational concerns to explore fuel consumption, cruise fare revenue, onboard revenue, port costs, shore excursion opportunities, etc.
6. Comparison of yields by deployment, class of ships and cruise season
7. Review results of guest surveys



Holland America Top 20 Rated Ports

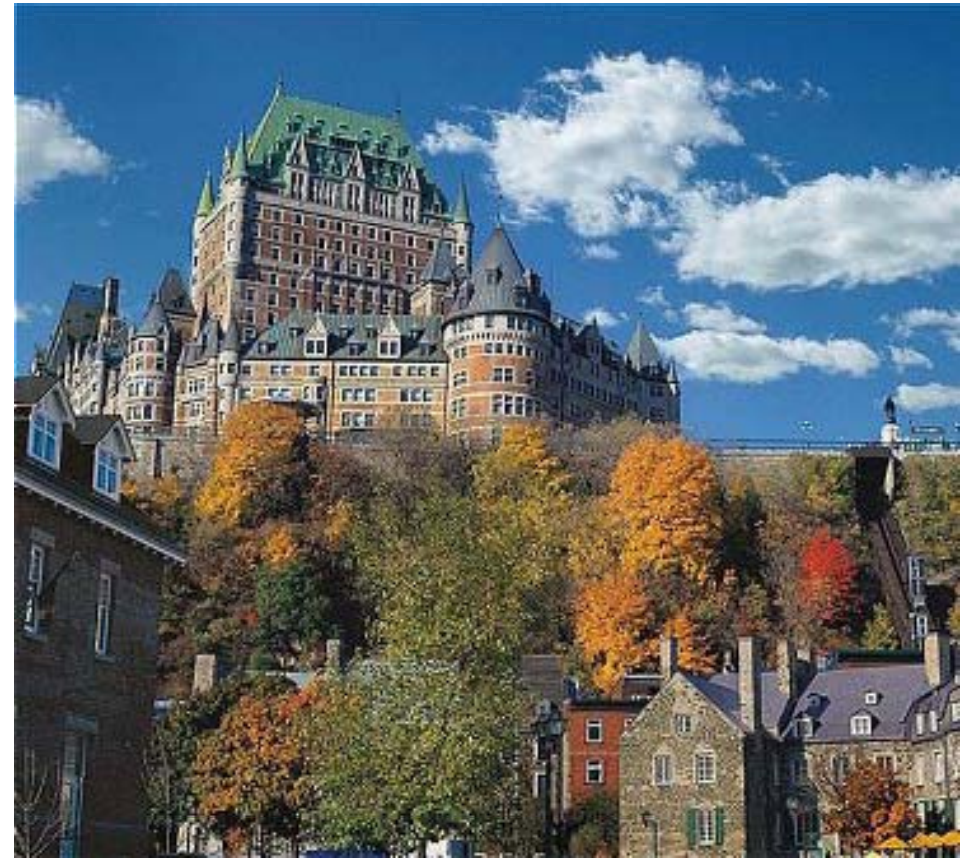
1.	Wilhelm Archipelago, Antarctic Experience	8.9
2.	Québec City, Québec	8.74
3.	Milford Sound, New Zealand	8.72
4.	Sydney, New South Wales, Australia	8.71
5.	Hong Kong	8.7
6.	Funchal, Madeira	8.69
7.	Waitangi (Bay of Islands), New Zealand	8.68
8.	Hamilton, Bermuda	8.67
9.	Kuto, Ile des Pins, South Pacific	8.65
10.	Lyttelton (Christchurch), New Zealand	8.65
11.	Honolulu, Oahu, Hawaii	8.64
12.	Venice	8.63
13.	Amsterdam	8.62
14.	Flam, Norway	8.62
15.	Tauranga, New Zealand	8.62
16.	Istanbul	8.61
17.	Lahaina, Maui, Hawaii	8.61
18.	Boston, Massachusetts	8.6
19.	Stockholm	8.6
20.	Auckland	8.59



Selling Your Port Destination

What Does Your Port Offer?

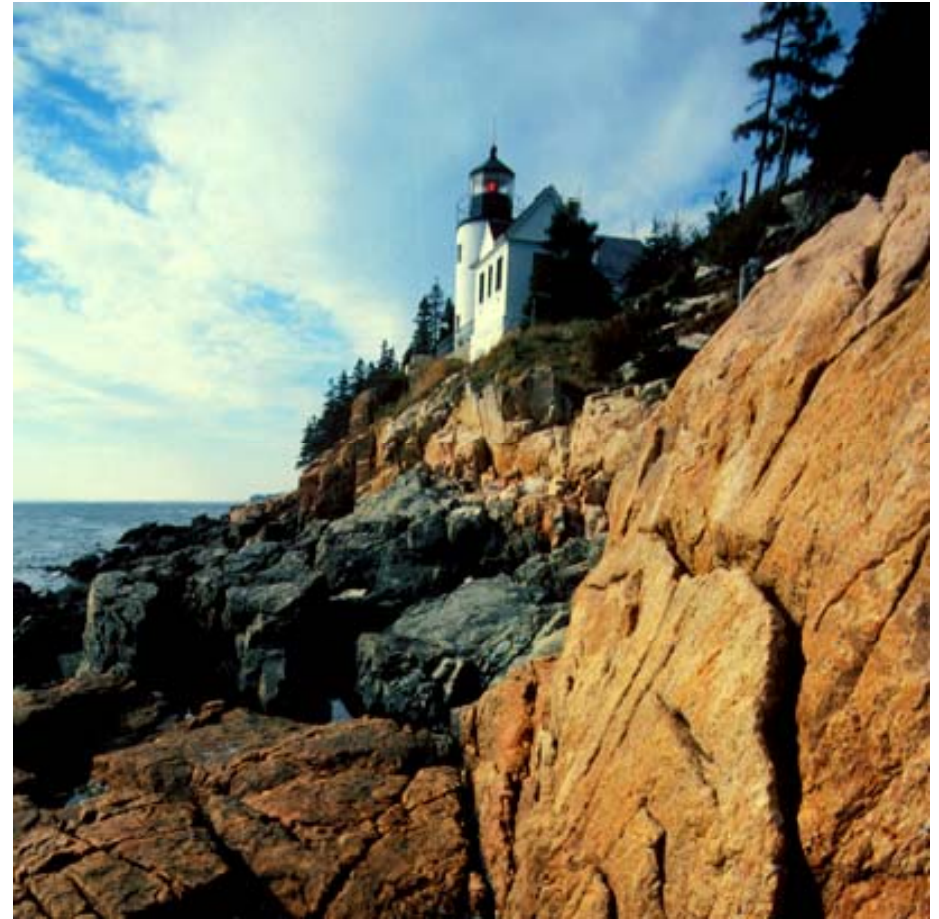
- ◆ Marquee Port – well-known city, major cultural and historical significance, natural beauty, sought-after destination, shopping opportunities, sufficient shore excursion content, interesting sights and activities for guests not on tours and adequate cruise infrastructure



Selling Your Port Destination

What Does Your Port Offer?

- ◆ Collector Port – not necessarily a well-known destination, contemporary significance, cultural significance and often limited infrastructure



Selling Your Port Destination

What Does Your Port Offer?

- ◆ Positive Image – socially & politically stable, support of local/regional governments and residents



Do Your Homework

Prepare a well-planned and concise presentation

- ◆ Involve key stakeholders: port authorities, shore excursion operators, local chamber, port operators, pilots, appropriate government representation, etc.
- ◆ Plan a trip to visit a cruise line; request time with marketing, port operations, shore excursion and itinerary planning representatives
- ◆ Present your case and ask for feedback; don't be surprised by constructive comments that may not align with your opinions
- ◆ Remember the cruise line is looking to maximize their yields in addition to providing a quality guest experience
- ◆ Don't be discouraged by a negative response
- ◆ Listen carefully to cruise line comments about their needs and expectations; respond to their concerns and develop a mutually rewarding partnership





Thank You

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