

# Cruise Terminal Operations





## **Guest Services** **Driving Guest Satisfaction**



### **Agility – Different Ship’s different operational needs**

CLCP – 4 different ships over 3 brands, same terminal.

### **Steady Flows – Eliminate static lines**

MCTA – “Turnpike Extension”

### **Intuitive Wayfinding – Let the guest decide and feel accomplished**

A little signage goes a long way.



## Ground Transportation

### Spread it Out

CLCP – Taxi Lot; MCTA – Taxi dispatch

### App Rides and Pre-Booked Transportation

Know before you go.

### Outside the box

CLCP - Ferry shuttles



# Technology



## **Biometric**

Facial Recognition.

## **Wireless**

Infrastructure and sustainable connectivity.

## **Data Collection and Metrics**

Ability to track and analyze

# Ship Evolution



## Congestion, not just at the berth

Ship can dock but can you fit the luggage?  
Curbside, responsibility outside the terminal

## Collaboration

Make the informed decision.

## Talent

Labor fulfillment

## Supply Chain

New demands, i.e. LNG



## Challenge of Today's Terminal Operation:



**Create an operation with a core not in operations,  
but a core in guest experience that is operational.**





**Thank You!**



**Thomas Hinderhofer**  
**thinderhofer@rccl.com**