

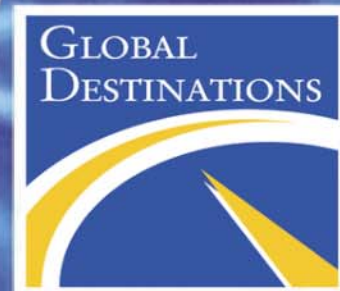
# Marketing & Branding Cruise Destinations

*Potential to Move the Market?*

**Michael Greve**

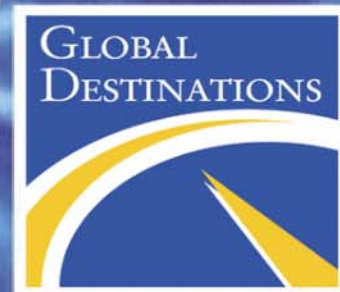
**Global Destinations Development, LLC**

February 8, 2006



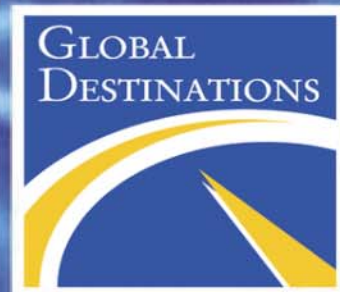
# Premise

- Shipboard versus Landside Experience: Why is the Quality so Different?
- Marketing Implications of Shoreside/ Port Product: In our maturing cruise industry, is it possible for ports to create strategic opportunities for client lines?
- Can we create a compelling brand or marketing platform for destinations that will “sing” in our maturing (commoditizing?) industry?



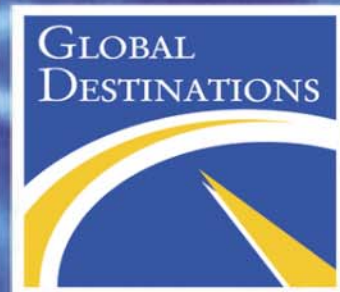
# Objective

- Create the quality of the shoreside experience to be equal to that of the shipboard experience
  - To the benefit of ports and destination developers, cities, communities
  - Take Revenue onshore
  - This approach is taking hold
    - Carnival Ports Ltd.
    - Leading port authorities or private port developers



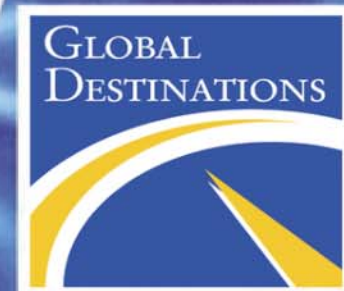
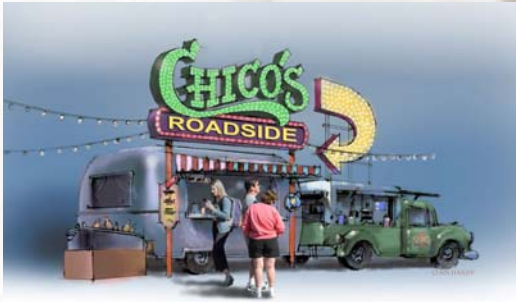
# Branding as a Marketing Platform for Destinations

- Brands based in historical, geographical or cultural elements
- Themed environments & sense of place
- Destination branding can lead to “moving the market”
- What are your destination’s key attributes?
- How to parlay this into your product and your brand?
  
- For Cruising, the Brand may differ than other tourism
  - Brand should interest cruise lines and travel agents
  - Cruisers



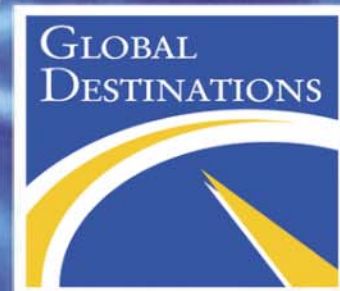
# Product Development Leads to Marketing Opportunities

- Storyline approach is baseline which drives design and capital planning, building plans and later, marketing
- Create “moments of delight” and “authentic experiences”
- Entertainment components stimulating the senses



# Destination Marketing

- For the Cruise Ship Industry, there are three audiences:
  1. Cruise Lines
  2. Travel Agent Community\* (supportive)
  3. Cruisers (End Consumers)
  
- Strategic destination planning
  - “\$20 million dock” versus “\$0.5 million marketing program”?
  - Does the brand drive your capital projects?
  - Where is our money best spent?



# Public & Media Communications

- Coupled with Marketing Programs
- Media Channels for industry, trade
- Non-paid endorsements

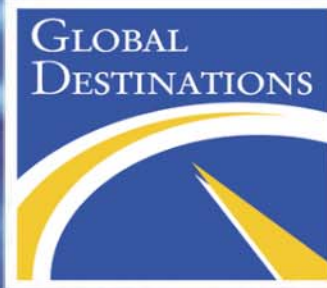


## Travel



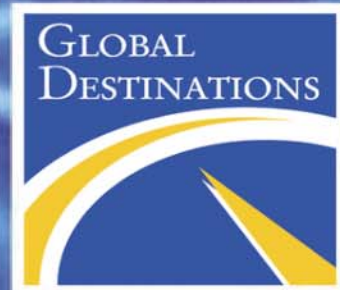
Customer's Rhodon del Sol, entrance above is the scene of one hour shows.

...the scene of one hour shows. ...the scene of one hour shows. ...the scene of one hour shows.



# What can we as Ports/ Destinations Offer to Lines?

- Itinerary Planning
  - Liaise with competing ports
  - Compelling and new vacation products
  - Technically sound (sailable) and able to sell to consumers (salable)
- Support as in any business:
  - Market to our clients' clients
    - In other words, assist the cruise lines by marketing to travel agents, creating new products in which travel agents will take interest





# Icy Strait Point, Alaska Cruise Ship Destination



- New port-of-call opened in 2004
- Product plan was centered on native culture, “Doorstep to the Alaskan Wilderness”
- \$0.7 million Marketing Program was very effective
- Press coverage was excellent because a “new story”
- Travel agent interest was high because a “new story”
- By Year Two, most major lines were calling

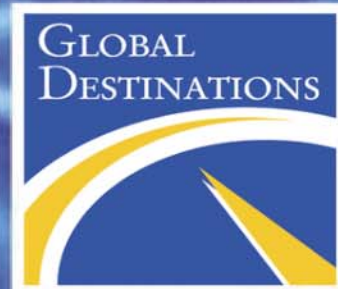


# Stingray Adventure, Nassau, Bahamas

- Underperforming island asset, 19 acres
- “Beach Day” was not enough
- New product was developed to create something to sell
- Increase from 6,000 annual visitors to 45,000 in one year

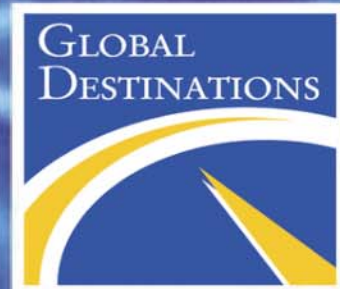


*Stingray*  
Adventure



# Grand Turk, Turks & Caicos Islands

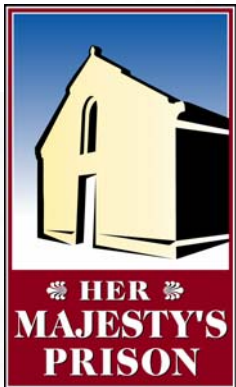
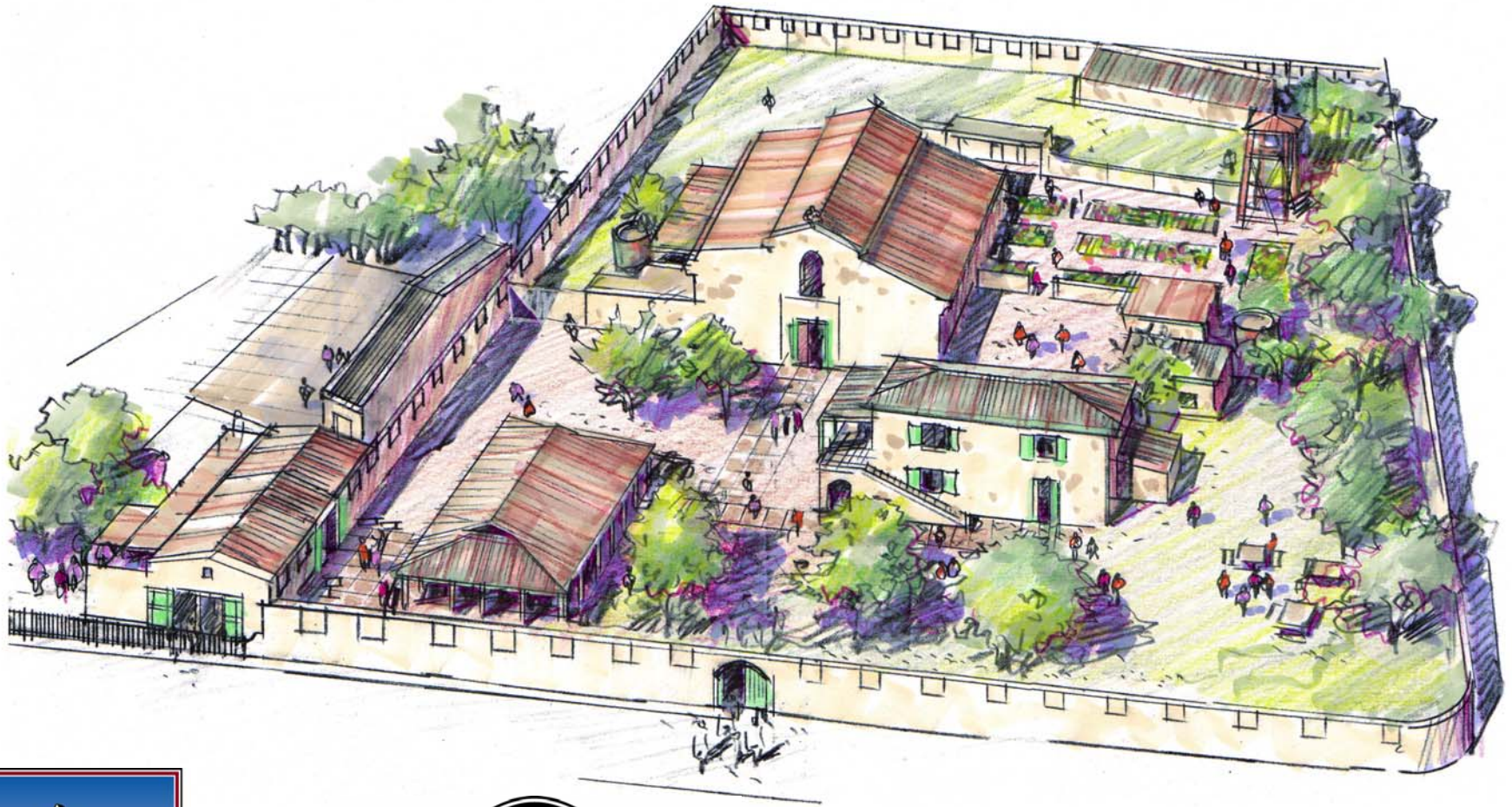
- New destination owned by Carnival and Government, will open Feb. 25, 2006
- No tourism product on six-square mile island of 4,000 residents
- How to create new products to market the entire destination of Grand Turk
- In addition to new dock and shopping, created sub-destinations:
  - Her Majesty's Prison
  - Historic Lighthouse
  - Grand Quay Salt Company



# Her Majesty's Prison

- Circa 1830s
- Open until 1994
- Recreated to historical accuracy: demolition of modern buildings, clean up
- Developed story around it





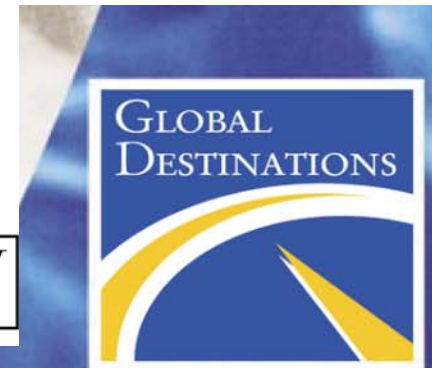
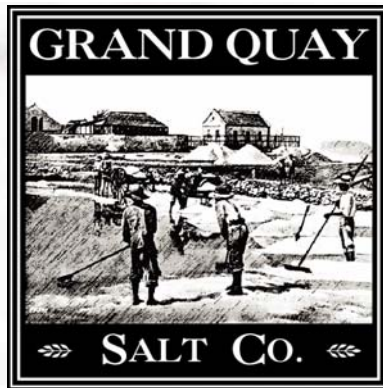
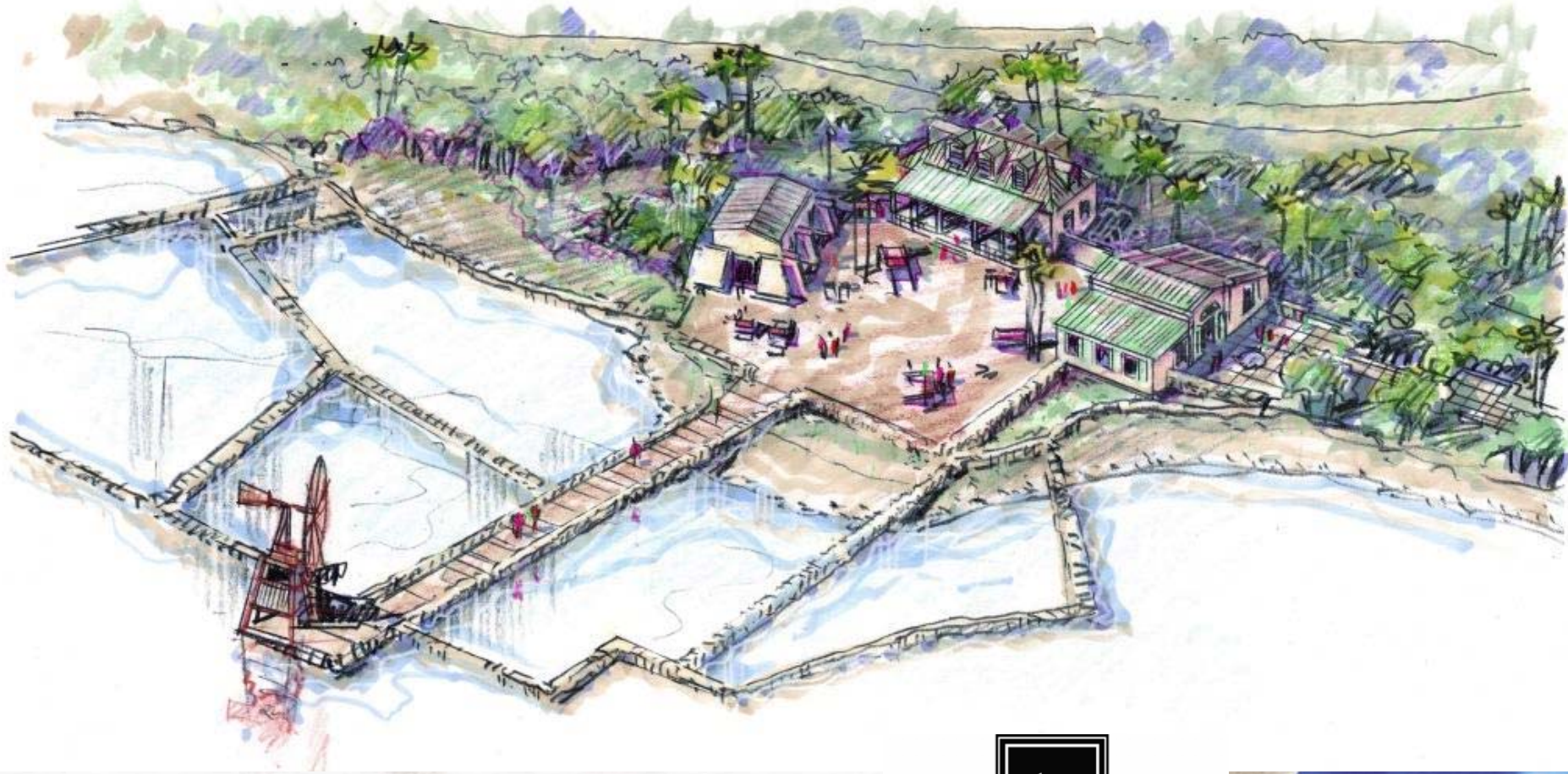
COCKBURN TOWN, GRAND TURK



# Salt Salina

- Historic salt farming area
- No structures or plan
- Creating “Grand Quay Salt Company & Botanical Gardens”
- Salt company and three botanical gardens: Taino, Loyalist and Survival Gardens







GLOBAL  
DESTINATIONS

