Marketing & Branding Cruise Destinations

Potential to Move the Market?

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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
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
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
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