

THE BOOMING CRUISE MARKET



Presented by Tony Smith, Managing Director, Francis Travel Marketing



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As the representative for Holland America Line in New Zealand, I appreciate this opportunity to speak with you today.



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- ☼ 56 cruise ships are scheduled to visit the Port of Tauranga in the 2008-09 cruising season.
- ☼ Cruise ship numbers have increased at the Port over the past few years. This season has 18 more vessel calls than the previous year.
- ☼ Port of Tauranga is close to the heartland of North Island tourism, with the scenic wonders of Rotorua, Taupo and the Waikato all major drawcards for international tourists.

Source: Port of Tauranga web site



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Holland America Line ships will make 10 of the 56 cruise ship visits to Port of Tauranga, between mid-October 2008 and mid-March 2009



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So who cruises?

People aged 6 months to
96 years and beyond



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Why do people cruise?

- ☀ Value for money
- ☀ Relaxation, fear of flying, family reunions, honeymooners, retirees, singles,
- ☀ Many other reasons



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What are the passengers looking for in excursions?

- ☀ Local culture
- ☀ Adventure
- ☀ Niche activities



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What do the passengers expect on their excursions?

- ☀ Value
- ☀ Awesome experience
- ☀ Outstanding service



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How can you ensure passengers
enjoy their visit?

Provide an experience that will be
embedded in their memory and
that they will recommend to their
friends on their return home



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How can you make it a memorable excursion?

- ☀ Offer value for money
- ☀ Ensure your staff know what they are talking about
- ☀ Make them feel special



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Do people purchase excursions
from local operators?

Yes

Passengers who go ashore look for local taxi drivers and tour operators not pre-organised by the ship. Be aware though that if passengers are late back, the ships do not wait



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Do cruise passengers purchase? If so, what?

Cruise passengers are on vacation, so local souvenirs are the priority during excursions. Those who don't do excursions will wander, looking for local markets, local restaurants and cafes, etc



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Encourage cruise ship welcomes

Get your local business association to supply welcome signs in shop windows and at the port. Ensure retail staff know the name of the ship in port.

People like to talk about themselves when in another country so encourage pleasantries to the passengers.



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Thank you for your attention
and good luck with the 08/09
cruise season



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