

South Pacific

Cruise Strategy Workshop • October 25 2007

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Port Development

The Cruise Line Perspective

Carnival Australia

- P&O Cruises Australia, P&O Cruises UK, Cunard Line, Princess Cruises, Costa Cruises and Seabourn
- 20% growth in 2006
- 300% capacity growth in 2008
- New tonnage for Australia
- Home porting from Brisbane, Sydney, Melbourne, Fremantle and Auckland

Positive Growth in the South Pacific

- Continued year-on-year passenger growth
- An increasing range of cruise types and itineraries
- The changing image of cruises
- The increase in affordability of cruises
- The introduction of ever-larger cruise ships
- Continued propensity for global leisure travel; and
- Increasing economic wealth of populous Asian countries

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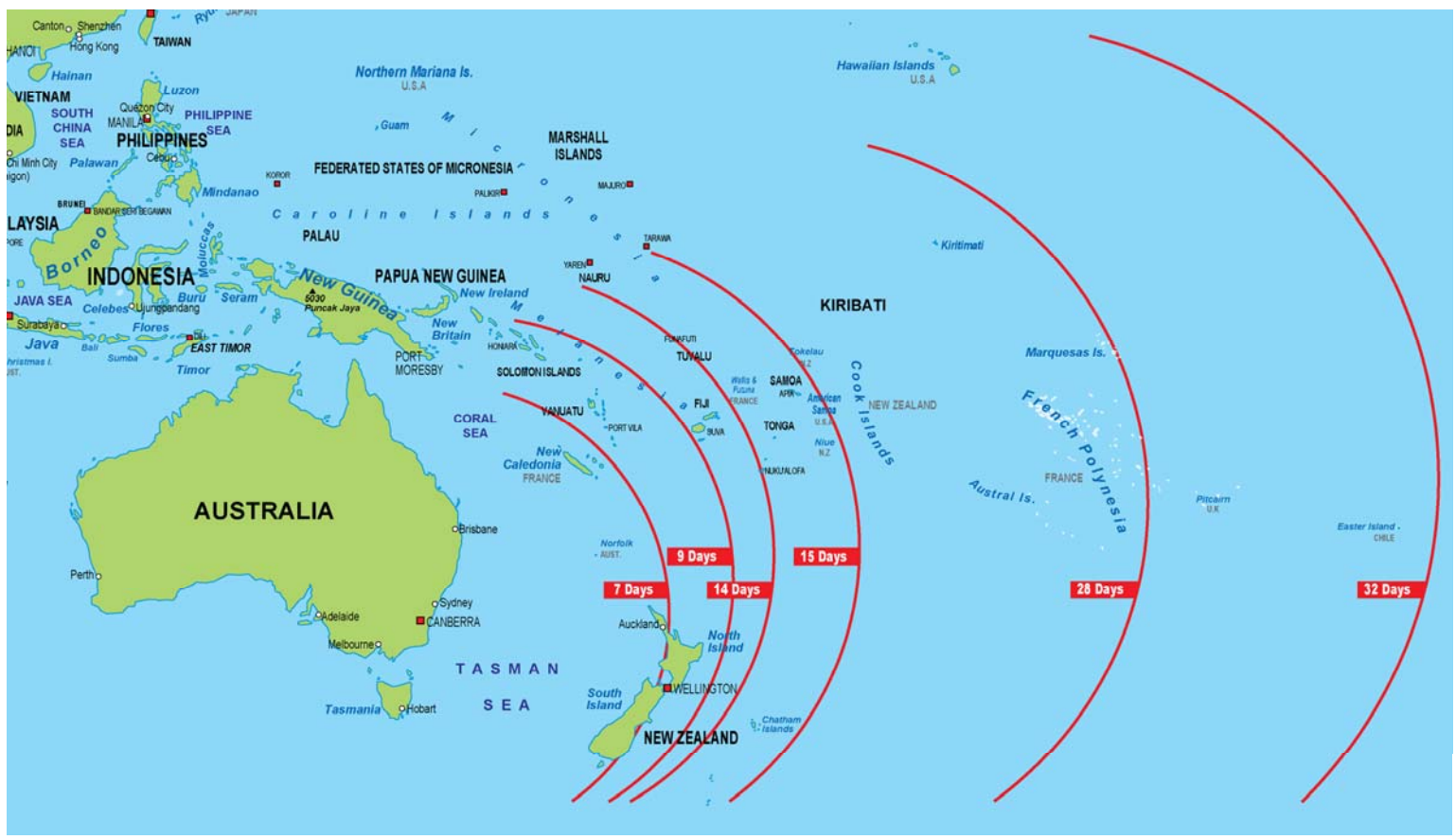
Port Calls

	2008	2009
New Calendonia	93	87
Loyalty Islands	45	50
Vanuatu	108	108
Fiji	45	56
Tonga	12	10
Samoa	3	8
American Samoa	3	7
Cook Islands	3	3
PNG	1	2
French Polynesia	11	24

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Cruise Durations



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Current Destinations of the South Pacific



Itinerary Planning

- Increase in variety of itineraries
- Requirement for new ports within a 14 day cruise
- Possible new destinations in:
 - New Caledonia
 - Vanuatu
 - Fiji
 - Solomon Island



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Port Development

- Upgrading and delivering a better passenger experience in existing ports.
- Developing new destinations.



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Marine

- Accurate hydrographical surveys
- Functioning and adequate navigational aids
- Aerial photographs
- Sheltered anchorage with 20m water, mud bottom
- 300m wharf (vessels now 270m-330m)
- Accurate wharf plans

Shore – For the Ship

- Secure area
- Adequate marshalling area for tour dispatch
- Preferential berthing
- Realistic government / custom and quarantine processes
- Attractive port charges

Shore – For our Passengers

- Safe wharf or jetty
- Good transport for 2000+ passengers
- Adequate signage
- Consistency and reliability of ground staff
- Good beaches
- Toilet facilities
- Wheelchair access
- Shade and Shelter
- Great shore tours

Shore Tours

- Safety
- Capability for 2000+ passengers
- Variety and quality
- Tourism board information
- Insurance
 - (AU jurisdiction) A\$1,000,000
 - (US jurisdiction) US\$2,000,000

Partnerships

- Collaboration of port, cruise line, government and local community.
- Funding from private and public sector
- Education and medical projects
- Environmentally sustainable cruise tourism

Benefits

- Catalyst for development
- Long term commitments for funding development projects
- Local employment
- Trade

Projects – Mystery Island

- 2 facilities (20 toilets) + Air Vanuatu departure room
- Rainwater collection
- Solar powered waste water treatment used as irrigator



Hospitality Crew

- Multicultural and multinational crews
- South Pacific feel
- Review balance and source of hospitality staff for South Pacific based vessels

