

2015 MedCruise Olbia, Sardinia Bruce Krumrine



2015 MedCruise



The Association of Mediterranean Cruise Ports



2015 MedCruise



2015 MedCruise

Vice-President Shore Excursions
Princess Cruises
Holland America Line
Seabourn

2015 MedCruise

**World's Two Most Famous Premium
Cruise Lines**

**World's Most Famous Ultra Luxury
Cruise Line**



2015 MedCruise

Over 8,000 Shore Excursions

44 Ships

Over 600 Ports

135 Countries

All 7 Continents

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Shore Operations for Princess Cruises in Asia





Jan Swartz
President
Princess Cruises



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Top Ten Shore Excursion Travel Trends



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1. Optimism

Continued Growth of Cruise Tourism

Continued Collaboration, Cooperation & Investment

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2. Traditional Source Markets

**Continued Growth in our Traditional Source
Markets**

North America & UK

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3. New Source Markets

More Nationalities Cruising Than Ever Before

Rapid Growth of Chinese Market

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4. Brand Relationships

Princess – Discovery Network

Holland America - New York Times

Seabourn - UNESCO

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5. Meaningful Travel

Immersive

Authentic

Personalized

Off the Beaten Path

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6. Exclusive Experiences

Unique & Special

**Great Partnership Opportunity with Ports,
Tourism Boards and Other Partners**

Discovery Exclusive Tours

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7. Small Group Tours

More Intimate, Personalized Experiences

Fastest Growing Segment

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8. Family Travel

Growing Multi-Generational Travel

Discovery Family Tours

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9. Personalization Conversations with our guests

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10. Connectivity

Real conversations with our guests

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Top Ten Trends Recap

1. Optimism
2. Growth in Traditional Source Markets
3. Growth in New Source Markets
4. Brand Relationships
5. Meaningful Travel

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Top Ten Trends Recap

6. Exclusive Experiences

7. Small Group Travel

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What Does this Mean for Medcruise and
it's Members?

Continued Growth

New Marketing and Promotions Opportunities

New Products and Services

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