

THE ASSOCIATION OF CARIBBEAN STATES

Establishment of the Association of Caribbean Cruise Ship Destinations

***A Regional approach to Cruise Tourism and
Cruise Port/Destination Management***



ACS AEC

ASSOCIATION OF CARIBBEAN STATES
ASOCIACION DE ESTADOS DEL CARIBE
ASSOCIATION DES ETATS DE LA CARAIBE

***VII MEETING OF THE INTER-AMERICAN COMMITTEE ON PORTS
Lima, Peru, March 15th -16th, 2012***



Presentation Overview

- I. Introduction to the Association of Caribbean States (ACS)
- II. Overview of the Sustainable Tourism Work Programme
- III. The Importance of Cruise Tourism in the Greater Caribbean Region
- IV. Overview on process and progress to establish the Association of Caribbean Cruise Ship Destinations (ACCD)
- V. The potential of the ACCD based on the objectives, functions and activities of the Association
- VI. Examination of the relationship between the Ports and the Cruise Tourism Sectors
- VII. Next Steps for the creation of the ACCD
- VIII. Comparable Regional and International Initiatives



Introduction: The ACS

- Founded in 1994 with the aim of promoting **consultation, cooperation** and **concerted action** among all the countries of the Greater Caribbean, the Association of Caribbean States focuses on four priority programme areas:
 - **Trade**
 - **Transport**
 - **Disaster Risk Reduction**
 - **Sustainable Tourism**





The Greater Caribbean Zone

- The ***Greater Caribbean Zone*** of Co-operation is recognized as the common geographic space shared by the States, Countries and Territories, and the common interests and objectives derived there-from.
- The ACS comprises of **25 Member States** and **3 Associate Member States**.





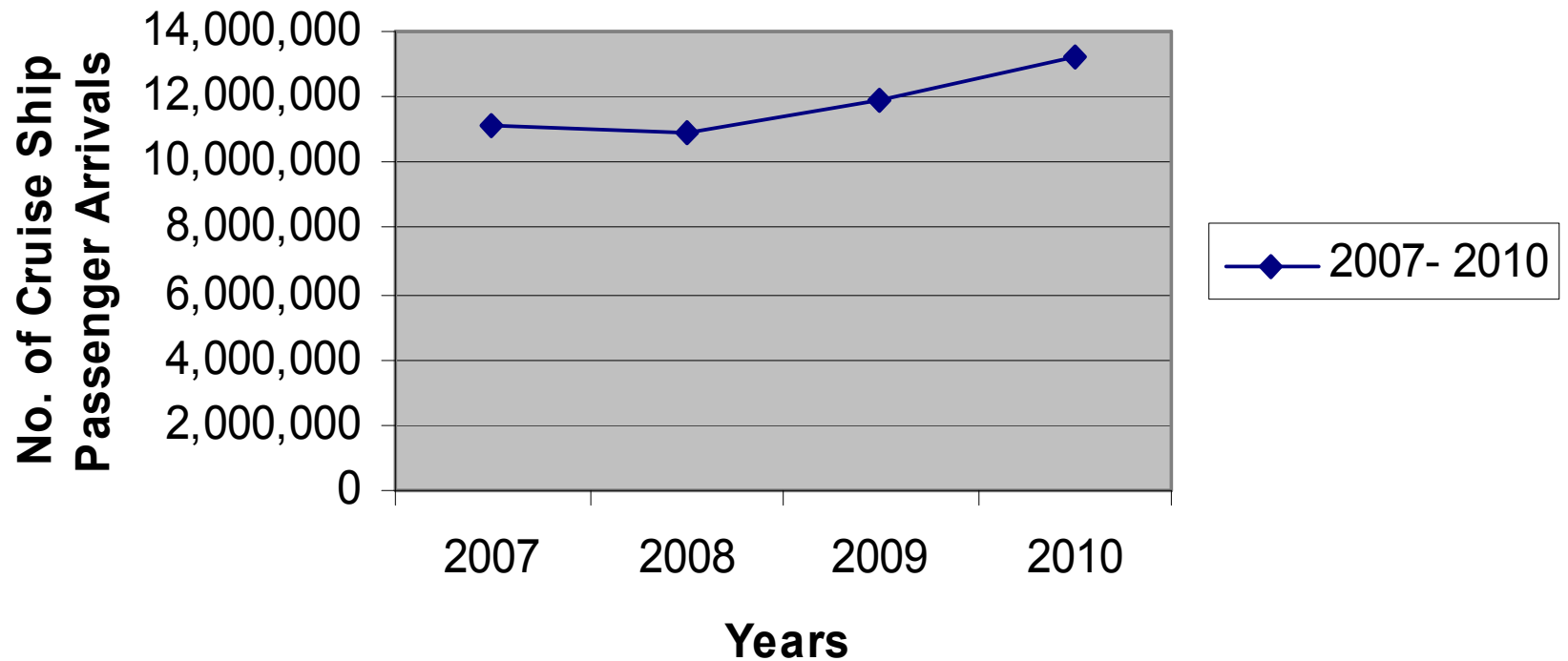
Sustainable Tourism Work Programme (STWP)

The ACS Special Committee on Sustainable Tourism comprising Tourism Directors, Technical Experts and Senior Policy Officers from ACS Member States, have identified **priority areas** which are the focus of the activities of the Directorate of Sustainable Tourism:

1. Establishment of the Sustainable Tourism Zone of the Caribbean (STZC)
2. Establishment of the Center for the Promotion of Language and Cultures of the Greater Caribbean
3. Establishment of the Regional Tourist Safety and Security Network
4. **Development of Multi-Destination Tourism**



Cruise Ship Passenger Arrivals to ACS Member States 2007- 2010





The Importance of Cruise Tourism in the Greater Caribbean: Arrivals Statistics

ACS Member States	2007	2008	2009	2010
Antigua & Barbuda	672,788	580,853	712,792	557,635
Bahamas	2,970,659	2,861,140	3,255,780	3,803,122
Barbados	616,354	597,523	635,746	635,212
Belize	624,128	597,370	705,219	764,628
Columbia	126,890	228,221	346,693	382,309
Costa Rica	-	-	-	-
Cuba	7000	5000	4000	-
Dominica	354,515	463,355	530,332	517,979
Dominican Republic	384,878	417,685	374,284	352,539



The Importance of Cruise Tourism in the Greater Caribbean: Arrivals Statistics

ACS Member States	2007	2008	2009	2010
El Salvador	-	-	-	-
Grenada	270,323	292,712	339,752	333,556
Guatemala	41,972	62,717	81,346	89,137
Guyana	-	-	-	-
Haiti	-	-	-	-
Honduras	-	-	429,829	803,102
Jamaica	1,179,504	1,088,901	922,349	909,619
Mexico (Cozumel)	2,488,190	2,569,433	2,221,729	2,911,146
Nicaragua	35,068	91,855	89,924	36,892



The Importance of Cruise Tourism in the Greater Caribbean: Arrivals Statistics

ACS Member States	2007	2008	2009	2010
Panama	296,036	234,212	310,874	331,200
St Kitts and Nevis	247,393	-	-	-
St Lucia	610,343	619,680	699,306	670,043
St Vincent and the Grenadines	144,555	116,709	149,464	110,955
Suriname	-	-	-	-
Trinidad and Tobago	76,741	44,042	119,600	71,802
Venezuela	-	-	-	-
TOTAL	11,147,337	10,871,408	11,929,019	13,280,876



Development of Multi-Destination Tourism: Establishment of the ACCD

- Aware of the importance of Cruise Ship Tourism to the Region and in efforts to ensure that its maximum benefits are for the community, the ACS was requested to facilitate dialogue on **a collective approach towards the exchange of information and coordination of mutually beneficial areas of interest** for the strengthening of the Cruise sector in the Greater Caribbean Region.
- At the ACS First Meeting of Ministers of Tourism of the Greater Caribbean (October 19th, 2006), it was agreed to consider the possibility of establishing an **“Association of Caribbean Cruise Ship Destinations (ACCD).”**





Development of Multi-Destination Tourism: Establishment of the ACCD

- Compilation of Findings and Recommendations from Studies on the Impacts of Cruise Ship Tourism in the Greater Caribbean.
- Compilation of the Legal Instruments existing at the International Level regarding Protection of the Marine Environment and Shipping Activity.
- Analysis of the Caribbean's and other world regions' experiences (Alaska, Bermuda and the Mediterranean) in developing cruise tourism policies.
- Conceptualisation of the ACCD as a mechanism for cooperation and concerted action, through the collaboration among the governmental and non-governmental entities operating in the cruise sector in the region.
- Priority given to the ACCD having a positive impact, in terms of the benefits for ACS Member and Associate Member States, particularly through increased cruise travel to the Region.



Why an Association of Caribbean Cruise Ship Destinations (ACCD)

Cruise Tourism Benefits

- Contribution to countries GDP from passengers and crewmembers expenditures, agent fees and port charges.
- Creation of employment for Taxi and Tour operators, Tour guides, Entertainers and Arts and Crafts and Food vendors who are often women or from rural communities and disadvantaged social groups).
- Stimulates investments and road and infrastructure development.
- Stimulates preservation and upkeep of cultural and historical sites, artifacts, festivals and traditions.

Cruise Tourism Challenges

- Environmental degradation due to water and air pollution, improper waste disposal and other factors.
- Congestion due to the increasing number and size of the cruise ships.
- Overcrowding and over-use of ecologically and culturally sensitive sites and attractions.
- Cruise Industry and distribution systems dominated by a few large firms contributing to a monopolistic relationship with the destinations.
- Lack of reliable cruise tourism data on the National and Regional levels.



ACCD: Objectives

Maximise the benefits of Cruise Tourism in the Greater Caribbean destinations by:

- Facilitating inter-governmental discussions and the coordination of related activities;
- Facilitating the coordination of public-private sector services within the destination, as well as at the regional level;
- Contributing to the regional stakeholders (public and private) exercising greater leverage in discussions with other stakeholders in the cruise tourism sector.



ACCD: Functions and Activities

- **Promote exchange of best practises and information between Member States, Cruise Destinations, and their supporting infrastructure.**
- Help to strengthen the capacity of members to develop effective relationships with the cruise ship and other private sector operators.
- **Encourage professional enhancement of its Members and stakeholders by organising activities such as congresses, seminars, symposiums, conferences, etc. that generate revenue for the ACCD.**
- Promotion of joint Membership activities (product development, marketing, promotions, workshops etc) and the coordination of services provided.
- **Promotion of the importance of the cruise ship market to communities of the Greater Caribbean raising awareness and understanding of their contribution to the passenger experience.**



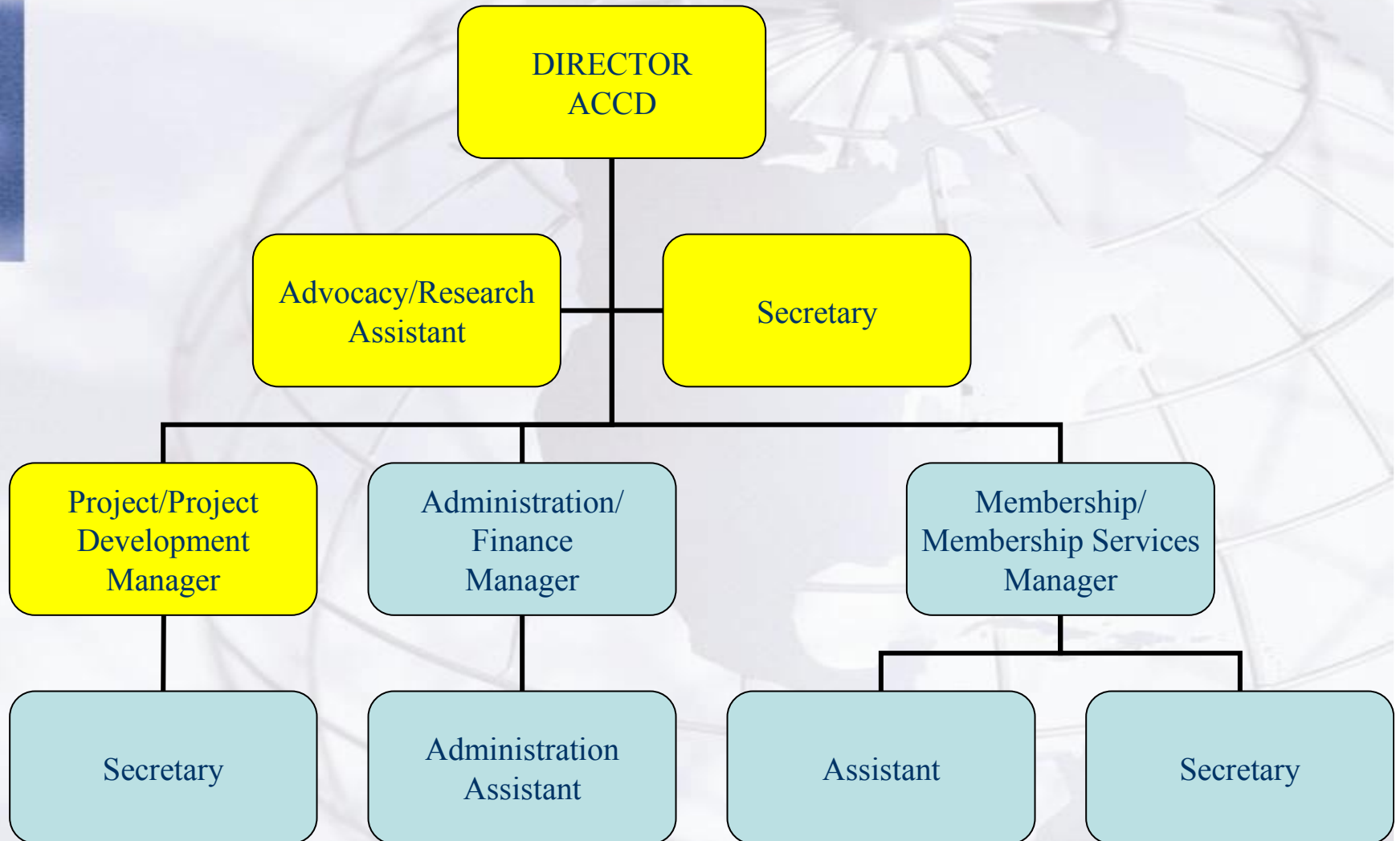
ACCD: Functions and Activities

- Training and recruitment that generate on board employment for citizens of the Greater Caribbean.
- Raising awareness of the Greater Caribbean as the leading cruise destination, to include promoting familiarisation trips for industry professionals.
- **Product development programmes and a regional infrastructure plan with members to make port developments and operations convenient, efficient and lucrative.**





ACCD Proposed Organizational Chart





Ad-Hoc Working Group for the Establishment of the ACCD

Formulated to advance the concept and framework for the institutionalisation of the ACCD by preparing the legal documentation, operating plan and schedules to be followed to establish the Association.

Chair	Nicaragua	
Vice Chair	Haiti and Mexico	
Alternate Vice Chair	Belize	
Sub-Committees		
INTERACTION WITH CRUISE INDUSTRY	STATUTES AND INTERNAL REGULATION	STRATEGIC OPERATIONAL AND FUNDING PLAN
Chair: Mexico	Chair: Dominican Republic	Chair: Columbia
Honduras	Honduras	Honduras
Belize	Haiti	Haiti
	Venezuela	St. Kitts and Nevis
	El Salvador	Venezuela
	Guatemala	St. Lucia
	Cuba	Guatemala
	St. Kitts and Nevis	Dominica
	Dominica	CTO
	ACS Legal Adviser	SICA

Technical support to the ACCD-WG being provided as follows:

- **ACS: Technical Secretariat**
- **United Nations World Tourism Organization (UNWTO), Caribbean Tourism Organization (CTO) and the Central American Tourism Council (CTC) (President Pro Tempore)**



Ad-Hoc Working Group for the Establishment of the ACCD

To date the Ad Hoc WG has held 3 meetings which:

- Analyzed the Objectives, Composition, Functions and other Institutional Aspects of the ACCD.
- **Directed the Consultancy initiated to produce the Statues and Internal Regulations of the ACCD as well as its Strategic Operational Plan, Marketing and Funding Plan.**
- Reviewed and provided feedback to the deliverables generated by the Consultancy.
- Prioritised outreach activities to include engagement of the Cruise Industry and identified topics for discussion / intervention.
- **Agreed that the ACCD would not be a new regional organisation but established as an initiative within the parameters of the ACS.**
- Agreed to facilitate subsequent meetings to finalise discussions on the legal and operational framework of the ACCD, in order to expedite the formal establishment of the Association.



REGIONAL SUPPORT FOR THE ACCD: JOINT DECLARATION THIRD CARICOM-SICA SUMMIT OF HEADS OF STATE AND GOVERNMENT SAN SALVADOR, EL SALVADOR, 19 AUGUST 2011

- Support the efforts of the **Ad Hoc Working Group** of the **Special Committee for Sustainable Tourism of ACS** for the establishment of the **Association of Caribbean Cruise Ship Destinations (ADCC)** approved by the Council of Ministers of the ACS in January 2011. Likewise, urge them to continue working together to develop the competitiveness of the Cruise Industry in order to improve the Caribbean brand, which will generate benefits for the small and medium sized enterprises in the local community.
- Recognize the significance of the **Caribbean Sea as an important resource for the economic development, livelihood and future well-being of the people of the two subregions**, and agree to continue to support the efforts of the ACS in developing and implementing regional initiatives for the protection and preservation of this patrimony.

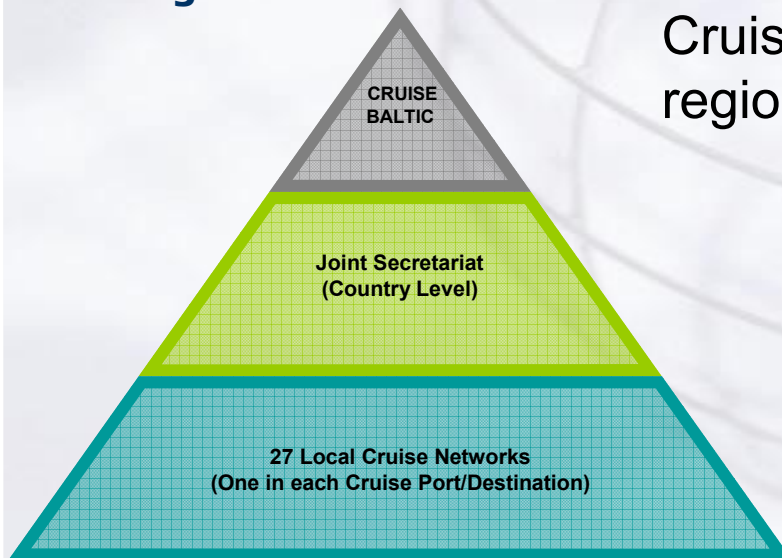




The Cruise Baltic Experience: 10 countries, 26 destinations and 45 partners

- Promotes the Baltic Sea Region as ONE (1) Cruise Destination.
- Facilitates full integration between Ports and Cities.
- Standardisation of the Baltic Region's cruise industry through the exchange of knowledge and information, to enable all countries to offer the same service and quality high standards.
- Exemplifies the “best practice” cruise-promoting network, using the concept of an individual Port's Cruise Network applied across an entire cruise region.

Cruise Baltic Organisational Structure





The Cruise Baltic Experience: 10 countries, 26 destinations and 45 partners

Appendix F



10 COUNTRIES
ON A STRING

About Cruise Baltic

- Our Story
- Meet & Enjoy
- Product & Themes
- Virtual Tour
- Destinations
- Travel Planning
- Press
- Professionals
- Partners
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- Search



About Cruise Baltic



The countries of the Baltic Sea Region have joined forces in order to create a cruise option with fully integrated operations between ports and cities. The Baltic Sea offers an unseen variety of destinations, sights and adventures for everyone. And with the region's exciting history, rich traditions and spectacular nature, Cruise Baltic invites to a cruise experience out of the ordinary where you can visit 10 countries on a string and experience oceans of adventures.

The year 2010 sees 2,010 calls to the Baltic Sea Region
[See Press Release](#)

Learn about our cruise destinations and Baltic themes
[Cruise Baltic Product Guide](#)

Cruise Baltic Film
Highlights of the Baltic region
[View branding film](#)





The Potential of the ACCD: Integration of the 38 Cruise Ports/Destinations in the Greater Caribbean Region

Typology of Port Cooperation Activities

ACTIVITY	FORMAL	INFORMAL
Marketing and Business Development	<ul style="list-style-type: none"> • Joint advertising and promotional activities • Establishing a joint marketing agency 	<ul style="list-style-type: none"> • Seeking joint clients • Exchange of experts • Promote the use of each other's facilities
Operations	<ul style="list-style-type: none"> • Common training agreements • Joint application of new communications technologies • Port development planning • Partnerships with other actors • Joint development of similar operating practices 	<ul style="list-style-type: none"> • Information exchange on terminal management • Sharing of information on port development • Exchange of experts • Joint studies
Administrative	<ul style="list-style-type: none"> • Port representatives participating in other ports • Joint investments in hinterland infrastructure • Joint management of port expansion • Formation of (inter)national cooperative organizations 	<ul style="list-style-type: none"> • Technical assistance in port management • Common positions at international fora
Regulatory	<ul style="list-style-type: none"> • Joint environmental protection initiatives • Coordinated investment: safety & security 	<ul style="list-style-type: none"> • Information sharing on environmental programs



The Potential of the ACCD: Integration of the 38 Cruise Ports/Destinations in the Greater Caribbean Region

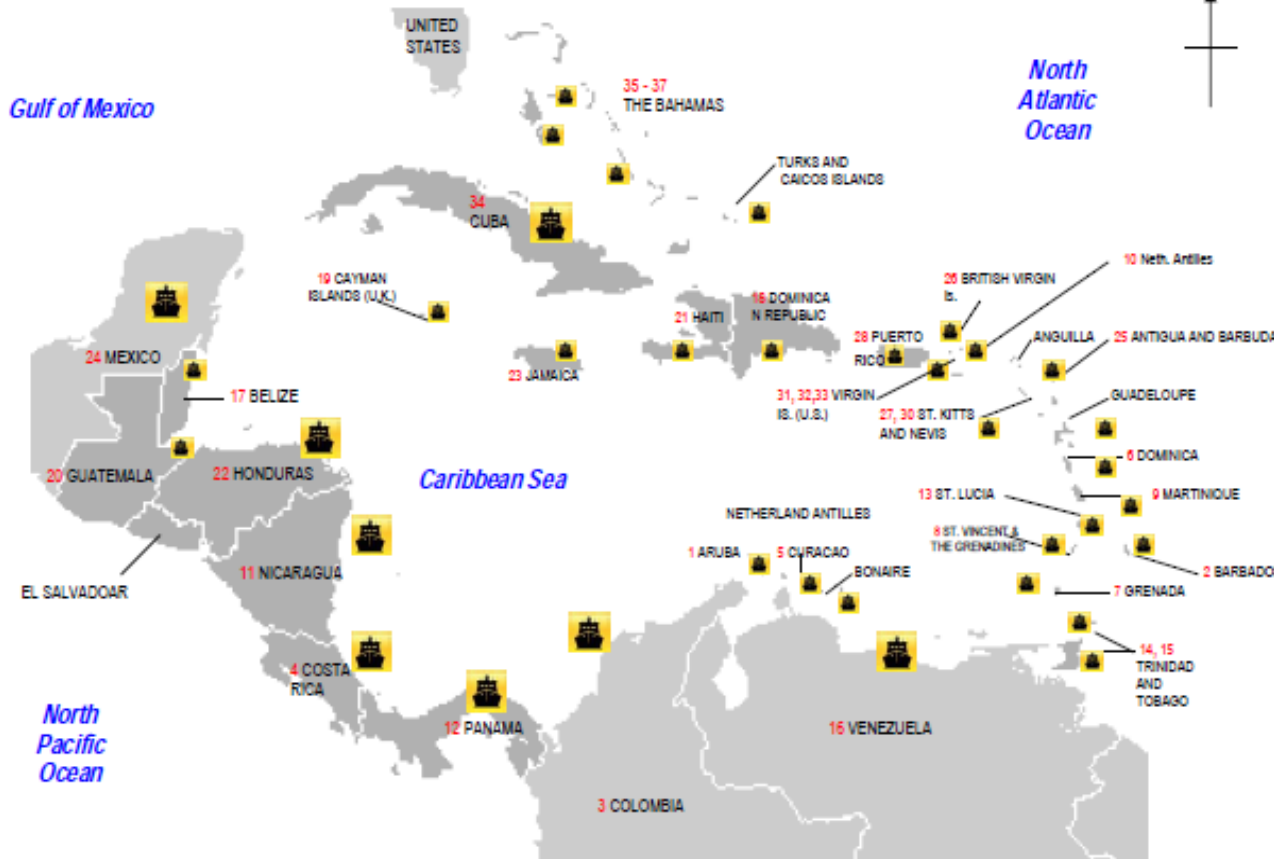
- Dialogue and the sharing of best practices on the regional level between Ports and Tourism Authorities and the cruise industry to communicate needs, challenges and identify mutually-beneficial mitigation strategies.
- Coordinated and informed approach to managing ecological, environmental, social and other impacts
- Efficiency and equity on an organizational level as well as it concerns territorial, economic and geo-political cohesion relative to societal needs.
- Development and integration of National and Regional Cruise Tourism and Port Policies aiming for utilization of contemporary infrastructure with due attention to the needs of passengers, ships and cargo.
- Collaboration and support for the allocation of public financial resources and mobilization of private ones for port maintenance and expansion activities.
- Contribute to ports/cruise ports inter-connectivity, complementarity of modes and standardization of berth allocation systems, to better manage cruise and cargo traffic and for the upkeep of ports/cruise ports services and facilities
- Supply Chain integration through improved co-ordination, co-operation and linkages with ancillary sectors, enhancing vertical and horizontal integration.





The Potential of the ACCD: Integration of the 38 Cruise Ports/Destinations in the Greater Caribbean Region

Map of Central America and the Caribbean – Ports of Call



SOUTHERN CARIBBEAN

1. Oranjestad, Aruba
2. Bridgetown, Barbados
3. Cartagena, Providence, San Andres, Colombia
4. Puerto Moin; Puerto Limon, Costa Rica
5. Willemsted, Curacao
6. Calbrits; Portsmouth; Roseau, Dominica
7. St. George's, Grenada
8. Bequia; Mayreau; Tobago Cays, Grenadines
9. Fort de France, Martinique
10. Saba, Netherland Antilles
11. San Juan del Sur, Nicaragua
12. Cristóbal; Colon; San Blas Isl., Panama
13. Castries, St. Lucia
14. Scarborough, Tobago
15. Port of Spain, Trinidad
16. Los Roques; Tortuga; Margarita, Venezuela

WESTERN CARIBBEAN

17. Belize City; Hunting Caye, Belize
18. Catalina Island; Cay Levantado; La Romana; Samana, Dominican Republic
19. George Town, Grand Cayman
20. Santo Tomas de Castilla, Guatemala
21. Labadee, Haiti
22. Roatan; Puerto Cortes, Honduras
23. Ocho Rios; Montego Bay; Port Antonio, Jamaica
24. Cancún; Costa Maya; Cozumel; Majahual; Merida; Veracruz, Mexico

EASTERN CARIBBEAN

25. St. John's, Antigua
26. Jost Van Dyke; Virgen Gorda, British Virgin Islands
27. Charlestown, Nevis
28. Culebra; Ponce; San Juan, Puerto Rico
29. Gustavia, St. Barts
30. Basseterre, St. Kitt's
31. Christiansted; Frederiksted, St. Croix, US Virgin Islands
32. Cruz Bay, St. John, US Virgin Islands
33. Charlotte Amalie, St. Thomas, US Virgin Islands

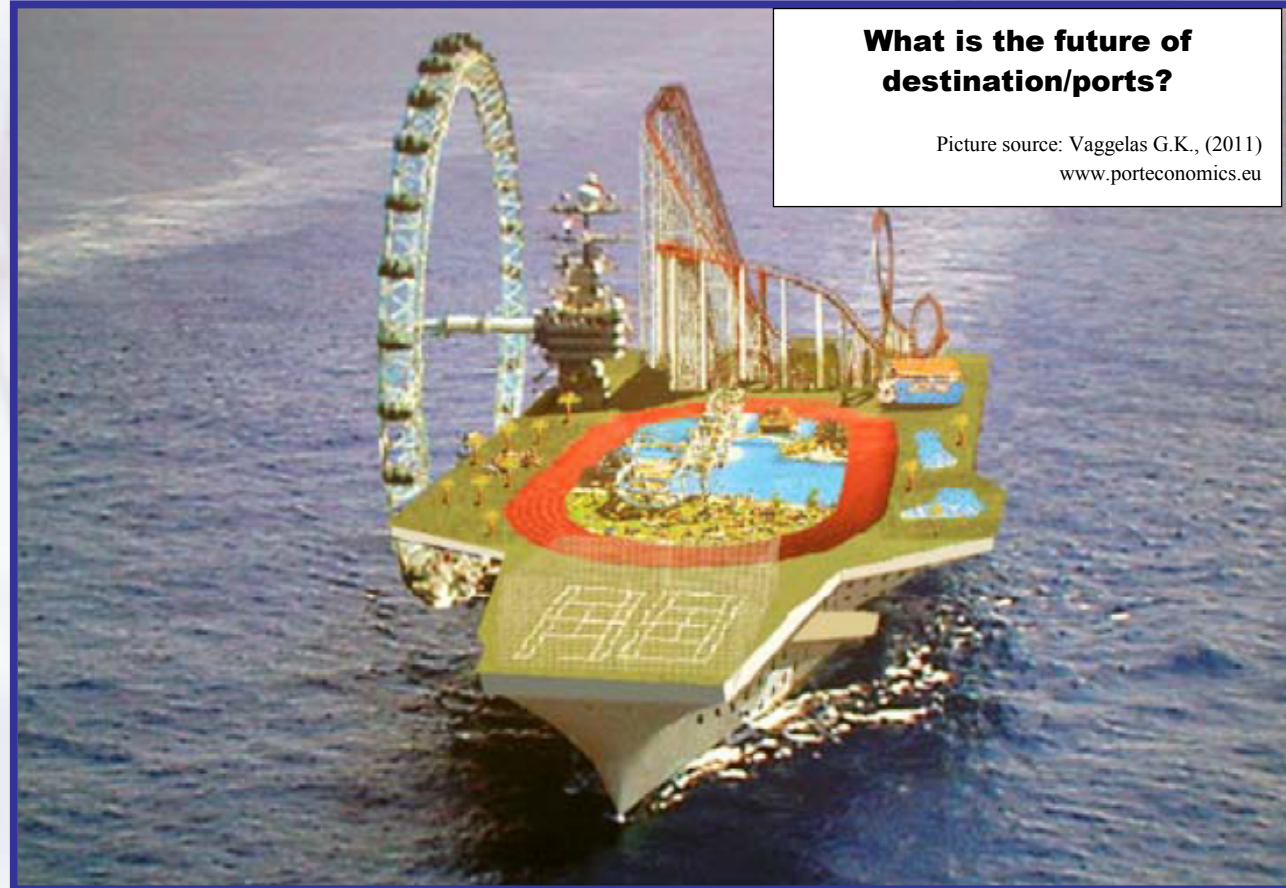
NORTHERN CARIBBEAN

34. Santiago; Havana, Cuba
35. Freeport, Grand Bahama, Bahamas
36. Nassau, New Providence Island, Bahamas
37. Paradise Island, Bahamas
38. City of Hamilton; King's Wharf; St. George Town, Bermuda



The Potential of the ACCD: Integration of the 38 Cruise Ports/Destinations in the Greater Caribbean Region

Co-operation between the Tourism Sector and the
'Port' is a crucial factor for increasing the
attractiveness of a cruise destination.



**What is the future of
destination/ports?**

Picture source: Vaggelas G.K., (2011)
www.porteconomics.eu



ACCD: Next Steps

- **Outreach to other sectors to include Ports and Ports Authorities for input and recommendations and integrate in the process to establish the ACCD.**
- Convene 4th Meeting of the ACCD Ad Hoc Working Group.
- Approval and endorsement of the next steps to establish the Association by ACS Member and Associate Member States.
- Resource mobilisation to support implementation and seed fund for institutionalisation of the ACCD.
- Convene Informational Meeting with the Cruise Industry on the ACCD.



Complementary ACS Initiatives: Maps of Maritime Routes of the Greater Caribbean

ENGLISH | ESPAÑOL | FRANÇAISE

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COCATRAM

MITRANS
Ministerio de
Transporte de Cuba

Autoridad Marítima de Panamá

Maritime Routes Maps of the Greater Caribbean

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Georgetown Imagery ©2012 TerraMetrics

Possibility being explored for the mapping of Cruise ship routes in the region being added to this platform.

Website:

<http://www.cocatram.org.ni/rutas/login/?next=/rutas/>

Thanks for your attention
Gracias por su atención
Merci de votre attention



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