

# Winning Cruise



Photo courtesy: Apple Daily



While Hong Kong is blessed with proximity and great connectivity with the Pearl River Delta, a rapidly growing source market for cruises, Hong Kong's success as a cruise hub also depends on the success of cruise tourism in the region. Therefore, we strategically partnered with ports in the Asia-Pacific region to encourage cruise lines to develop itineraries featuring Hong Kong and regional ports. In June 2012, the Central People's Government announced a new measure that Mainland tour groups taking cruise from Hong Kong to Taiwan can visit Japan or Korea in the same cruise journey before returning to the Mainland. The HKTB encouraged cruise lines to leverage this favourable measure to develop new northbound itineraries, so as to boost the appeal of cruise vacation and stimulate the growth of the Mainland cruise market.



Moderator: Chris Hayman, Chairman, Seatrade  
 Panelists:  
 Graeme Adams, VP, Voyage Planning, Port & Land Programs, SeaDream Yacht Club  
 Bruce Krumrine, Vice-President of Port Operations, Europe & Exotics, Princess Cruises  
 William Ng, Chief Operating Officer, Star Cruises  
 Michael Pawlus, Director, Strategic Itinerary Planning & Scheduling, Silversea Cruises Ltd  
 John Tercek, Vice President, Commercial Development, Royal Caribbean Cruises Ltd

## Seatrade Hong Kong Cruise Forum

To strengthen collaboration with cruise lines and facilitate co-operation among ports in the region, we organised the inaugural Seatrade Hong Kong Cruise Forum in January 2013, bringing under one roof itinerary planners, and senior marketing and sales executives from cruise companies, port authorities and NTOs from neighbouring ports, as well as other industry stakeholders. We also took the opportunity to highlight the benefits of the Kai Tak Cruise Terminal.

## Cruise Shipping Miami

On the international level, we sent a delegation to Cruise Shipping Miami, the most important cruise industry event in the world, which attracted more than 11,000 participants in 2013. In addition to setting up an exhibition booth, taking part in networking functions and doing PR promotion, our Executive Director Mr Anthony Lau was invited to give a presentation titled "Asia – An Expanding Market", in which he promoted the Kai Tak Cruise Terminal and Hong Kong's advantages as Asia's cruise hub to decision makers and key players in the global cruise industry.

