

Editorial Highlights

2027 Edition

UPFRONT

Keynote

Royal Caribbean Group is one the cruise industry's leading innovators, pushing forward with sustained expansion, investment and vision. With a still-growing fleet of 71 ships across its five brands and itineraries spanning destinations across all seven continents, itinerary planning presents both significant complexity and substantial reward. Our keynote interview will examine how the company balances operational concerns with guest expectations to deliver an outstanding itinerary offering.

Marketwatch

An eclectic round-up of the top global port and destination news, views, opinions and insights. We also share a curated global collection of enticing port and destination images that fill ships and create lasting memories. For our extended Marketwatch story, we take a longer look at the significant ports and destinations in Asia that are driving market growth and delighting both regional and international passengers.

FEATURES

Feature: *Cultivating a destination identity*

CFIP examines the growing passenger appetite for authentic, immersive cruise experiences, highlighting how destinations and local tour operators can showcase their unique characteristics, cultural heritage and signature offerings. We explore strategies to engage discerning passengers, enhance meaningful cultural connection, support sustainable tourism and position ports and port communities as compelling and repeatable stops in memorable cruise itinerary. Contributors include:

- Aroya Cruises
- Azamara
- Celebrity Cruises
- Quark Expeditions
- Saga Cruises
- Swan Hellenic

Roundtable: *Evolving market dynamics impacting effective port operations*

This roundtable explores evolving market dynamics in cruise port operations, where lines and ports collaborate to pursue incremental gains to deliver elite service standards. Leading port operations executives and directors discuss strategic priorities, operational innovations, collaborative approaches, emerging technologies and sustainable practices, offering insight into how the sector is enhancing passenger experiences, meeting regulatory expectations and navigating operational challenges. Contributors include:

- Anglo-Eastern Ship Management
- Carnival UK
- Columbia Cruise Services
- Holland America Line
- Lindblad Expeditions
- Scenic Group

MAIDEN SEASON

The carefully curated inaugural voyages and maiden seasons of new cruise ships include calls at ports and destinations that cruise companies are confident will woo passengers. We review the very different maiden seasons planned for four ships launching in 2026-2027.

[Legend of the Seas](#): Mediterranean Sea and Caribbean



[MSC World Asia](#): Mediterranean



[Viking Libra](#): Northern Europe and Mediterranean



[Seven Seas Prestige](#): USA, Caribbean and N. Europe



PLANNER PERSPECTIVES

In our Planner Perspective interviews, cruise executives share their essential knowledge and wisdom about how ports and destinations can improve their offerings to deliver greater levels of passenger satisfaction. We speak with executives from:

- Ambassador Cruise Line
- Costa Cruises
- Norwegian Cruise Line Holding
- Ponant
- Princess Cruises
- Royal Caribbean International
- Silversea
- The Ritz-Carlton Yacht Collection
- Virgin Voyages

REPORTS

Port infrastructure

CFIP reports on the latest developments in port infrastructure, examining innovations in technology, services and operational design. We highlight the fundamental principles that enable ports to achieve safe, secure and efficient cruise ship handling while also delivering a seamless, sustainable passenger experience, setting new benchmarks in excellence across the global cruise sector. Invited contributors include representatives from ports, port agents, terminal operators, terminal architects, bunking, port equipment, ground handling and logistics, ship chandlers and waste management services.

Association highlights

Renowned port and destination associations share their members' latest news and highlight some of the key initiatives they are currently developing. Invited contributors include:

- American Association of Port Authorities
- Atlantic Canada Cruise Association
- Australian Cruise Association
- Caribbean Tourism Organization
- China Cruise & Yacht Industry Association
- Cruise Baltic
- Cruise Europe
- Cruise Norway
- Cruise St Lawrence
- Cruise the Great Lakes
- Florida-Caribbean Cruise Association
- Japan Cruise Association
- MedCruise
- Singapore Cruise Association

Regional spotlight: *Baltic Sea*

CFIP talks with leading cruise lines, associations, ports, and tourist boards about cruising in the Baltic Sea to get an up-to-date industry perspective on the compelling itineraries on offer that are routinely enchanting cruise passengers from around the world. We explore some of the region's port and destination highlights, put the spotlight on lesser-known gems and examine emerging trends, passenger experiences, and collaborative strategies shaping the region's growing cruise appeal.

Featured ports & destinations

Profiles of a series of ports and destinations that are enduringly popular on cruise itineraries:

- Africa, Gulf & Indian Ocean
- Asia Pacific
- Central America & Caribbean
- Mediterranean & Black Sea
- Middle East
- North America & Canada
- Northern Europe
- South America

FURTHER INFORMATION

Partners

Cruise & Ferry is proud to partner with the following organisations:



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This editorial plan is subject to the interview availability of the organisations and individuals listed. Alternative contributors will be found if they are required.