

## *Editorial Highlights*

2021-2022

### *UPFRONT*

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#### *Keynote*

Michel Nestour, vice president of global port and destination development at Carnival Corporation, introduces the 2021-2022 edition of Cruise & Ferry Itinerary Planning in an exclusive interview with Jon Ingleton. Nestour covers a wide range of topics, including industry developments, travel trends, brand values, shore excursions and the key components of a perfect itinerary.

#### *Marketwatch*

An eclectic round-up of the top global port and destination news, views, opinions and insights. For our extended story in this issue, we quiz Michelle Lupino, Head of Destination Management at Ambassador Cruise Line, about the new company's itineraries and destination highlights for its inaugural season in 2022.

### *FEATURES*

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#### *Feature: A breath of fresh air*

We're cruising again! An eclectic mix of the global cruise community, including senior executives at cruise lines, associations, ports and destinations, celebrate the return of cruise ships and remind us about the joy of vacation adventures at sea. This feature will highlight incredible itineraries and shore excursions, amazing ports and destinations, and will also share perspectives about the unique attributes of a cruise vacation.

#### *Roundtable: Florida-Caribbean cruising*

The success of the 2021 cruise season relies heavily on the broad appeal of cruise itineraries that hold sufficient wonder to encourage passengers to take to the seas again. In our lead feature we talk to cruise line planners to explore the ports and destinations that they have chosen to headline itineraries for possibly the most important year in the industry's history. Contributors include:

- Dana Young, President and CEO, VisitFlorida
- Neil Walters, Secretary General, Caribbean Tourism Organisation

### *MAIDEN SEASON*

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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 the passengers. We review the very different maiden seasons planned for four ships launching in 2021 and 2022:

[Discovery Princess](#): US Pacific Coast, Canada and Alaska



[AIDAcosma](#): Atlantic Europe and Mediterranean



[Wonder of the Seas](#): Asia from Shanghai and Hong Kong



[Celebrity Beyond](#): Europe and Caribbean



## PLANNER PERSPECTIVES

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In our 'planner perspective' interviews, cruise executives share their essential knowledge and wisdom about how ports and destinations can improve their offerings for greater levels of passenger satisfaction:

- Diana Block, Senior Vice President of Revenue, Sales and Itinerary, Virgin Voyages
- Karl Peter Gombrii, Vice President of Strategy and Itinerary Planning, Hurtigruten
- Raymond Lim, Senior Vice President of Planning, Port Management and Operations, Genting Group
- Adam Sharp, Director of International Destination Development, Royal Caribbean Group

## REPORTS

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### *The magical allure of the Mediterranean*

As the cruise industry starts to rebuild, compelling itineraries may provide the magic wand to entice passengers to take to the seas again. Will cruise companies rely on historically successful schedules or seek to tempt their guests the allure of a less travelled path? Cruise lines will win this business back. Three Mediterranean experts give us their thoughtful insights into how they are tackling this challenge:

- Mario Alovisi, Vice President of Revenue Management, Itinerary and Transportation, Costa Cruises
- Elisabetta De Nardo, Vice President of Port Development, MSC Cruises
- Dondra Ritzenthaler, Senior Vice President of Sales, Celebrity Cruises

### *Association highlights*

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

- Asia Cruise Terminal Association
- Atlantic Canada Cruise Association
- Australian Cruise Association
- Cruise Baltic
- Cruise Europe
- Cruise Norway
- Florida-Caribbean Cruise Association
- MedCruise

### *Regional spotlight: St Lawrence River*

Paul Grigsby, vice president of revenue planning and analytics at Holland America Line, talks about his love of cruising along the St Lawrence River, answering questions about why it's such a compelling destination. This spotlight will investigate the opportunities and challenges for the region and review the attributes that make it enduringly popular.

### *Featured ports & destinations*

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

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

## FURTHER INFORMATION

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### *Partners*

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



### *Contacts*

Rebecca Gibson, Associate Editor  
Email: [rebecca.gibson@tudor-rose.co.uk](mailto:rebecca.gibson@tudor-rose.co.uk)

Jon Ingleton, Executive Editor  
Email: [jon.ingleton@tudor-rose.co.uk](mailto:jon.ingleton@tudor-rose.co.uk)

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