

Cruise&Ferry Itinerary Planning

Editorial Highlights, 2020-2021

UPFRONT

Keynote

Josh Leibowitz, president of Seabourn, introduces the 2020 edition of *Cruise & Ferry Itinerary Planning* in an exclusive interview with Jon Ingleton. Leibowitz 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. Our extended story in this issue quizzes The Ritz-Carlton Yacht Collection's CEO Doug Prothero about Evrima's itineraries and destination highlights for her inaugural season, starting in June 2021.

FEATURES

Roundtable: *Inspiring itineraries*

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:

- Matthew Rutherford, vice president, revenue management and deployment, P&O Cruises Australia
- Emilio Freeman, vice president of destination and revenue management, SeaDream Yacht Club
- Elisabetta De Nardo, vice president of port development, MSC Cruises
- Claudius Docekal, vice president of deployment, Crystal Cruises

Feature: *Cruising to World Heritage sites*

"Our cultural and natural heritage are both irreplaceable sources of life and inspiration." World Heritage sites represent a compelling reason to travel, delivering unforgettable memories. *CFR* talks with Mechtild Rössler, director of Unesco World Heritage Centre, about the global appeal of a cruise to a World Heritage site. Ports and destinations join the conversation to share their stories and views about the universal appeal of cruising into our past and visiting their own sites of special interest.

PLANNER PERSPECTIVES

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:

- Crystal Morgan, director of deployment and itinerary planning, Princess Cruises
- Mike Pawlus, director of itinerary and destination planning, Azamara
- Juan Trescastro, director of itineraries, destinations and government relations, Virgin Voyages
- Ugo Savino, director of deployment and itinerary planning, Carnival Cruise Line
- Paul Grigsby, vice president of revenue planning and logistics Holland America Line
- Martin Lister, head of itinerary planning and destination experience, Fred. Olsen Cruise Lines
- Steven Young, consultant

REPORTS

Cruising past the pandemic

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. Our chosen experts give us their thoughtful insights into how they are tackling this challenge:

- Neil Duncan, head of yield and planning, Mystic Cruises
- James Cabello, operations and product development executive, Marella Cruises
- James Langley, director of marine and technical operations, Saga Cruises
- Trey Byus, chief expedition officer, Lindblad Expeditions

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:

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

Regional spotlight

Mario Alovisi, vice president of revenue management and design at Costa Cruises, talks about his love for the Mediterranean and answers some questions about why it's such a compelling destination for cruise lines and their passengers. This spotlight will investigate the opportunities and challenges for the region and review the attributes that have made it a popular choice to date.

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

Partners

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



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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.