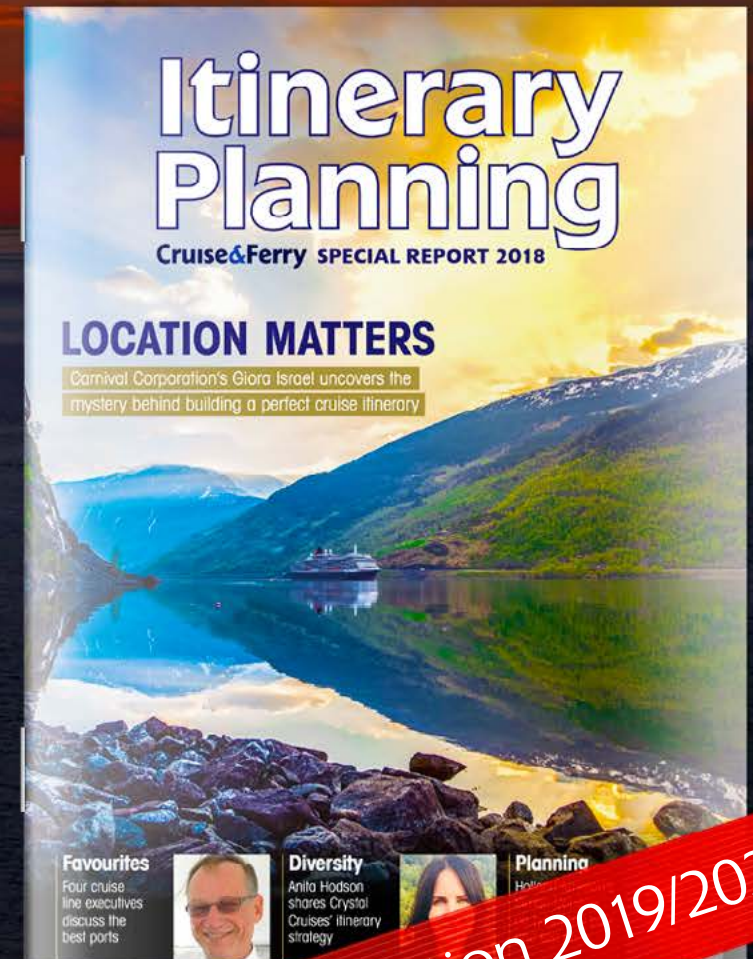


Itinerary Planning

PORT OPERATIONS | DESTINATIONS | SHORE EXCURSIONS | PLANNING | ASSOCIATIONS | ITINERARIES



Next issue: October 2019



Media information 2019/2020

About the Itinerary Planning Report

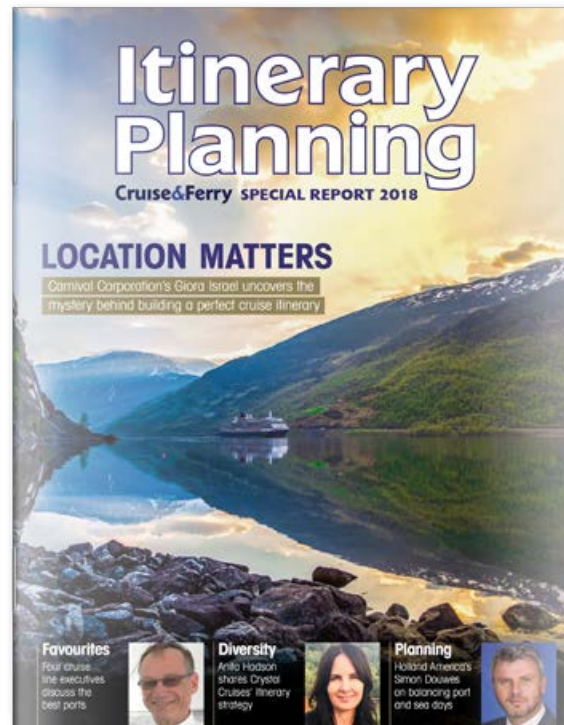
“We never give up on the thinking that we are selling dreams”

Federico Bartoli, Itinerary Planning Director, Costa Cruises

Our *Itinerary Planning Special Report* celebrates the work of the individuals and companies whose tireless efforts continue to fulfil the dreams of the millions of people who go on a cruise every year. And every year these people have to reinvent their output to keep itineraries fresh and inviting for both new and repeat passengers.

This talented group consistently achieve the highest levels of customer satisfaction – thanks largely to the ports, destinations and service providers who all share the same vision for continued industry improvement. The passion, focus and determination that is commonplace in the cruise business is entirely responsible for the continued dramatic growth that we have witnessed in recent times and is the envy of the rest of the hospitality sector. We are exceedingly proud that our annual *Itinerary Planning Special Report* continues to deliver an important contribution to the positive evolution of the business and takes a moment to celebrate the people who are charting this course.

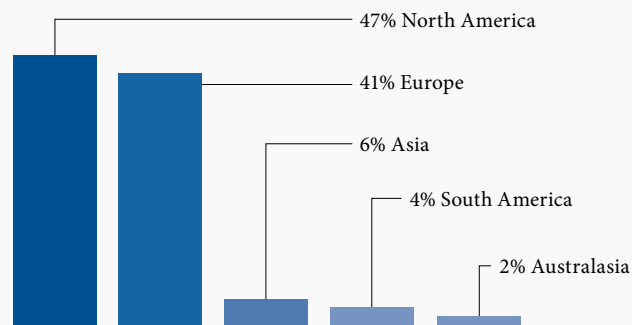
Distributed throughout the world, the *Itinerary Planning Special Report* has become an essential resource for industry leaders and as with its sister publication, *International Cruise & Ferry Review*, we offer advertising opportunities for organisations and companies to showcase their port, destination or services.



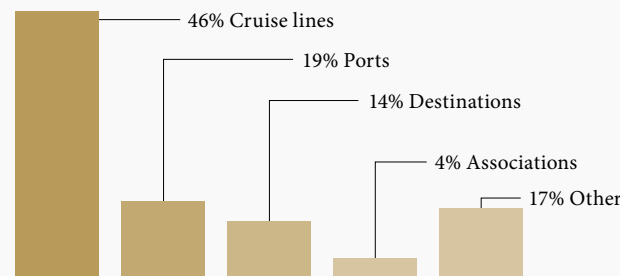
Overall readership 13,720

Print run 4,900 | Direct distribution 3,550 | Events 1,350

Circulation by geography



Circulation by sector (directs)



Contents

Keynote interview

In depth conversation with a senior industry figure covering a broad selection of itinerary planning topics

Marketwatch

Keeping up to date with the latest and most significant port and destination news and developments

Features

Topical issues are debated among a group of itinerary planners who have a common industry vision

Planner Perspectives

A series of one-to-one interviews with senior planners about their challenges and opportunities

Profiles

Reports on a selection of ports and destinations to raise awareness and share local news

Commentaries

Industry commentators share their expert views on a collection of subjects

Association update

Port and destination associations summarise the latest news from their membership

International Cruise & Ferry Review supports the use of the Forest Stewardship Council



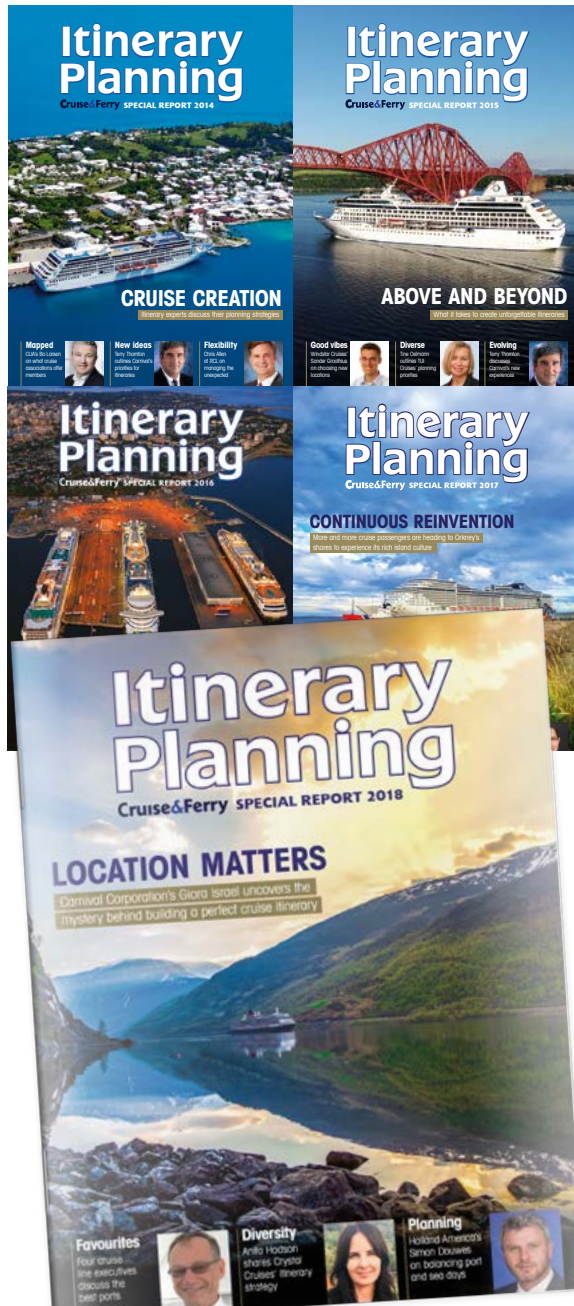
Cruise & Ferry partner organisations:



Editorial summary

“The cruise line has to make some careful decisions even before it begins building it’s itineraries”

Simon Douwes, Holland America Line



This publication is an annual celebration of the considerable collective achievements by the entire cruise port and destination community. Our annual *Itinerary Planning Special Report* is dedicated entirely to the ports, destinations and shorex providers that provide the unique and magical component that makes cruising such an incredible vacation experience.

In the 2019/2020 issue

KEYNOTE ARTICLE

Our keynote interview in this issue is with **Mario Alovise**, VP Revenue Management, Itinerary Design & Transportation, Costa Crociere

INTERVIEWS

A series of exclusive interviews with leading port and destination professionals, including: **Camille Drevillion**, VP Strategy & Itinerary Planning, Hurtigruten; **Claudius Docekal**, VP Deployment, Crystal Cruises; **Juan Trescastro**, Senior Director Itineraries, Destinations and Government Relations, Virgin Voyages; **Ugo Savino**, Director, Deployment & Itinerary Planning, Carnival Cruise Line.

FEATURES

Problem Solving

The modern itinerary planner has to be a skilled problem-solver but many of the challenges that confront the role are industry-wide and require international consensus. Itinerary planners travel the world and frequently confront these issues in difficult and sometimes public circumstances. We want to help share the solutions and refocus attention on more positive topics. Contributors from **Costa Cruises**, **Saga Cruises**, **Silversea Cruises**, **Marella Cruises** and **V.Ships** join the discussion.

Guest Expectations

With such high repeat rates in the industry, passengers have developed increasingly higher expectations with the benchmark set at the standard achieved by the best cruise that they have ever experienced. Itinerary planners discuss how to delight their passengers and keep them coming back for more! Our expert contributors from this feature include representatives from **Carnival Australia**, **Pullmantur**, **Lindblad Expeditions**, **SeaDream Yacht Club** and **Disney Cruise Line**.

REGULARS

In addition to the feature stories and interviews, the 2019 edition will also include our regular mix of port and destination reports and updates from leading destination associations who play a critical role in supporting their members and the itinerary planning community.



Participation options

“If you want to join our industry, do not come to us and ask how you can get involved. Instead, tell us exactly what you have that would make you an ideal fit for our itineraries”

Giora Israel, SVP Global Port & Destination Development, Carnival Corporation

Why participate?

The opportunities to differentiate yourself and get noticed go way beyond those offered by traditional publications. Here are some of the criteria around which we continue to strengthen *Cruise & Ferry's* industry engagement:

- **THE INDUSTRY'S OWN** – *Cruise & Ferry* branded publications are written for the industry, by the industry
- **PARTNERSHIP** – our industry partnerships put us at the heart of passenger shipping
- **HIGH RETURN ON INVESTMENT** – qualified benefits delivering true business value marketing
- **JOINT GO-TO-MARKET** – established as a channel to present product and service companies alongside industry buyers
- **WIDELY READ** – a captive and influential readership of over 13,720
- **RICH HERITAGE** – a rich history of positive and productive relationships and reader appeal
- **LOW PRICE** – low cost per thousand, options to suit every size of budget
- **EDITORIAL PROFILE** – opportunities to extend and enhance your profile beyond traditional advertising
- **HIGH PRODUCTION VALUES** – high quality brand that enhances your corporate image
- **LONG SHELF LIFE** – readers likely to retain, reuse and share throughout the year.

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Kimberley McLean
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Contribute

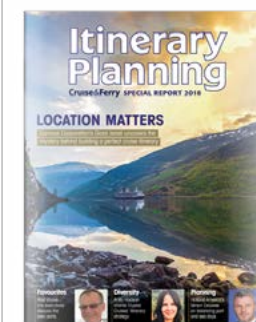
To suggest content for the magazine, send a synopsis and images to:



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