

Cruise Symposium in Okinawa

## Report 1

# **World Expansion of Modern Cruise Industry and Its Development in East Asia**

1, November, 2013

Dean & Prof. of Osaka Prefecture University  
Yoshiho Ikeda

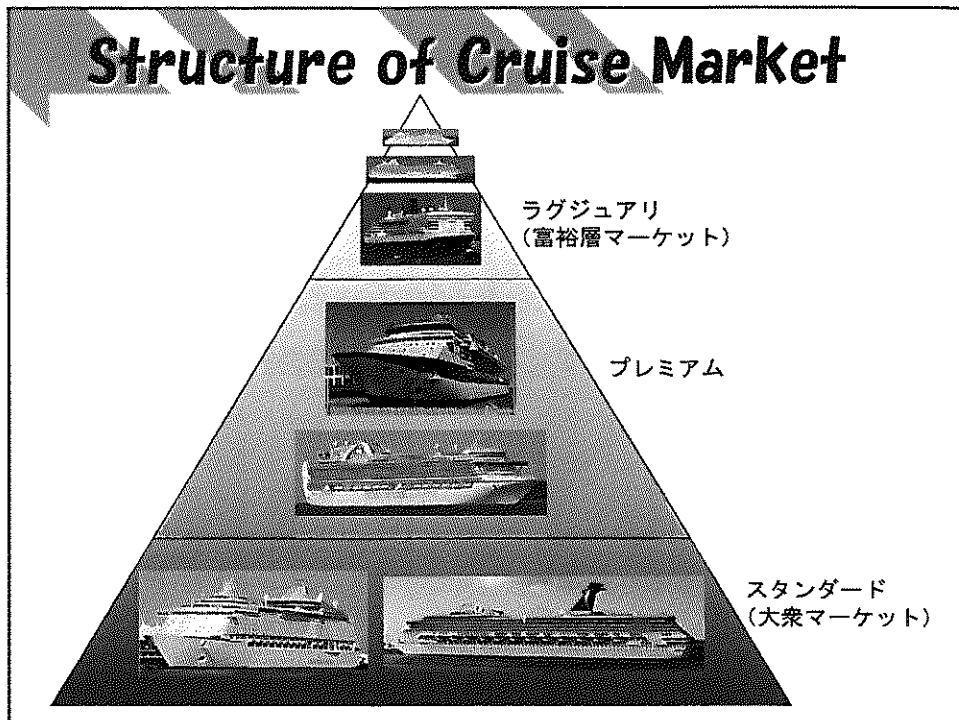
(President of The Academic Society for Cruise  
and Ferry, Japan )

## **Incorrect Image for Cruise in Japan**

- **Luxurious Vacation = For Rich People?**
- **Long Trip = For Retired People?**
- **Boring Trip = No Entertainments?**
- **Formal = Formal Dress in All Night?**

## **Real Cruises in Present are !**

- **Casual, High Cost Performance, Fun &  
Happy, Convenient Vacation!!**



## Business Model of Modern Cruise

- **Modern Cruise??: New Business Model Bourn in 1960' s at Caribbean Seas**
- **Its Characteristics,**
  - **Regular cruises from a port**
  - **Fly & Cruise (Air+Sea)**
  - **Reasonable Price (Income 30K\$~)**
  - **All Inclusive Price**
  - **Short (Mainly, Less than 1 week)**
  - **Large Ship (More than 70K GT)**
  - **Entertainment Business on Board**

## Larger & Larger

End of 1960's :	15,000~20,000 GT
Beginning of 1980's :	40,000 GT
End of 1980's :	70,000 GT
End of 1990's :	100,000 GT (Post Pannamax)
Beginning of 2000's :	140,000 GT (600 b.yen)
End of 2000's :	220,000 GT (1300 b.yen)

Why Larger?: Reasonable Price

+  
Wide Freedom of Choice

## Many Huge Cruise Ships in Miami

5~7 Ships sailed from Miami in Every days of All Weekends



## **Introduction of Modern Cruise Model to Europe**

- **1990' s: Regular cruises based on Mallorca, Spain  
(Fly & Cruise from UK)**
- **Advancement of American Cruise Companies**
- **Collapse of Old Cruises, like Greek ones**
- **Integration to Carnival (Costa, Aida, Cunard, P&O  
Cruise)**
- **Appearance of Local Player (MSC)**
- **End of 2000' s: Cruise Population,  
Over 5,000,000**

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### **Example of A Successful Cruise Port: Civitavecchia (Port of Roma)**

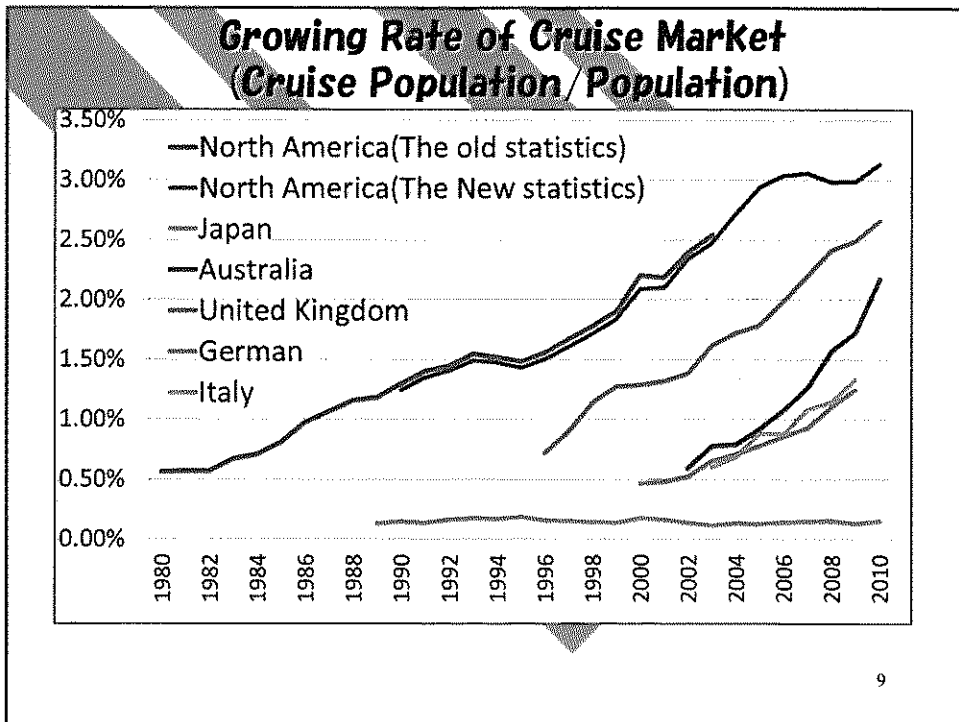
**1996: 50 ships**

**2003: 500 ships**

**2008: 750 ships**

**2011: 1000ships**





- ### Present Situation of Modern Cruise Business
- **Cruise Population: 21,000,000 passengers**
  - **7,000,000,000 yen Industry**
  - **Self supporting Industry**
  - **High return Industry**
  - **Excellent goods for Travel Agency**
  - **Large Economical Impact on Home port**
  - **Good Economical Impact on Port of Call**
  - **→Hot Invitation Competition of Cruise ships to Ports!!**
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## **Cruise Market in East Asia**

- **Japan: 200,000 PAX**  
Japanese ships: 3 (Luxurious ones:  
Omotenashi = High Level of hospitality)  
Several Foreign Ships (Modern Cruise  
Market)
- **Taiwan: ??**  
Regular Cruises by Star Cruises
- **Mainland China: 600,000~800,000 PAX**  
Regular Cruises Based on Shanghai, etc

## **Future of Cruises in East Asia**

- **Cruises based on Mainland of Japan**
- **Cruises based on Taiwan**
- **Cruises based on Mainland of China**
  
- **Triangle Cruises among Japan,  
Taiwan and Mainland of China**  
→ **Promising Business !!**  
Naha, Ishigaki, Keelung, Kaoshung,  
Shanghai, Xiamen, Hongkong

## **Economic Impact of Modern Cruises on Port**

### ■ Port of call

*Sightseeing Expenses of Passengers and Crews*  
*Port Charges, etc.*

### ■ Home port

*Travel & Sightseeing Expenses of Passengers*  
*Travel of Crews to Hometown for Holiday*  
*Food , Goods,*  
*Personal Expenses on Local works&*  
*Port charges, etc*  
*Airport, Train, Buses*

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## **Economic Impact**

*(Predicted by Osaka Prefecture University)*

### ■ Assumptions

- Regular Cruises based on Osaka
- Ship: 70,000GT, 2500 Pax
- 1 Week Regular cruises

### ●Results

- Home Port      **200 billion yen/year**
- Port of Call    **20 billion yen/year**

### ●Wide Economic Impacts

- Sightseeing* • *Agriculture&Fishery*
- *Port* • *Transportation* • *Industries*

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## **Predicted Cruise population in 2020 (by OPU)**

- **Japan Market : 180,000 ⇒ 1,280,000**
- **China Market: 800,000 ⇒ 1,560,000**
- **Total East Asia Market: 3~5million**

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## **Feasibility to Home Port**

- **Basic Conditions**
  - **Air Port, Access on Land**
  - **Sightseeing Resources**
  - **Port Facility**
  - **High Performance on Commerce**
- **What Target /**
  - **Luxury · Premium · Casual**

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## Cruise Strategy of Japan

- **Short Cruises in 3~4 Nights**  
from Ports in Kyushu
- **1 Week Cruises**  
from Ports in Kansai (Osaka/Kobe)
- **Premium Cruises in 10days~2 weeks**  
from Ports in Kanto (Tokyo/Yokohama)
- **Summer Hokkaido Cruises, Isolated Islands Cruises (Okinawa, Yakushima, Tsushima, Rishiri)**

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Academic Support to  
Cruise Industry

Academic  
Society for  
Cruise &  
Ferry, Japan

Established  
in 2010 !!

## 日本クルーズ&フェリー学会

本学会は、海運に特化した研究機関として、2010年10月に設立された学術的・学際的な研究機関として設立されました。

150名以上の  
会員が参加しています

**\ 会員募集中! /**

[www.marine.osakafu-u.ac.jp/~fah15/society/index.html](http://www.marine.osakafu-u.ac.jp/~fah15/society/index.html)

### 大人気!「乗船会」

乗船会では、乗船体験やクルーズ船の最新情報などを提供しています。

### 高品質第一! 乗船会~乗船体験

乗船体験クルーズフェリー

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### 情報いっぱい! 会誌・論文集

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年齢	年会費
個人会員	5,000円
団体会員	30,000円
学生会員	2,000円
賛助会員	50,000円(1口)

会員数  
130名  
26社

日本クルーズ&フェリー学会  
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大阪府立大学工学部附属 東山キャンパス2F209号室  
TEL: 072-254-9340 FAX: 072-254-9716



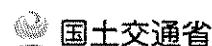


# Cruise Promotion in Japan

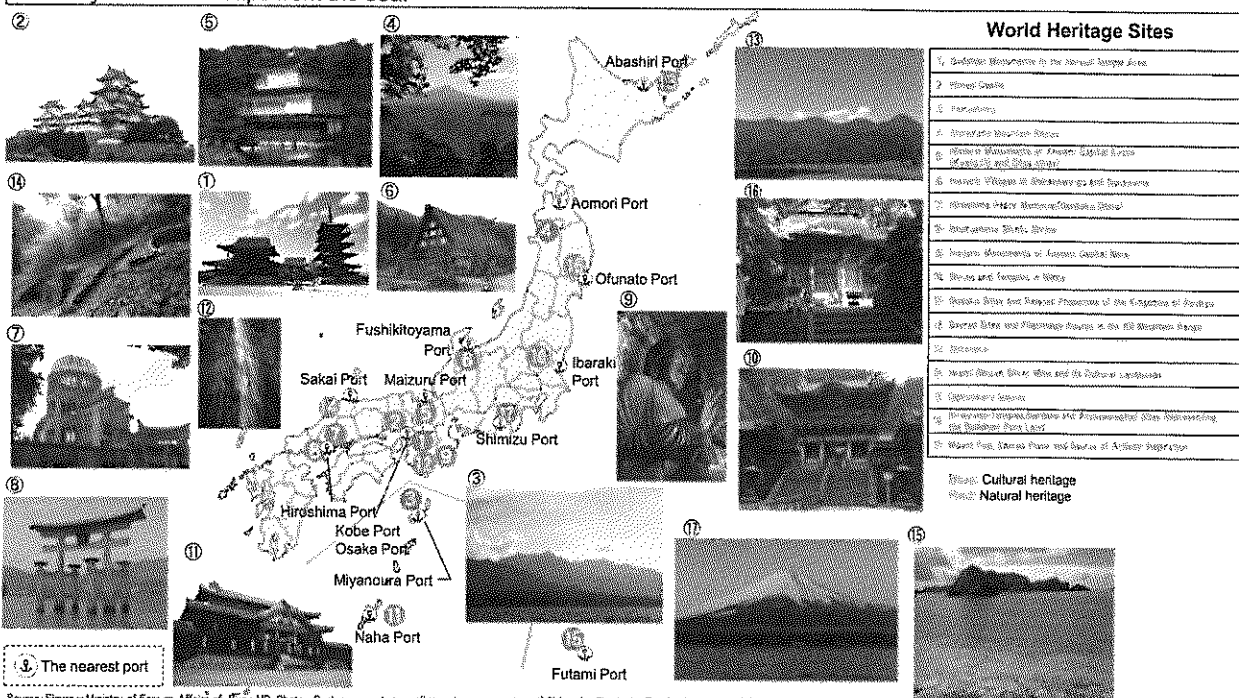
December 3, 2013  
Deputy Director-General  
Maritime Bureau  
Ports and Harbours Bureau  
**Kozo TAKEDA**



## Cruise enables easy access to the world heritages in Japan



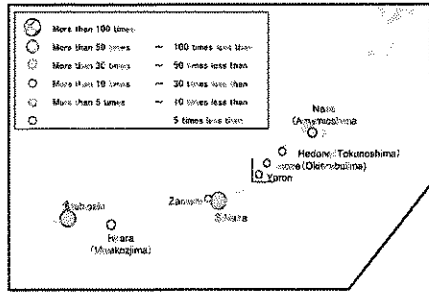
- Through the cruise, tourists can easily access to the 17 world heritages in Japan, which are located in all over the country.
- Tourists can access the world heritages from each calling port easily as well as enjoy the world heritage such as Mt. Fuji as a dynamic landscape from the sea.



Source: Figure - Ministry of Foreign Affairs of Japan HP. Photo - Such as yunphoto.net(<http://www.yunphoto.net>), Shirayama Shrine Tourist Association HP, Aomori Prefectural Government HP

## Number of Cruise Ships Called at Japanese Ports in 2012 (International Cruise & Domestic Cruise) 国土交通省

Although the number of port calls of cruise ships had been showing a tendency to increase year after year, it decreased in 2011 due to the Great East Japan Earthquake. However, the number recovered in 2012, thereby recording the total number of port calls exceeding 1,000 times. In addition, the record for the number of oceangoing cruise ships making port calls in Japan was 572 times, exceeding a record-high of 453 times in 2010.

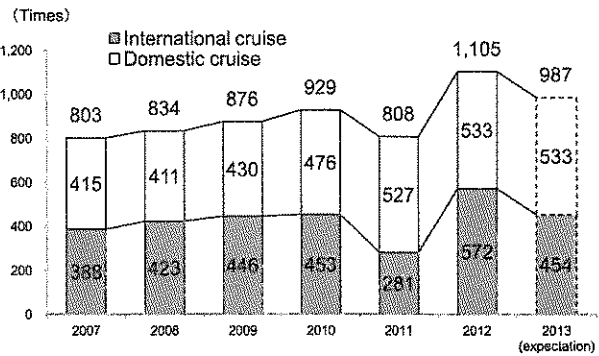


International cruise and domestic cruise ships calling at 97 ports nationwide

Number of Cruise Ships Port Calls in Japan in 2012

Rank	Port	Number of times	International cruise
1	Yokohama	142	51
2	Hakata	112	90
3	Kobe	110	48
4	Nagasaki	73	72
5	Naha	67	52
6	Ishigaki	52	47
7	Nagoya	43	7
8	Beppu	34	25
9	Kagoshima	34	27
10	Osaka	33	23

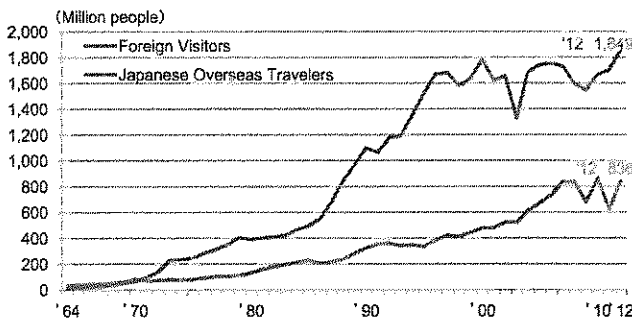
Changes in the Number of Cruise Ships Port Calls in Japan



Source: Created by the Ports and Harbours Bureau of the Ministry of Land, Infrastructure, Transport and Tourism, based on hearings to port authorities

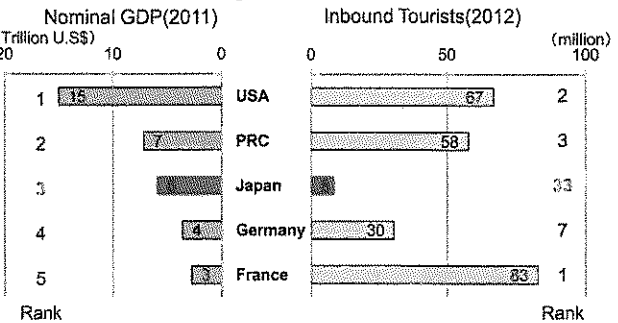
## Major decisions by the government focused on the cruise promotion 国土交通省

Transition of the number of foreign visitors, and Japanese overseas travelers



Source: Created by the Ports and Harbours Bureau of MLIT, based on materials by JNTO

Number of foreign visitors in the countries with the world's five highest nominal GDP



Source: Created by the Ports and Harbours Bureau of MLIT, based on materials by Statistics Bureau, Ministry of Internal Affairs and Communications and JNTO

### Japan Revitalization Strategy - JAPAN is BACK -

Increase the number of foreign visitors to Japan to 10 million in 2013 and over 30 million in 2030.

A society which makes use of potential such as tourism resources to invite many world's tourists to regional communities

- Improving tourism environment such as relaxing visa requirements and making entry procedures faster
  - Making entry procedures for large cruise ships faster and smoother
  - Publicizing a one-stop desk to handle foreign cruise ship companies

- Improving environment for foreign visitors to stay in Japan
  - The government will create common guidelines for multilingual support of information boards of public transportation facilities and tourist spots from a foreigner's viewpoint within this year(2013).

### Action Program towards the Realization of Japan's Tourism-Oriented Country

Achieve 10 million foreign visitors in this year, and aim at 20 million for higher goal

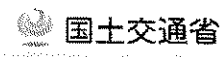
Promotion of Japan-bound tourism by relaxing visa requirements

- Cruise Promotion
  - Disseminating the One-stop Desk to foreign cruise shipping companies
  - Continuing the enhancement of necessary hardware functions to respond to the increase of cruise ship calls and enlargement of ship scale
  - Promoting utilization of fry-and- cruise for foreign tourists

Improvement of foreign tourist acceptance systems

- Promotion of prompt and smooth immigration procedures
  - Studying the implementation of on-board inspection, etc.

## Development of Terminals for Large-size Cruise Ships



As the size of cruise ships and the number of the calling ships are increasing, some problems have occurred recently. For example, more than 100,000 tons large cruise ship can not pass through the Yokohama Bay Bridge (Yokohama Port) and Rainbow Bridge (Tokyo Port), and the berth length is insufficient. Therefore, Japan will ensure the necessary hardware functions continuously.

### Example at Yokohama Port

**Example at Yokohama Port**

Client: Yokohama International Passenger Terminal

Yokohama Bay Bridge

Sun Princess passing through the Yokohama Bay bridge  
Height under the beam of the bridge: 55m  
Height of the mast of Sun Princess: 50m

### Example at Tokyo Port

**Example at Tokyo Port**

April 2013, in Tokyo Port, a large cruise ship could not pass through the Rainbow Bridge. So cargo wharf (Oi wharf) was utilized instead.

In Aomi area located offshore of Rainbow Bridge, a new cruise terminal for large cruise ships was planned in the port plan.

Voyager of the Seas, docked at Oi wharf

### Example at Naha Port (Okinawa)

**Example at Naha Port (Okinawa)**

Photo: Taken on July 16, 2012

Quay (-9 m)  
Site for port facilities

Harbor Road

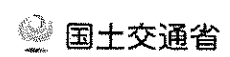
Harbor Road

Construction completed  
Construction in progress

#### Our efforts in the future

- We will secure hardware functions including diversion or temporary use of the aging cargo wharf, while continuing effective use of existing stocks.

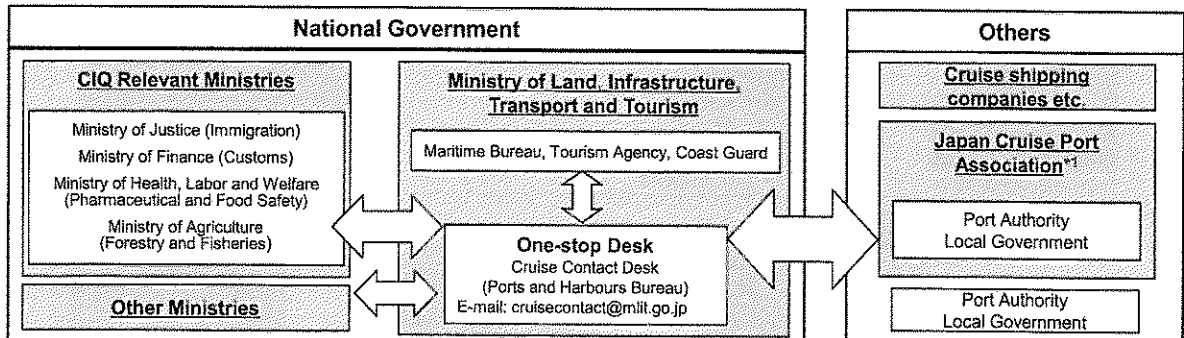
## Setup of One-stop Desk to Promote Cruises



As there is some prevailing opinion that foreign cruise shipping companies have trouble finding a proper contact point, or acquiring necessary information when they consider visiting Japan, we established a One-stop Desk in the Ministry of Land, Infrastructure, Transport and Tourism, in June 2013.

### [One-stop Desk for foreign cruise shipping companies]

In order to respond to inquiries from foreign cruise shipping companies, One-stop Desk established in Ports and Harbours Bureau, MLIT will share information and cooperate with related administrative offices, and respond to the cruise shipping companies from the desk or related administrative offices when necessary.



\*1 An entity established for the purpose of regional developments, etc. through the promotion of cruises (There are 99 entity members including port authorities across the country)

#### Our efforts in the future

Disseminating the "One-stop Desk (cruise contact desk)"

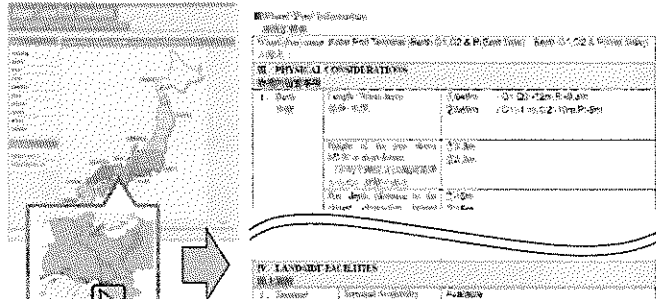
- In order to enhance the convenience of foreign cruise shipping companies, dissemination of "One-stop Desk", which was referred in Japan Revitalization Strategy (June, 2013) will be promoted. (We distributed information about "One-stop Desk" at the cruise convention, "European Seatrade Messe" to be held in Hamburg, Germany on September 24 through 26, 2013 in cooperation with Tourism Agency.)

Provision of the Centralized Information for Foreign Cruise Shipping Companies 国土交通省

- MLIT supports establishment of JCPA (Japan Cruise Port Association) website that provides centralized information such as contact points and specifications of the port facilities, which is utilized by foreign cruise shipping companies when they consider calling ports in Japan.
- In addition, MLIT is developing a new website that provides centralized tourism information around Japanese ports.

Japan Cruise Port Association Website

URL: <http://www.wave.or.jp/jcpa/>



- [Contents of the Information]**
- Contact point of port authorities
  - Past records of port calls of cruise ships
  - Contact point and address of embassy or consular offices
  - Information about specifications of quays, terminals, etc.

Website to provide tourism information surrounding ports (image)



- [Contents of the Information]**
- Information of sightseeing spots
  - Restaurants, shopping spots
  - Access information from ports to sightseeing spot
  - Related websites, contact point, etc.

Our efforts in the future

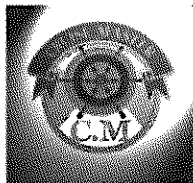
- Addition or update of the website information and dissemination of the website to the foreign cruise shipping companies will be implemented continuously. Also new tourism information website will be set up in the beginning of next fiscal year(2014).

Outline of the Measures for Promotion of the Cruise Business under the Collaboration between the Government and Private Sector 国土交通省

MLIT promotes cruise business through the support for the "Cruise Adviser Certification Program" and "Award for Cruise of the Year" by Japan Ocean Going Passenger Ship Association.

• "Cruise Adviser Certification Program" was established in 2003 to foster sales persons of travel companies as specialist of cruise tourism. 48 persons have been certified as "Cruise Master" which are specialists having advanced knowledge of cruise tourism and 4700 persons have been certified as "Cruise Consultant" since its foundation.

• "Award for Cruise of the Year" was established in 2008 and it is given those who offer ingenious and better quality of Cruise Itinerary to customers and contribute to expand Japan's cruise market.



Logo of "Cruise master"

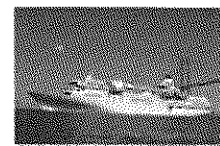
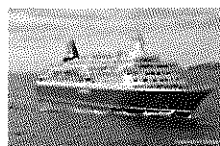


Logo of "Cruise Consultant"



Ceremony of Cruise of the Year in 2012

Cruise Vessels Operated by Cruise Companies of Japan



Name of Vessel	ASUKA II	NIPPON MARU	PACIFIC VENUS
Operator	NYK Cruise	MOPAS	Japan Cruise Line
GT	50,142	22,472	26,594
Passenger Capacity(Person)	872	524	620
Speed(kn)	21	18	18.5
Onboard Crew(Person)	470	230	220
Build/Major Refurbish	1990/2008	1990/2010	1998



# Cruise Symposium in Okinawa クルーズ・シンポジウム in 沖縄

2013. 12. 3

 Okinawa Convention & Visitors Bureau

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## 1. Okinawa Cruise Statistics

I Why is Okinawa such a great cruise area?

① Geographical Advantages: A gateway to Japan and East Asia.

② A cornucopia of coral reefs, beautiful ocean, and subtropical forests.

③ Ryukyu's unique culture and heritage.

④ Great shopping, gourmet foods, and a resort haven.

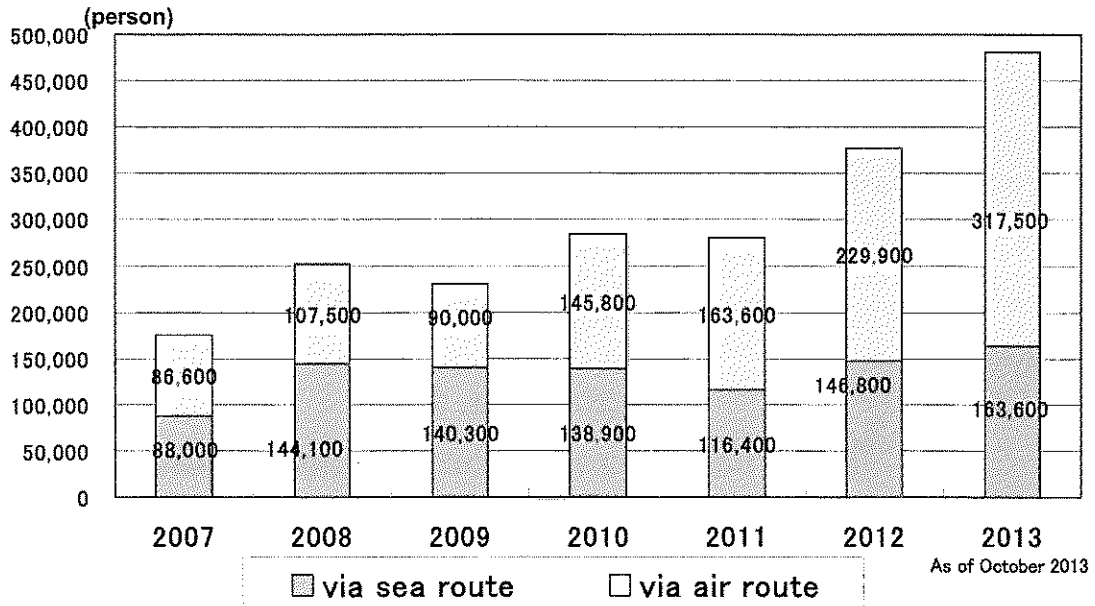
⑤ Voyager-class ships are able to dock at the port of Naha.

2



# 1. Okinawa Cruise Statistics

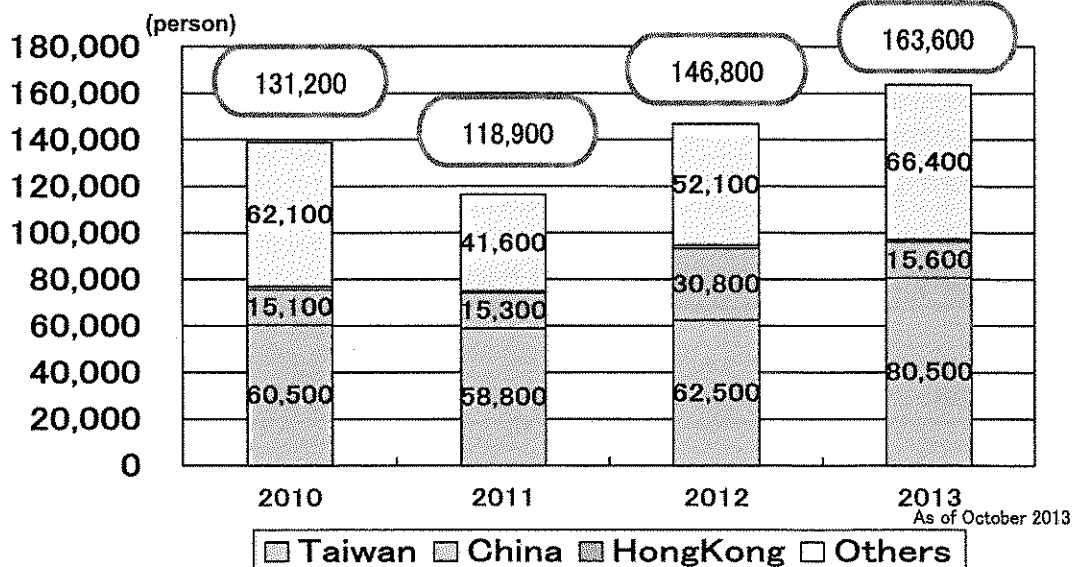
## II Number of Foreign Visitors (including ship crew)



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# 1. Okinawa Cruise Statistics

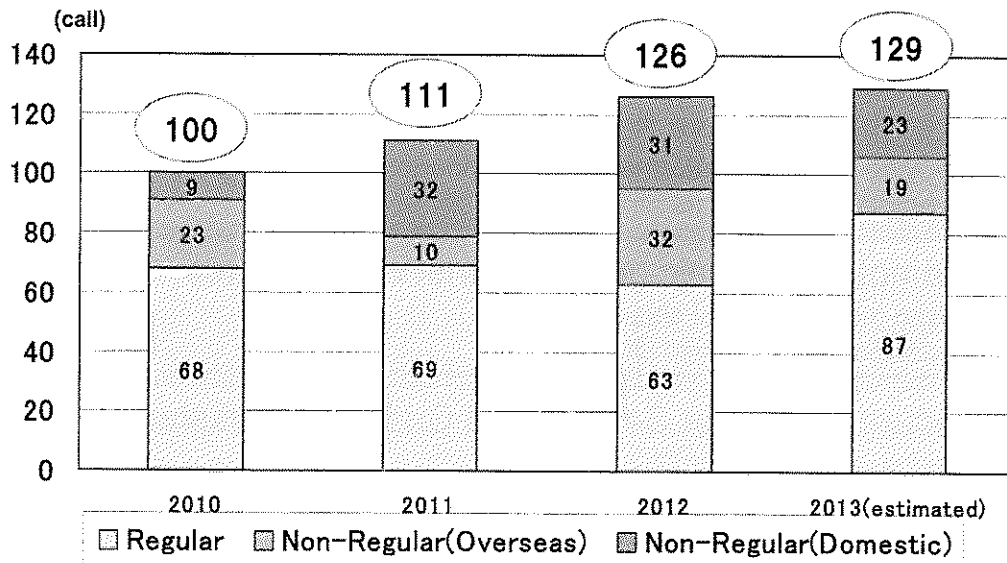
## III Number of Foreign visitors to Japan by Nationality. (via Sea route)



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## 1. Okinawa Cruise Statistics

### IV Number of Cruise calls in Okinawa (Regular and Non-regular port of call)



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## 2. Economic Contribution of Cruise Tourism

the Voyager of the Seas had a direct economic impact of...

**137 million yen (\$1.37 million) /per one call**

(Reference: Okinawa General Bureau)

Expenditures by the hundreds an thousands passengers are concentrated on shore excursions and shopping.

⇒ Onshore spending by passengers/crew which are concentrated in purchases of food and beverages, local transportation and retail purchases of local souvenirs.

**Cruise tourism generates significant economic benefits to the local economy.**

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### 3. Cruise Promotion: Challenges and Approaches

#### I Challenges

#### 1) Port capacities for larger ships and simultaneous calls

- ① Expansion of Harbor Facilities (Berth Expansion)
- ② Expansion of CIQ Facilities / Smooth Operations.
- ③ Lack of Certified Interpreters/Tour guides/Coaches.
- ④ Road expansion around the cruise terminal to ease traffic congestion.

#### 2) Branding Okinawa as "must-stop" destination.

- ① Provide up-to-date information to the Itinerary Planner/Key person
- ② Promoting Okinawa as regular port of call destination.

#### 3) Promote economic growth/tourist expenditures

- ① Invite more overnight ships
- ② Increase time to stay in Okinawa.

#### 4) Ensure Customer Service and Customer Satisfaction

- ① Faster and Smoother CIQ process
- ② Welcoming Foreign Visitors (Training certified Interpreters/Guides, Hospitality Staffs)

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### 3. Cruise Promotion: Challenges and Approaches

#### II Approaches

#### 1) Branding Okinawa

- ① Invite Key persons/decision makers/Itinerary Planners to Okinawa
- ② Attend Major Cruise Conventions/Overseas Sales Promotions
- ③ Invite Medias, Put an Ad in the cruise-related magazines

#### 2) Work with Travel Agent/Cruise Ship Company to develop new cruise tour/Joint Sales Promotion

- ① Tie-up campaign • Support for Advertisements • Support for Media FAM Trips  
• Supporting Promotion Activities
- ② B to C event

#### 3) Port Cost Subsidy

- ① Cover partial port costs for ships coming in to Okinawa, when the ship makes its first visit, overnight, or fly-and-cruise based in Okinawa.
- ② Free Shuttle Bus services

#### 4) Ensure Customer Satisfaction • Regular Visitors

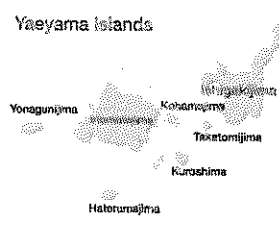
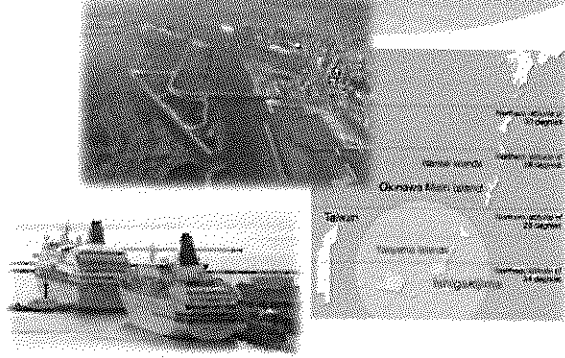
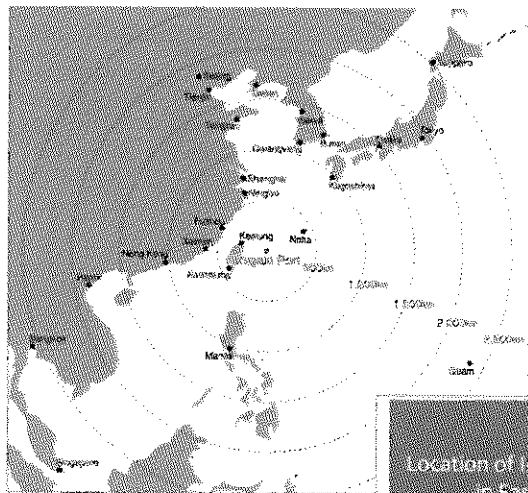
- ① Okinawa Information Seminar in the cruise venue
- ② Welcoming visitors (Interpreter/Guide/Hospitality Staff)

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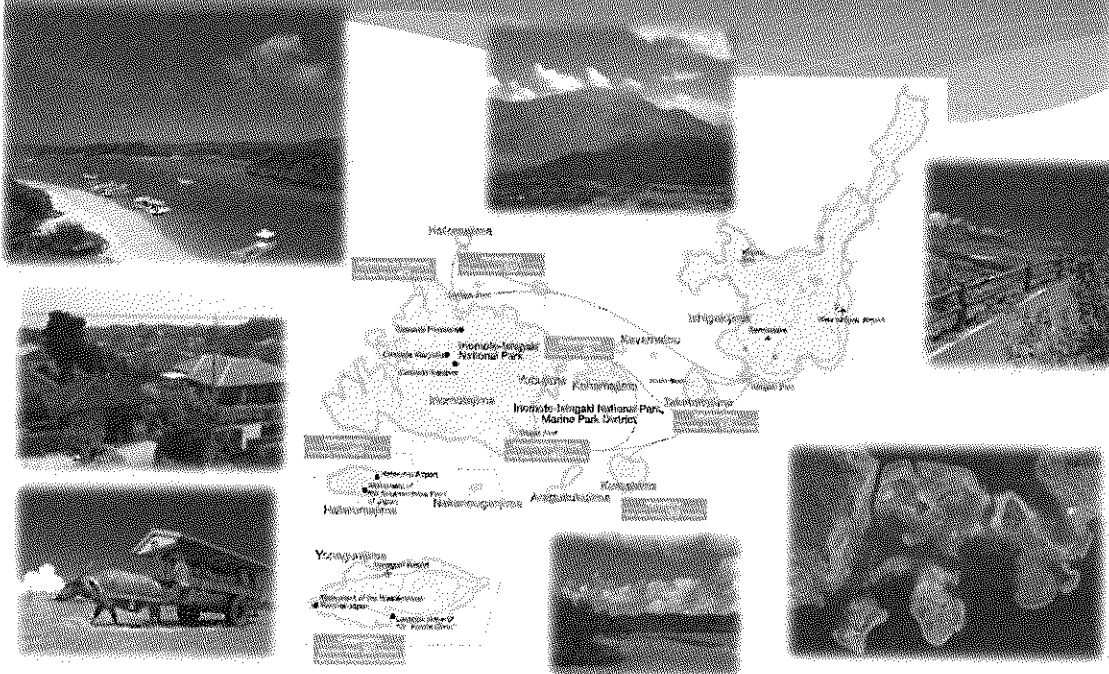
# Japan's Southernmost City of Nature & Culture

## Ishigaki City

— Ishigaki Island & Cruises around the Area —



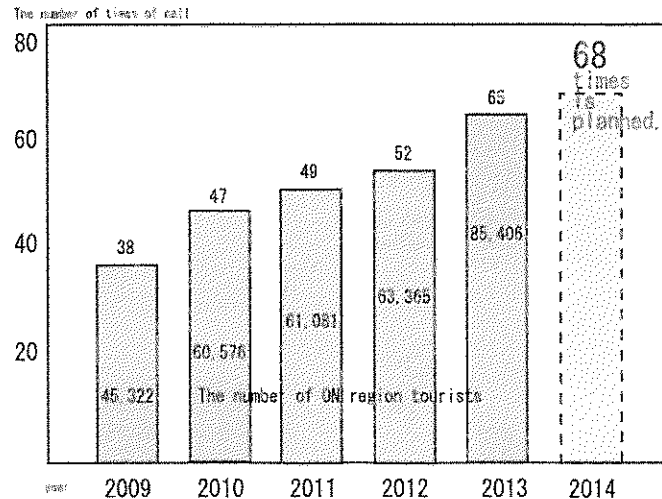
# The National Park of Iriomote & Ishigaki



## Number of Passengers and Number of Cruise Stops

[Transition of an ON region passenger traffic]  
(As of the end of 2012 year 12 month)

Fiscal year	ON region passenger traffic
2007	783,054
2008	778,439
2009	728,559
2010	721,812
2011	656,768
2012	708,000



3

## Effects of Constant Regular Cruise Stops at Ishigaki Port

### Optional Ishigaki Island Tours

#### Plan A

Yaeyama Culture Tour (Duration: 5.5 Hours)  
Ishigaki Port → Ishigaki Yama Village → Banna Observatory  
Platform → Kabira Bay → Shopping Mall

#### Plan B

Nature Tour (Duration: 5.5 Hours)  
Ishigaki Port → Ishigaki Island Limestone Grotto →  
Kabira Bay → Shopping Mall

#### Plan C

Beach Tour (Duration: 5.5 Hours)  
Ishigaki Port → Taketomi Island → Kabira  
Bay → Shopping Mall

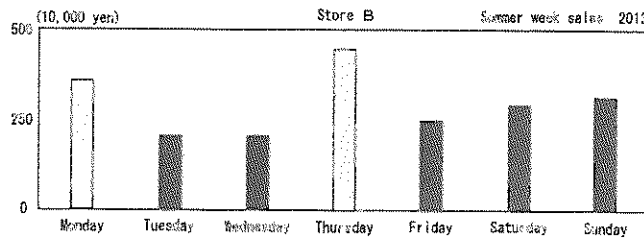
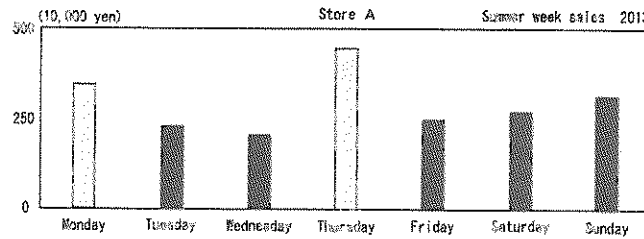
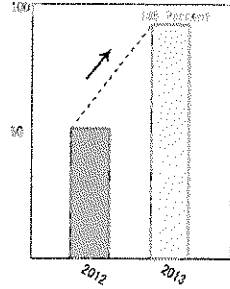


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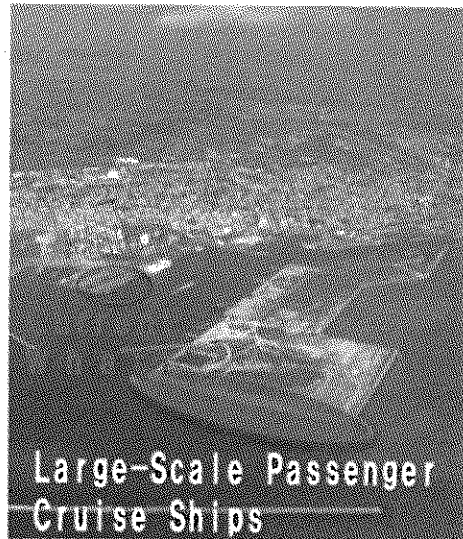


# Effects of Constant Regular Cruise Stops at Ishigaki Port

Last-fiscal-year sales growth rate (%)



# Future Plans for Ishigaki Port



Large-Scale Passenger  
Cruise Ships

# Wifi Implemetation Project & Digital Signage System

**Ishigaki City**  
**Internet for Free!**  
**Ishigaki City Free Public Wi-Fi service**  
Look out for the sticker!

These are the main places where service is available!

- Public Office
- Public Library
- Public Bath
- Public Gym
- Public Hall
- Public Park
- Public Bay
- Public Plaza

Do your device's web settings > Connect to the Wi-Fi network > Select the network name > Enter the password > Connect to the network > Enjoy the internet!

**Kabira Bay Area**

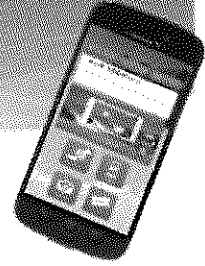
**City Center (Attachment)**

- City Hall Area
- Hotel Harmony Area

**New Ishigaki Airport**

**石垣市 Free Public Wi-Fi service**

**Ferry Terminal** **730 Intersection** **Ishigaki Port Area**



# Diversity of Travel Styles

**The Pamushima Ishigaki Airport opened in March, 2015**

**Low Cost Carriers**

**International Exchange**

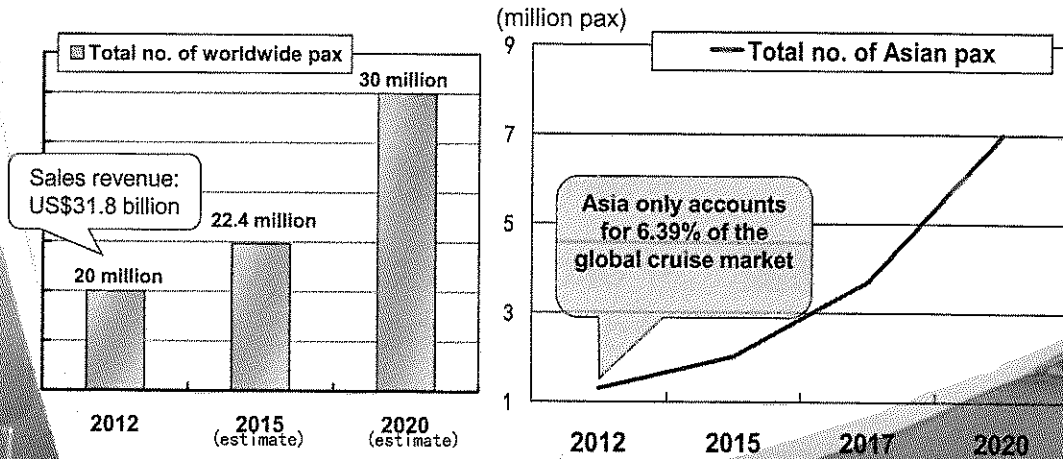
**From the Airport to Ishigaki**

**From Ishigaki Port to the Airport**



# The growth of global cruise industry

- Cruising is the fastest growing tourism product in the past decade



Source:  
 1) Cruise Industry News (2013) Cruise Industry 2013  
 2) Cruise Industry News Annual Report 2015: 8  
 3) Cruise Market Watch (July 2013) Growth - Growth of the Cruise Industry  
 2012 - White Paper of Asia Cruise Association (9 Oct 2013)  
 2015 - Ocean Shipping Consultants (Nov 2013)  
 2017 & 2020 - Cruise Industry News 2012 Annual

# Star Cruises & Norwegian Cruise Line: 3rd largest cruise operator in the world

19 ships; 25 homeports; over 200 ports of call worldwide



## Deployment Strategies for Asia

- 天時                      •Heavenly timing
- 地利                      •Geographical advantage
- 人和                      •Harmony of people
- 隨機應變                •Follow the opportunity;  
Adapt to changes

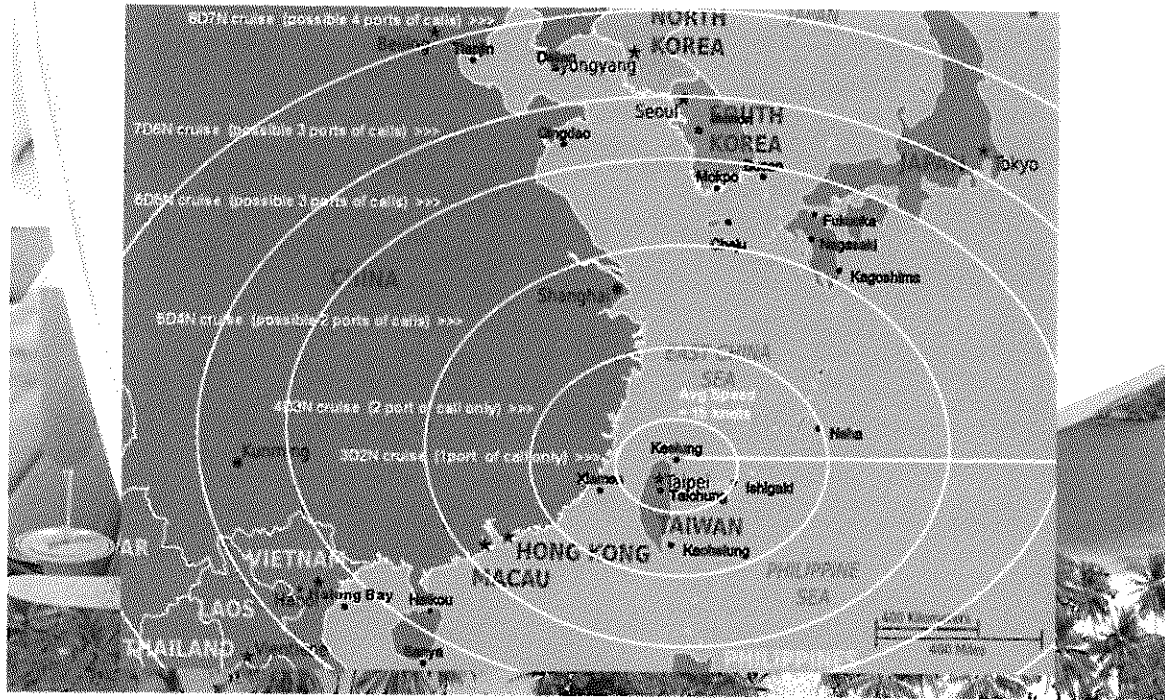
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## Criteria for a homeport

- Weather
- Source market population/per capita income
- Air connectivity
- Infrastructure
- Distance to/from ports of call
- Distance to tourist spots from ports of call
- Geographical advantage:
  - Year round: HK, Singapore, Miami
  - Seasonal: Taiwan, Shanghai

4

# SuperStar Aquarius Ex-Keelung itinerary



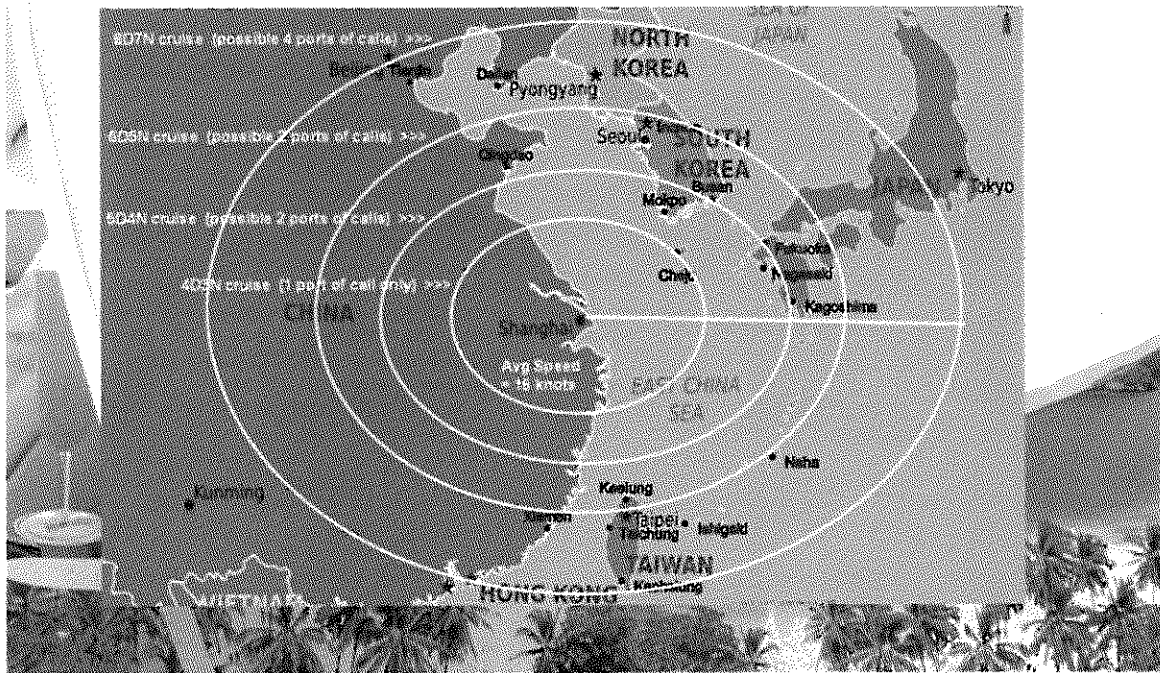
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## Advantages of Okinawa

- Tourist attractions, food, scenic beauty, cultural heritage
- 4D3N cruises are preferred by Asian travellers
- Cruises to other Japanese ports will take longer

6

## Potential Japanese ports of call for itineraries ex-Shanghai



7

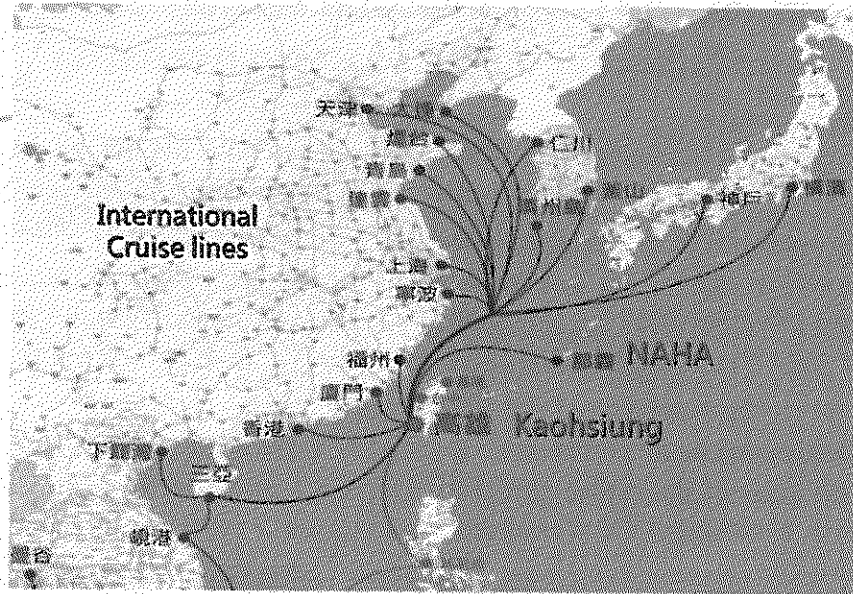
## Cruise Friendly Policies

- In 2013, only 3 international cruises departing from China called at Japanese ports
- Politics is a hindrance to cruise development
- Visa free arrangement
- Governments to establish funds to promote cruising

8



# Cruise Symposium in Okinawa



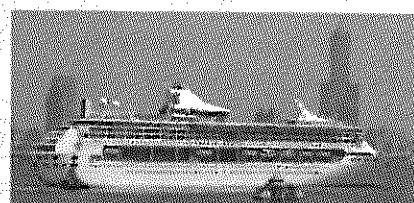
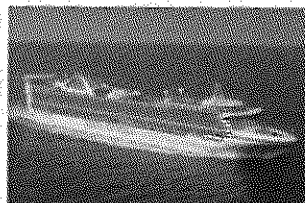
**Paul Sun, Chairman**

**Kaohsiung International Cruise Association**

1

## Asia booming cruise market is expectable

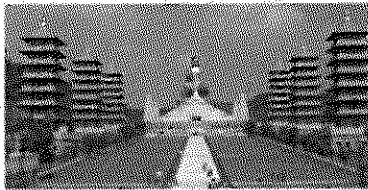
- ▣ In 2013, Asian cruiser numbered 1.5 million, a number has taken 10 to 15 years for Western market to reach up, while Asian market took only six years of time.
- ▣ Asian cruiser will reach to as much as 3.7 million in 2017 and over 7 million in 2020.
- ▣ Cruise Lines International Association (CLIA) predicted that by 2020, Asian market (China, Japan, Korea and Taiwan) will reach to as high as 20% of the global cruise market share.



2

## International cruise companies actively deploying and expanding Asian passenger capacity

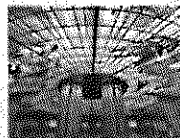
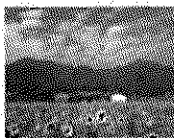
- ❑ Cruise market is characterized by supply driver, meant that the market scale will be greatly affected by the cruise capacity supply.
- ❑ In addition to the original four cruises of Japan, there were Voyager of the Seas and Mariner of the Seas of RCCL, Atlantica and Victoria of Costa, SuperStar Aquarius and SuperStar Virgo of Star Cruise homeported in Asian ports in the last two years.
- ❑ The recent booming of the Asian cruise market, is widely considered as a “consensus” by all the international cruise lines, and most of the cruise companies have set up an office together with a stationed CEO in Asia



3

## Linking neighboring ports, expanding cruise destinations

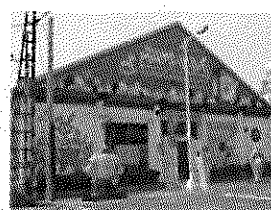
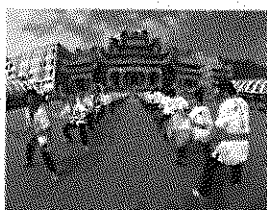
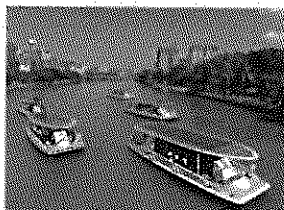
- ❑ According to Seatrade CRUISE REVIEW, Diversity is what characterises Asia: diverse cultures, destinations, economies, politics and cruise infrastructure development.
- ❑ It is the diversities among the Asian cruise destinations that could be linked to each other to form an Asian cruise network.
- ❑ For example, Kaohsiung can be linked northbound with Naha, Ishigaki, Kobe and Tokyo of Japan as well as Jeju and Pusan of Korea; and southbound with Hong Kong, Xiamen and Sanya of China to form one of the Asian cruise networks.
- ❑ To expand the Asian destinations, it is encouraged that cruise lines multi-point anchored at these Asian cruise alliance ports.



4

## Introduce cruise products, Integrating tourism resources

- ❑ Cruise product contains two main elements: destination related services and ship related services.
- ❑ The present stage is to attract international cruise lines anchored, its key point is that the cruise destination ports improve their service quality.
- ❑ Shore excursion must allow the passengers experiencing a beautiful and unique journey during their stay.
- ❑ Port authorities, cruise companies, travel agencies and city government should cooperate in cruise industry.



5

## All Asian countries should stand together to create a win-win prosperity

- ❑ Asian countries are facing a rapidly growing and highly competitive market, an important issue would be how to use their own characteristics and advantages to enhance cooperation unanimously in the future.
- ❑ Asian regional cruise market should work jointly to deal with the world market, by attracting more non-Asian tourists other than seeking only regional ones.
- ❑ Taking the advantage of regional "FLY-CRUISE" homeport combinations to attract more arrival of the cruise lines and cruisers.



6







# Taiwan Cruise Market and its future Development


1



Speaker : **Mrs. Jean Chang**

- Board member of Taiwan Visitors Association
- President of Golden Foundation Travel Group (since 1971)
- Representative of 6 Airlines : AB; AY; AR; EY; HM; VS
- Standing Director of Taiwan Convention & Exhibition Association
- Director of Discover America Committee in Taiwan
- Panel of Judges of International Radiant Project of Taiwan Tourism Bureau

2




# The Current Cruise Market in Taiwan

**Inbound cruise market:**

- \* **International visitor** : 80,000 passengers/year
  - 60% from China
  - 25% from Europe & North America
  - 10% from Japan
  - 5% from Southeast Asia
- \* **Average docking** :
  - 20% : 1 port (Keelung)
  - 80% : 2-4 ports (Keelung, Taichung, Kaohsiung and Haulien)

3



# Outbound Cruise Market

**Destination :**

**Asia** : 140,000 passengers/year, Travel days: 3-7 days

- \* Northeast Asia : Okinawa, Naha, Ishigaki in Japan, Jeju, Busan in South Korea, Hong Kong
- \* Southeast Asia : Ha Long Bay (Vietnam), Sanya (China), Singapore, Malaysia and Thailand

**Europe and North America** : 6,000 passengers/year, Travel days: 10-15 days (usually cruising 8D7N)

- \* Alaska USA: 1,500 passengers/year
- \* Mediterranean and Scadinavia: 3,000 passengers/year

4




Taiwan  
R.O.C.

## Developing and Shaping Taiwan Market

- Increase international visibility of Taiwan's ports by joining all major international sea-trade shows and forum.
- Incentive & subsidy program to encourage overseas cruise ship visit Taiwan.
- Encourage cruiseline to develop itineraries using Taiwan as a hub (west to China, north to Japan & Korea, south to Asean countries), joint with East Asian countries to promote many attractions of respective ports.
- Two new terminals in Keelung and Kaohsiung will be finished in 2017.

5



Taiwan  
R.O.C.

## Future Cruise Market in East Asia

- Short term :
  - Penetrating and expanding cruise market.
  - Create more cruise package tours in regional area : Japan, South Korea, China and Taiwan could be a popular cruising region like Mediterranean or Caribbean
  - Create more incentive cruise tours
- Long term:
  - Encourage more flight cruise passengers to East Asia from Europe and North America and vice versa.

6

