

# ASIA CRUISE COOPERATION



HAINAN  
HONG KONG  
PHILIPPINES  
TAIWAN  
XIAMEN

## Asia Cruise Cooperation (ACC) Promotional Campaign Report

MARCH 24, 2016

# Content



## Objective

- To raise awareness of *Asia Cruise Cooperation (ACC) and its member destinations*
- To deliver ACC's branding and brand message
- To foster cooperation with ACC member destinations
- Target audience: senior executives of cruise lines and trade and consumer media



# **COCKTAIL RECEPTION**

# Attendance



- Total RSVP: 157
- Total Attended: 108
- Cruise Lines Partners: 29
- Media: 34
- Partners' staff and guests: 45
- Total Go Show: 25

# Invitation

**ASIA CRUISE COOPERATION**  
HAINAN  
HONG KONG  
PHILIPPINES  
TAIWAN  
XIAMEN

## YOU'RE INVITED

The Asia Cruise Cooperation (ACC) invites you to a special cocktail reception at the Seatrade Cruise Global in Fort Lauderdale. Join us to learn more about the latest updates and discover new opportunities in the Asian cruise market.

**TUESDAY, MARCH 15**  
4:30 - 6:00 P.M.  
BROWARD COUNTY CONVENTION CENTER  
ROOM 114

**RSVP NOW** BY FRIDAY, March 04, 2016  
By Invitation Only

COME AND WIN ONE OF FIVE BUSINESS-CLASS TRIPS TO ASIA!  
Sponsored By

CATHAY PACIFIC CHINA AIRLINES Philippine Airlines HONG KONG AIRLINES 40th ANNIVERSARY Regent

HAINAN HONG KONG TOURISM BOARD REPUBLIC OF THE PHILIPPINES DEPARTMENT OF TOURISM Taiwan THE HEART OF ASIA 交通部觀光局 Taiwan Tourism Bureau 厦门市旅游局 XIAMEN TOURISM BUREAU

- The electronic invitation has been distributed to more than 1,000 Myriad's media database

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- Produced the size 5x7 with 300 copies
- The Printed Invitation card has been distributed to each member at the event date

# Venue Decoration



- Placed one long table which features the brochures from ACC and each member
- Produced one backdrop which showcases the members' logos and destination images

# Venue Decoration



- Produced five (5) pull-up banners featuring each member' s iconic attractions
- Placed on flat TV for running the edited destination video from each member
- Produced the backdrop of map behind the TV showcasing the locations of each member



# Venue Layout



- Produced the step and repeat providing a more engaging element for the event
- The step and repeat features the ACC and each members' logos

# Performance



- Invited a local speed painting artist, Dale, to draw the ACC logo and the features of each member
- The representatives of each member have been invited to the stage to participate the performance
- The final artwork has been shipped to the Taiwan Tourism Bureau for future use

# Speakers



- Two speakers have been invited to attend the ACC event to share the Asia Cruise market and the ACC partnership
- Anthony Kaufman, Executive Vice President, International Operations, Princess Cruises joined the chi-chat session with the Host, Al Merschen, to chat about the Asia market and the ACC partnership
- Dr. Zinan Liu, President of China and North Asia Pacific Region, Royal Caribbean International provided an industry sharing

# Prize Drawing



- Four mementos and four pairs of air tickets provided by four members



**PR + MEDIA**  
**CAMPAIGN**

# Press Release

# Taiwan

THE HEART OF ASIA



News Release  
For Immediate Release

## Asia Cruise Cooperation Formed to Grow Asia Cruise Tourism

**Ft. Lauderdale, Florida (March 15, 2016)** – Five Asia cruise destinations – Hainan, Hong Kong, The Philippines, Taiwan and Xiamen—jointly announced today the launch of Asia Cruise Cooperation (ACC), a committed and resourceful alliance with a strong commitment to maximize the growth of cruise tourism in Asia. Launched at a cocktail reception at **Seatrade**, Cruise Global in Ft. Lauderdale, Florida, the members of ACC vowed to provide full support to cruise lines to develop Asian cruise products.

Riding on the success of Asia Cruise Fund founded in 2014 and the participation of Xiamen since January, the five partners decided to elevate the collaboration, which allows the alliance to go beyond funding support to cruise lines. ACC provides a one-stop platform to support cruise lines' strategies in Asia including facilitating itinerary development, sharing industry and market insights, enhancing cruise lines' marketing efforts with funding support and creating consumer demand for cruising.

**Junlin He**, Vice Director of Hainan Provincial Tourism Development Commission, said that, "With the ACC platform, Hainan will become one of the world's largest international cruise centers by strengthening the cooperation with ACC partners to attract more international cruise visitors. **Sanya's** Phoenix Island International Cruise Port will become one of the biggest homeports of cruise ships in Asia with an annual capacity of two million visitors."

**Anthony Lau**, Executive Director of the Hong Kong Tourism Board (HKTB), said, "The HKTB is delighted to see the elevation of the partnership among the member destinations under the ACC platform. The prospects for this burgeoning sector are unlimited, and it's no exaggeration to say the future of cruise tourism lies in Asia. Hong Kong, as Asia's cruise hub and with significant growth in both ship calls and throughput in the past two years, is determined to continue to play a pivotal role in the ACC in initiating joint promotions to attract more international cruise lines and yield greater mutual benefits for all members of the ACC."



新聞稿  
請立即發布

## 亞洲郵輪熱 亞洲郵輪聯盟攜手共推國際郵輪旅遊

勞德岱堡(Ft. Lauderdale), 佛羅里達州(Florida) (3月21日) - 亞洲五個郵輪旅遊目的地, 包括海南、香港、菲律賓、臺灣和廈門, 在佛羅里達州的國際郵輪重鎮-勞德岱堡的國際郵輪展(Seatrade, Cruise Global)舉辦推廣酒會, 共同宣誓將透過所組成的亞洲區域聯盟(Asia Cruise Cooperation), 支持並促進區域郵輪旅遊業及產品的發展。

隨著新成員——廈門在今年一月份的加入, 繼 2014 年亞洲郵輪專案(Asia Cruise Fund)順利成立後, 五個成員成立亞洲郵輪聯盟, 在提供資金支持的基礎上進一步促進合作, 為亞洲提供一個“一站式平臺”支持郵輪發展, 包括提供更好的行程安排, 加強吸引國際郵輪公司灣靠聯盟成員港口, 更多的資金支持及推動創造更大的消費需求等, 進一步擴大亞洲郵輪市場規模。

海南省旅遊發展委員會旅遊規劃處副處長和軍林(Junlin He)表示: “隨著亞洲郵輪聯盟的成立, 海南將通過加強與亞洲郵輪聯盟其他成員的合作, 吸引更多國際遊客, 致力成為世界上最大的國際郵輪中心。而三亞市鳳凰島國際郵輪港將成為亞洲最大, 年接待量達 200 萬人次的國際郵輪大港。”

香港旅遊局局長劉鎮漢(Anthony Lau)表示: “香港非常樂意見證亞洲郵輪聯盟成員之間的合作關係更進一步。郵輪業的前景是無法估量的, 而未來郵輪業的中心會在亞洲。香港作為亞洲一個重要的郵輪港口, 在過去兩年間郵輪停靠量有顯著的增長, 今後也將在亞洲郵輪聯盟發揮其重要的作用, 吸引更多國際郵輪, 為所有的亞洲郵輪聯盟成員帶來更大的利益。”



新聞稿  
請立即發布

## 亚洲邮轮热 亚洲邮轮联盟携手共推国际邮轮旅游

劳德岱堡(Ft. Lauderdale), 佛罗里达州(Florida) (3月21日) - 亚洲五个邮轮旅游目的地, 包括海南、香港、菲律宾、台湾和厦门, 在佛罗里达州的国际邮轮重镇-劳德岱堡的国际邮轮展(Seatrade, Cruise Global)举办推广酒会, 共同表示将通过所成立的亚洲区域联盟(Asia Cruise Cooperation), 支持并促进区域邮轮旅游业及产品的

发展。继 2014 年亚洲邮轮专案(Asia Cruise Fund)的顺利成立后, 随着新成员——厦门在今年一月份的加入, 五个成员成立亚洲邮轮联盟, 在提供资金支持的基础上进一步促进合作, 为亚洲提供一个“一站式的平台”支持邮轮发展, 包括提供更好的行程安排, 加强吸引国际邮轮公司湾靠联盟成员港口, 提供更多的资金支持及推动创造更大的消费需求等, 以此进一步扩大亚洲邮轮市场的规模。

海南省旅游发展委员会旅游规划处副处长和军林(Junlin He)表示: “随着亚洲邮轮联盟的成立, 海南将通过加强与亚洲邮轮联盟的其他成员的合作, 吸引更多国际游客, 致力成为世界上最大的国际邮轮中心。三亚市凤凰岛国际邮轮港将成为亚洲最大, 年接待量达 200 万人次的国际邮轮大港。”

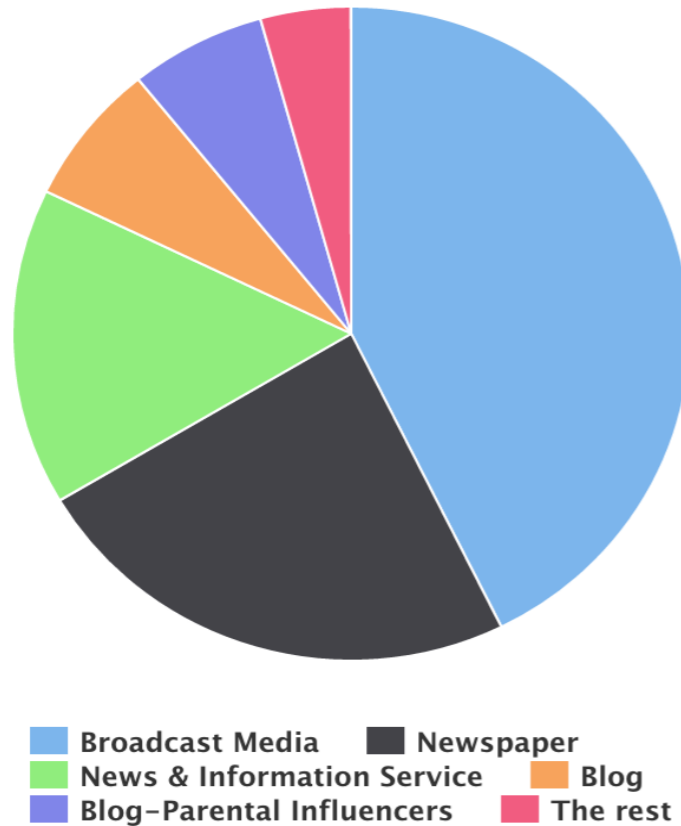
香港旅游局局长刘镇汉(Anthony Lau)表示: “香港非常乐意见证亚洲邮轮联盟成员之间的合作关系更进一步。邮轮业的前景是无法估量的, 而未来邮轮业的中心会在亚洲。香港作为亚洲一个重要的邮轮港口, 在过去两年间邮轮停靠量有显著的增长, 今后也将在亚洲邮轮联盟中发挥重要的作用, 吸引更多国际邮轮, 为所有的亚洲邮轮联盟成员带来更大的利益。”

## Language+ Distribution

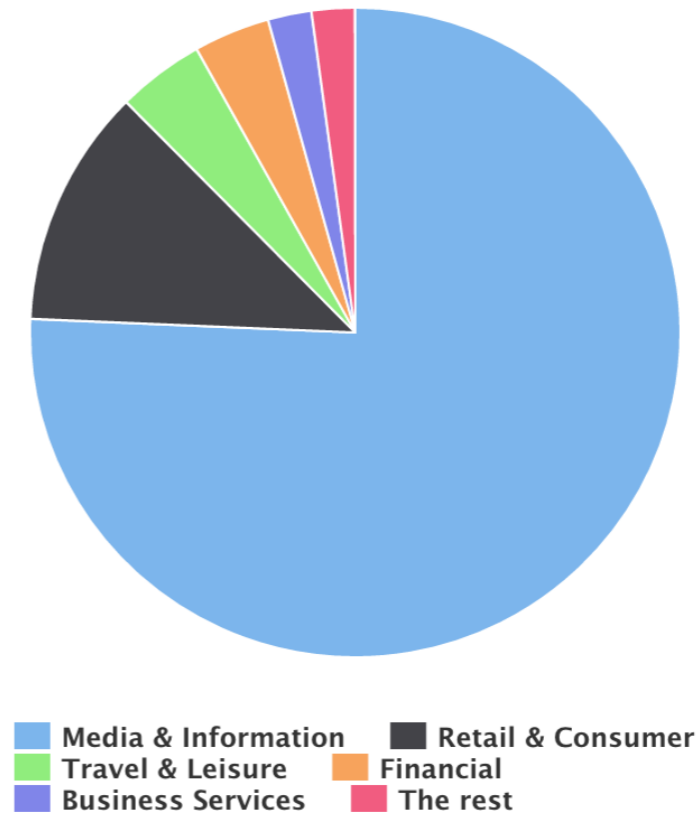
- English and Mandarin (included traditional and simplified) have been provided and distributed.
- English press release has been distributed through PR Newswire with ACC logo and two selected retouched images right after the event
- Released to ethnic media (Mandarin) press release through Myriad's extensive ethnic media database in the US

# Press Release

Media Type



Website Industry



- Received more than 190 media coverage on main publications included Yahoo!, Business Journal, CNBC, Reuters, MarketWatch, etc.
- Have reached out 89,017,757 total potential audience
- Impressions: 24,147,797,790

THANK  
YOU

Taiwan

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