

# PNW Cruise Symposium Report

Conference: PNW Cruise Symposium. Host: CLIA (Cruise Lines International Association)

Location: Seattle, WA. Dates: January 31st - February 1st, 2024

The PNW Cruise Symposium served as a crucial gathering for industry stakeholders, providing a platform for valuable discussions and networking opportunities. Events like these are paramount for communities like Haines, especially considering the anticipated influx of over 90,000 cruise ship passengers in 2024. As the Tourism Director, having face time with three top cruise line executives representing a total of nine different cruise ship brands proved invaluable, offering insights and potential partnerships to further enhance Haines' position in the cruise industry.

Participation in symposiums of this caliber is essential for communities reliant on tourism, as it not only fosters collaboration and innovation but also ensures that their voices are heard on a larger stage. With Governor Dunleavy and various elected officials and city managers from across SE Alaska, Vancouver, Whittier, Seward, Anchorage, and Seattle in attendance, the symposium provided a unique opportunity for Haines to showcase its offerings and engage with key decision-makers.

The intimate setting of the symposium facilitated meaningful interactions and discussions, allowing for deeper connections and the exploration of potential opportunities for growth and collaboration. Moving forward, it is imperative for Haines to continue its presence at such events, recognizing their significance in shaping the future of tourism and economic development in the region.

## Attendees Met:

Sandra Weis - Itinerary Planner for NCL, Oceania, and Regent

Racheal Roy - Executive Director of the Sitka Chamber of Commerce

Alexandra Pierce - CBJ's Tourism Manager

Wendy Lindskoog - RCCL (Royal Caribbean Cruises Ltd.)

Robert Morgenstern - Vice President of Shore Operations for Holland America, Princess

Bill Fletcher - Senior Director, Consumer Programs at Holland America Line & Seabourn

Others (Allen Marine, Manager Ryan from Skagway, Bonnie Weslund from HAP/Carnival)

## Key Meetings and Discussion Highlights:

### Meeting with Sandra Weis:

Discussion on floating dock, possible growth strategies, and plans for 2025

NCL's willingness to assist with planning the Floating Dock

Insights into Regent's absence in Haines and plans for Klawock in 2025

### Meeting with Racheal Roy:

Insights into Sitka's community discussions regarding limiting cruise growth

Collaboration efforts with the cruise ship industry and stakeholders

### Meeting with Alexandra Pierce:

Discussion on MOUs with cruise lines and managing cruise ships in SE Port communities

Invitation for a zoom call with Haines Borough to discuss industry collaboration and shared experiences

### Meeting with Wendy Lindskoog:

Overview of floating dock conceptual designs and desire for sustainable growth

No developments in deployment for the foreseeable future

Agreement to provide contacts within Celebrity Cruise Lines and Silversea

### Meeting with Robert Morgenstern:

Capacity concerns in other ports and the need for industry growth  
Port Development Fee, with a request for implementation delay until 2025  
Identification of ships to court for increased berthing in Haines  
Discussion on Klawock development, CVP grant funds, and Skagway

**State of the Industry:**

Alaska ranks as the 3rd strongest cruise market globally.  
Demand for Alaska cruises is at an all-time high.  
Expedition cruising is the fastest-growing sector within the cruise industry.  
Vancouver has plans to start on a new cruise terminal.

**Additional Connections Made:**

Allen Marine's land purchase in Haines for potential port development.  
Manager Ryan from Skagway's inquiry about collecting sales tax from onboard ship purchases.  
Invitation from Bonnie Weslund from HAP/Carnival to bring kids onboard Carnival Ships in Haines.