



Showcasing your
Community to
Cruise Ship
Passengers



Considerations Before Pitching Shore Excursions

1. Making sure the community is ready to welcome cruise ship passengers

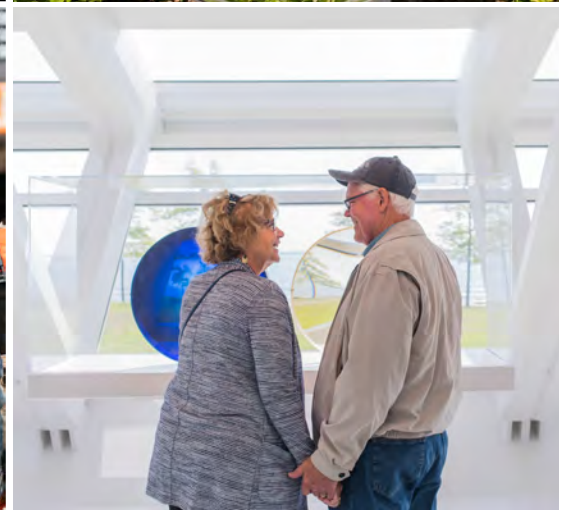


2. Understanding the Needs of each Cruise Line

Will they offer an Included Excursion as well as Optional Excursions? What percentage of guests will do the sanctioned excursion?

Will the ship visit for a half-day, or a full-day? This will impact busing and availability.

What is the mobility level of guests?



3. Evaluating Options for:

- Safety
- Insurance Coverage
- Transportation Needs
- Budgeting
- Payment Terms





4. Storytelling, Tour Creation, Hiring, Training & Cruise Day Execution





QUESTIONS?
NEED HELP DEVELOPING
SHORE EXCURSIONS?

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