

An aerial photograph of a tropical atoll. The water transitions from a deep blue in the open ocean to a vibrant turquoise near the reef. A small, lush green island is visible in the upper right quadrant. The foreground shows the white, foamy waves of the reef edge.

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Vice-President

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2017 Australia Cruise Association Conference





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Sture Myrmell
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Research

Research

What is the average attention span today?



A high-angle, top-down photograph of a dense crowd of business professionals. The individuals, both men and women, are dressed in formal business attire such as suits, blazers, and dresses. They are all looking down at their smartphones, which they are holding in their hands. The scene is filled with a sense of collective distraction and constant connectivity. The lighting is even, and the colors are muted, emphasizing the uniformity of the crowd.

8 Seconds

Research

What are you most likely to remember in a presentation?

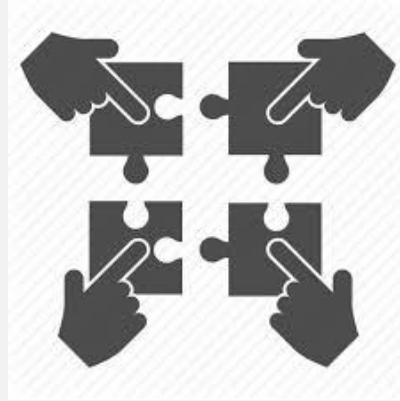


**First and last
things mentioned**



First Thing Remembered

First Thing Remembered



Partnership



Partnership

- Unleashing Full Potential

Here's What We Are Not



What We Are

- Partner with local experts
- Create local experiences

What Guests Want

- Authentic
- Meaningful
- Personal
- Exclusive

Local Connections

Australia

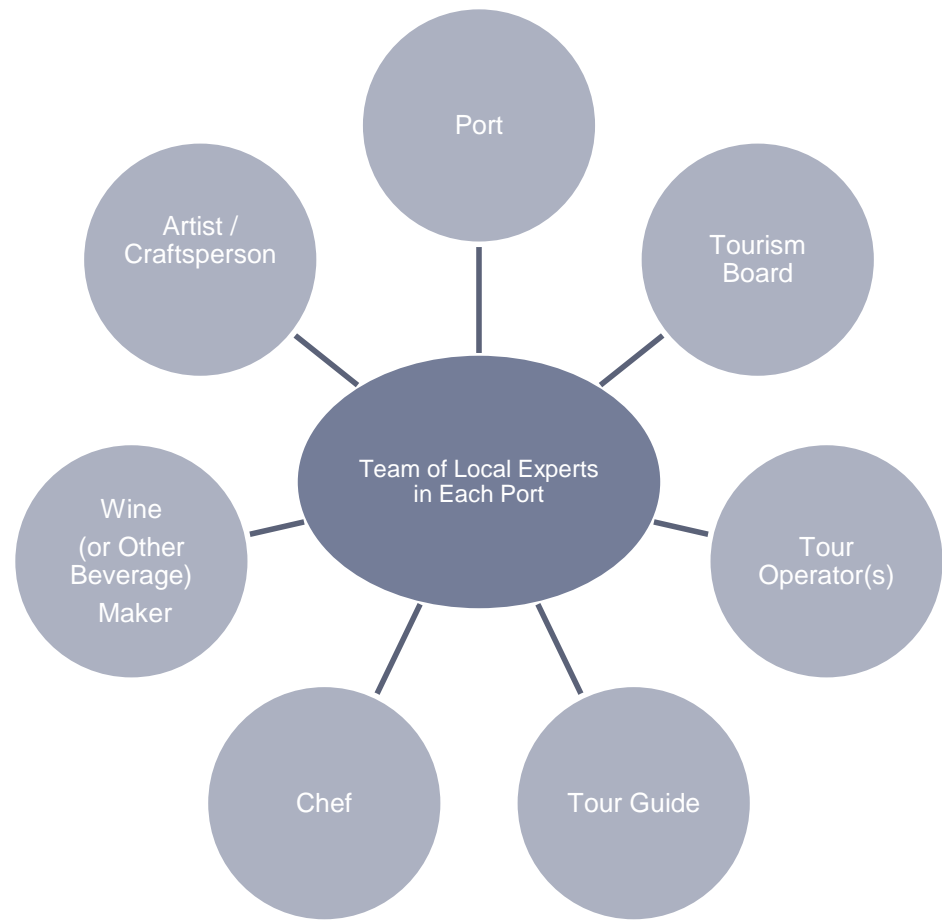
Background

Lots of stakeholders who want to play a greater role in the guest experience ashore

Partnership Goal

Create enhanced destination experiences for our guests by collaborating with our local expert partners

Team of Local Experts in Each Port



Partnership Initiatives

1. Rethink the Tour Program
2. Create Exclusive Experiences
3. Create Video Stories
4. Create Destination Guides

Local Connections

The Great Barrier Reef

Wel Gamble

Local Connections

Sydney

Jill Abel

2016 Awards



CRUISE CRITIC 2016



DISCOVERY AT SEA EXCURSIONS
TRAVEL WEEKLY



PRINCESS CRUISES

Last Thing Remembered

Last Thing Remembered

Gratitude

