

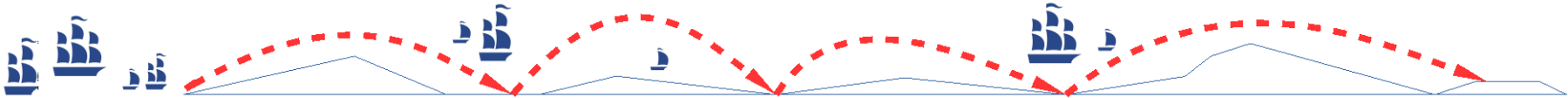


**Creating Cruise in Company value
for host ports and vessel operators**

Bordeaux, France, 1 December 2017

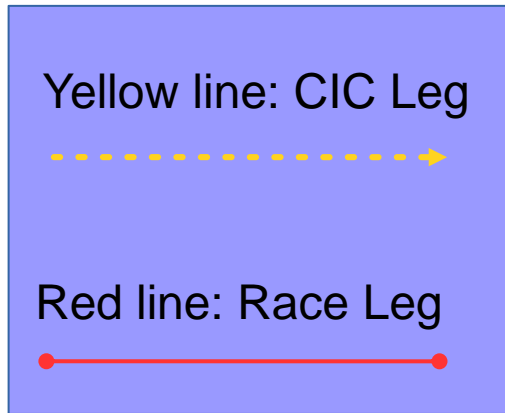
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1. Why to worry about a Cruise in Company?

- Examples of Cruise in Company -CIC- legs in Tall Ships Races

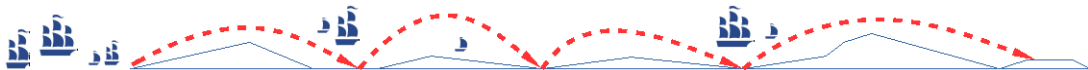


The Tall Ships Races 2018



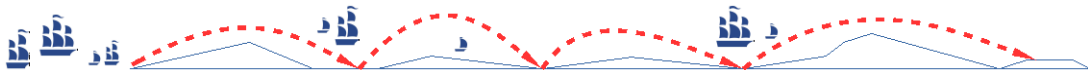
1. Why to worry about a Cruise in Company?

- Vessels, captains and crews are capable and they have plenty information, aren't they?
- Really do they need our extra effort of organization?
- Vessels don't need an organized CIC for arrive to the next port, but of a good organization depends that CIC become an unique and successful experience.



2. Stakeholders in a Cruise in Company

- Cruise in Company in a TSR often is coordinated by the TSR Host Port at the end of CIC.
- There are several stakeholders at the time of develop a CIC:
 - Host Port in TSR
 - Local CIC ports
 - Vessels & crews
 - STI
- Each one has different points of view, sensibilities and interests.
- Also other agents: authorities, customs, sponsors, national STAs, etc.



3. Host Port in TSR

The Host Port that will receive the fleet after the CIC has its specific point of view:

- Must **ensure the fleet will be just in time** in the Host Port for the TSR event, or a few days early
- Without flexibility for starting the official program of the TSR event
- Must maximize the return on investment in the host port
- Possibility of incorporate sponsorship to CIC or sinergias with Host Port
- Could promote extra returns to Regional or State sponsors of the Host Port in other CIC ports



3. Host Port in TSR

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- Be clear with CIC ports and control de schedule.
- Take care the fleet is able to reach to the Host Port.
- Interesting CIC could motivate more vessels and trainees in TSR.
- Look after the fleet to solve problems and incidents.
- Facilitate an stimulating and productive trip for trainees.
- Coordinate the CIC: Ask, look for, contact, decide, choose and prepare the CIC Brochure.
- Enough work with the host port organization to “*lose time*” with CIC.



4. Local CIC ports

Local ports also have their own focus:

- Effort to set the schedule, even to organize an event.
- Window of dates is desirable and common.
- Medium / Low / Null budget.
- Return of efforts / budget.
- Opportunity for local trainees of sailing the whole leg or only a part.
- Far away ports are good if bad weather at the start of CIC.
- Medium range ports are good for planning a more probably stop.
- Near ports are good if vessels arrive early or want to avoid bad weather, but take the risk of going directly to the end.



4. Local CIC ports

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- Focus the fleet to your own port.
- Offer aborigine knowledge and updated info.
- Offer friendship and hospitality.
- Local Press or Media / events.
- Increase local and neighbourhood visitors.
- Think about next years impact on Tourism (promotional pictures, social media...).
- Visibility of new marinas or new facilities.
- Be realistic with the spectatives, with the vessels compromises, with random events and meteorology.



5. Vessels & crews

Vessels & crews are the sauce of the CIC. Captains will evaluate before and at sailing many options not always completely open or closed:

- Compromised port visits vs capacity of decision (Ports, ETA, ETD).
- Necessary weather flexibility.
- Possibility of incomes (new trainees, deck events, etc).
- Save expenses (moorings/ suppliers/ diesel), for free or % OFF.
- Split the non permanent crew (trainees) if CIC is a long leg.
- Incorporate trainees of a CIC port.
- Interest of get a bunch of ports with different options:
 - Class A: few options.
 - Classes B, C and D: more options.



5. Vessels & crews

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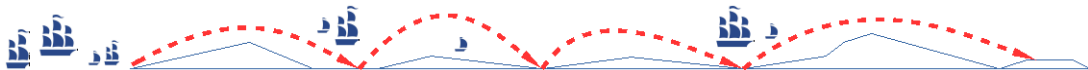
- Necessary to have information in advance (year before, Conference, months, early contact, first TSR port, previous host port)
- To have good advices and local information is so useful as a Pilotage Book, and also appreciate a local contact for mooring place confirmation.
- Relax / Safe sailing / Shore sailing.
- Visit hidden or not usual ports.
- Discovering other options outside CIC proposed ports.
- Vessels can have their own priorities.



5. Vessels & crews

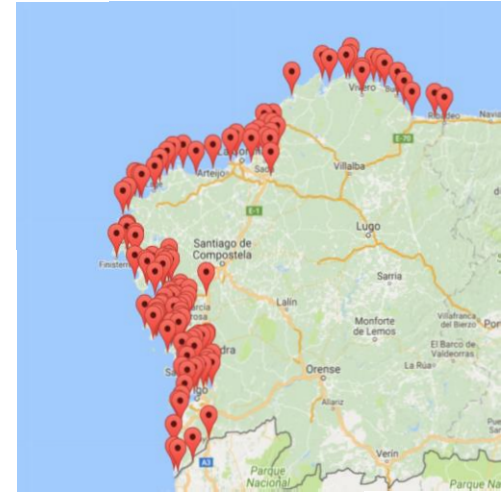
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- Meet other crews / sailing in flotilla.
- Local Tall Ships can do a very good promotion for them and among the fleet.
- Solve problems and maintenance ASAP or sailing directly to Host Port.
- Free clearance of customs/inmigration (Schengen, others).
- Port services facilities.
- Except the agreed stops, no compromise maintains more ahead of a force 5 beaufort, or other reasons under captain's priorities.



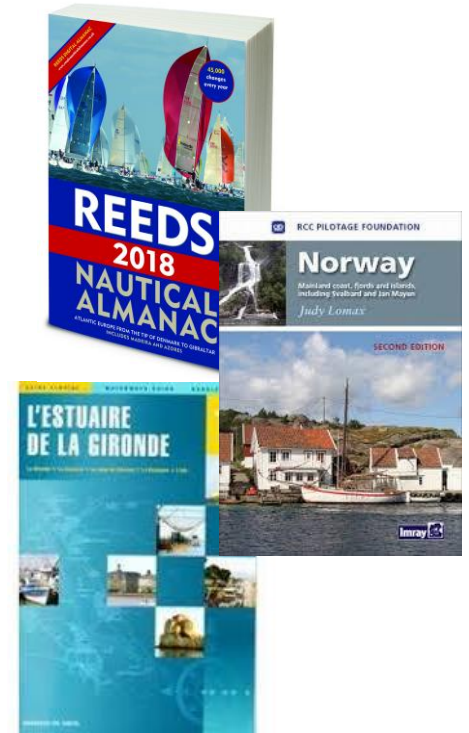
6. Preparatives and expectatives

- From Host Port organization:
- Assign resources: enough time, anticipated way, contac with tall ships and with local ports, marinas and institutions, analize the local sailors expertice, visit local CIC ports if necessary, **choose some ports, some anchorages**, offer options to some TS, maintain a point of contact, look for local LO availables during CIC, pass the CIC Check List with STI, prepare the CIC Brochure for the Captains page, follow the list of participants.



6. Preparatives and expectatives

- From Host Port organization:
- **CIC Brochure:** It isn't a resume of the Imray/Reeds guides or Almanach Breton. Vessels usually have this info themselves. It's possible to check the info on the guides, and **remark the relevant and updated info:** new quay, new pontoons, cheaper diesel, good local liaison, festivities, concerts, etc. Show that lovely places for enjoying. Be the tripadvisor of your local waters.
- Host Port organization must inform about CIC at the **Captains briefing** at previous host port, but it could be late depending with vessels and what do you want to do. It's recommended to **inform in advance**, although without a final CIC Brochure. Even is possible to inform, for example, in the first port of the TSR visiting vessels, although some captains change in the middle of the races and they won't have decision over legs of other captains.



6. Preparatives and expectatives

- From local CIC ports:
- Give enough time to vessels to take **decisions**
 - The commitment of visiting a port with expectative of incomes or trainees changes is adopted often for the **vessel organization**, with time.
 - The decision of visit a port for facilities, opportunity or wheater convenience is a **captain** one, with weeks, days or hours. Permanent captains have more level of early decision that eventual ones.
- The commitment of one vessel probably moves other vessels to follow her. Captains talk to each other.
- Analysis SWOT (Strengths - Weaknesses - Opportunities – Threats) if necessary.
- Do not expect miracles / Do not believe that it will be Eurodisney or like a Host Port / Bet with head / Offer elements of interest that you have/ Know and follow YB / Lean on existing facilities (eg. fishing harbors, marinas, sport clubs, etc).



Thanks for your attention

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