



Cruise + Ferry 2005
3-5 May 2005
Earls Court Two,
London, UK.



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EASYJET ENTREPRENEUR STELIOS HAJI-IOANNOU IS MAKING A SPECIAL APPEARANCE AT THE **MARITIME HOTEL CONFERENCE**

Cruise + Ferry 2003 celebrates latest and greatest

The easyJet founder's formula for low-cost cruising, a psychologist's guide to the selling power of music and a top designer's blueprint for repeat business will be among next month's conference highlights at Cruise + Ferry 2003, which also features the Passenger Shipping Oscars and the sector's leading exhibition.

The 10th biennial event takes place in London's Grand Hall, Olympia, from May 13-15 in the extended format which attracted more than 350 exhibitors and 3,500 professionals from 50 countries in 2001. For the second time, the event will cater for maritime hotel specialists via a trade fair pavilion and a dedicated conference running parallel with the long-established management, technical and operations forum. Meanwhile the Cruise + Ferry Awards, also launched two years ago, return with a gala dinner celebrating achievements in ten categories.

Cruise as you choose from easyJet founder

easyJet entrepreneur Stelios Haji-loannou is making a special appearance at the Maritime Hotel Conference to outline his plans for flexible budget cruising from £29 per night.

The easyCruise brand could be launched by Easter 2004 and the company is currently searching for ships. The concept embraces low-cost airline innovations such as on-line reservations and early booking discounts. Prices would be berth-only, with extra charges for meals and beverages as consumed.

In a further break from the package tradition, there will be no defined cruise length so passengers will be able to choose where they join and leave the ship subject to availability. Itineraries will cover popular Mediterranean ports in the summer and the Caribbean in winter.

Mr Haji-loannou is already active in shipping through Stelmar Tankers, which he founded in 1992 some three years before easyJet's debut.

Musical mind games turn up sales volume

In a further Maritime Hotel Conference presentation, delegates will hear that



maximising onboard sales in shops and leisure areas can literally depend on sound principles, according to a leading researcher on the commercial effects of music.

Evidence that tills come alive to the sound of music will be presented by Dr Adrian North, a senior psychology lecturer at the UK's University of Leicester, who has published more than 30 academic papers on the subject in addition to carrying out a range of consultancy work.

A session on improving shipboard revenue will include his analysis of how consumer behaviour is influenced by colours, smells and musical suggestion. As he points out: "Research shows that music can affect the speed with which customers do things, the amount they spend and the products they buy. In a recent study, for example, playing French music in a supermarket led to French wine outselling German wine by five to one."

From further studies, he will explain why:

- fast music made customers shop 15% more quickly but slow music made them spend 33% more money
- diners who heard fast music took an average of 45 minutes to finish their meals and spent around US\$21 on drinks while diners hearing slow music took 56 minutes and spent some 50% more at the bar
- customers thought they had spent less time queuing when they heard music they disliked - contrary to the common but incorrect perception that time flies when we're having fun

Dr North will end by outlining how to hit the right notes for various objectives, warning: "The right music is better for business than no music - but the wrong music is worse than none."

The Maritime Hotel Conference takes place on May 13-14 and has been arranged by Austria's award-winning hospitality experts the Maritime Leisure Group in a repeat of the 2001 debut partnership with Cruise + Ferry organiser Lloyd's List Events.

More than 20 specialists will take part in presentations and panel discussions examining market developments post-9/11 and since the abolition of duty free sales. Topics range from health, safety and security to training, IT and entertainment. Other speakers include Island Cruises managing director Michael Bayley, P&O Ferries on-board commercial director Patrick Hollis and Moulin Rouge managing director Pierre-Antoine Gailly.

Brand generation demands lifestyle experience

The cruise and ferry industry must do better than alternative itineraries, bigger seats or famous chefs if it wants customers to book again - it must look much deeper and buy into the public's brand based perceptions and aspirations, says Mark Hilferty, managing director of London design company McNeece.

In a paper on designing for the brand generation, Mr Hilferty will tell Cruise + Ferry conference delegates why brand differentiation is becoming ever more important in the globally competitive leisure market.

As he explains: "There is an almost undocumented generation that has got into branded products and brand power. It's a much more savvy generation, covering all age groups, buying into aspects of the brand concept which support their view of themselves. Are we catering for this brand directed population?"

Claiming the question is vital because so many brand promises are not credible, Mr Hilferty suggests: "The industry is all about selling dreams so we need to change focus from 'here's a ship' to 'here's an experience' because we live in an experience economy.

"Right now it's all about filling ships at any price and that's a downward spiral," he warns. "We need to think about stronger brand identity - not just the logo on the funnel - and design accordingly. If you can identify the psychology of people looking for something different, you're buying into them not just for one cruise

but for a generation or more."

Mr Hilferty is among more than 30 speakers at the Cruise + Ferry conference, where the line-up also includes David Dingle, managing director of P&O Cruises; Jack L Williams, president and COO of Royal Caribbean International and Celebrity Cruises; and Alexander Panagopoulos, managing director of SuperFast Ferries.

Sessions will mix presentations with panel discussions and open debate. Topics include world and regional market trends, safety and security, law and finance, cruise terminal design, manning, fast ferries and technology - ranging from IT and communications to gas turbines and air conditioning systems.

Following the conference close at lunchtime on May 15, a one-and-a-half day passenger claims seminar and workshop will examine issues such as booking conditions, change of itinerary, personal injury, security obligations and the new Athens Convention protocol.

A £200 discount applies on the combined £850 Cruise + Ferry conference fee and £749 seminar fee for delegates attending both. The Maritime Hotel Conference fee is £399, with a £100 discount on the combined cost for delegates also attending the passenger claims seminar. Prices exclude VAT @ 17.5%.

Finalists named for Cruise + Ferry Awards

Almost 50 nominations in ten categories have been short-listed for the Cruise + Ferry Awards 2003 recognising owners, builders, designers and suppliers. Winners will be announced by TV presenter John Humphrys at the Hilton London Metropole hotel on May 14 after judging by Royal Institution of Naval Architects chief executive Trevor Blakeley, International Council of Cruise Lines president Michael Crye and IMTA-Interferry CEO Len Roueche. Dinner prices are £925 + VAT for tables of ten and £99 for individual places.

Italian yard Fincantieri features twice for best new cruiseship - with Holland America for Zuiderdam and Carnival for Carnival Conquest - alongside MSC's Lirica, built by Chantiers de L'Atlantique, Seven Seas Voyager (Radisson/Mariotti) and AIDAvita from Aker MTW.

Candidates for best ferry include Fincantieri's Bithia for Tirrenia, the Hyundai-built Stena Britannica, TT Line's Nils Holgersson from SSW and Mont St Michel from Van der Giessen du Noord. Aker Finnyards is named for the SeaFrance Rodin and its NorthLink Ferries series and Seatransport Corp is another double contender with Noord Nederland and Seawind.

The fast ferry short-list includes Austal Ships for Euroferry Pacifica and its New World project, Incat for its Spearhead advanced concept demonstrator and HDW for Superfast IX and X.

Several of these vessels are also in line for interior design awards. The cruiseship category includes Zuiderdam (VFD Interiors) and Lirica (Studio De Jorio). They are competing with Tillberg Design for Norwegian Dawn, McNeece for Hebridian Spirit and AMK for Festival's European Star. Meanwhile ferry interior rivals include Euroferry Pacifica (Oliver Design) and the retail area on Rodin (Portland Design) as well as Superfast VII (HDW).

Safety innovation finalists are Nowcasting International's weather prediction service, the EVI evacuability index from Safety at Sea, the Star Cruises nautical learning event report system and Transas Marine for its integrated AIS/ECDIS collision avoidance system.

Five entries are nominated for best technical development - Seatransport Solutions for its medium speed, shallow draft ferry range; MacGregor Group's MonoSpace elevator; the Hermann's Project Design fire hose module; membrane biofactor technology from Hamworthy KSE; and STN Atlas Marine Electronics/Wartsila for dolphin pods.

The Port of Dover is a candidate for best environmental contribution as the first

European port certified to ISO 14001 environmental standard. Other bidders include Norwegian Cruise Line for its Scanship water treatment system; Princess Cruises/Callenberg Engineering for a shoreside power connection in the port of Juneau; and SNCM of France for backing a study of Mediterranean cetaceans.

The 2003 awards are completed by two new categories. Under best training initiative, P&O Ferries features for its Taking Service Forward programme as well as an initiative with Thames Valley University to train chefs for an advanced diploma in international culinary arts. Finalists also include Royal Caribbean for its long-term crew retention policy; the Training Company of Genoa for its humanistic training; and Costa Crociere for its work with the Casa de Campo Preparatory Institute.

The second new award recognises marketing innovation. Norwegian Cruise Line makes the short-list for extending its Freestyle Cruising concept to allow passengers to eat in any of 50 shoreside restaurants in Bermuda. Other contenders are P&O Princess for Ocean Village; Silversea for personalised voyages; Royal Caribbean for its MBNA credit card; and Festival for its Hilton promotion.

Maritime hotel pavilion boosts show attractions

Exhibitors at Cruise + Ferry - the biggest trade fair in passenger shipping - represent shipyards, engine builders, equipment manufacturers and service suppliers ranging from systems developers to security specialists.

Apart from ten national pavilions and a UK Interiors Group pavilion, attractions include a second appearance for the maritime hotel pavilion - organised in conjunction with Austria's Maritime Leisure Group - showcasing food and beverages, catering and bar equipment, fixtures and fittings, lighting and audio visual, signage, linen, tableware, uniforms, health products and entertainment/gaming services. In a new feature, a special arena will be available within the exhibition hall for company and product presentations.

Latest exhibitors include: **Agua Fabrics**: the UK manufacturer is making its maritime market debut with a waterproof, flame retardant fabric range for upholstery, bedspreads, curtains and wall coverings **Antico**: the flooring company's new Marine range is on show after becoming the first product in its class to win Lloyd's Register Wheelmark certification recognising MED compliance **Andy Thornton**: contract furniture, lighting, decorative glass, architectural metalwork and themed décor will be featured by this leading supplier of cruiseship interior furnishings **Fidelio Cruise**: the Hamburg-based software developer is showing management systems as installed on 115 ships worldwide including Radisson newcomer Seven Seas Voyager **Lune**: the German manufacturer of planters, benches and ash urns will be highlighting its SOLAS-compliant safety litter bins developed to reduce fire risk from cigarette ends **Onboard-Napa**: the Helsinki-based systems specialist is demonstrating new fuel optimisation software which reduces consumption via navigation, weather and machinery interfaces

The Cruise + Ferry 2003 website - www.cruiseferryex.com - includes booking and registration facilities for exhibitors, visitors and conference delegates. Awards dinner reservations can be made via www.cruiseferryex.com/awards

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Lloyd's List Events, part of Informa Maritime & Transport Group
69-77 Paul Street, London, EC2A 4LQ, UK
Tel: +44 20 7017 5000, Fax: +44 20 7017 4981, Email: donna.watson@informa.com

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