

DECISION/DIRECTION NOTE

Title: Seatrade Cruise Global Conference

Date Prepared: February 6, 2023

Report To: Regular Meeting of Council

Councillor and Role: Deputy Mayor Sheilagh O'Leary, Community Services

Ward: N/A

Decision/Direction Required: Seeking Council approval for Councilor Debbie Hanlon to attend the Seatrade Cruise Global Conference in Fort Lauderdale Florida from March 27 – March 31, 2023.

Discussion – Background and Current Status: Seatrade Cruise Global is an internationally acclaimed trade conference, comprised of one-on-one meetings with cruise line executives, networking events, educational opportunities and trade show. Seatrade connects cruise line industry and top executives with municipalities, port cities and cruise industry contacts to strengthen relationship and generate business opportunities.

Seatrade takes place this year in Fort Lauderdale, Florida from March 27-30, 2023 (travel dates March 27-30/31).

The City of St. John's, the St. John's Port Authority and Cruise NL have partnered again in 2023 to share an appointment schedule and booth space.

Pre-scheduled meetings with cruise line representatives provides a unique opportunity to meet face to face with senior cruise executives, selling the City of St. John's as an attractive destination. Having the a member of Council attend these meetings would demonstrate to cruise line executives and contacts that St. John's supports the cruise tourism industry as we continue to offer the dockside welcome program, work directly with CruiseNL and Newfoundland & Labrador Tourism on familiarization/travel media tours to showcase St. John's as a premier cruise destination in North America.

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Key Considerations/Implications:

1. Budget/Financial Implications: Budget allocation subject to Council approval.
2. Partners or Other Stakeholders: St. John's Port Authority, Cruise NL
3. Alignment with Strategic Directions:

A Sustainable City: Facilitate and create the conditions that drive the economy by being business and industry friendly; and being a location of choice for residents, businesses and visitors.

A Connected City: Develop and deliver programs, services and public spaces that build safe, healthy and vibrant communities.

4. Alignment with Adopted Plans: N/A
5. Accessibility and Inclusion: N/A
6. Legal or Policy Implications: N/A
7. Privacy Implications: N/A
8. Engagement and Communications Considerations: N/A
9. Human Resource Implications: N/A
10. Procurement Implications: N/A
11. Information Technology Implications: N/A
12. Other Implications: N/A

Recommendation:

That Council approve the travel costs associated for Councillor Debbie Hanlon to attend the Seatrade Cruise Global Conference in Fort Lauderdale Florida from March 27 – March 31, 2023.

Prepared by: Christa Norman, Special Projects Coordinator

Approved by: Erin Skinner, Supervisor of Tourism and Events

Report Approval Details

Document Title:	Seatrade Cruise Global Conference.docx
Attachments:	
Final Approval Date:	Feb 7, 2023

This report and all of its attachments were approved and signed as outlined below:

Erin Skinner - Feb 7, 2023 - 9:18 AM

Tanya Haywood - Feb 7, 2023 - 9:32 AM