

DECISION/DIRECTION NOTE

Title: Seatrade Global Conference 2025

Date Prepared: January 30, 2025

Report To: Regular Meeting of Council

Councillor and Role: Councillor Jill Bruce, Cruise and Special Events

Ward: N/A

Decision/Direction Required:

Seeking Council approval for Councillor Jill Bruce to attend the Seatrade Cruise Global Conference in Miami Florida from April 6-10, 2025.

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 event, educational opportunities and a trade show. Seatrade connects cruise line industry and top executives with municipalities, port cities, and cruise industry contacts to strengthen relationships and generate business opportunities.

Seatrade takes place this year in Miami Florida from April 6-10, 2025.

Pre-scheduled meetings with cruise line representatives provide a unique opportunity to meet face to face with senior cruise executives, selling the City of St. John's as an attractive destination. Having 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.

Key Considerations/Implications:

1. Budget/Financial Implications: The approximate costs are \$1229.81 (Flight) + 1793.28 (Hotel) + 2162.32 (Conference Registration) = \$5185.41. Yearly budget for travel is \$29,000.00, currently at \$22,541.14.
2. Partners or Other Stakeholders: St. John's Port Authority, CruiseNL
3. Is this a New Plan or Strategy: No

If yes, are there recommendations or actions that require progress reporting?

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If yes, how will progress be reported? (e.g.: through the strategic plan, through Cascade, annual update to Council, etc.)

4. 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.

5. Alignment with Adopted Plans: N/A

6. Accessibility and Inclusion: N/A

7. Legal or Policy Implications: N/A

8. Privacy Implications: N/A

9. Engagement and Communications Considerations: N/A

10. Human Resource Implications: N/A

11. Procurement Implications: N/A

12. Information Technology Implications: N/A

13. Other Implications: N/A

Recommendation:

That Council approve the travel cost associated for Councillor Bruce to attend the Seatrade Global Conference in Miami Florida from April 6-10, 2024

Prepared by:

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Approved by:

Theresa Walsh
City Clerk

Report Approval Details

Document Title:	Seatrade Cruide Global Conference 2025.docx
Attachments:	
Final Approval Date:	Jan 30, 2025

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

Theresa Walsh - Jan 30, 2025 - 3:34 PM