

● ELNET MARITIME UPDATES ● THE BLUE ECONOMY ● GLOBAL MARITIME NEWS

## ELNET MARITIME CENTER

### Seatrade Cruise Global 2023

The world of cruising took center stage in Florida this week, with the return of the highly anticipated and largest cruise industry event in the world, Seatrade Cruise Global. For more than three decades, Seatrade Cruise Global has been the must-attend event for anyone passionate about the cruise industry.

Seatrade Cruise Global 2023 brought together industry leaders to discuss the future of cruising under the theme of "Forward Momentum." The four-day conference focused on the future of cruising and what momentum means for both short-term and long-term innovations and business plans.

A team from Elnet Maritime attended including President and CEO, Ellie Hepburn. Elnet Maritime's campaign of "Always Moving Forward" was in direct synergy with the theme of this year's event. The themes share a common goal of inspiring and motivating industry professionals to embrace change, pursue innovation, and continually strive toward progress and success in the maritime industry.

"'Further Momentum' perfectly encapsulates both Seatrade Cruise Global and the cruise industry. Throughout adversity, both have proven to be resilient and able not only to overcome difficult times but also to adapt and improve. We look forward to optimizing the event's opportunities with our destination and Member Line partners to embrace this theme and continue to build back better together," stated Michele Paige, President of the Florida-Caribbean Cruise Association.

Seatrade 2023 has proven to be a valuable forum for discussing the future of cruising. The industry is poised for growth and innovation, and this year's conference has



Photo Credit: Elnet Maritime Agency



Photo Credit: Elnet Maritime Agency



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highlighted the many opportunities available to businesses in the industry. The momentum is there, and it's up to industry leaders to seize the moment and create a bright future for cruising.

With the success and closing of the 2023 Seatrade Global event, the cruise industry is eagerly awaiting what is in store for next year's event.

Seatrade Global 2024 is slated for April 8th to 11th, 2024 and will return to the city of Miami. As the global cruise industry continues to rebound from the challenges resulting from the global pandemic, Seatrade Global 2024 promises to be even bigger and better, with more exhibitors, attendees, and exciting events and activities.

## Bahamas Takes Centerstage at Seatrade



Photo Credit: Toursim Today Bahamas

The Bahamas' vibrant culture was integrated into many elements of this year's Seatrade Cruise Global event.

To kick-off the week, on Monday, March 27, The Bahamas Ministry of Tourism, Investments and Aviation co-sponsored the Cruise Line International Association (CLIA) Business on the Beach Reception for 800 VIP cruise executives at the Marriott Harbor Beach Resort in Fort Lauderdale.

Guests enjoyed a Bahamian cultural explosion, including live Bahamian music by the Lassie Doh Boys, a Junkanoo Rushout, and sampling of Bahamian cuisine and signature drinks. It was a mesmerizing sight to behold, as the performers brought to life the vibrant spirit and soul of the Junkanoo festival through their performance. The harmonious sounds of the music and delicious Bahamian cuisine created an electric atmosphere that was a true testament to the rich cultural heritage of The Bahamas.

The Junkanoo beat led to the exhibition hall the following day, where The Bahamas Ministry of Tourism booth showcased The Bahamas as a premiere destination for cruise tourists. Visitors to the booth experienced Bahamian music, entertainment, and food.



Photo Credit: Toursim Today Bahamas

Additionally, representatives from the Ministry of Tourism provided information on the country's many tourist attractions, including its stunning beaches, world-class resorts and unique cultural experiences.

The Grand Bahama Port Authority, Invest Grand Bahama had a key presence at the event and featured leading businesses in Grand Bahama including Elnet Maritime, H. Forbes Charter, Pelican Bay Hotel, Bahamas Distillery Company, and the Grand Bahama Chamber of Commerce. This booth provided an opportunity for attendees to learn about the many investment opportunities



Photo Credit: Toursim Today Bahamas

available in the Grand Bahama region, as well as the local businesses that are driving economic growth and development in the area.

Azul Destinations and Calypso Cove Destinations showcased their plans for their new cruise port in Long Island. Calypso Cove is sure to become a must-visit destination and could welcome up to one million cruise tourists annually.

Through the efforts of The Bahamas Ministry of Tourism, Investments and Aviation, the Grand Bahama Port Authority, Elnet Maritime, Calypso Cove, and others, Seatrade Cruise Global attendees were able to glimpse the best The Bahamas has to offer to cruise tourists.

In 2022, more than 5 million visitors cruised to The Bahamas arriving at various ports including Nassau, Freeport, Bimini, Princess Cays, Half Moon Cay, Coco Cay, Great Stirrup Cay, Castaway Cay and Ocean Cay.

# Disney Cruise Line Highlights Lighthouse Point

Disney Cruise Line announced it will begin sailing to its newest port of call, Lighthouse Point, South Eleuthera, by the summer of 2024. The inaugural sailing is set for June 8, 2024, through June 15, 2024.

Guests will set sail on a once-in-a-lifetime sailing and ultimate on-sea experience aboard the Disney Fantasy which will feature stops at Disney's exclusive cays in The Bahamas, Lighthouse Point and Castaway Cay. This enchanting retreat is the latest addition to the Disney Cruise Line's private island destinations. It promises to be an unforgettable experience for guests seeking an escape from the hustle and bustle of everyday life.

Disney eagerly anticipates Lighthouse Point becoming a regular port of call on Disney's three-, four- and five-night itineraries to The Bahamas and Caribbean Islands. Lighthouse Point, located on the picturesque island of Eleuthera in The Bahamas, is a tropical paradise where the beauty of nature, rich culture, and traditions of the Bahamian people come together in perfect harmony. It will complement Castaway Cay, a Disney destination located in the Abaco chain of The Bahama. The destination promises to provide families with the opportunity to enjoy the site's beautiful beaches and explore nature and enjoy the broader tourism offerings in Eleuthera.



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Disney has always been committed to responsible tourism and has a long history of investing in the communities it operates in. Since its maiden voyage in 1998, Disney Cruise Line has introduced countless families to the beauty and spirit of The Bahamas. Lighthouse Point is a perfect example of this commitment. Disney has worked closely with local stakeholders to ensure that the new destination will be a responsible and sustainable tourism project that

benefits visitors and the local community.

Disney will allow citizens and residents of The Bahamas to have access to the Lighthouse Point property for recreational purposes. They are dedicated to providing a space for Bahamian vendors on the property to sell high-quality Bahamian goods. Disney has committed to hiring Bahamians and working with tour operators on Eleuthera to take Disney guests on excursions outside of the Lighthouse grounds.

Disney's decision to sail to Lighthouse Point is exciting news for both Disney Cruise Line guests and the local economy in Eleuthera. It will provide a new and exciting destination for cruise guests to enjoy, while at the same time creating sustainable economic opportunities and supporting the local community. This is an example of how responsible tourism investments can benefit all parties involved, exemplifying the importance of partnerships to create sustainable and responsible blue economy projects.



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