

## Princess Cruises and Portland Port host Cruise Britain's summer event



Portland Port hosted trade association Cruise Britain's annual summer gathering for the first time during a record-breaking year for the port.

Delegates came from across the country for the two-day event hosted in partnership with Princess Cruises, including representatives from cruise lines, ports, tour operators and service providers.

It featured a welcome reception sponsored by the Port and Inchcape Shipping Services at the EBIKE café at Custom House Quay on Weymouth harbourside, and a conference including presentations, workshops, networking and panels based on Princess Cruises' Regal Princess during her call at the port.

Ian McQuade, chair of Cruise Britain and General Manager – Commercial Portland Port, said: "The Cruise Britain summer event at Portland Port was a great success. It was a privilege to host this prestigious cruise gathering and welcome delegates from across the country to celebrate our world-class industry and the role it plays in supporting the economy and promoting Britain's place in the world.

"Portland Port alone contributes about £10m to its local economy from its cruise activity, a figure magnified many times over by ports and destinations across the country. The event was also an opportunity to showcase Portland Port's newly developed deep-water berth and some of the superb tourism destinations we have on our doorstep."

Ian added: "Our thanks go to all involved, in particular the staff and crew of the beautiful Regal Princess, who helped make the event such a success."

The conference programme on the Regal Princess included welcomes from Captain Tim Stringer of the Regal Princess, Ian McQuade as Chair and Portland Port chief executive Bill Reeves.

It was followed by a panel discussion hosted by Mary Bond, group director of Seatrade Cruise, which featured Sander Groothuis, vice-president port and shore operations at Carnival UK, and Hayley Moore, director of marketing & communications at Princess Cruises.

There followed a social media workshop with cruise operations manager Louis Colpitts of SCH Group and a presentation by Simon O'Sullivan from TUI Musement about Intercruises, whilst Amanda Lumley, chief executive of Destination Plymouth, spoke about the new tourism landscape.

There were also presentations from Karen O'Gorman of Abbotsbury Swannery and Owen Davies of

Athelhampton about how they have engaged successfully with Portland Port and the broader cruise industry.

The event also included a reception, lunch and tours of the Regal Princess.

More than 50 delegates attended the summer gathering, with many staying overnight in Weymouth and Portland.

Cruise Britain's annual summer event is held at different member ports each year and is frequently on board a cruise ship which gives members the opportunity to really understand the different brands that deploy ships to the UK.