

**MEMORANDUM**

February 9, 2018

TO: MEMBERS, PORT COMMISSION  
Hon. Kimberly Brandon, President  
Hon. Willie Adams, Vice President  
Hon. Leslie Katz  
Hon. Doreen Woo Ho

FROM: Elaine Forbes  
Executive Director

SUBJECT: Request approval for a San Francisco Port Commissioner to travel with Port Maritime staff to Fort Lauderdale, Florida, to attend the Seatrade Cruise Global Conference on March 5-8, 2018

DIRECTOR'S RECOMMENDATION: Approve Attached Resolution

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**Executive Summary:**

Port staff requests that the Port Commission approve Port Commission Vice President Willie Adams' travel to Fort Lauderdale, Florida, to attend the Seatrade Cruise Global Conference on March 5-8, 2018. Port Commission Vice President Adams will accompany the Port's Deputy Director and Assistant Deputy Director of Maritime. This trip will give the Port Commissioner an opportunity to meet current and prospective Port cruise clients and discuss future cruise business at the Port of San Francisco.

In calendar year 2017, Port hosted 81 cruise calls and welcomed 280,863 cruise passengers. The Port hopes to garner increased cruise ship traffic by attending this conference. The conference provides a forum to meet face-to-face with senior cruise line executives, review current operations, plan for future activities, explain the benefits of working in San Francisco, and promote the Pier 27 and Pier 35 cruise terminals and continue to strengthen business relationships.

**Background:**

Seatrade Cruise Global Conference is the Cruise Industry's Premier Global Event. It is the only event guaranteed to bring together every facet of the business including cruise

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lines, suppliers, travel agents and partners. As the epicenter of the cruise industry, Seatrade Cruise Global Conference features exhibitors and attendees from around the world; a multi-track conference program headlined by the industry's most knowledgeable speakers; and the State of the Global Cruise Industry keynote.

The 3-day conference will feature 30+ deep-dive sessions focused on the latest issues impacting the cruise line industry showcasing over 100 industry experts. The roundtable discussion of industry leaders will address growth opportunities and business challenges impacting the cruise industry, including the following themes:

- Leading in a Time of Unprecedented Growth
- Debunking the Myths of Cruising
- The Innovation “Blueprint”
- Emerging Markets for Growth
- Shipbuilding and Design
- Environmental and Sustainability

During this roundtable discussion, industry visionaries including two mega hospitality brands who are new entrants to the cruise industry explore how they view innovation on a day-to-day basis and share perspectives on the following themes:

- Brand Innovation
- Creating a Unique Guest Experience
- The Role of Technology and Cruising

Also there will be featured conference discussions led by leading travel press personalities from *Conde Nast Traveler*, *Cruise Critic* and *Luxury Magazine*.

Port Commission Vice President Adams and Port Maritime staff will have an opportunity to meet with the Port's current and potential cruise customers, senior officials including their CEOs, marketing managers, itinerary planners and directors of operation.

**Recommendation:**

Attached, for your consideration and approval, is a resolution authorizing Port Commission Vice President Willie Adams to travel to Fort Lauderdale, Florida, with Port Maritime staff on March 5-8, 2018. This trip will give the Port Commissioner an opportunity to meet current and prospective Port cruise clients and discuss future cruise business at the Port of San Francisco. The cost of this trip is covered in the Port Commission's Fiscal Year 2017-2018 budget.

Prepared by: Amy Quesada  
Port Commission Affairs Manager

Prepared for: Elaine Forbes  
Executive Director

**PORT COMMISSION  
CITY & COUNTY OF SAN FRANCISCO**

**RESOLUTION NO. 18-11**

WHEREAS, The Port of San Francisco's James R. Herman Cruise Ship Terminal is recognized in the industry as one of the best cruise ship terminals and has received numerous accolades, recognitions and awards; and

WHEREAS, The Seatrade Cruise Global Conference is the cruise industry's premier global event, guaranteed to bring together every facet of the business including cruise lines, suppliers, travel agents and partners; and

WHEREAS, Exhibitors at Seatrade Cruise Global will have the opportunity to showcase their products and services to the influential buyers and decision makers that attend each year; and

WHEREAS, Attendees will have access to the highly regarded educational conference program, gain admission to the trade show floor covering all sectors of the international cruise industry, and be invited to a wide variety of networking and social events; and

WHEREAS, Attendance of Port Commission Vice President Willie Adams with Port Maritime Staff at the conference will provide an opportunity to meet current and prospective Port cruise clients and showcase the Port of San Francisco and increase cruise business; and

WHEREAS, Port staff requests approval for Port Commission Vice President Willie Adams to travel with representatives of the Maritime Division to Fort Lauderdale, Florida, to attend the Seatrade Cruise Global Conference on March 5-8, 2018; and

WHEREAS, The cost of this trip is covered in the Port's Fiscal Year 2017-2018 budget; now, therefore be it

RESOLVED, That the Port Commission hereby approves this travel request.

***I hereby certify that the foregoing resolution was adopted by the Port Commission at its meeting of February 13, 2018.***

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Secretary