

## WJZ TV

### Carnival Cruise To Dock From Port Of Baltimore



Reporting

[Dennis Edwards](#)  
BALTIMORE (WJZ)

Year round cruises from Baltimore are expected to boost an already booming business climate at the port of Baltimore.

**Dennis Edwards** reports starting in September of 2009 Carnival Cruise lines will start year round cruises from the Port of Baltimore. For the first time in 30 years the nations top three cruise lines will operate from Charm City.

When the math is done, the economic benefit to Baltimore could be incredible. Each ship will hold more than 2,100 passengers bound for the Bahamas and other island destinations. That means they'll stay in Baltimore hotels, use area restaurants and shop here, before and after their cruises.

Maryland travel officials say this is even better news for cruise fans among the more than 40 million people who live within a six hour ride of Baltimore.

State official business at the port is already up more than 30 percent. Some couples go to Annapolis before their trip to the Dominican Republic.

The governor says this news comes at a good time for bargain oriented consumers, who don't want to spend extra money to fly to Florida to take their trips.

Carnival ran cruises from Baltimore in 2004 and 2005, but moved the ship to meet demand elsewhere.

## WBAL Radio

### Carnival To Cruise Out Of Baltimore

Thursday, June 05, 2008 - WBAL Radio as reported by Scott Wykoff

[Carnival Cruise Lines](#) will launch the first year-round cruise program from the Port of Baltimore with seven-day cruises aboard the 2,124-passenger Carnival Pride beginning in fall 2009.

This marks the first time in the Port's 30-plus year cruise history that it will offer year-round cruising. The addition of Carnival gives the Port of Baltimore cruise service from the top three cruise operators in the world. Baltimore already is served by Royal Caribbean International and Norwegian Cruise Lines.

Carnival Cruise Lines is the world's largest cruise operator.

The new program kicks off September 13, 2009, and encompasses two different week long itineraries departing Sundays from the historic Maryland port.

It is expected that the Carnival Pride will carry more than 115,000 guests annually from the Port of Baltimore.

"This is tremendous news for the Port of Baltimore and our State," said Governor O'Malley. "Year-round cruising will allow the 40 million people that live within a six-hour drive of Baltimore to look beyond the traditional cruising seasons and sail throughout the year. Carnival Cruise Lines is internationally recognized as one of the top cruise ship operators in the industry and we are happy to welcome their 'fun ship' to Maryland."

The 2,124-passenger Carnival Pride, which began sailing in 2001, will present two week long itineraries from Baltimore. Seven-day eastern Caribbean departures will call at Grand Turk, Turks and Caicos; the private Bahamian island of Half Moon Cay; and Freeport, The Bahamas.

A seven-day Bahamas/Florida cruise will visit Port Canaveral, FL; as well as Nassau and Freeport, The Bahamas. Each itinerary includes three days at sea.

The first cruise from Baltimore will be a six-day Bermuda round-trip excursion from September 7-13. During the Carnival Pride's initial commitment to Maryland, it will make one cruise per week through August 2011.

"We're thrilled to introduce the first year-round cruise program from Baltimore aboard the Carnival Pride, a truly magnificent 'Fun Ship' that will visit a variety of tropical destinations from one of America's most historic cities," said Gerry Cahill, Carnival's president and CEO. "Today's consumers are more value-conscious than ever and considering that Baltimore is within a day's drive of millions of Northeastern U.S. residents, these new seven-day voyages provide a convenient and affordable vacation option," he added.

## **BALTIMORE SUN**

# **A 3rd cruise line to serve Baltimore**

**Carnival runs will begin in Sept. '09**

By Laura McCandlish

Sun reporter

June 6, 2008

Baltimore will become a year-round cruise port when behemoth Carnival Cruise Lines begins weekly sailings that it expects will handle 115,000 passengers annually, beginning in September 2009.

Miami-based Carnival Corp., the world's largest cruise line, said yesterday that the 2,124-passenger *Carnival Pride* will offer a pair of seven-day itineraries to such destinations as the Turks and Caicos islands, the Bahamas and Florida, through August 2011. It will be the northernmost port where Carnival offers year-round cruises.

State officials hailed Carnival's announcement as a boon to Maryland's cruise industry, which blossomed after the Sept. 11 attacks but has been losing steam since 2004. Carnival as well as Celebrity Cruises and Norwegian Cruise Lines had dropped sailings from Baltimore after that peak year.

"We've been chasing them ever since they left in 2004," said James J. White, the Maryland Port Administration's executive director.

"We stay in front of the cruise lines big and small trying to get their economic impact for the state of Maryland," White said. "The cruise lines are finally responding again to the huge population and the high median household income here."

The nearly 60,000 passengers that took cruises from Baltimore in 2006 generated \$56 million in economic impact for the state, the port administration estimated.

After more than a year of hard negotiating, Carnival agreed to launch weekly cruises from Baltimore in exchange for enhancements the state pledged to make to its \$13 million South Locust Point passenger terminal, a converted paper shed that opened in 2006, White said. A bad-

weather metal canopy is to be built between the parking lot and terminal, he said.

When Baltimore again has three cruise lines in 2009, the 60,000-square-foot South Locust Point terminal will likely need to be expanded, he said.

After a four-year hiatus, Norwegian returns to Baltimore on June 21 with the launch of 11 seven-night cruises to Bermuda. Royal Caribbean International, the port's only operator last year, cut its 2008 Baltimore sailings to 16, half of what it had in 2007.

As airlines cut capacity and raise fares because of sky-high fuel prices, Baltimore became more attractive to Carnival given the 40 million people that live within a six-hour drive from the city, Carnival spokeswoman Jennifer De La Cruz said.

Carnival and other cruise lines have looked to smaller, regional ports outside Florida, New York and the West Coast as booking air travel has become more expensive.

" 'Homeporting' has increased the penetration of the local market as the passenger's ability to drive to the ship versus fly increases the value offering of cruising," UBS leisure travel analyst Robin M. Farley wrote in a recent annual outlook report on the cruise industry.

"We have had tremendous success establishing home port locations from a wide variety of locations in North America," De La Cruz said, mentioning nontraditional Carnival cruise ports in Jacksonville, Fla.; Mobile, Ala.; and New Orleans. "There's a huge population base within a day's drive from Baltimore."

Bringing a new \$500 million ship into service in Long Beach, Calif., will free up the *Carnival*

*Pride* to come to Baltimore, so no existing routes will be slashed, she added.

The expansion comes as the cruise industry is still growing but at a slower rate. Worldwide, 12.8 million people are expected to take cruises this year, compared with an estimated 12.6 million in 2007, according to the Cruise Lines International Association, the industry trade group.

Baltimore has annually had just under 30 cruise departures since 2005. But with Carnival's announcement, the port administration looks forward to 54 departures in 2009, up from the 27 scheduled for this year, White said.

"Our facility as well as the parking available will be challenged if we grow this business any further," White added.

## BALTIMORE BUSINESS JOURNAL

# Carnival Cruise Lines setting sail from Port of Baltimore

Baltimore Business Journal - by [Scott Dance](#) Staff

**Carnival Cruise Lines** is launching year-round routes from the Port of Baltimore in 2009.

Carnival, the world's largest cruise liner, had last tapped the port in 2003. But its return marks the first time the port goes beyond seasonal service, which has seen fluctuations and cutbacks in recent years. And that service is committed through August 2011, according to the **Maryland Port Administration**.

Carnival's first trip, a six-day excursion to Bermuda, will be Sept. 7-13, 2009. The liner's 2,124-passenger ship *Carnival Pride* will make weekly trips from Baltimore on two routes, one to Turks and Caicos and the Bahamas, and the other to Port Canaveral, Fla., and the Bahamas.

"This is tremendous news for the Port of Baltimore and our state," Gov. Martin O'Malley said in a statement.

According to a 2007 report of **Cruise Lines International Association**, the cruise industry has a \$148 million economic impact in the state. That includes any jobs related to the cruise industry or any trips state residents take on cruises. The MPA estimated a \$56 million impact from 125,000 passengers in 2006.

Norwegian Cruise Lines and Royal Caribbean Cruise lines are the only liners to call on Baltimore in 2008. Royal Caribbean is taking 16 trips in the spring and fall, while Norwegian is taking 11 trips this summer, starting June 21. The port saw a high of 60 trips from cruise liners in 2004.

## MARYLAND DAILY RECORD

### Carnival to cruise year-round from Baltimore

*Starting in Sept. 2009, port to host 'Carnival Pride'*

DANIELLE ULMAN

Daily Record Business Writer

June 5, 2008 8:07 PM

The Port of Baltimore will gain its first year-round cruise tenant when Carnival Cruise Lines drops anchor there in September 2009, officials said Thursday, bringing an economic boost to the state.

The "Carnival Pride" will embark on seven-day cruises from Baltimore every week through August 2011, significantly increasing the number of trips out of the port. Royal Caribbean International and Norwegian Cruise Line operate out of the port from April through October.

Jim White, executive director of the Maryland Port Administration, said there are 27 cruises scheduled to leave Baltimore this year. In 2009, White said the number will double with the addition of Carnival and some extra trips planned by Royal Caribbean and Norwegian.

The cruise industry had an economic impact of \$56 million in 2006, he said.

"We're talking about doubling the volume, so I can say easily we'll be doubling the economic benefit to the state," White said. "We'll start to see that in 2009. In 2010 we hope it will be even stronger."

Gov. Martin O'Malley called Carnival's decision to launch from Baltimore, "a tremendous win for the state of Maryland."

Carnival hopes to entice the 40 million people within a six-hour drive to skip the cross-country road trip or flight to the tropics and cruise out of Baltimore instead.

"A lot of people are struggling with the hassles of flying and the cost of flying," said Carnival spokeswoman Jennifer de la Cruz.

Although Baltimore might be considered an unusual choice for a year-round cruise departure point because of its relatively cold winters, de la Cruz said the company expects to do well.

"We [will be] operating from 17 different home ports; this has been very successful for us expanding beyond traditional cruise ports," she said.

The company will offer two itineraries from Baltimore, both dipping not too far into the Caribbean. One trip will stop in Grand Turk, Turks & Caicos and Freeport in the Bahamas. The other trip will stop in Port Canaveral, Fla., and Nassau and Freeport in the Bahamas.

Carnival is often called the family-friendly cruise option, so de la Cruz said the company should have no

trouble competing with Norwegian and Royal Caribbean, which cater to different kinds of travelers.

"Every cruise line is different," she said. "When you are a year-round operator from a port you have a distinct advantage...when people think Baltimore, they're going to tend to think Carnival because we are the year-round player there."

Although Carnival does not expect to do a lot of hiring in the area, the addition of its ships will stimulate business for the stevedores, cab drivers and hotels.

"Any time we home port a ship in a location there is a definite economic impact," de la Cruz said. "Home port is where the crew does most of their personal shopping, and they love to shop. They tend to stream off the ship when we port and hit all the local shops."

Sara Perkins, owner of CruiseOne, a travel agency in Abingdon, said given her experiences, she expects Carnival to be very successful in Baltimore.

"Carnival came here a few years ago and they were flooded because it was a new ship, something different, price was inexpensive," Perkins said.

Adding a different ship to the fold will definitely stimulate business for Perkins, who said even with the slow economy, people are still cruising.

"Cruising is a good value for your dollar because everything is there for you," she said. "I know the people that have been going out of Baltimore are dying for another ship."

Although Perkins said she is excited by the news of another cruise coming to town, she does have some reservations.

"I'm a little concerned about the year-round program," she said. "When you're leaving here in January, February and March, it's not warm outside."

## BALTIMORE EXAMINER

### Business

Carnival to begin voyages year-round from Baltimore

Aaron Cahall, The Examiner  
2008-06-06 07:00:00.0  
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#### **BALTIMORE -**

Carnival Cruise Lines, the world's largest cruise operator, will start the first year-round cruise service leaving from the Port of Baltimore to Caribbean destinations beginning in September 2009, the company announced Thursday.

The 2,124-passenger Carnival Pride will offer weeklong trips for the Caribbean, departing every Sunday. The new addition will bring the annual number of cruises departing Baltimore from 38 in 2009 to more than 80 in 2010, said Maryland Port Administration Executive Director James White.

In 2007, about 30 cruises departing Baltimore netted approximately \$56 million in economic benefit for the state. As the number of cruises doubles, the money Maryland sees from the cruises should jump well more than \$100 million, White said.

"I think we're going to see a huge economic impact," he said. "For the economy, this is a big shot in the

arm.”

Carnival briefly ran cruises from Baltimore in 2004 and 2005, but discontinued them when the company needed to move the ship to meet demand in other areas. As the company added to its fleet, it was eventually able to return to Baltimore, White said.

“They were very successful while they were here. They filled every cabin that they had,” White said. “The success they had cruising out of there and the wealth in the mid-Atlantic brought them back.”

Last year, Maryland’s median household income of \$65,144 was the highest in the nation and 34 percent above the national median.

However, the new business presents challenges. The port has berths for several cruise ships but only one building for passengers to embark on a ship. A new building would cost between \$5 million and \$6 million, not feasible under the administration’s current budget. The port will attempt to stagger arrivals and departures until a more permanent solution can be found, White said.

The deal announced Thursday had been in the works for more than a year, White said, with port authorities working with cruise lines at industry events and maintaining an active dialogue.

“It’s just a matter of keeping your lines in the water,” he said, “and seeing what bites.”