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# PRE-CONVENTION ALASKA'S CRUISE SCENE: AN ATIA SUMMIT

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ATIA's Summit discussion about Alaska's cruise scene is designed to support businesses and communities in collaborating to manage the increase in visitor volume, while continuing to provide quality experiences. Participants are invited to share their current state of operations as well as opportunities that exist to maximize benefits to businesses and communities.

10:00 am – 10:10 am

**Welcome & Introductions –**

Sarah Leonard, ATIA President & CEO

Elizabeth Hall, 2018-2019 ATIA Board Chair

10:10 am – 10:30 pm

**Introduction to Alaska's Cruise Scene** – Overview John Binkley, CLIA – Alaska Cruise Association (TBI)

10:30-11:30 pm

**Tourism Best Management Practices from Southeast Alaska** (Kirby Day, TBI)

11:30 - 12:00 pm

**Lunch – Round Table discussions** (Box Lunches provided)

Grab your lunch and join your colleagues at a table for conversation around specific topics related to Alaska's Cruise Scene: Entrepreneurial Opportunities (table lead), Getting Involved with Cruise line Partners (table lead), Navigating the Challenges of Growth (table lead), Keeping the Community Happy and Engaged (table lead) (draft topics).

12:30 pm

**Ports Plus Cruise Plus Tours Equals . . Success!**

Moderated by Elizabeth Hall, John Hall's Alaska Cruises & Tours, we will hear directly from port representatives about their needs, growth and challenges.

Then hear from our cruise line partners as they share both challenges and views on opportunities for Alaska's future in the cruise scene: (representatives from Holland America; NCL; RCCL; UnCruise – TBI)

We'll also hear from tour operators who can share their experiences of what happens on the ground, or in the air

2:00 pm

**Q & A**

3:00 pm

**Wrap up and next steps: Summit Adjourns**