



Hong Kong Association of Travel Agents

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Dear HATA Members,

16 August 2012

HATA 2012 Cruise Forum and Mart

Given the great success of last year's Cruise Mart, and by popular demand from our members, we are once again organizing this popular event which will also feature a cruise forum where some of the leading cruise retailers will share the latest market trends, challenges and successful strategies to enhance their cruise revenue. So "don't miss the boat" and register NOW! Details are as follows:

Date : 31 August 2012 (Friday)

Time : 09:00 am – 1:00 pm

Venue : "The Salisbury" – YMCA of Hong Kong
Assembly Hall, 4/F North Tower, 41 Salisbury Road, TST, Kowloon.

Registration : **Free of charge.**

Capacity is limited and acceptance will be on a first –come-first serve basis

Programme Outline :

09:00am–09:15 am Registration

09:15 am–11.00am There will be a 15 minutes briefing by Tourism Commission on the latest development of new cruise terminal at Kai Tak. This will immediately be followed by an informative & lively Cruise Forum when some of the leading cruise retailers I share with members the latest market trends, insights, challenges as well as successful strategies to enhance their cruise revenue

11.00am–11.30am Coffee Break for networking amongst members

11.30am–12.45pm At the Cruise Mart, HATA Members will be able to meet with cruise lines or their representatives for updated information, advance cruise schedules and promotional deals etc. On this occasion, the various cruise lines or their representatives will be offering a variety of cruise products including ocean liners, river cruises, adventure cruises, themed cruises and small ship cruising etc.

Participating Cruise Lines or their representatives : AMA Waterways, Azamara Cruises, Carnival Cruise Line, Celebrity Cruises, Compagne Du Ponant, Costa Cruises, Cunard Line, Disney Cruise Line, Holland America Line, Hurtigruten, Norwegian Cruises, Oceania Cruises, Princess Cruises, Royal Caribbean International, Star Cruises, Silverseas Cruises Limited, The Seabourn, Uniworld Boutique River Cruise Collection, Windstar Cruises

If you wish to attend this Cruise Forum and Mart, please register with the Secretariat without delay!

Thank you for your attention

HATA Secretariat

