Port Everglades
Cruise Passenger Survey

Prepared for:

Broward County's
Port Everglades Department

AECOM

Dickey Consulting Services

May 23, 2015

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Executive Summary

Broward County's Port Everglades Department contracted with AECOM to conduct a cruise passenger survey during the FY 2014/2015 cruise season. The purpose of the survey was to collect cruise passenger data that will potentially be used for marketing pursuits and economic impact analyses by the Port. Data points included age and gender demographics, trip origin, expenditures before the cruise, expected expenditures after the cruise, means of transportation to the Port, means of booking the cruise, and cruising frequency. The survey also gathered information about specific South Florida destinations after the cruise, number of people in the cruising party, and if the respondent was a college student on Spring Break. Most of the questions on the questionnaire were either multiple choice or close-ended. There were a few questions that required specific input from the passenger, e.g., place of residence, expenditures before and after cruise; and if they stayed in a hotel before the cruise, the hotel name and location. The last question solicited comments or suggestions from the respondent. All answers were recorded directly on the questionnaire by the respondent.

As with the Port's 2007 Origin and Destination (O&D) Survey, a convenience sampling methodology was utilized for this survey. Also known as a non-probability method of sampling, a convenience sample is neither a complete enumeration of all possible data, e.g., all passengers who had boarded ships on the selected cruise survey days or all ships during the FY 2014-2015 cruise season, nor a scientific random sample where all members of the population have a chance of being selected for the survey. When a random sampling method is used, conclusions can be extrapolated about the underlying population of interest, or the FY 2014/2015 Port Everglades cruise population. In summary, the use of a random sample relies on an objective scientific mechanism to select members from the population.

Given the difficulty of having access to all boarding cruise passengers for a random sample, and since the intended uses of the data were for marketing reports and economic impact analyses, the convenience sampling method was chosen. To overcome the absence of being able to scientifically draw conclusions to the entire cruise population, multiple samples from 20 different cruise ships were collected, making it possible to replicate a random selection process. Advantages associated with convenience sampling are listed below.

- Expedited Data Collection – The window of opportunity to collect the data was limited for each ship and only the cruise passengers who were waiting in the terminal passenger lounges were selected.

- Ease of Research – The 24-question questionnaire was the survey instrument used to collect the data without the burden of defining and implementing a random selection process. Once the data were collected, the survey team

concentrated on the data analysis, without the concern or worry whether the sample was a scientific representation of the population.

There were 24 questions posed on the paper-and-pen questionnaire that was administered by trained surveyors to embarking cruise passengers as they were waiting in the cruise terminal in the morning to board the ship. Both English and Spanish versions of the questionnaire were available. The English version of the questionnaire is contained in Appendix A. The surveyors were strategically positioned within the terminal to approach passengers in the waiting lounge. After briefly introducing themselves, describing the purpose of the survey, and asking the passengers to participate, the surveyors provided assistance and guidance to the respondents as they independently completed the questionnaire.

The survey was conducted over a total of eight days, including a pretest. The pretest was conducted on Tuesday, March 10, 2015 for the purpose of ensuring effective logistics of the survey administration, a sufficient response rate, survey soundness and adequate collection times. Based on the results of the pretest, no changes were made to the questionnaire or to the procedures for the survey administration. Following the pretest, two weekends (Saturday, Sunday and Monday) and a Thursday (for a four-day cruise) were scheduled for the survey. The breakdown of all cruise ships that were surveyed is shown in Table ES.1, below.

The cruise ships that were selected comprised the various cruise lines that call the Port, namely Princess, Royal Caribbean (RCCL), Celebrity, Holland America, and Carnival. In addition, the daily ferry service, Balaeria Bahamas Express, was surveyed on two separate days, as noted. With the exception of the one 1-day ferry service, the cruise durations of the surveyed ships ranged from four days to 15 days. For the 20 different ship calls, 1,841 questionnaires were completed. Two ships were the 1-day ferry to the Bahamas; one ship was the 4-day cruise; four were 5-day cruises; one was a 6-day cruise; seven were 7-day cruises; two were 8-day cruises; two were 11-day cruises; and one was a 15-day cruise. With the exception of the 1-day ferry to the Bahamas, the majority of the cruises had Western or Eastern Caribbean itineraries. One of the 8-day cruises sailed to the Southern Caribbean; one of the 11-day cruises included Grand Cayman, Colombia and Belize in its itinerary; and the single 15-day cruise sailed to Portugal, Spain and Rome.

Table ES. 1 - Cruise Ship Survey Breakdown

Date	Ship	Cruise Terminal	Cruise Duration (days)	Survey Respondent Count
3/10/15	Princess - *Coral Princess* (pretest)	2	11	76
3/14/15	RCCL - *Independence of the Seas*	29	8	78
3/14/15	RCCL - *Liberty of Seas*	25	5	94
3/14/15	Balearia - *Bahamas Express*	30	1	30
3/14/15	Princess - *Caribbean Princess*	2	7	89
3/15/15	Celebrity - *Celebrity Silhouette*	25	7	26
3/15/15	Carnival - *Carnival Conquest*	19	6	172
3/15/15	Holland America - *Nieuw Amsterdam*	26	7	126
3/16/15	Holland America - *Zuiderdam*	26	15	123
3/16/15	Celebrity - *Celebrity Constellation*	4	5	48
3/16/15	Celebrity - *Celebrity Equinox*	18	11	60
3/19/15	RCCL - *Liberty of Seas*	18	4	76
3/21/15	Princess - *Caribbean Princess*	2	5	121
3/21/15	Carnival - *Carnival Conquest*	19	8	174
3/21/15	Holland America - *Westerdam*	26	7	128
3/22/15	RCCL - *Allure of Seas*	18	7	109
3/22/15	Princess - *Regal Princess*	2	7	149
3/22/15	Holland America - *Eurodam*	21	7	110
3/23/15	RCCL - *Liberty of Seas*	18	5	34
3/23/15	Balearia - *Bahamas Express*	1	1	18
			Total Respondents	1,841

Microsoft Excel was used to code and analyze the data with descriptive statistics, graphic representations and confidence level interval statistics on select questions. Key findings from the survey are summarized below. The mode statistic is defined as the value that occurred most often.

- 24 percent of the respondents were 55-64 years of age, the mode. The next largest range of ages was the 45-54 age group.
- Five of the top 10 cities of the places of residence for the passengers were concentrated along the U.S. East Coast, with a heavy concentration in the Southeast (38%). The Midwest region of the U.S. constituted 25 percent of the sample from the U.S. The Number 1 place of residence was Toronto, Canada.

Besides Toronto, there were four other Canada cities that were in the top 25 of places of residence.

- 62 percent of the sample stayed one or more nights in South Florida before the cruise. The average number of nights was 3.4. The range of number of nights spent by the passengers spanned from one to 180.

- The majority of passengers (51 percent) came from a hotel before heading to Port Everglades for their cruise. Over 21 percent came directly from Fort Lauderdale-Hollywood International Airport.

- Two well-known hotel chains, Rodeway Inn and Holiday Inn, topped the list of hotels where passengers stayed before the cruise.

- 21 percent of the sample stayed one or more nights in South Florida after the cruise. The average number of nights was 2.6. The range of number of nights spanned from one to 80. Fort Lauderdale was overwhelmingly the Number 1 destination (46 percent) for passengers who planned on staying overnight in South Florida after the cruise.

- Lodging expenditures accounted for the greatest proportion of expenditures per traveling party that stayed one or more nights in South Florida either before the cruise or after the cruise. On average, $210 was spent per day and $215 was spent per day respectively.

- When ranges of days were compared for before and after cruisers, 22 percent spent two to four days before the cruise; 32 percent spent two to four days after the cruise.

- The three most widely used methods to access the Port were taxi, hotel shuttle, and personal vehicle. Combined, taxi and hotel shuttle accounted for 57 percent of the total.

- The majority of passengers (66 percent) who flew into Fort Lauderdale-Hollywood International Airport (FLL) chose FLL because it was the closest airport.

- The mode response (31 percent) for how the respondent booked the cruise was the cruise line web site.

- 63 percent booked their cruise separately from their air travel booking.

- 15 percent of the respondents answered that this was their first cruise and the mode of cruise frequency was once per year (27 percent).

- For 42 percent of the respondents, this was their first cruise out of Port Everglades.

- The mode age group was 55-64 years of age for passengers who cruise once per year.

- The mode age group was 65-74 years of age for passengers who cruise twice per year.

- Confidence level interval statistics were calculated for five questions at a 95 percent confidence level. Questions 6, 8, 10, 14 and 21 each had small margins of error indicating evidence of the potential precision level and reliability of the measures.

Recommendations/Considerations

A number of findings from the survey may be useful for future marketing efforts and programs for the Port's cruise business.

- When comparing results of Questions 3 and 10, number of nights in South Florida before cruise and after cruise, respectively, more passengers stayed before the cruise, than after.

    ➢ 1,146 respondents, or 62 percent of the sample, spent one or more nights in South Florida before the cruise.

    ➢ 379 respondents, or 21 percent of the sample, planned to stay one or more nights in South Florida after the cruise.

- The average number of nights spent in South Florida before the cruise was slightly higher (average 3.4 nights) than the average number of nights spent in South Florida after the cruise (average 2.6 nights).

- Expenditures before and after the cruise were nearly identical. However, more money was planned to be spent on land tours after the cruise than before the cruise.

    ➢ $80 spent on land tours before cruise

    ➢ $133 to be spent on land tours after cruise

- Older age groups cruise more frequently than age groups younger than 45.

- Of the 1,841 respondents who completed the questionnaires, 322 provided comments and suggestions. The full composite of the comments/suggestions is provided in Appendix B, and are verbatim as recorded by the passengers. They have not been edited to correct misspelled words or errors in punctuation/ grammar.   The comments are sorted by age, origin, frequency of cruising, and whether this cruise was their first out of Port Everglades. While the majority of the comments are positive, i.e., the passengers love the respective cruise line and/or the Port, there were a few complaints/suggestions related to logistics, signage, customer service and waiting area amenities. There was not an apparent pattern, however, related to the sorted responses, i.e., there were not more positive comments from any specific age group, or origin, or frequency of cruising, or first time Port Everglades cruisers.

- Considerations for future surveys may include the following points:

➢ Expand the place of residence question to separate part time residents who are "snow birds", i.e., those individuals who spend a large portion of winter months in Florida.

➢ Schedule the next survey to cover another period of time, e.g., December/January that could gauge the reliability of this survey.

➢ Add in "Another Cruise" as an optional answer to the question, "Where did you come from before heading to Port Everglades today?" (Question 6).

➢ Create a new question asking if the passenger spent time in Florida, other than South Florida before the cruise, and if so, where.

1.   Introduction and Methodology

In 2007, Broward County's Port Everglades Department, in conjunction with the Broward County Aviation Department, participated in an Origin and Destination (O&D) Survey conducted at both the Port and the Fort Lauderdale-Hollywood International Airport. The purpose of the 2007 survey was to collect data from cruise passengers related to travel patterns, modes of transportation, and income. The information was further used by the Port to conduct economic impact analyses.

As a follow-up to the Port's 2007 Origin and Destination (O&D) Survey, the Port developed and administered this cruise passenger survey for the FY 2014/2015 cruise season. The purpose of this survey was to collect Port cruise passenger data that will potentially be used for marketing pursuits and economic impact analyses. Data points included age and gender demographics, trip origin, expenditures before the cruise, expected expenditures after the cruise, means of transportation to the Port, means of booking the cruise, and cruising frequency. The survey also gathered information about specific South Florida destinations after the cruise, number of people in the cruising party, and whether the respondent was a college student on Spring Break.

The survey instrument was a paper-and-pen questionnaire that had 24 questions, the majority of which were a combination of multiple choice and close-ended. There were a few questions that required specific input from the passenger, e.g., place of residence, expenditures before and after cruise, and if they stayed in a hotel before the cruise, the hotel name and location. The last question solicited comments or suggestions from the respondent. All answers were recorded directly on the questionnaire by the respondent. Both English and Spanish versions of the questionnaire were available. The English version of the questionnaire is contained in Appendix A. Appendix B contains the responses to the last question that solicited comments/suggestions by the cruise passengers. The responses have not been edited to correct misspelled words or errors in punctuation/grammar; and are sorted by age, trip origin, cruise frequency, and whether they are first time Port Everglades cruisers.

As with the Port's 2007 Origin and Destination (O&D) Survey, a convenience sampling methodology was utilized for this survey. Also known as a non-probability method of sampling, a convenience sample is neither a complete enumeration of all possible data, e.g., all passengers who had boarded ships on the selected cruise survey days or all ships during the FY 2014-2015 cruise season, nor a scientific random sample where all members of the population have a chance of being selected for the survey. When a random sampling method is used, conclusions can be extrapolated about the underlying population of interest, or the FY 2014/2015 Port Everglades cruise population. In summary, the use of a random sample relies on an objective mechanism to select members from the population. Random selection is typically done by a computer (for simple random, systematic, stratified, or cluster), but is sometimes obtained by rolling

dice, choosing playing cards, or choosing every 10th cruise passenger from a random starting point. A random sample would require, however, having access to all cruise passengers.

Given the difficulty of having access to all boarding cruise passengers for a random sample, and since the intended uses of the data were for marketing reports and economic impact analyses, the convenience sampling method was chosen. To overcome the absence of being able to scientifically draw conclusions to the entire cruise population, multiple samples from 20 different cruise ships were collected, making it possible to replicate a random selection process. Advantages associated with convenience sampling are listed below.

- Expedited Data Collection – The window of opportunity to collect the data was limited for each ship and only the cruise passengers who were waiting in the terminal passenger lounges were selected.
- Ease of Research – The questionnaire was the survey instrument used to collect the data without the burden of defining the random selection process. Once the data were collected, the survey team concentrated on the data analysis, without the concern or worry whether the sample was a scientific representation of the population.

The questionnaire and its administration were designed to be maximally efficient within the timeframe allotted, namely the period between passenger arrival at the terminal and ship embarkation, guidance provided by the surveyors, and the collection of completed surveys. Convenience sampling allowed for gathering more valuable information from as many possible participants without limitations of strict statistical methods that are typical of probability research sampling methods, e.g., simple random, systematic, cluster, or stratified sampling. The selected method of the survey administration was considered to be most valuable in meeting the goals and objectives of Port Everglades. The primary goal was to use a large sample size to draw potential conclusions to the overall cruise population. Based on the time that was calculated to complete the questionnaire, it was estimated that 1,138 questionnaires would be completed by the passengers on the 20 different ship calls. Microsoft Excel was used to code and analyze the data with descriptive statistics, graphic representations and confidence level interval statistics on select questions.

2.   Survey Administration

The survey was administered by trained surveyors to embarking cruise passengers as they were waiting in the cruise terminal to board the ship. The window of opportunity that was available to administer the survey was between one and two hours, roughly between 10:30 am and 12 noon, at which time the passengers were escorted onto the ship by cruise line personnel. The surveyors were strategically positioned within the cruise terminal to approach passengers waiting in the cruise terminal lounge. After briefly introducing themselves, describing the purpose of the survey, and asking the passengers to participate, the surveyors provided assistance and guidance to the respondents as they independently completed the questionnaire.

The survey was conducted over a total of eight days, including a pretest. The pretest was conducted on Tuesday, March 10 for the purpose of ensuring effective logistics of the survey administration, a sufficient response rate, survey soundness and adequate collection times. Based on the results of the pretest, no changes were made to the questionnaire or to the procedures for the survey administration. Following the pretest, two weekends (Saturday, Sunday and Monday) and a Thursday (for a four-day cruise) were scheduled for the survey. The breakdown of all cruise ships that were surveyed is shown in Table 2.1, below, listing survey dates, cruise duration, and number of completed surveys.

In an effort to replicate a random selection process, the convenience sampling method targeted cruise ships from the Port's six primary cruise lines with varying cruise durations. The cruise ships that were selected for the survey comprised the various cruise lines that call the Port, namely Princess, Royal Caribbean (RCCL), Celebrity, Holland America, and Carnival. In addition, the daily ferry service, Balaeria Bahamas Express, was surveyed on two separate days, as noted. With the exception of the daily ferry service, the cruise durations of the surveyed ships ranged from four days to 15 days. For the 20 different ships, 1,841 questionnaires were completed.

Table 2. 1 - Cruise Ship Survey Breakdown

Date	Ship	Cruise Terminal	Cruise Duration (days)	Survey Respondent Count
3/10/15	Princess - *Coral Princess* (pretest)	2	11	76
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3/21/15	Carnival - *Carnival Conquest*	19	8	174
3/21/15	Holland America - *Westerdam*	26	7	128
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3/22/15	Princess - *Regal Princess*	2	7	149
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3/23/15	RCCL - *Liberty of Seas*	18	5	34
3/23/15	Balearia - *Bahamas Express*	1	1	18
			Total Respondents	1,841

3.   Passenger Demographics

Gender

Table 3.1 displays the gender breakdown of the survey respondents. The majority of the respondents completing the survey were female, or 62 percent. A relatively small number chose not to answer this question, less than one percent.

Table 3. 1 - Gender Breakdown

Gender	Total	%
Unanswered	11	0.6%
Male	693	37.6%
Female	1137	61.8%
Grand Total	**1,841**	**100%**

Age

As shown in Figure 3.1, the mode age range of respondents was 55–64, or 24 percent of the respondents. Figure 3.2 displays combined age ranges and the mode range was 45-64, or 46 percent of the respondents.

Figure 3. 1 - Age of Respondents 1
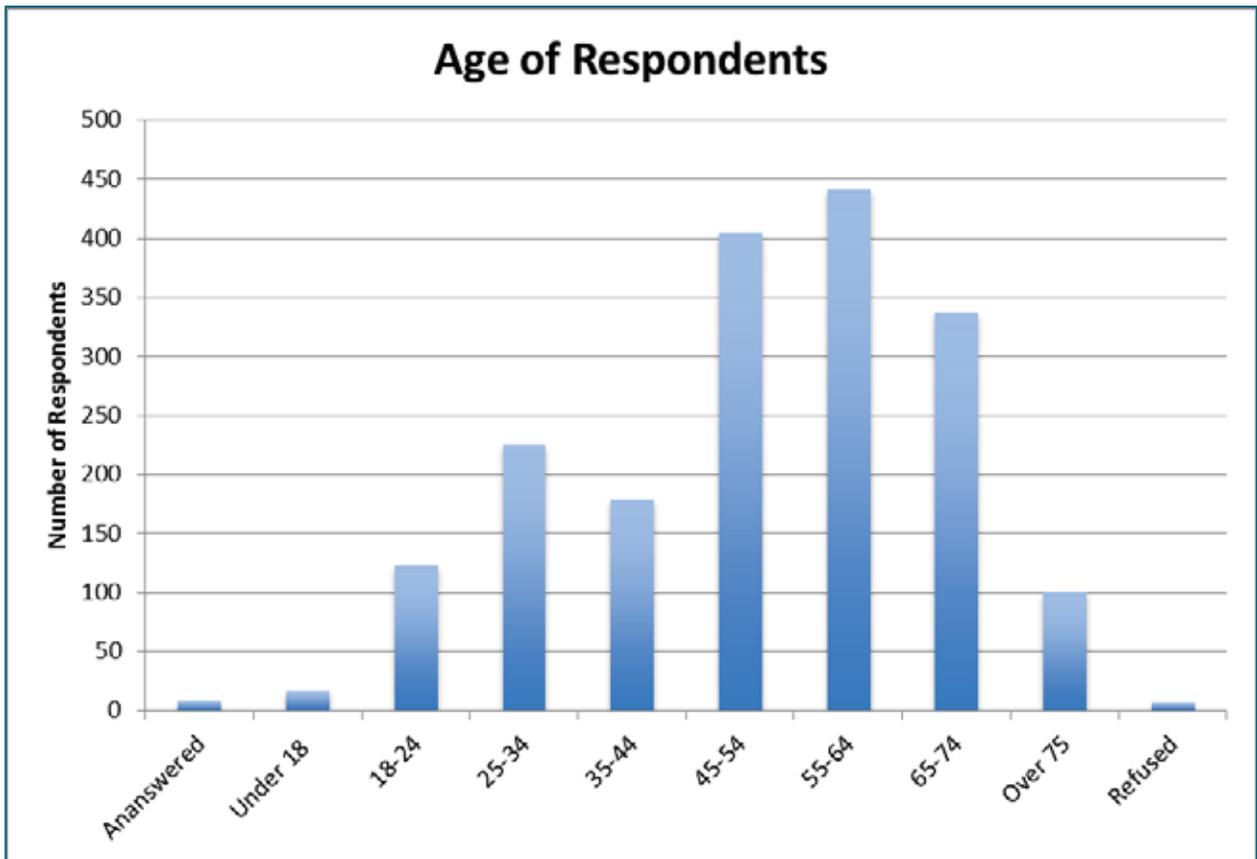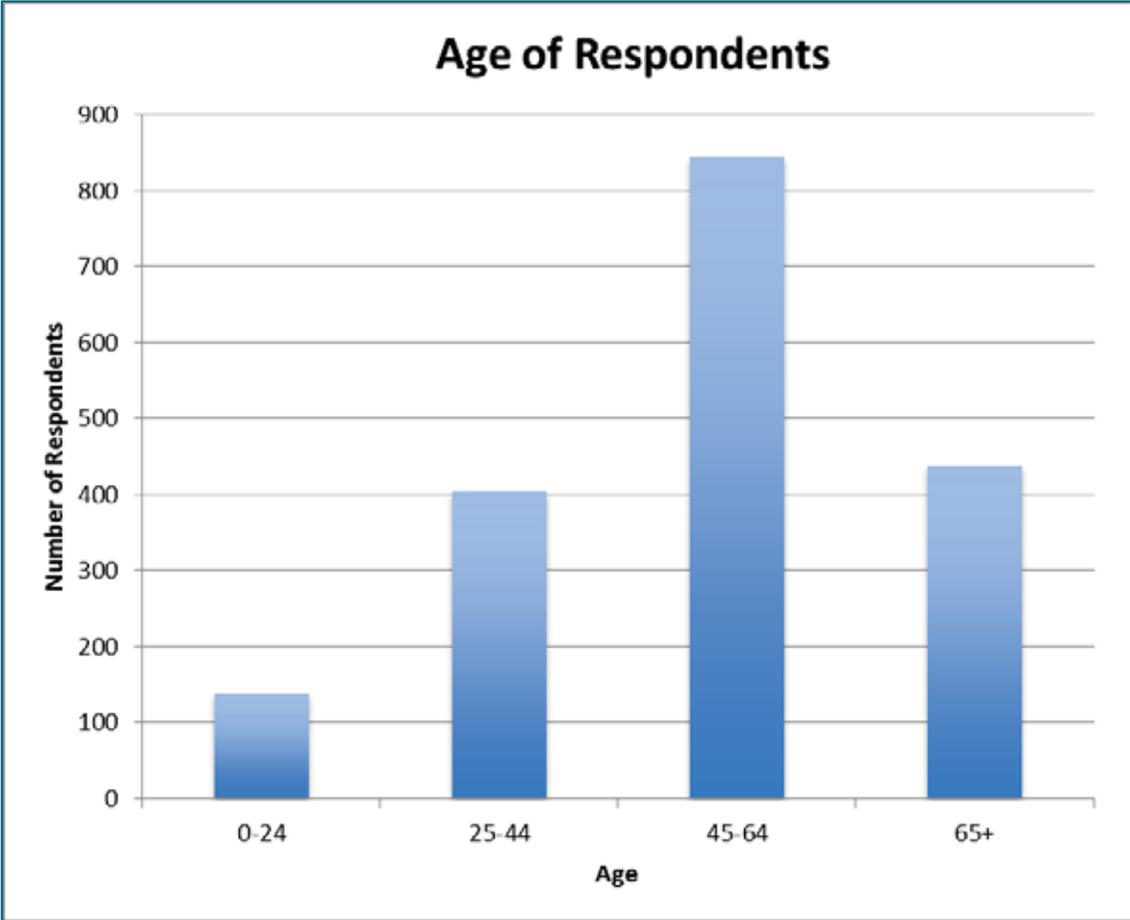
Figure 3. 2 - Age of Respondents 2

4. Origin and Destination

Place of Residence
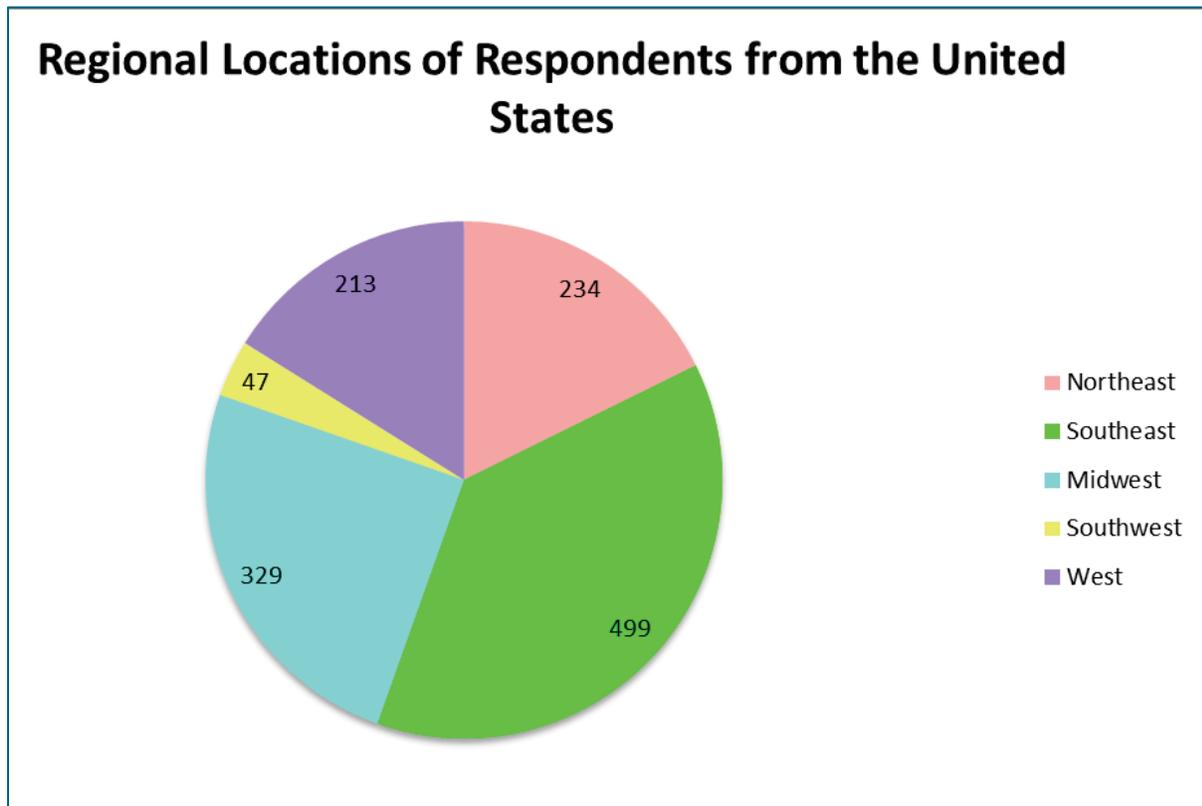
Respondents were asked "Where do you currently reside?" The top 25 cities, which constitute 17 percent of the grand total, are listed in Table 4.1. Of the top 25, five are in Canada and the Number 1 city is Toronto. Besides Canada, the top cities outside the U.S. are London, Manchester, and Buenos Aires. Five of the top 10 cities are located along the U.S. East Coast, with Miami ranking as the Number 1 U.S. city.

Table 4. 1 - Top 25 Cities

Top 25 Cities			
Toronto	31	St. Louis	11
Miami	23	Charlotte	9
Boston	18	Kansas City	9
Chicago	19	London	9
Baltimore	17	Manchester	9
Calgary	14	San Diego	9
Denver	13	Vancouver	9
New York	13	Knoxville	8
Atlanta	12	Richmond	8
Montreal	12	Rochester	8
Orlando	12	Buenos Aires	7
Ottawa	12	Buffalo	7
Jacksonville	11	**Total**	**310**

The regional distribution of the U.S. respondents is shown in Figure 4.1. There were 1,322 respondents from the U.S. or 72 percent of the sample. The mode region is the Southeast, where nearly 38 percent of U.S. respondents resided. The next largest region was the Midwest, where 25 percent of the U.S. respondents resided.

Figure 4. 1 - US Respondents by Region

Number of Nights in South Florida Before Cruise

The number of passengers who stayed in South Florida overnight before their cruise totaled 1,144, or 62 percent of the sample. The average number of nights was 3.4. The number of nights spent by the passengers, regardless of where they stayed, spanned from one to 180. Seven respondents indicated that they spent 120 days or more in South Florida before the cruise. One respondent spent 180 days. Table 4.2 summarizes ranges of days spent before the cruise. The majority (69 percent) of the passengers spent 1 day; 22 percent spent two to four days.

Table 4. 2 - Range of Days Before Cruise

Range of Days Spent Before Cruise	# Passengers
1 Day	794
2 - 4 Days	255
5 - 7 Days	40
8 - 14 Days	21
15 - 30 Days	15
31 - 60 Days	8
61 Days or More	11

Origin of Trip Before Port Everglades
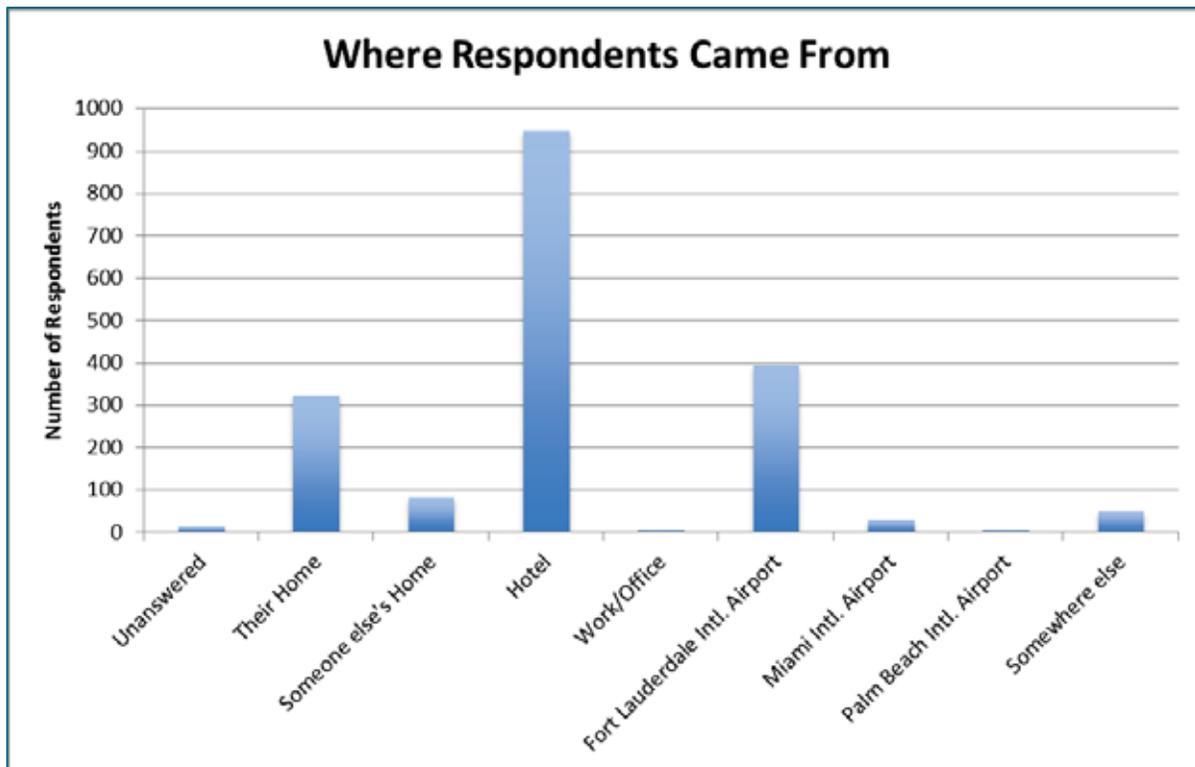
Question 6 of the survey asked respondents, "Where did you come from before heading to Port Everglades today?" Realizing that not all passengers come directly from home, the intent of this question was to capture information, as applicable, between their place of residence and Port Everglades. As shown in Table 4.3 and in Figure 4.2, the majority (51 percent) came from a hotel; and over 21 percent came directly from Fort Lauderdale-Hollywood International Airport. Of the 947 passengers who came from a hotel, 680, or 72 percent, spent one night at a hotel; 14 percent spent two nights.

One of the available answers was "Somewhere Else" to which 48 respondents replied. Examination of the respective questionnaires showed several passengers were actually coming from another cruise, and some namely from PortMiami. There were also a few passengers who indicated an RV park/camp ground; and still others who answered with a specific city/region of Florida. For those, it is possible that their cruise was preceded with a road excursion through Florida, as some of these respondents used a rental car or personal vehicle to get to Port Everglades.

Table 4.3 - Trip Origin

Place of Origin	Total	%
Unanswered	13	0.7%
Their Home	322	17.5%
Someone else's Home	82	4.5%
Hotel	947	51.4%
Work/Office	3	0.2%
Fort Laud-Holly Int'l Airport	394	21.4%
Miami Int'l Airport	29	1.6%
Palm Beach Int'l Airport	2	0.1%
Somewhere else	48	2.6%
Grand Total	**1,841**	**100%**

Figure 4.2 - Trip Origin (Where Respondents Came From)
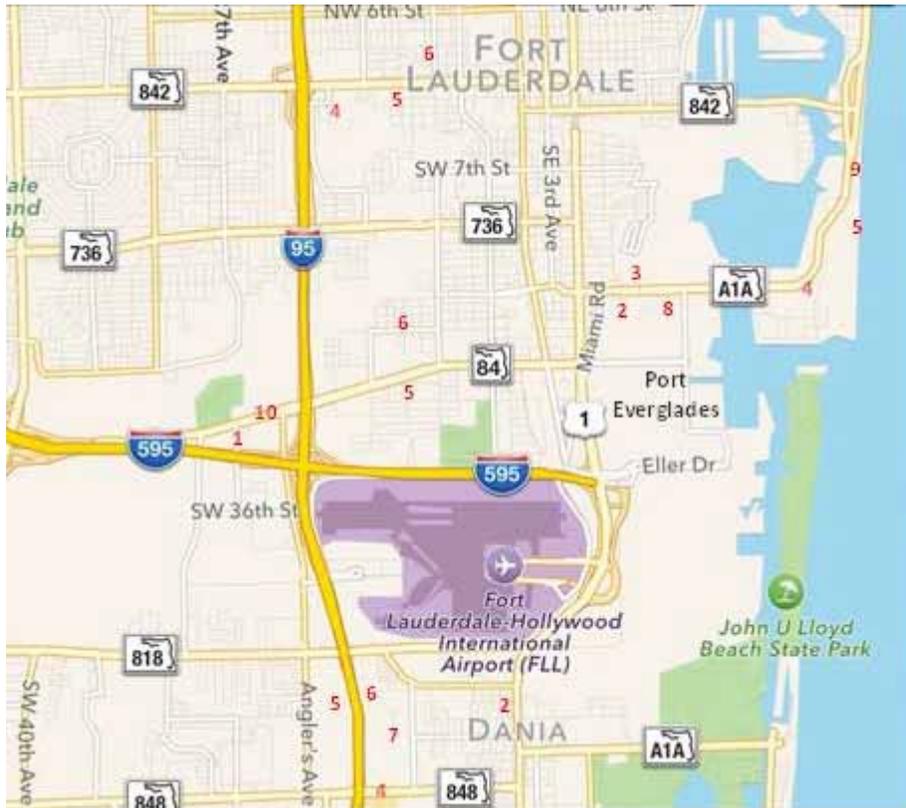
The maximum margin of error for trip origin for the sample size of 1,841 passengers is +/- 0.2 points of the statistics at the 95 percent confidence level, indicating evidence of potential precision and reliability.

Top 25 Hotels Before Cruise

The top 25 hotels where respondents stayed before heading to the Port for their cruise are listed in Table 4.4. Even though the question also asked for the location of the hotel, only half of the respondents provided the location.   The top two hotels are Rodeway Inn and Holiday Inn, which includes the Holiday Inn Express chain. There are only two Rodeway Inns in South Florida, one in Fort Lauderdale and one in Miami. There are numerous Holiday Inns throughout South Florida. A map of the top 10 hotels is displayed in Figure 4.3, regardless of whether this was the exact location of the respondents' respective hotels.

Table 4.4 - Top Hotels Before Cruise

Top 25 Hotels Respondents Stayed At		
1	Rodeway Inn	89
2	Holiday Inn	82
3	Hilton	64
4	Days Inn	61
5	Best Western	45
6	Hampton Inn	45
7	Quality Inn	45
8	Embassy Suites	43
9	Marriott	38
10	Ramada	35
11	Hyatt	32
12	Cambria	27
13	Comfort Inn and Suites	25
14	Red Carpet Inn	19
15	Renaissance Inn	19
16	Courtyard Marriott	17
17	La Quinta	17
18	Westin	17
19	Crowne Plaza	15
20	Fairfield Inn	15
21	Sheraton	15
22	Bahia Mar	12
23	Candlewood Suites	8
24	Extended Stay	7
25	Doubletree	6

Figure 4.3 – Top 10 Hotel Locations (Numbering corresponds to Table 4.4)

Number of Nights in South Florida After Cruise

The number of passengers who planned to stay in South Florida overnight after their cruise totaled 379, or 21 percent of the sample. The average number of nights was 2.6. The number of nights spanned from one to 80. Table 4.5 summarizes ranges of days spent after the cruise. Of the 379 who plan to stay after the cruise, the majority (55 percent or 210 respondents) plan to spend one day.

Of the 210 respondents who plan to stay one day after the cruise, 48 percent also spent one night before the cruise; 16 percent spent two nights before the cruise. Thirty-two percent or 121 respondents spent two to four days after the cruise. Of the 121 respondents who plan to spend two to four days after the cruise, 38 percent also spent two to four days before the cruise.

Table 4.5 - Range of Days After Cruise

Range of Days Spent After Cruise	# Passengers
1 Day	210
2 - 4 Days	121
5 - 7 Days	33
8 - 14 Days	8
15 - 30 Days	6
31 - 60 Days	0
61 or more	1

The maximum margin of error for the number of nights spent after the cruise for the sample size of 1,841 passengers was +/- 0.7 points at the 95 percent confidence level, indicating evidence of potential precision and reliability.

Top Areas After Cruise

Table 4.6 lists the top areas for the 379 passengers who planned on staying one or more nights in South Florida after the cruise. Fort Lauderdale was overwhelmingly the Number 1 destination (40 percent), with Miami Number 2 and Orlando Number 3.

Table 4.6 - Top Areas After Cruise

Top Areas After Cruise	
Fort Lauderdale	173
Miami	28
Orlando	18
Hollywood	11
Miami Beach	11
Pompano Beach	6
Key West	5
Fort Myers	4
Plantation	3
Sunrise	3
Sarasota	3
Boynton Beach	3

5.   Market Behavior Characteristics

Number of People Traveling in Cruise Party
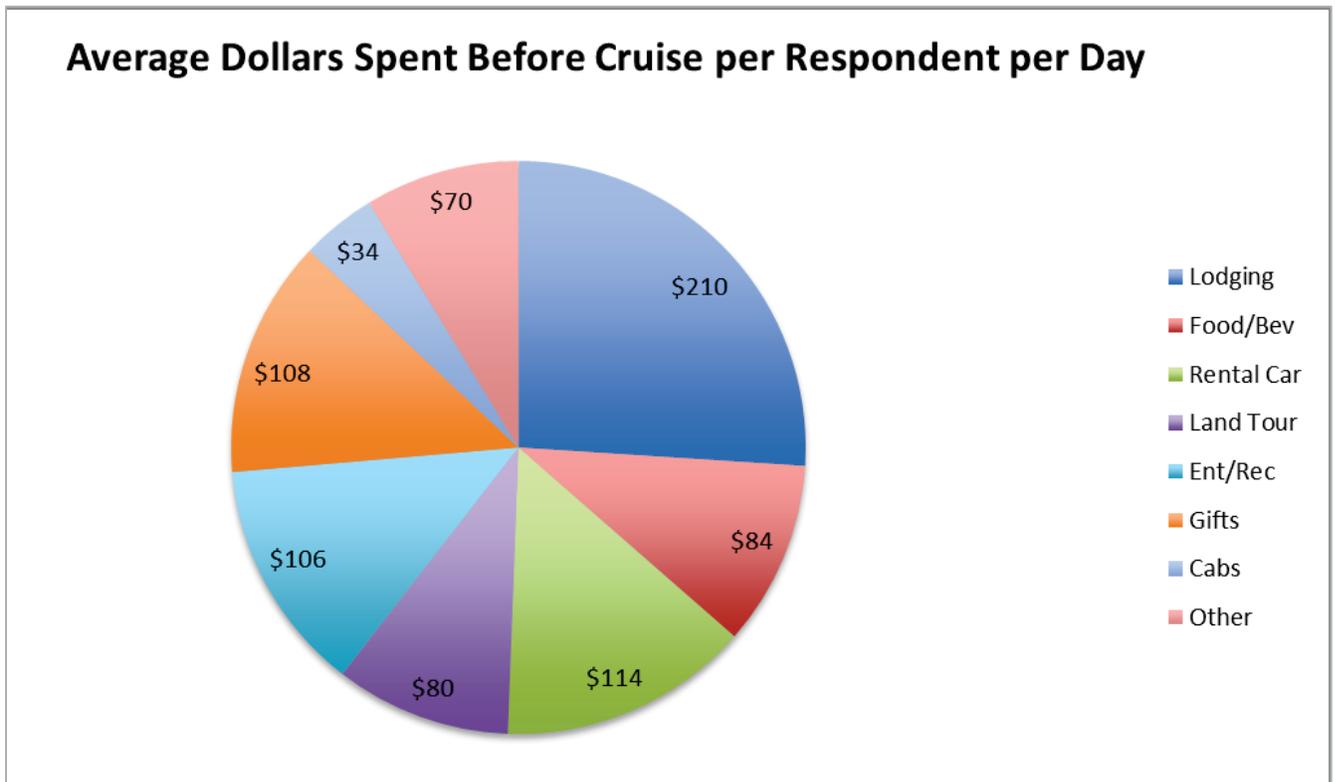
The average number of people traveling per party was 3.8.The total number ranged from one to 85. The vast majority of the passengers traveled in pairs, but there were quite a few groups of passengers, i.e., parties of four or more, traveling together.

Expenditures Per Day Prior to Cruise and Number of People Covered

Figure 5.1 displays expenditures per day that were spent by the traveling parties prior to embarking the cruise.

- Lodging expenditures accounted for the greatest proportion of expenditures per party. On average $210 was spent per day.
- Average rental car expenditures per day was $114.
- When compared with other average expenditures, food/beverage was lower ($84).
- Average number of people covered by the expenditures prior to the cruise was 2.7.

Figure 5.1 - Average Dollars Spent Before Cruise per Respondent per Day

The maximum margins of error for expenditures per day before the cruise are displayed in Table 5.1. These margins of error are for the sample size of 1,841 passengers at the 95 percent confidence level. Each indicates evidence of potential precision and reliability. For example there is a 95 percent potential probability that the calculated interval (+/- $17 margin of error) for the lodging expenditures is between $193 and $227.

Table 5.1 - Margins of Error for Expenditures Before Cruise
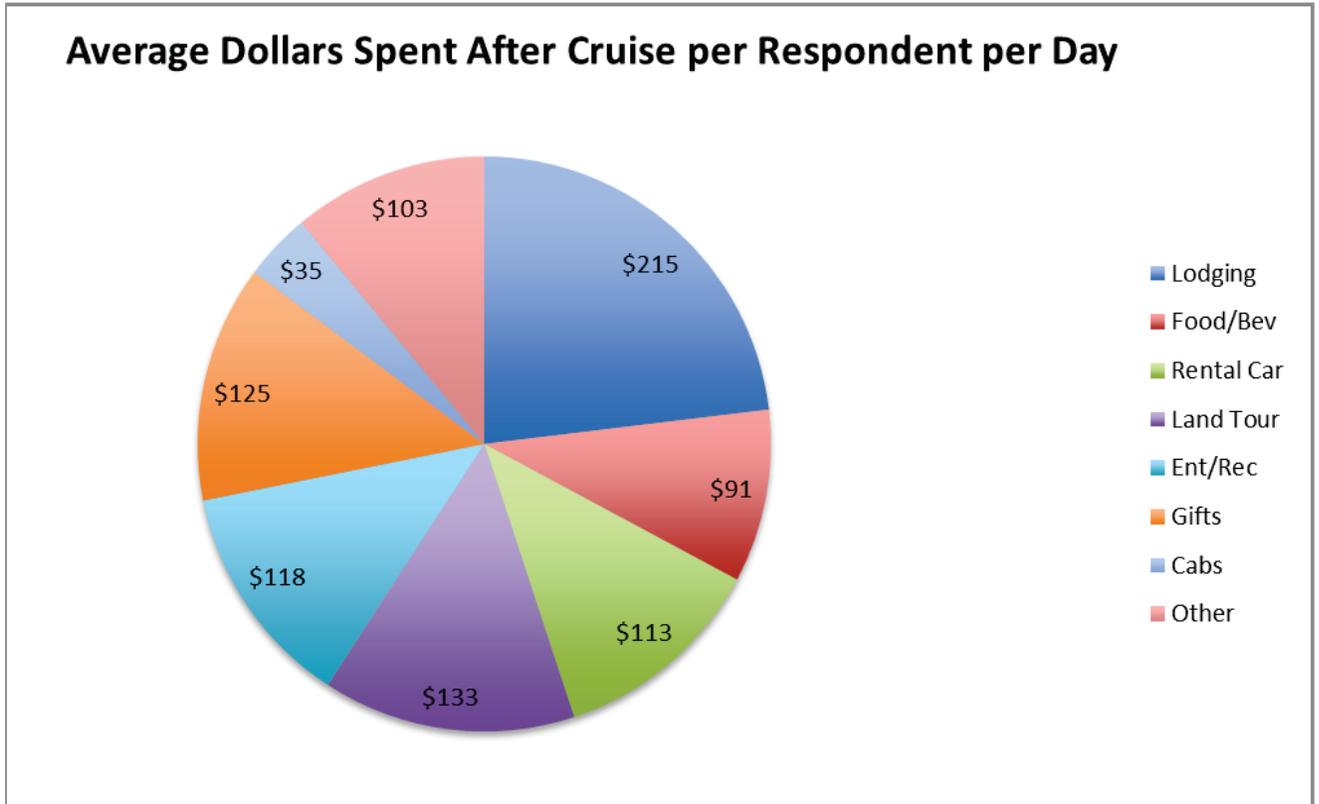
Measure	Margin of Error
Lodging	+/- $17
Food/Beverage	+/- $12
Rental Car	+/- $18
Land Tour	+/- $10
Entertainment/Recreation	+/- $18
Gifts	+/- $45
Cabs	+/- $4

Expenditures Per Day After Cruise and Number of People Covered

Figure 5.2 displays expenditures per day that are planned on being spent by the traveling parties after the cruise.

- Lodging expenditures accounted for most per party. On average, $215 were to be spent per day.
- Average expenditures on land tours were $133.
- Gifts averaged $125.
- When compared with other average expenditures, food/beverage was lower ($91).
- Average number of people covered by the expenditures after the cruise was 2.6.

Figure 5.2 - Average Dollars Spent After Cruise per Respondent per Day

Average Dollars Spent After Cruise per Respondent per Day

- Lodging
- Food/Bev
- Rental Car
- Land Tour
- Ent/Rec
- Gifts
- Cabs
- Other

$215, $91, $113, $133, $118, $125, $35, $103

Luggage Quantity

The average number of luggage items per traveling party was 4. The average number of luggage items per person was one.
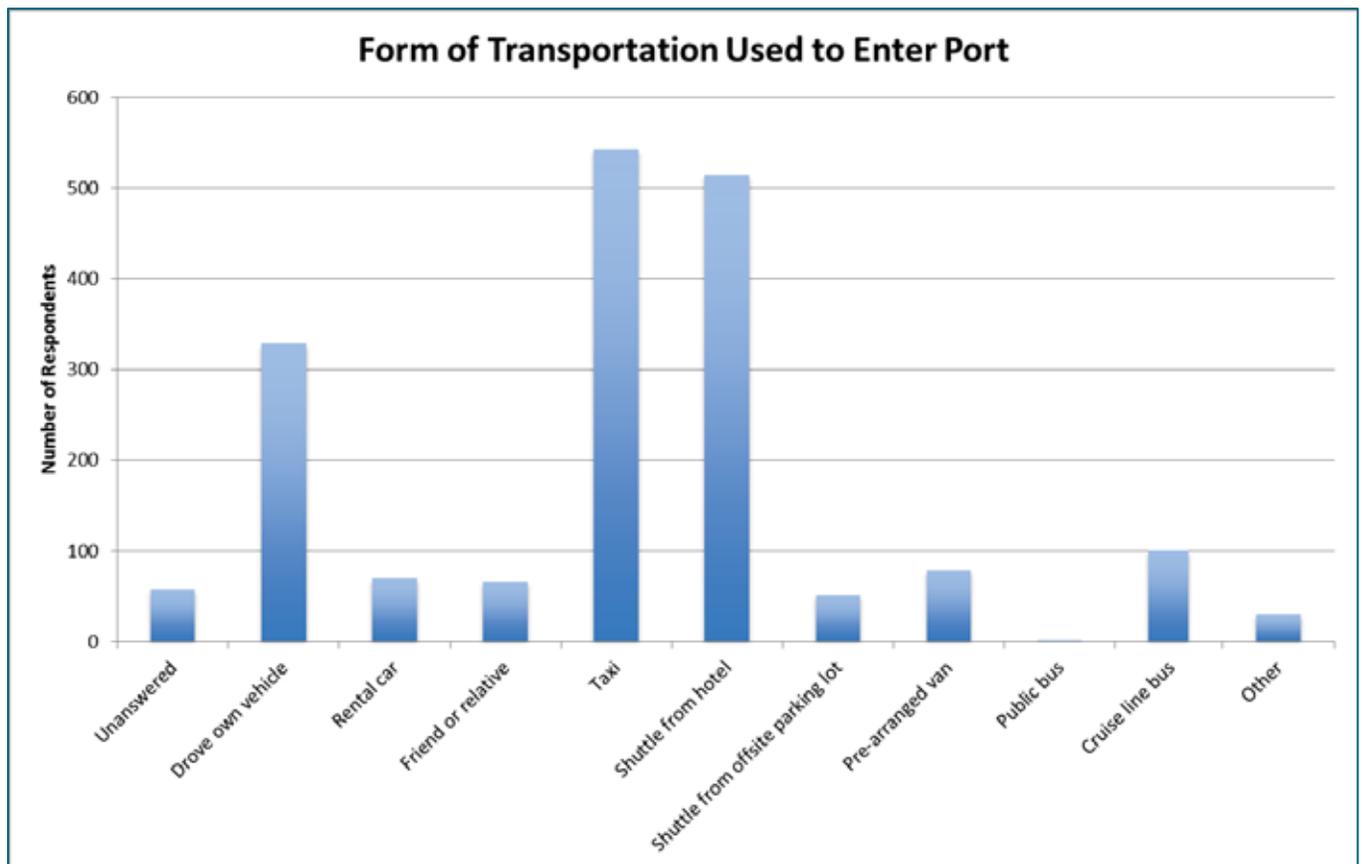
6.   Transportation Characteristics

Form of Transportation Used to Access Port Everglades

Figure 6.1 shows how the respondent accessed the Port. The three most widely used methods were taxi, hotel shuttle, and personal vehicle. Combined, taxi and hotel shuttle accounted for 57 percent of the total.

- For those respondents who drove their own vehicle to the Port, 45 percent came from their home; 43 percent came from a hotel.
- For those respondents who took a taxi to the Port, 12 percent came from home; 32 percent came from a hotel; and 49 percent came from the Fort Lauderdale-Hollywood International Airport.
- For those respondents who took a cruise line bus to the Port, 10 percent came from home; and 62 percent came from the Fort Lauderdale-Hollywood International Airport.

Figure 6.1 - Form of Transportation Used to Enter Port

The maximum margin of error for form of transportation to Port Everglades for the sample size of 1,841 passengers was +/- 0.3 points at the 95 percent confidence level, indicating evidence of potential precision and reliability.

Car Park Location

Respondents who personally drove vehicles were asked where they parked their cars. A total of 380 respondents answered this question, which reflects both personal vehicles and rental cars. Of those 380, 62 percent parked their vehicle at the Port, i.e., on-site in the Port Everglades parking facilities. The remaining 38 percent who parked off-site spent on average $6.80 per day in parking fees.
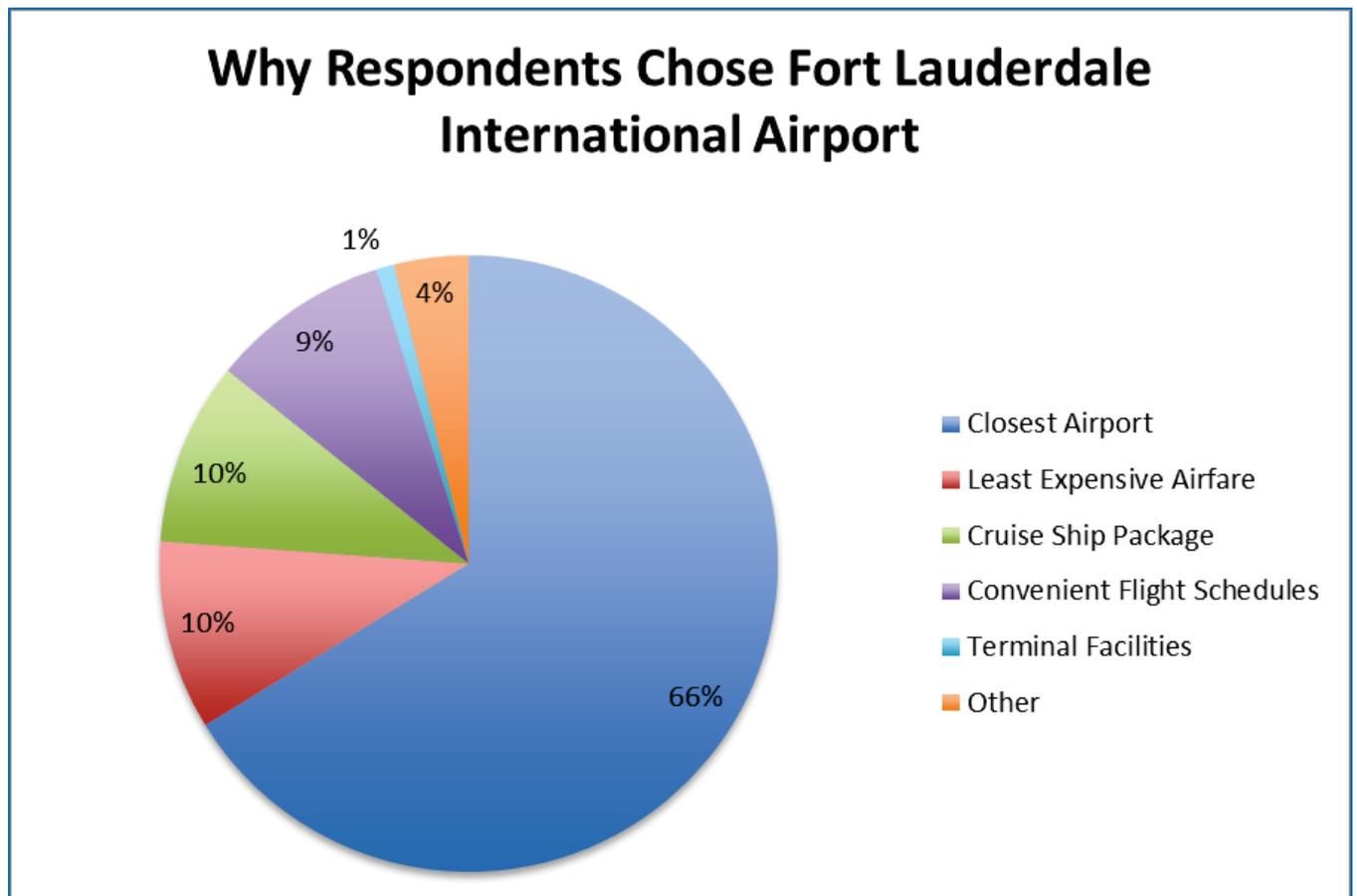
Reasons for Choosing Fort Lauderdale-Hollywood International Airport (FLL)

Respondents who flew into FLL were asked why they chose the airport. There were 948 respondents who answered the question. As shown in Table 6.1 and Figure 6.2, the majority (66 percent) chose FLL because it was the closest airport.

Table 6.1 - Reason for Choosing FLL

Reason for Choosing FLL	Total	% of 948
N/A – Did not fly into FLL	893	N/A
Closest Airport	628	66%
Least Expensive Airfare	94	10%
Cruise Ship Package	91	10%
Convenient Flight Schedules	89	9%
Terminal Facilities	9	1%
Other	37	4%
Grand Total	**1,841**	**100%**

Figure 6.2 - Reasons for Choosing FLL

When the data were cross-tabulated with age and the method of booking the cruise, the following observations were made:

- 47 percent of respondents who chose FLL because it was the **closest airport** are in the 45 to 64 years of age range.
- 45 percent of respondents who chose FLL because it was the **closest airport** booked their cruise with a travel agent, either in person or over the phone; 32 percent booked their cruise via the cruise line web site.

- 40 percent of respondents who chose FLL because it was the **least expensive** airport are in the 35 to 54 years of age range.
- 64 percent of respondents who chose FLL because it was the **least expensive** booked their cruise with a travel agent, either in person or over the phone.

- 56 percent of respondents, who chose FLL because of **convenient flight schedules**, are in the 45 to 64 years of age range.
- 54 percent of respondents who chose FLL because of **convenient flight schedules** booked their cruise with either a travel agent over the phone or via the cruise line web site.

7. Cruising Profile

How Cruise was Booked
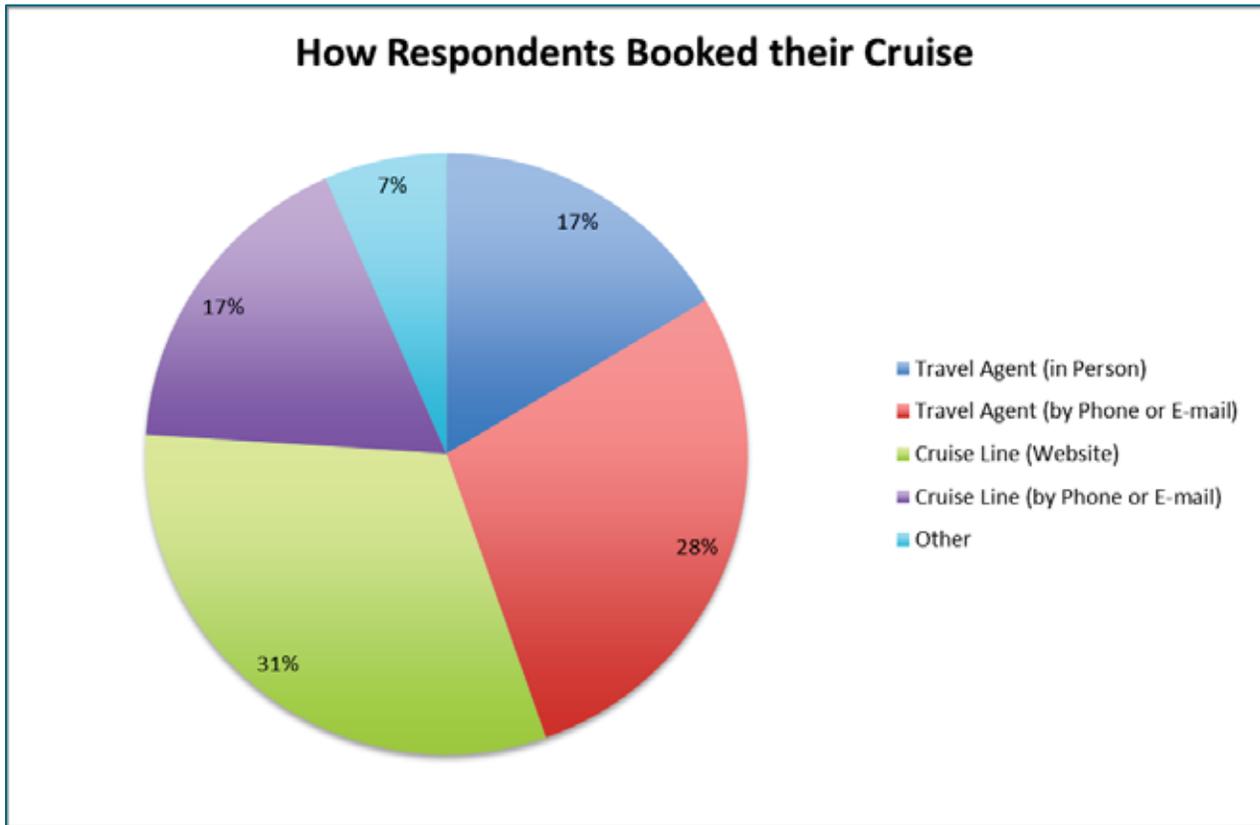
Table 7.1 and Figure 7.1 present the methods used by the respondent to book their cruise.
- The mode method was the cruise line web site (33 percent).
- The next highest used method was a travel agent over the phone or email (27 percent). Whether using a travel agent over the phone/email or in-person, the method of booking the cruise constituted 43 percent of the total.
- 63 percent booked their air travel separately from their cruise.

Table 7.1 - Method to Book Cruise

How Respondents Booked Their Cruise	Total	% of 1765
Unanswered	76	N/A
Travel agent (in person)	291	17%
Travel agent (by phone or e-mail)	497	28%
Cruise line (website)	554	31%
Cruise line (by phone or e-mail)	307	17%
Other	116	7%
Grand Total	**1,841**	**100%**

Figure 7.1 - Method to Book Cruise

How Respondents Booked their Cruise

- Travel Agent (in Person)
- Travel Agent (by Phone or E-mail)
- Cruise Line (Website)
- Cruise Line (by Phone or E-mail)
- Other

Cruise Frequency

Passengers were asked a few questions about how often they cruise.

- 15 percent indicated that this cruise was their first.
- The mode of cruise frequency was once per year (505 passengers or 27 percent), when asked how often they cruise. The number who cruise twice per year totaled 332, or 18 percent; number who cruise every two years totaled 302, or 16 percent.
- This was their first cruise out of Port Everglades for 42 percent of the respondents.

Table 7.2 shows the breakdown of the cruising frequency.

Table 7.2 - How Often Does Respondent Cruise

Frequency	Total	%
Did not answer or First Time Cruisers	334	18.1%
Monthly	12	0.7%
Every 3 Months	73	4.0%
Twice a year	332	18.0%
Once a year	505	27.4%
Every two years	302	16.4%
Every five years	158	8.6%
Other	125	6.8%
Grand Total	**1,841**	**100%**

When cross-tabulated with age, how often the passengers take a cruise had some varying characteristics.

- For those passengers who cruise twice per year, the mode age group was 65-74 years of age (29 percent); 26 percent were 55-64 years of age; and nine percent were 75 years of age or more.

- For those who cruise once per year, the mode age group was 55-64 years of age, or 27 percent.

- For those who cruise once every two years, the mode age group was 55-64 years of age, or 24 percent.

The maximum margin of error for cruise frequency for the sample size of 1,841 passengers was +/- 0.3 points at the 95 percent confidence level, indicating evidence of potential precision and reliability.

College Students on Spring Break

When asked if they were a college student on Spring Break, 89 percent (1,641) of the passengers were not Spring Breakers, as displayed in Table 7.3.

Table 7.3 - College Students on Spring Break

"Are you a college student on Spring Break?"	Total	%
Unanswered	74	4%
Yes	126	6.8%
No	1641	89.1%
Grand Total	**1,841**	**100%**

8. Summary and Recommendations/Considerations

Microsoft Excel was used to code and analyze the data with descriptive statistics, graphic representations and confidence level interval statistics on select questions.

- When comparing results of Questions 3 and 10, number of nights in South Florida before cruise and after cruise, respectively, more passengers stayed before the cruise, than after.

  - ➢ 1,146 passengers, or 62 percent of the sample, spent one or more nights in South Florida before the cruise.
  - ➢ 379 passengers, or 21 percent of the sample, planned to stay one or more nights in South Florida after the cruise.

- The average number of nights spent in South Florida before the cruise was slightly higher (average 3.4 nights) than the average number of nights spent in South Florida after the cruise (average 2.6 nights). The range of the overall number of days spent before the cruise spanned from one to 180 days. The range of the overall number of days to be spent after the cruise spanned from one to 80 days.

- When ranges of days were compared for before and after cruisers, 22 percent spent two to four days before the cruise; 32 percent spent two to four days after the cruise.

- Expenditures before and after the cruise were nearly identical. However, more money was planned to be spent on land tours after the cruise than before the cruise.

  - ➢ $80 spent on land tours before cruise

  - ➢ $133 to be spent on land tours after cruise

- Older age groups cruise more frequently than age groups younger than 45.

- Confidence level interval statistics were calculated for five questions at a 95 percent confidence level. Questions 6 (origin), 8 (expenditures before cruise), 10 (number of nights after cruise), 14 (transportation to Port), and 21 (cruise frequency) each had small margins of error indicating the evidence of potential precision levels and reliability of the measures.

- Of the 1,841 respondents who completed questionnaires, 322 provided comments and suggestions. The full composite of the comments/suggestions is provided in Appendix B, and are verbatim as recorded by the passengers. They have not been edited to correct misspelled words or errors in punctuation/ grammar. The comments are sorted by age, origin, frequency of cruising, and whether this cruise was their first out of Port Everglades. While the majority of the comments are positive, i.e., the passengers love the respective cruise line and/or

the Port, there were a few complaints related to logistics, signage, customer service and waiting area amenities. There was not an apparent pattern, however, related to the sorted responses, i.e., there were not more positive comments from any specific age group, or origin, or frequency of cruising, or first time Port Everglades cruisers.

- Considerations for future surveys may include the following points:

  ➢ Expand the place of residence question to separate part time residents who are "snow birds", i.e., those individuals who spend a large portion of winter months in Florida.

  ➢ Schedule the next survey to cover another period of time, e.g., December/January that could gauge the reliability of this survey.

  ➢ Add in "Another Cruise" as an optional answer to the question, "Where did you come from before heading to Port Everglades today".

  ➢ Create a new question asking if the passenger spent time in Florida, other than South Florida before the cruise, and if so, where.

9.   Appendix A: Cruise Passenger Survey Questionnaire

Date _____

Time _____

Cruise Ship Name _____

Cruise Duration _____

Terminal _____

PORT EVERGLADES
BROWARD COUNTY, FLORIDA

CRUISE PASSENGER SURVEY

Broward County's Port Everglades is conducting a cruise passenger survey in order to better understand and plan our seaport and transportation facilities. Please take a few minutes to assist the Port by answering the following questions.

Thank you very much for your time.

1. What is your gender?

    (a) Male   (b)Female

2. Where do you currently reside?

    City_____   State_____   Country_____

3. How many nights did you spend in the South Florida area before the cruise? _____

4. Including yourself, how many people (family/friends/associates) are traveling in your party? _____

5. Which is your age group?

| (a) Under 18 | (c) 25-34 | (e) 45-54 | (g) 65-74 | (i) Refused |
| (b) 18-24 | (d) 35-44 | (f) 55-64 | (h) 75 or older | |

6. Where did you **COME FROM** before heading to Port Everglades today? (*Please select one*)

(a) My home	(e) Fort Lauderdale-Hollywood International Airport
(b) Someone else's home	(f) Miami International Airport
(c) Hotel	(g) Palm Beach International Airport
(d) Work/Office	(h) Somewhere else (specify) _____

7. If you stayed in a hotel, what is the name and approximate location?
    _____

8. How much did you spend on average <u>per day</u> on each item below while visiting the South Florida area <u>prior</u> to this cruise? (*Please estimate*)

Lodging $_____	Land side tour $ _____	
Food/Beverage $_____	Entertainment/Recreation $_____	In-town cabs $_____
Rental Car $_____	Gifts/Souvenirs/Retail Purchases $_____	Other (specify) $_____

9. How many people in your party were covered by these expenditures above? _____

10. After disembarking your cruise, how many nights will you be spending in the South Florida area?
    # of nights:_____ (*Enter 0 if disembarking your cruise and live locally or are leaving the South Florida area at the end of the cruise*)

11. If staying in South Florida, where will you be staying after your cruise (city or area)? _____

12. How much do you plan to spend <u>per day</u> on each item below while visiting the South Florida area <u>after</u> this cruise?

Lodging $_____	Land side tour $ _____	
Food/Beverage $_____	Entertainment/Recreation $_____	In-town cabs $_____
Rental Car $_____	Gifts/Souvenirs/Retail Purchases $_____	Other (specify) $_____

13. How many people in your party will be covered by these expenditures above? _____

14. What type of transportation did you use to get to Port Everglades? (*Please select one*)

(a) Drove my own vehicle	(f) Shuttle from offsite parking lot
(b) Rental Car	(g) Pre-arranged Van Transportation
(c) Friend/Relative dropped me off	(h) Public Bus
(d) Taxi	(i) Cruise Line Bus
(e) Shuttle from Hotel	(j) Other (specify) _____

15. If you drove here where did you park your car? (*Please select one*)

(a) On site (at Port Everglades)	(c) What is the cost per day of parking your car off-site? $ _____
(b) Off-site (Private/Outside Port Everglades)	

16. If you came from the Fort Lauderdale-Hollywood International Airport, please select the most important reason you chose Fort Lauderdale-Hollywood International for your flight today. (*Please select one*)

(a) Closest Airport	(d) Convenient Flight Schedules
(b) Least Expensive Airfare	(e) Terminal Facilities
(c) Cruise Ship Package	(f) Other (specify) _____

17. How many pieces of luggage does your party have for this cruise? _____

18. How did you book your cruise? (*Please select one*)

(a) Travel Agent (in-person)	(d) Cruise Line (by phone)
(b) Travel Agent (by phone or email)	(e) Other (specify)_____
(c) Cruise Line (website)	

19. Did you book your air travel and your cruise separately? Yes ___ No ___

20. Is this your first cruise? Yes ____ No ____

21. If no, how often do you take cruises? (*Please select one*)

(a) Monthly	(e) Every Two Years
(b) Every 3 months	(f) Every Five Years
(c) Twice a Year	(g) Other _____
(d) Once a Year	

22. Is this your first cruise at Port Everglades? Yes ____ No ____

23. Are you a college student on Spring Break? Yes ____ No ____

24. Do you have any comments or suggestions?

_____
_____
_____
_____

10.   Appendix B: Comments and Suggestions Provided for Question 24

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
Under 18 Years of Age			
Hotel			
	Every two years	No	Awesome service
Fort Lauderdale International Airport			
	Unanswered	Yes	A lot of workers did not know where to tell us where we were supposed to go, many unhelpful, wouldn't answer the question
18 to 24 Years of Age			
Their Home			
	Unanswered	Yes	The luggage crew was a little rude about the tip, but they are tipped from our fees
	Unanswered	Yes	Thank You
	Unanswered	Yes	So excited
	Once a year	Yes	Nice lady who took our luggage outside
	Every two years	No	Make cheaper parking
	Every five year	No	Love the port
Someone else's Home			
	Once a year	No	Rage
Hotel			
	Unanswered	Yes	Have more shuttles that go to the port from other cities in South Florida
	Unanswered	Yes	It would be nice to know when boarding is going to begin
	Once a year	Yes	Improve terminal 29 (better facilities)
Fort Lauderdale International Airport			
	Unanswered	Yes	Don't recommend Spirit Airlines
	Twice a year	Yes	Excellent. Went smoothly
	Every two years	Yes	The terminal was very hot
	Every five year	Yes	Hope to have fun!
	Every five year	Yes	More reasonably priced alcohol packages and/or bar in waiting lounge
Miami International Airport			
	Every five year	Yes	Keep up the good work
	Other	Yes	More snacks in waiting area
Somewhere else			
	Once a year	Yes	No, good check-in experience.
25 to 34 Years of Age			
Didn't answer			
	Unanswered	Yes	More signage once inside the terminal. Refreshments would also be nice (water at least). Free wi-fi!
Their Home			
	Twice a year	No	Teacher on Spring Break
	Once a year	No	Royal Caribbean is a classy and unforgettable experience everytime. Service is top
	Every two years	No	Woman at security was not helpful and was rude
	Other	Yes	Good service at the port, but would have appreciated more info prior to cruise about times, boarding, and parking
Someone else's Home			
	Unanswered	Yes	Everything went amazingly well, very efficient. Customs, parking, shuttle
	Once a year	Yes	Great place and everyone is lovely!
Hotel			
	Twice a year	Yes	Parking directions are awful
	Once a year	Yes	Great speedy check in very friendly staff.
	Every two years	Yes	Everyone was very friendly
	Every two years	Yes	Very quick process
	Every two years	Yes	Check-in was fast and easy!
	Every two years	No	Smile even though some people are strange
	Every five year	Yes	Make check-in cut off more clear!

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
	Every five year	No	Get an app to complete this process. Less work for you.
	Other	Yes	Awesome
Fort Lauderdale International Airport			
	Unanswered	Yes	Getting here early was great!
	unanswered	Yes	Better organization of crowd traffic outside the entrance/luggage area. You guys have
	Unanswered	Yes	Continue working on informing all staff about where people seating with crew
	Twice a year	No	better organization at check-in. unneccesary lines/wait; seating scattered. I am a Ruby
	Once a year	Yes	Signage directing customers would be helpful
	Once a year	Yes	Faster boarding since I do have time to do this survey
	Once a year	Yes	A better checkin system would be nice
	Other	Yes	Dislike sitting ans waiting to board ship. We were told we could board earlier so that is why we came straight here. We are now sitting and very hungry. Even a vending machine would be nice.
Miami International Airport			
	Unanswered	Yes	Credit card acceptance at drink machines too
	Every five year	Yes	Miami Airport is very untidy, unlike other airport standards
Somewhere else			
	Every two years	No	Falta acguna cafeteria - restaurante en el aeren de embraque
35 to 44 Years of Age			
Their Home			
	Unanswered	Yes	None, keep check in the same, was nice.
	Every three months	No	Easier, closer parking to port ship entrances.
	Twice a year	Yes	Everyone was very nice.
	Once a year	Yes	Better/more (specific and pronounced) directions on what to do entering the terminal
	Once a year	Yes	Should leave a cabin open for upgrades if needed
	Once a year	No	Because the port looks so industrial, to the typical passenger, it would not dawn on them that you can stay in the area and do other things unlike Port Canaveral
	Once a year	No	It's hot in here while waiting
	Once a year	No	More organization dropping off bags and parking instructions
	Every two years	Yes	Cheaper rates for parking
	Every two years	No	Offer more pre-boarding oprions and card lounge to Gold members
Someone else's Home			
	Once a year	No	Holland needs better rewards for frequent cruisers with them.
Hotel			
	Unanswered	Yes	No signs to say what to do with luggage
	Unanswered	Yes	Alcohol package is a rip-off!
	Unanswered	Yes	Karen at counter made me and family welcomed and I love that she was friendly, funny and made us feel partof
	Twice a year	Yes	It was convenient to drop luggage curbside prior to parking
	Twice a year	Yes	Stay away from Super 8 on Federal Highway
	Once a year	Yes	Need better seating arrangement signs (Zone - faster to fun)
	Once a year	No	Love the weather, glad there is no snow, very clean, very organized.
	Once a year	No	Diet coke in vending machines; it was loaded so I would have had to purchase 2 other sodas to get to a diet coke
	Once a year	No	The ship should provide free wifi
	Every two years	Yes	Better parking and explanation of directions
	Every two years	No	The Quality Inn was describe as being a horrible place, patron checked out and stayed at the Crown Plaza
	Every two years	No	Have option where air/hotel/luggage/cruise are part of one single booking process
	Every five year	Yes	Great experience so far. Thanks!
	Every five year	Yes	Great experience so far
	Other	Yes	Everyone has been so helpful! Thanks!

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
Fort Lauderdale International Airport			
	Unanswered	Yes	This is my first time so I don't know what to expect. Maybe on my next cruise I will know more or give better suggestions.
	Once a year	Yes	Easy and organzied check-in
	Once a year	Yes	Wear fun Hawaiian shirts
	Every two years	No	Carnival transportation to/from airport is expensive - paid $15 for 4 people at airport taxi.
	Other	No	Free pizza and beer while filling out this survey
Miami International Airport			
	Every five year	Yes	Tendria Que Haber, en este Puerto, Un Wigar Para Poder Esperar (Café, snack, restaurante),. Llegamos bastante antes del embarque y no may ni asientos!! Gracias
	Other	Yes	Podrian tener un coffee shop, mienoras se espera.
Somewhere else			
8	Unanswered	Yes	So far so good
45 to 54 Years of Age			
Their Home			
	Unanswered	Yes	Everything went smoothly. Great system. All personnel courteous & professional.
	Unanswered	Yes	Yes, we asked the applicable cruiseline agent at the airport when we could check in, she was very rude and said don't go there until after 12:30. Don't even get a cab, the building where you will check in is locked and will not unlock the doors till 12:30m there is no where to sit, no air conditioning. She said since we did not book our flight through the cruise liner we were not allowed to ride the shuttle over until all the others were shuttled first. She also wanted to charge us almost $40 to go 1.2 miles, we got in a cab in 5 min, it only cost $14 with a tip, they dropped us off at the front door, we checked in and are sitting in the air conditioning!!!
	Twice a year	Yes	So far a very positive experience
	Twice a year	No	This is our 12th cruise (8th out of Port Everglades!!) Royal Caribbean is our favorite.
	Twice a year	No	Very smooth
	Twice a year	No	I enjoy departing from Port Everglades because it is very organized and orderly. Staff is always friendly and helpful.
	Twice a year	No	Great, friendly check-in. Go Angela!
	Twice a year	No	Very nice people at Port Everglades! Thanks!
	Twice a year	No	Always have enjoyed RC & Allure of the Seas, 7th visit on this boat!!
	Once a year	Yes	Front desk check in person he was not very nice. Line everything up along counter as group instead of individuals. Kept repeating in a hurried nervous loud way. Otherwise rest of boarding was smooth.
	Once a year	No	Want beverages while waiting
	Once a year	No	The port in Miami seems nicer, but the people here are very friendly
	Once a year	No	We love cruising
	Once a year	No	Physical signs indicating where to leave luggage to be placed boarding the vessel
	Every five year	Yes	Appetizers and drinks for waiting passengers.
	Every five year	No	I hope to have fun
	Other	Yes	Wonderful people and kind - except for the cab driver from the airport to the hotel
	Other	Yes	Looking forward to cruise.
Someone else's Home			
	Every five year	No	This is our 1st time with Princess, have been with other cruise lines.
	Every five year	No	Very hard to hear the PA system, strong echo in area
	Other	Yes	All food should be with cruise. No $
Hotel			
	Unanswered	Yes	So excited!
	Every three months	No	Great Elite lounge, thank you

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
	Twice a year	No	Great location cruise and facility
	Twice a year	No	No complaints
	Twice a year	No	Allow Uber to get passengers into the port easier
	Twice a year	No	Up charges on the Liberty of the Seas (3 weeks ago) in the dining hall were very upsetting
	Twice a year	No	Great job by port authority on the traffic flow
	Twice a year	No	More open area after first coming in. Update décor, painting, etc. Move outside waiting line to indoors.
	Twice a year	No	Very smooth check-in
	Once a year	Yes	Crummy area, parking is bad, parking lots in need of repair - signage is poor to know where to go and be. Non-airconditioned waiting area - been to 3 other ports and all were better by far
	Once a year	Yes	The experience so far has been good. The cruis e port is very organized. The staff has been extremely friendly and helpful.
	Once a year	Yes	Enjoyed the cruises previously
	Once a year	Yes	I love Carnival
	Once a year	Yes	Florida is a very beautiful place to visit. Port Everglades is huge and amazing with all different cruise lines. I will come back again next summer.
	Once a year	Yes	the port seems highly disorganized
	Once a year	Yes	Very disorganized. Parking garage locked and had to have someone open it. RCCL staff unorganized. Security not ready. Waited extra 15 minutes to open doors of terminal. Tampa port way better.
	Once a year	No	Keep up the good work. This is our 4th cruise and Port Everglades operates very smoothly. Thank you!
	Once a year	No	Lower cruise fares to compensate for other expenses before & after cruise
	Once a year	No	Traffic is hideous
	Once a year	No	All is well!
	Once a year	No	Keep traffic flowing and we will continue to love port everglades
	Once a year	No	We arrived with first shuttle, so it was very easy!
	Once a year	No	We love RCC's.
	Every two years	No	Everyone is really nice. The experience is always excellent!! Even the woman doing the survey is awesome!
	Every two years	No	Everyone at cruise terminal was friendly and welcoming. Kudos to them they work hard!
	Every two years	No	Like free wifi and check in was efficient. A starbucks kiosk would be nice
	Every two years	No	Love cruising! (Royal Caribbean)!!
	Every five year	Yes	Great place to visit! Enjoyed the area
	Every five year	Yes	Please tell employees to smile and be nice!
	Every five year	Yes	Organized. Went well. Thankful to be on vacation
	Other	Yes	Smooth boarding
	Other	No	Great organized check in, thank you!
Fort Lauderdale International Airport			
	Unanswered	Yes	Need more porters for luggage
	Unanswered	Yes	Allow people to know time frames on arrival until they can board. Sitting forever after much travel just leads to more frustration. Put more faster to the fun packages available on the day of the cruise
	Monthly	No	Speed up entry into port. Our entry point took 15 minutes to get through.
	Twice a year	No	Pleased with efficiency of Holland America
	Once a year	Yes	Excited for the trip
	Once a year	No	Very stream-lined check-in and friendly staff
	Once a year	No	Great family vacation!

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
	Once a year	No	Have a more affordable rate for the shuttle from the airport to the port. A cab is much cheaper
	Every two years	No	Port should tell us what is going on. Waited in line (no problem) but update us why we are waiting. Then we were told to sit in a certain area, then told to move (rudely).
	Every five year	Yes	So far everything ran smoothly
	Every five year	Yes	Nice well run port
	Other	Yes	Check in was good
	Other	Yes	Great so far!
	Other	Yes	Excellent assistance for handicaped
55 to 64 Years of Age			
Didn't answer			
	Twice a year	No	We need refreshments at waiting area.
Their Home			
	Unanswered	Yes	Take the early shuttle
	Unanswered	Yes	Everything very good.
	Every three months	No	Trans Atlantic Ship - rented car to get here.
	Twice a year	No	Have had several boarding and disembarkaions where the automated gateway was not functioning. On one trip my elderly mother was in a wheelchair and had to walk and be carried - very poor maintenance and upkeep
	Twice a year	No	Check in process is very length - check-in is floowed by a separate line again to board - consolidate steps
	Twice a year	No	Great
	Twice a year	No	Small port
	Twice a year	No	I love how close airport is to Port!
	Twice a year	No	Put a bar in the waiting area.
	Once a year	No	Couldn't get dinner time wanted - booked at least 8 months out
	Once a year	No	Nice clean organized
	Every five year	Yes	We love Royal Carribean
Someone else's Home			
	Once a year	No	Fabulous terminal. Staff amazing, helpful & caring. Big improvement with road connection.
	Once a year	No	Have a courtesy telephone upon debarkation to get in touch with friends or car rentals.
Hotel			
	Unanswered	Yes	I suggest you offer free WiFi as a 50th Anniversary gift to the loyalty of your customers. Free WiFi is in most little coffee shops. I was surprised that a luxury liner would charge for this service that is so common place today.
	Unanswered	Yes	Expecting a great experience!
	Unanswered	Yes	Free shuttles from airport
	Every three months	No	Great port
	Every three months	No	Wine and cheese! LOL! You do an awesome job . Great land based Princess staff.
	Every three months	No	Good port!
	Twice a year	No	Check-in was easy
	Twice a year	No	Very nice port.
	Twice a year	No	Love your weather. Have stayed in Miami Beach.
	Twice a year	No	Better help with luggage at the terminal when checking in.
	Twice a year	No	All is good!
	Twice a year	No	Improve your passenger terminal 19. It is not inviting and does not put you in a cruise mood. Closer to a prison than a cruise terminal. This is not typical of anything else in Fort Lauderdale. This is more like a city bus terminal.
	Twice a year	No	We had medical problems on last cruise and Joy at the Port was very helpful.

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
	Twice a year	No	Royal Caribbean terminal is well organized and spacious. Good terminal. Thanks.
	Twice a year	No	Pretty well organized
	Once a year	Yes	Very organize and clean
	Once a year	Yes	Can be confusing
	Once a year	Yes	Hire a mgmt consultant to streamline boarding process. Turn in paperwork info online to reduce bottleneck effect.
	Once a year	Yes	Love Carnival!
	Once a year	No	Need to clean the bathroom in the Princess terminal
	Once a year	No	Ramada should be closed, otherwise we enjoy the area greatly (11th Cruise)
	Once a year	No	You should serve little sample drinks for doing the survey while waiting
	Once a year	No	Fix terminals 29 and 25
	Once a year	No	Always a great experience at port everglades
	Once a year	No	Great service at check-in
	Once a year	No	A cold beverage or coffee, etc. would have been nice (or even water).
	Once a year	No	Getting here was easy by cab and drop off and embarkation was very organized and people courteous
	Once a year	No	Inform cruise personnel on who goes where. We were shuttled from a non suite to a wedding party which we were not a part of. And finally after I fussed, to the elite lounge.
	Once a year	No	Very efficient Port check in
	Once a year	No	Love Princess. Glad to be back. Looking forward to this new ship.
	Once a year	No	All hotels should provide free shuttle service to Port Everglades. I selected this hotel because it offered free service. Free service will increase revenue for Fort Lauderdale as cruisers will come early before the cruise and spend more money in the area.
	Once a year	No	So far we've only cruised Princess and we've been happy.
	Once a year	No	I would not recommend the hotel to anyone. Too costly and poorly kept up. Poor customer service. I anticipate a great cruise, Holland america is a great cruise line
	Every two years	Yes	Excellent personal service
	Every two years	Yes	Mark drop off area and parking more plainly - bigger signes
	Every two years	Yes	Assistance for handicapped is excellent
	Every two years	No	The terminal was very hot
	Every two years	No	In the staging area (seating) a video of Princess designation would be nice! A bathroom was nice while inline at the Ramp! Your tax rate was correct!
	Every two years	No	Why when we bring 2 couples other than us, we are not permitted in the premium seating. One of your reps told us it won't go from RCCL to Princess, Last RCCL Cruise, see my RCCL Credit Card
	Every two years	No	Shuttle service for walk-ins from public bus dropoff to cruise terminals
	Every two years	No	Check in process greatly improved over last time.
	Every two years	No	No; we moved quickly this time, check in was much faster.
	Every two years	No	Love princess cruising
	Every two years	No	Nice Port to travel from. Organized. Will be back again
	Every two years	No	Processing in was very smooth, thanks
	Every two years	No	Need parking for RVs
	Every two years	No	Getting more efficient, friendly. Expensive overnight stay
	Every five year	Yes	Princess cruise lines are great!
	Every five year	No	Loving Princess Cruise Line!
	Every five year	No	Please do a better job of explaining 1- onsite port Everglades parking options 2- cab and shuttle options 3- security at shipside. The website information is not clear or easy to find for first time visitors to Port Everglades
	Other	Yes	Better signage to and from with times of boarding, etc.
	Other	Yes	Very well organized - pleasant experience
Fort Lauderdale International Airport			

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
	Every three months	No	The cruise terminal is very organized.
	Every three months	No	Princess is a wonderful cruising experience. Friendly, courteous staff. Very attentive. Always someone there to assist you.
	Every three months	No	We generally stay overnight in Ft. Lauderdale one night before our cruise but did not do so this time because of our job schedule
	Twice a year	No	Fewer lines
	Once a year	Yes	I do not like the fact that the porters are very insistent on being tipped. We could not enter the terminal without luggage and had to give it to a porter, who was completely in my face for a tip. I had to remove vulnerable items from my bag marked fragile because they were obviously going to be rough with it. I felt badly treated by the port authority.
	Once a year	No	Today picking up luggatge from SW, fiasco several at one time. Shortage of porters, problem with wheel chair in embarkation, given rental then took it back.
	Every two years	Yes	Lets start cruising
	Every two years	No	Very well organized
	Every five year	No	Teacher on Spring Break
	Every five year	No	Comfort Inn did many illegal actions overcharging, etc. Comfort Inn did not notify us that we did not have an early check in. They do not read comments until the day you check in. Because of this we had to go 38 hours without sleep because we took a red eye flight. Comfort Inn also ran credit cards twice and charged us $400 for a $179 room. Good things - 15th Ave Fisheries, great restaurant, great marquiritas.
Miami International Airport			
	Once a year	Yes	Long process of embarkation
Somewhere else			
	Every three months	No	Better sign for drop off luggage as opposed to taxis for taking people at end of cruise
	Twice a year	Yes	Easy check in!
	Once a year	No	Parking and entry to terminal was very easy.
65 to 74 Years of Age			
Their Home			
	Unanswered	Yes	Very nice
	Unanswered	Yes	I hope to have fun at the ship. Port worker are very helpful
	Every three months	No	Have noticed so many improvements, great directions, easy to drop off, calm personnel
	Twice a year	Yes	Your parking lot & police were not very nice
	Twice a year	No	Love Cruising
	Twice a year	No	I believe we need more signs to get here, including "drop off" (coming by car) Last year during construction we got here easier. Port personnel were real helpful and courteous.
	Twice a year	No	All good!
	Twice a year	No	Your arrangements to board are excellent.
	Twice a year	No	Would like to board the ship quicker
	Twice a year	No	We are very pleased with the job all of you do to help us go thru checking easily. Thank you!
	Twice a year	No	Baggage drop off needs to be improved.
	Twice a year	No	Everything is perfect, like always!!
	Once a year	No	More handicap parking in garage
	Once a year	No	Soda/wine package too expensive
	Once a year	No	Holland American should have a means of transportation or shuttle at the airport
	Once a year	No	French documents please
	Once a year	No	Wonderful Port!
	Every two years	No	It was very easy to park my car at the port.

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
	Every two years	No	We like celebrity
	Other	No	I booked the cruise and the lady gave all cards to someone traveling with me. I think it is disrespectful and a bad start that I have to ask for my card from my guest
Someone else's Home			
	Once a year	No	Carnival needs to stop doing bait and switch on lowest fares. Also, last cruise we booked a balcony and could not use it because of smoking. When called customer service they just said so sad, too bad - very discouraging.
Hotel			
	Every three months	No	Enjoy carnival very much and feel safe to cruise alone
	Twice a year	Yes	Ask less about money. More about value.
	Twice a year	No	Very well organized
	Twice a year	No	Having a great time.
	Twice a year	No	Shuttle from airport to cruise port.
	Twice a year	No	Always nice here.
	Twice a year	No	My husband & I enjoy princess cruises. All staff are friendly, asking what they can do to make our trip better and the ships are very clean. Food is excellent.
	Twice a year	No	Cruise set-up at Port Everglades is not user friendly. Streamline and simplify.
	Twice a year	No	Very please with efficient operation of Port Everglades
	Twice a year	No	Very well organized at point of emvarcation
	Twice a year	No	It would be nice to have a water cooler with glasses then you could get a drink a take pills
	Twice a year	No	Smooth check-in, thanks
	Once a year	Yes	Hotels are expensive here, up to 3 times usual Fairfield Suites price. I would not stay here added nights
	Once a year	No	Keep up the good work
	Once a year	No	Excellent service - impressed with embarkation procedures
	Once a year	No	Very organized arriving at the Port Everglades. Very polite & helpful baggage handlers. Port also vert clean. Thank you!
	Once a year	No	Love cruising with Royal Caribbean!
	Once a year	No	Signage coming into port for seld-parkers could use a little improvement. All the people emplyed here are wonderful!
	Once a year	No	Loyal to royal.
	Once a year	No	Very happy with Princess Cruises. Our 5th trip.
	Once a year	No	Came to Port just in time to get on cruise. Next time they will spend more time to go shopping. They live near border of Canada and Buffalo, NY and usually stop at malls in Buffalo
	Once a year	No	Smooth and easy check in. Friendly, helpful people the last 2 days
	Once a year	No	Extremely easy, the flow of hotel to ship was good
	Once a year	No	You are going to have a problem with airfares being doubled and rooms overpriced. Usual Southwest Little Rock to her is $350. Yesterday was $722 x 10 people. Outrageous
	Once a year	No	Wonderful weather
	Once a year	No	You're doing well
	Every two years	Yes	Well run and very organized; also nice and clean.
	Every two years	Yes	Don't understand why rooms are not assigned well before we get here.
	Every two years	No	This Port is very well organized!
	Every two years	No	have the rest rooms cleaned before cruise leaves
	Every two years	No	Nice City nice folks!
	Every two years	No	Do not recommend Days Inn, very inefficient service and shuttle
	Every five year	Yes	System works well

Q6 (Origin)	Q21 (Cruise Frequency)	Q22 (First Time at Port Everglades)	Q24 (Comments)
	Other	No	Very excited- All terminal workers have been exceedingly courteous & helpful!!
Fort Lauderdale International Airport			
	Unanswered	Yes	When a wheel chair is promised it would be nice not to be sent back to original misinformation 3 times
	Twice a year	No	More refreshments while waiting to board.
	Once a year	Yes	Keep up with the good work
	Every two years	Yes	Well organized
	Every two years	No	Snack purchase option for early arrivals.
	Other	Yes	Bench on outside wall of terminal for people who have to wait to enter before 10:30 am; Food, snacks, beverages to buy before entering ship while waiting.
	Other	No	Enjoy celebrity cruise ships in past. Looking forward to another great experience.
Miami International Airport			
	Every two years	Yes	Well organized arrival at ship
Somewhere else			
	Once a year	Yes	Travel info written up outside please.
	Once a year	Yes	Nice people
75 or older Years of Age			
Their Home			
	Twice a year	No	Good for handicaps
	Twice a year	No	New flyover to Port Everglades is great. Thanks.
	Twice a year	No	This was a local traveler
	Twice a year	No	Parking garage, should use number in place, hard to find car
Someone else's Home			
	Every two years	No	Our experiences have been great
Hotel			
	Unanswered	Yes	Offer transportation and lodging w/cruise
	Unanswered	Yes	Boarding was good
	Twice a year	No	Like this terminal better than the new one. Easier parking.
	Once a year	Yes	Good job
	Once a year	No	Love the way PEV handles cruise passengers. Much better than Miami
	Once a year	No	Very nice & helpful; courteous welcoming
	Every two years	Yes	Parked car at airport to take cruise and will drive car back to North Carolina. Able to park car at terminal was plus.
	Other	No	Overall good experience boarding, parking, security
Fort Lauderdale International Airport			
	Every two years	No	Found the personnel to be helpful & knowledgeable.
	Every two years	No	Very pleasant port.
Somewhere else			
	Once a year	2	You're doing a great job. That's why we go Princess
Refused			
Their Home			
	Once a year	No	Close the doors to outside, so in the waiting area the people don't have to smell the smokers smoke from the cigarettes!