

**AAPA 2022 Communication Awards**  
**Port Everglades**  
**Entry Category: Videos**

**Entry Title: *Welcome Back Cruise***

**Video Link: <https://youtu.be/G5OYhJP3n3g>**

**Summary:**

March 14, 2020, saw the world's cruise industry come to a complete halt as the COVID-19 virus became a pandemic and the U.S. Centers for Disease Control and Prevention issued a no-sail order for all cruise ships. Port Everglades, as one of the world's top three cruise ports, saw the nearly two-year pause in cruising impact 40 percent of its total operating revenue. Secondly, having no cruise passengers affected other local tourism businesses such as hotels, car rental agencies, and restaurants. When the announcement came 15 months later that cruising would restart with the first cruise ship leaving the United States from Port Everglades, we wanted to announce to the world that the cruise industry was returning and starting at our port. To show gratitude for the return of cruising in the United States, we reached out to multiple partner agencies such as U.S. Customs Border and Protection, Broward Sheriff's Office Law Enforcement, Fire Rescue, and Marine Patrol; the International Longshoremen's Association and our own departments at Port Everglades to collaborate. We needed to reach a vast amount of people in the shortest time and social media was the most efficient and effective way to do so. The short video shows the enthusiasm of our local port partners, proudly displaying a welcome-back banner at their specific work venue to signify our excitement for the return of cruising.

**Challenges or Opportunities:**

As one of the top three cruise ports in the world, Port Everglades needed to communicate the restart of cruising after 15 months at our port and even longer at other United States cruise ports. To produce the video, we went from competitors to collaborators while spreading the word that cruising is back. It was important to let the public know that cruise would be restarting due to the economic impact it had on the economy. One of the challenges with the return of cruising was the coordination of safety protocols between multiple local, state, and federal agencies. The short video was intended to showcase the enthusiasm of various agencies welcoming back the cruise industry to Port Everglades. The return of cruising was newsworthy due to the multi-billion-dollar global economic impact and job reduction effects that resulted from the shutdown.

**Overall Mission:**

Port Everglades mission is to work creatively and competitively to expand the revenue positions of our trade, cruise, and energy customers, which in turn creates economic, social, and environmental value for our community.

The Port's *Welcome Back Cruise* video project was a demonstration of creativity by developing and producing a video under financial hardship. Port Everglades was severely impacted by the cruise industry shut down. To avoid job losses our budgets were drastically reduced. The

External Affairs and Cruise Services team creatively devised a strategy that would not require much cost in respect to finances. The Welcome Back to Cruise Video was a creative collective collaboration to invoke feelings of jubilation and team spirit after a tumultuous time for the cruise industry and our local hospitality partners.

### **Planning and Programming Components:**

Goal: To announce the restart of the cruise industry and the enthusiasm of multiple agencies and employees at Port Everglades. The video was also made to express to the cruise lines, from top executives to crew members aboard ships, that they are valued and vital contributors to the welfare and morale of our local community.

Objective:

To raise public awareness that cruising was returning in the United States and was good for economic stability.

To express to the cruise lines, from top executives to crew members aboard ships, that they are valued and vital contributors to the welfare and morale of our local community.

Audience:

The general public, cruise guests, cruise line executives, crew members, travel agents, global news media outlets, including the cruise trade press, and port employees

Strategies:

The port came up with the idea to shoot the video because of the enthusiasm surrounding the return of cruising in the United States. The economic impact of our shut down was so devastating that we believed making the video using multiple agencies and staff would create an inclusive grassroots warmth, that sent a message to the cruise industry (our customers) expressing the depth of our appreciation. The shot list included several iconic areas of the port to show various perspectives. The entire video project was produced in house. Drone footage, and other b-roll was captured by port staff members Isaac Brooks III, Administrative Coordinator, and Kimberly Bertsch, Cruise Services Manager. Video editing was also performed in-house.

Timeline:

- May 10<sup>th</sup> pitched the *Welcome Back Cruise* video idea to the Director of External Affairs
- May 11<sup>th</sup> Brainstorming with staff members
- May 14<sup>th</sup> developed a shot list and chose agencies to participate in the filming
- May 16<sup>th</sup> emailed perspective agency contacts to set up a date to film
- June 2<sup>nd</sup> through 6<sup>th</sup> obtained Federal Aviation Administration approval to fly our drone to shoot video participants
- June 7<sup>th</sup> editing the video
- June 8<sup>th</sup> previewed with External Affairs and Cruise Services staff
- June 10<sup>th</sup> revised editing and second preview with staff from External Affairs and Cruise Services
- June 21<sup>st</sup> Posted to social media

### **Communication Outcomes:**

The *Welcome Back Cruise* video was uploaded to all of our social media channels. We have also used the video at the Cruise Line Industry Association's Cruise 360 Conference, which was in-person for the first time in two years and attended by approximately 400 cruise line executives and travel agents and global webinar by Seatrade Cruise Global, Lemonlight on-demand video service for the cruise industry. Overall Port Everglades achieved its goal of increasing moral and announcing the return of cruising.

**Twitter:** 16,367 Impressions  
2,050 Views and counting  
310 Engagements

**YouTube:** 2,845 Impressions  
740 views and counting

**Facebook:** 10,820 Reached  
506 Engagements