

Cruise Liner Reception Group

TERRY SUTTON has contributed a memo for the Newsletter with information about a group which is working to attract cruise passengers into the town of Dover. Terry and Ken Wraight are member of this group, consisting of representatives from a number of private and public organisations, including the Chamber of Commerce, Dover Harbour Board, Dover District Council, Impact, English Heritage, town centre management, hoteliers and various tourist attractions.

One project in hand is the publication of a glossy brochure, emphasising the historic features of Dover, aimed especially at the thousands of American visitors expected. The plan is to get the brochures distributed to passengers before they disembark.

Another idea, now being investigated, is the production of a video film of the Dover

district so that copies can be available on board any ships with Dover on their itinerary.

Some of the passengers will be in Dover for short port-of-call visits of between two and twelve hours, others will be arriving to join ships, others leaving ships. The group realise that many of the passengers will have booked shore excursions to London and other places, but there will always be those who remain in Dover, perhaps amounting to hundreds from the larger ships. These are the visitors being targeted by the cruise liner reception group.

Attracting crews into the town is another important aspect of the campaign. Already shopkeepers are reporting brisk business with crew members from the relatively small but increasing number of cruise liners now calling at Dover, about a quarter of the number expected in the future.

Ideas from Members

- * Band playing as a ship arrives and leaves.
- * Streamers as the ship leaves.
- * "Black Prince" days when she arrives and departs (similar days for any others making Dover their home port).
- * Reception group (as mentioned above).
- * Shops open when ships are in - even if Sundays or evenings. Dover T-shirts on sale in all souvenir shops - some tourists, especially Americans, buy a T-shirt at every place they visit. Suggest a range of prices and quality. Some people seem to like cheap ones (i.e. 3 for £... ?) - others go for quality and will pay a lot more.
- * Discount vouchers for local shops - usual practice and often in the Glossy brochure!
- * Wide range of local activities and tours .
- * Suggestions:-
 - In Dover - Castle, town trails, local attractions, WCCP walks of various kinds and degrees of difficulty - (e.g. Western Heights- historic or flora and fauna, Langdon cliffs), canoeing and water-skiing in the harbour.
 - Further afield: Leeds Castle. Kentish castles (Dover, Deal, Walmer, Richborough), Kentish gardens.