

Following some aggressive marketing by John Turgoose and the Board's cruise team, ninety-four calls are expected so far this year and over eighty are booked for 1997.

The following cruise lines are now booked and some of them have made Dover their permanent base:

- Fred Olsen Lines
- Cunard Line
- Holland America Line
- Norwegian Cruise Line
- Royal Cruise Line
- Princess Cruise Line
- Costa Cruise Line
- CTC Cruise Line
- Festival Cruises
- Hapag Lloyd.

The largest ship expected this year is the 44,000 grt *Royal Princess*, which carries 1250 passengers and has a length of 235 metres.

Not content with resting on their laurels, the cruise team is off to the Sea Trade Cruise conference at Miami in March to attract yet more business to Dover and they are after some very big fish indeed!

A great advantage Dover will enjoy, in comparison with other U.K. cruise ports, is that local residents will be afforded good close-up views of the ships from the nearby Prince of Wales Pier.

On some days this year there will be as many as four cruise ships in the port and in these circumstances it will be necessary to use the existing terminal at the Eastern Docks. Details of arrival times will be placed on our seafront information boards.

All of this has to be good news for Dover. It is hoped that a substantial proportion of the cruise visitors will come into the town and enjoy its many tourist attractions. The Chamber of Commerce is currently working with the District Council and others to develop this potential.

JOHN GERRARD

Cruise Liner Reception Group

TERRY SUTTON

THERE HAS BEEN intense activity amongst tourist groups and local traders to ensure that there will be a warm welcome for passengers arriving on cruise liners at the new terminal.

The Cruise Ship Welcome Group was set up by the White Cliffs Country Tourism Association (WCCTA)) and has members drawn from all tour companies, taxi firms, town centre management and Dover Harbour Board. Ken Wraight represents the Dover Society and the chairman of the group is James Overton, tourism manager for Dover District Council.

The group has prepared an excellent brochure showing the many attractions of the district. Brochures will be placed on the cruise liners before they reach Dover.

There has been difficulty in providing funding for this brochure, costing in the region of £5000-£6000 for 40,000 copies. Having failed to find a sponsor nationally, attempts to get funding have now switched to local companies. Initially this cost is being funded by loans from members who want to make sure Dover benefits from the visits of cruise liners.

The group is also considering other ways of attracting passengers. One idea is to produce a video, to be kept on the ships, highlighting the many attractions in and around the town. Another plan is to produce good class posters about Dover, which can be displayed at the terminal, where Dover Harbour Board has offered wall space. However, at present, with lack

182 of progress in finding finance for the brochure, these two other projects cannot be put into operation.

WCCTA accepts that not every passenger who arrives at Dover will want to visit Dover District, but operators suggest that there is always a substantial number of passengers who remain at the port-of-call and explore the port area.

There are three sectors of the market to target: passengers who embark and disembark at Dover, those who come ashore

during a port-of-call and crew members, who are unable to go far from the port when their ship is in dock.

Several members of the Dover Society have offered their services to supplement Dover District Council's 'welcomers' at the terminal. If any other members wish to volunteer their services they should contact tourism executive, Cheryl Gilling at Dover District Council Offices (Dover 821199), giving name, address and telephone number.

DON'T FORGET THIS IMPORTANT DATE IN MAY

The Dover Society presents

“Music for the Iron Voice”

An Organ Recital by

Terry Vardon, MA., ARCM

of Temple Ewell and Dover Boys' Grammar School:
Headmaster of King Henry VIII School, Coventry

An Illustrated Recital of the King of Instruments:
from Bach's Toccata and Fugue *via* Widor
to (Scott Joplin's) Ragtime

Saturday, 18 May at 7.30

in the Chapel at Dover College

by kind permission of the Headmaster

Admission Free. All proceeds from programme sales and refreshments will be given in aid to the East Kent Hospice