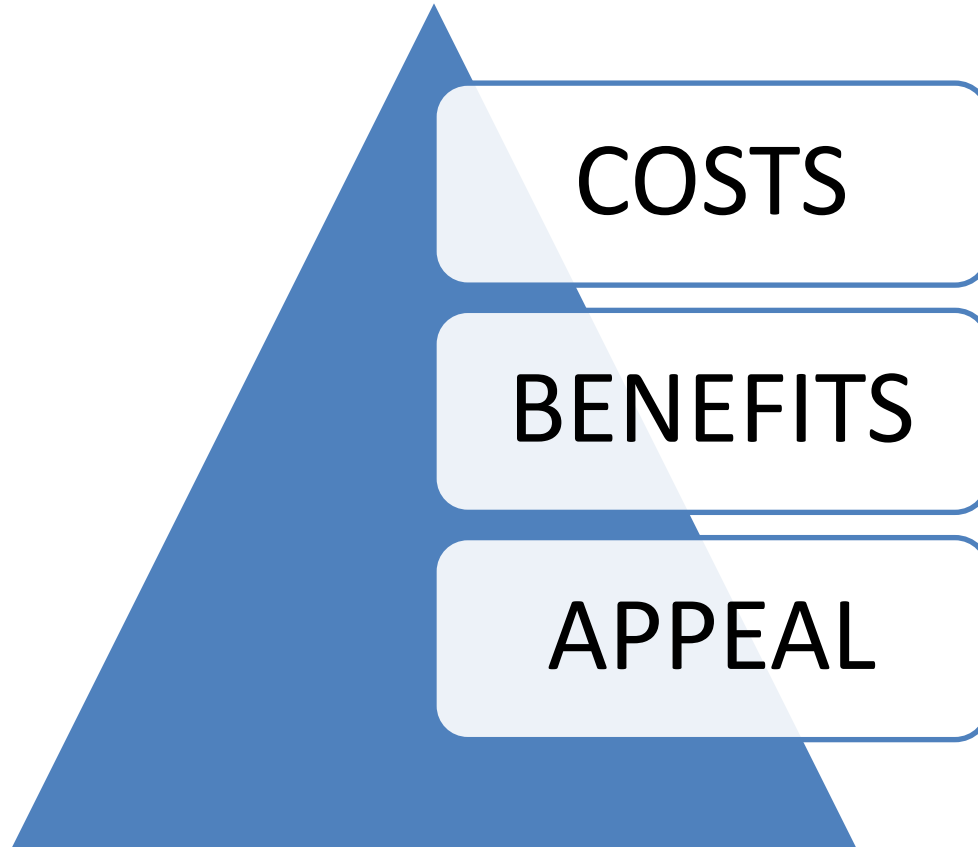


BIGGER ISN'T ALWAYS **BETTER**

WHAT'S UNIQUE ABOUT SMALL PORTS



SMALLER PORTS



BIGGER isn't always BETTER

	INFRASTRUCTURE	CONTENT	CONTEXT
APPEAL	<p>LESS SHIPPING TRAFFIC – tendering? Talent to pull it off?</p> <p>-----</p> <p>SECURITY AND VIEWS</p>	<p>Fewer excursions? -----</p> <p>Focused people Special services</p>	<p>Safe and hospitable – quaint and quirky!</p> <p>-----</p> <p>History, environment</p>
BENEFITS	<p>You AND your passengers are SPECIAL</p>	<p>“Minnow” effect versus “wow” effect</p>	<p>Easier to set passenger expectations!</p>
COSTS	<p>Services appropriate for size – likely less expensive</p>	<p>Excursions unique-exclusive – worth more</p>	<p>Often theme based</p>



BIGGER isn't always **BETTER!**