Peter Wild leaves cruise industry

Founder member of Cruise Britain, Peter Wild has announced his retirement from the cruise industry. G. P. Wild (International) Limited (GPW), the consultancy company renowned for its work with the cruise industry, has announced that it is currently running down its business operations.

Peter set up the company in 1985 after a career in the Merchant Navy, latterly as a Navigation Officer. He later moved into management and consultancy.

In the succeeding years GPW has provided expertise in the cruise, ferry and ro-ro industries, cruise tourism, maritime travel and leisure, multimodal and intermodal transportation, as well as ports, shipping, shipbuilding and international trade. Cruise, however, has been the sector for which the company is best known. It has published the quarterly International Cruise Market Monitor since 1995 and an annual statistical review since 1999, as well as assisting many of the world's leading cruise lines and destinations with their business planning.

Peter Wild has been a familiar personality on the conference circuit and advised, along with input from his colleagues, numerous companies on how best to move forward. His gentle manner, patience, loyalty and friendship will be known to many of you.

Peter will be greatly missed by his many friends and colleagues within the industry,' commented James Stangroom, Chair Cruise Britain. "He has been the measured voice of experience for many in Cruise Britain and has so often proved himself to be the 'fount of all knowledge'. We will miss him from our Cruise Britain family and wish him a long and happy retirement."

Peter comments: "I am sorry to be leaving the cruise scene but I will continue to keep an eye on events from the sidelines. I am grateful to those clients who have provided our business over the years as well as to my co-directors and associate consultants for their support. My colleagues and I wish our many friends in the industry well as they meet the challenges and renewed opportunities presented by the post-COVID market."