

## Cruise Britain membership criteria

Cruise Britain welcomes new members from across the cruise-related industry. We have two broad categories of membership:

### Ports & Destinations

Port members include any port that can accept a cruise ship whether alongside or at anchor. The membership fee is banded based on the number of calls received in the year previous to membership.

Destinations include any DMOs, city councils or local authorities wishing to increase their cruise tourism business in conjunction with the relevant member port(s) who should act as the introductory link. The destination membership fee is the same as the flat service provider fee and destinations are grouped with ports for the purposes of presentation, marketing and promotion in order to provide the industry with a seamless and logical approach.

### Service Providers

Service provider members will fulfil some or all of the following criteria:

- Existing relationship with one or more member ports
- Cruise business as a current or future core part of the business strategy
- Tourism product focus
- Vested interest in increasing the volume of cruise ship traffic to member ports
- Provide essential customer-facing services to cruise ships using member ports

The service provider membership fee is a flat fee.

All membership applications are reviewed by the Steering Group to ensure that Cruise Britain can deliver benefit to the new member and that the member fits the organisation's profile.

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