

## Cruise Britain membership definition and criteria

Cruise Britain welcomes new members from across the cruise-related industry. The membership categories are outlined below with ports, destinations and service providers being evaluated differently.

### Ports

Port membership is open to any UK port that can accept a cruise ship whether alongside or at anchor.

- Port applicants must be able to evidence suitable facilities and access to guest experiences

The membership fee is banded based on the number of calls received in the year previous to membership.

### Destinations

Destination membership is open to 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.

- Destinations with individual membership are on an equal membership basis to all other full members.
- Where destinations combine with the port member, the port remains the lead member with primary representation, event attendee and voting rights.

The destination membership fee is the same as the flat service provider fee. 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 with points one and two being considered prerequisites:

1. Existing cruise relationship with one or more member ports
2. Cruise business as a current part of the business strategy
3. Tourism product focus
4. Vested interest in increasing the volume of cruise ship traffic to member ports
5. 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. Cruise Britain reserves the right to review memberships on an annual basis to ensure that they remain relevant and appropriate for the association.