

Led and managed by:



In collaboration with:



ALICANTE COSTA BLANCA CRUISE FRIENDLY PLATFORM



OUR GOAL

WHAT ARE WE TRYING TO ACHIEVE?

We ensure that cruise passengers feel integrated into the destination and are aware of the points and criteria of tourist interest in each municipality, routes and excursions, as well as easily identifying the different establishments and shops on the Costa Blanca, as well as the experiences and personalised offers, and that they can benefit from them.



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DESCRIPTION

WHAT IS THIS?

The Alicante Costa Blanca Cruise Friendly platform is an initiative for businesses, hotels, restaurants and other companies in the city and the province that want to join the **Alicante Costa Blanca Tourism and Cruise Association** to increase the number of cruise passengers visiting their establishments on the days when a cruise ship calls, embarks or disembarks.



The "Cruise Friendly" seal is a guarantee of quality for those establishments in Alicante and the Costa Blanca that offer products or services to cruise passengers and that meet the requirements demanded by cruise tourists themselves.

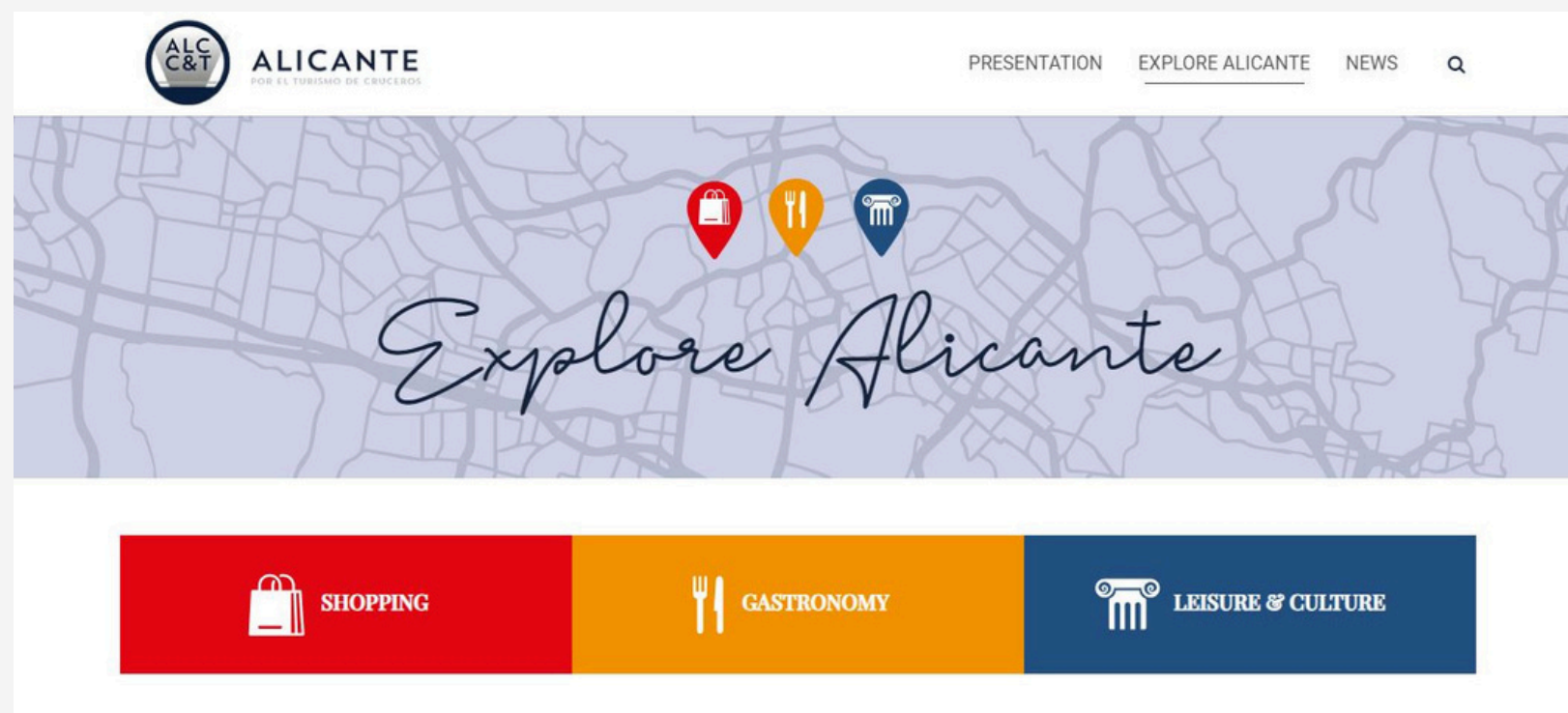
This label will be visible in each shop that is a member of the platform, by means of a sticker or plaque.

HOW IT IS CARRIED OUT

The Alicante Costa Blanca Tourism and Cruise Association has launched an informative website alongside an interactive virtual map to which cruise passengers will have access through a QR code that will be provided upon arrival at the port of Alicante.

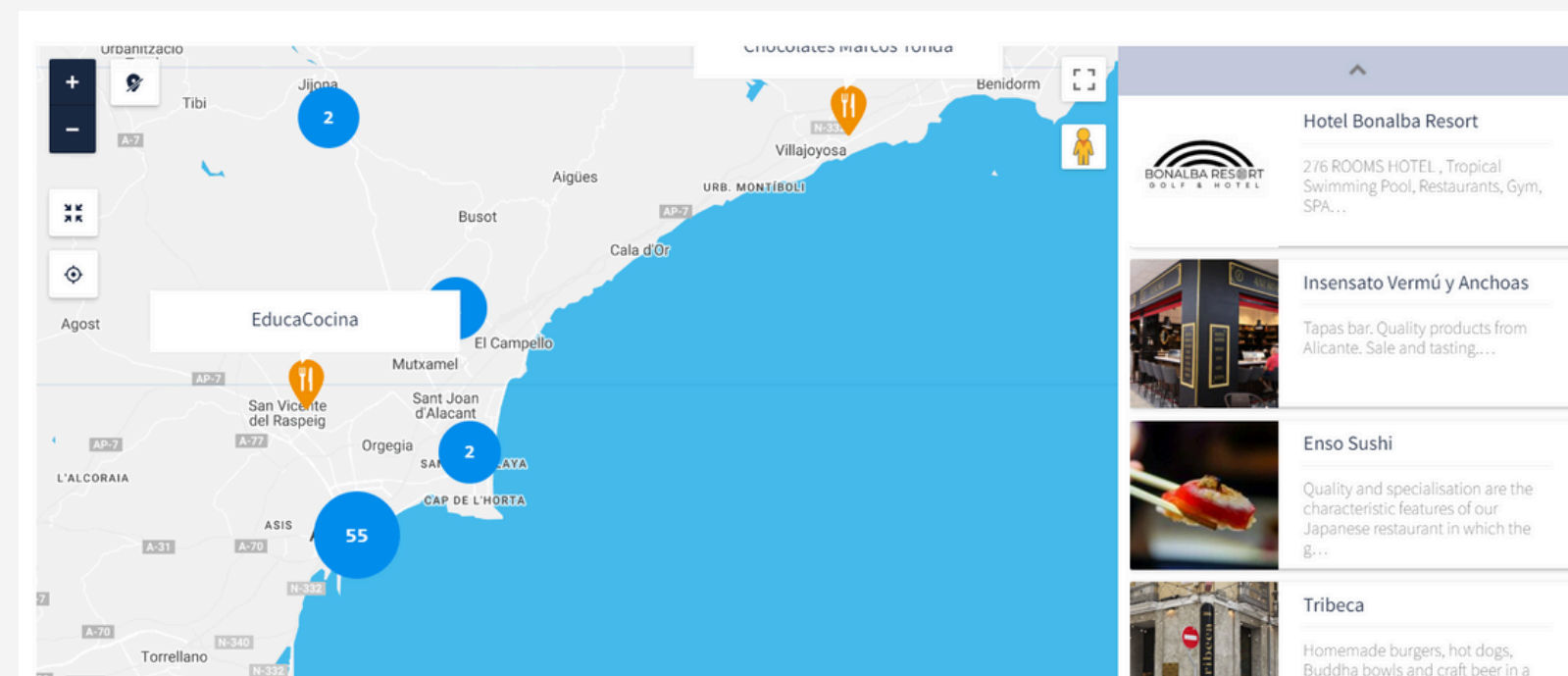
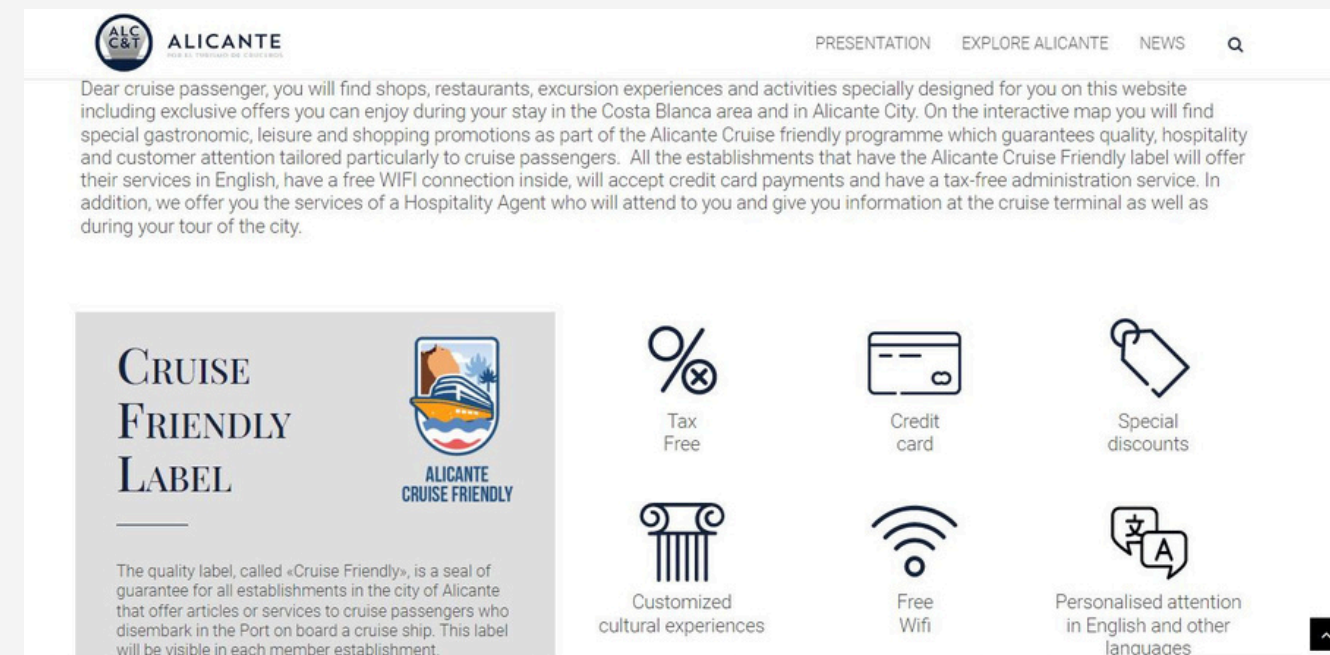
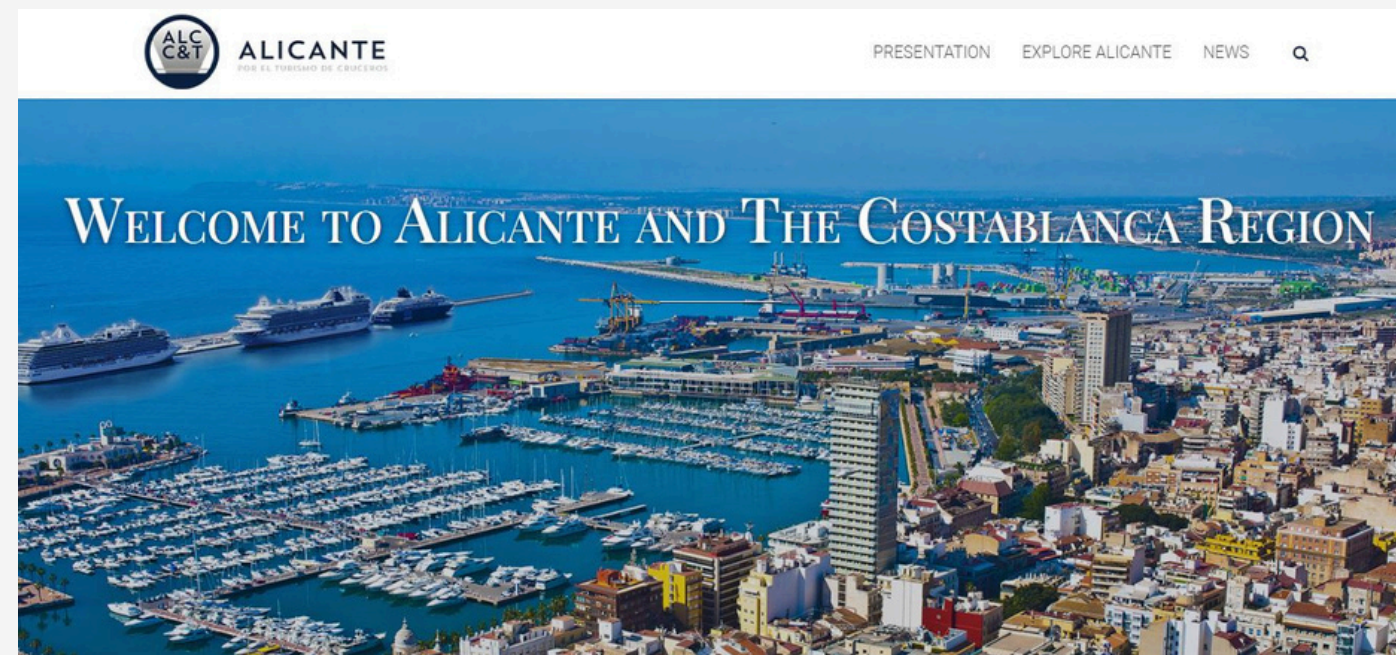
This website and virtual map include those establishments that are members of the Alicante Costa Blanca Cruise Friendly project and all the information related to these businesses (location, contact information, special offers for cruise passengers, photos, etc).

The website is available in English and is divided into several categories for a more dynamic and user-friendly experience.



HOW IT IS CARRIED OUT

Screenshots of the web and virtual map:



HOW WE REACH THE CRUISE PASSENGERS

The **Alicante Costa Blanca Tourism and Cruise Association** manages a tourist information point in the port of Alicante.

At this information point cruise passengers are welcomed and, at the time of disembarking, they are given a guide that includes a QR code through which they can access the Alicante Costa Blanca Cruise Friendly project website and the virtual map.

In the Cruise Terminal itself, the first thing these cruise passengers see is a roll-up with all the information they need to easily find the recommended and guaranteed establishments in Alicante and the Costa Blanca that they may need during their stopover.

ALICANTE COSTA BLANCA CRUISE FRIENDLY

A GUIDE TO IMPROVE YOUR STAY IN 3 STEPS

1 SCAN THE QR CODE TO ACCESS THE *map*
Check the establishments with the Alicante's Cruise Friendly seal of guarantee and show your cruise card.

2 PICK YOUR IDEAL PLAN
What are you going to find?
Restaurants, boutiques, museums, special offers, routes...

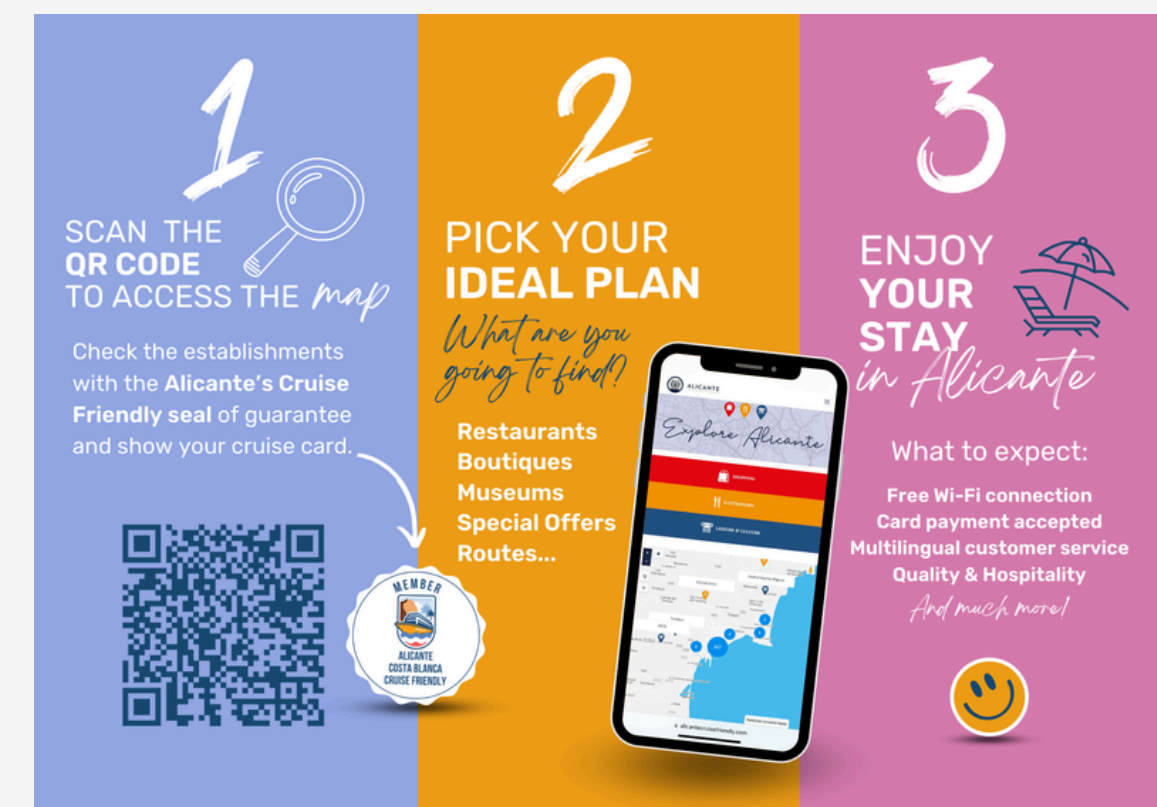
3 ENJOY YOUR STAY *in Alicante*
What to expect:
Free Wi-Fi connection
Card payment accepted
Multilingual customer service
Quality & Hospitality
And much more!

Managed and lead by: **ALICANTE**
Sponsored by: **Alicante City & Beach**, **Costa Blanca ALICANTE-SPAIN**, **TURISME COMUNITAT VALENCIANA**, **ALICANTE PORT**
In cooperation with: **esatur**

HOW WE REACH THE CRUISE PASSENGERS

Guide for cruise passengers with steps to follow:

1. They scan the QR that redirects them to the platform's virtual map.
2. They choose from among the member establishments available with the Cruise Friendly seal of guarantee.
3. They learn the advantages of consuming or buying in these establishments.



HOW WE REACH THE CRUISE PASSENGERS



"CRUISE STREET ASSISTANTS"

Investment in "Cruise Street Assistants" for the stopover days.

A group of people with a high degree of hospitality and languages will attend to any queries from cruise passengers at different points in the city and the cruise terminal, with the aim of confirming Alicante and the Costa Blanca as a preferred destination for cruise tourism.

BENEFITS FOR CRUISE PASSENGERS

- Payment by credit or debit card.
- Discount campaigns and offers in stores or special menus in bars and restaurants for cruise passengers.
- Menus and catalogs in English or other languages.
- Free Wi-fi connection.
- Personalized customer service in English or other languages.



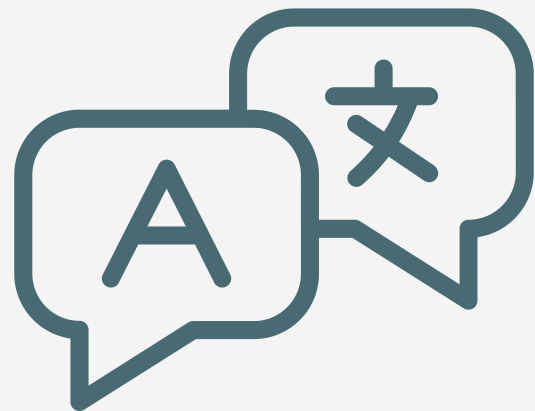
REQUIREMENTS TO OBTAIN THE SEAL



Free Wi-fi access



Acceptance of credit card
as payment method



Customer service and menus
in different languages



Offer or special discount
for cruise passengers

HOW TO JOIN THE PROJECT

STEPS TO BECOME A MEMBER:

The adhesion to the Alicante Costa Blanca Cruise Friendly Platform is possible via 2 options:

1. Annual fee of 100,00€, in two semiannual payments of 50,00€.
 - Includes the modification or update of the cruise friendly offer up to 4 times per year.
2. Annual fee of 60,00€, in a single payment.
 - Includes the modification or update of the cruise friendly offer once a year.

In addition to the payment of the selected fee, in order to become a member of the platform it will be essential to fully comply with the requirements mentioned above and to fill in a corporate data sheet to include the information on the website: **alicantecruisefriendly.com**

HOW TO JOIN THE PROJECT

STEPS TO BECOME A MEMBER:

To start the membership process, please send us an email to:
cruisefriendly@alicantecruisetourism.com

*We remind you that the adherence to this Alicante Cruise Friendly platform, managed and led by the **Alicante Costa Blanca Tourism and Cruises Association**, does not imply the condition of associated member to the latter.*



CONTROL AND MONITORING



A quality committee has been set up to ensure that the establishments comply with the requirements demanded by cruise tourists themselves and the Alicante Costa Blanca Cruise Friendly platform guidelines.

Its duties are:

- Evaluate compliance with the requirements by the member establishments.
- Inform and announce the inclusion of new establishments joining the project.
- Ensure the correct use of the brand.

TRAINING AND INFORMATION FOR MEMBERS

Free training courses are provided to businesses and establishments in the Alicante area that are interested in improving their English and customer service skills, as well as training for the management of the "Tax Free", so that the companies can learn all the particularities when filling out this form or providing information to cruise passengers about it.

Passengers will be surveyed, upon their return to the Cruise Terminal, about the service received and the city in general, so that this information will help us to develop a commitment to improve the service provided to cruise tourists.

All these initiatives are part of the strategy of the **Alicante Costa Blanca Tourism and Cruise Association** to place the city of Alicante among the best destinations in the Mediterranean for its high-quality service to cruise passengers.



CRUISE FRIENDLY SEAL OF GUARANTEE



The companies, businesses and establishments adhering to the project will obtain the Alicante Costa Blanca Cruise Friendly seal of guarantee, which must be installed in a visible place on their premises for easy identification by cruise ship tourists visiting Alicante and Costa Blanca.

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