



## **PRESS RELEASE**

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# **Port St. Maarten #1 Cruiser's Choice in Cruise Critic 2016 Top-Rated Eastern Caribbean Destination Review**

**September 19, 2016** – Port St. Maarten Management is very pleased with the news that Port St. Maarten came out number one in Cruise Critic Cruiser's Choice 2016 as a top-rated Eastern Caribbean destination despite the challenges with respect to market fluctuations and corrections.

Port St. Maarten will continue with its strategic approach with the implementation of its strategic business plan 2019 and investment plan 2021 in order to maintain growth and continue to grow and maintain the cruise port's position in a global competitive environment.

The port's strategic approach also takes into consideration capacity versus quality and the emphasis is on improving shore excursions and experience rating numbers which every stakeholder within the cruise and tourism sectors have a role to play to maintain the country's preferred destination ranking.

The top-rated destination was chosen by cruisers. Rankings are based on member review ratings for ports from sailing taken August 1, 2015 to July 31, 2016.

One cruiser's comment selected and profiled on the online website of Cruise Critic said: "Everyone's ideal of a Caribbean town with well-kept shops fronting a beach filled with lounge chairs looking out onto blue water," by Aloosin.

The other destinations that came after were Grand Turk (2nd), St. Thomas (3rd), St. Kitts (4th) and King's Wharf, Bermuda (5th).

Cruise Critic is the leading cruise reviews and information site which hosts the largest cruise community in the world. More than five million people, from first-time cruisers to avid cruise fans, visit Cruise Critic each month to research and plan their cruises, connect with other cruisers and share their passion for cruising.

No other single resource covers the world of cruising as thoroughly as Cruise Critic. Since its inception in 1995, Cruise Critic has earned the status of being the most influential cruise site on the Web, and an innovator of consumer-oriented cruise travel news.

The site was acquired by TripAdvisor in 2007, and is part of the largest travel community in the world.

Cruise Critic is the only cruise resource to deliver a complete package which offers: Authority as the market leader for consumer cruise information; The world's largest cruise community; Information and advice on all aspects of cruising; Professional and user-submitted cruise reviews; Cruise planning tools, cruise deals, special offers and more.



**PHOTO CUTLINE:** Port St. Maarten staff member Ho-fung speaking with Chinese cruise passenger at the Cruise Terminal Helpdesk.

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