



**The Port of Falmouth was presented the ‘Port of the Year Award’ at the Seatrade Insider Cruise Awards 2011, held at Seatrade Europe, Schmidts Tivoli Theatre, in Hamburg Germany on the 27th of September. Over eighty-nine (89) participants competed across six (6) categories. After an initial elimination process narrowing the group to eighteen (18), Falmouth emerged the winner from a group of three (3) finalists, which included Port Akdeniz in Port of Antalya, Turkey and Port of Bergen, Norway.**

The Port of the Year Award recognizes a port authority or port management company which has made significant improvements to its handling facilities/cruise-tourism infrastructure over the past twelve (12) months. Officially named the Historic Port of Falmouth, Jamaica, the cruise ship port was designed to highlight the town’s historic past and was strategically developed to

enhance Jamaica's cruise product. It was built as a joint venture between the Port Authority of Jamaica (PAJ) and Royal Caribbean Cruise Lines (RCCL). The facility's berths can accommodate the largest cruise ship in the world. The Falmouth Port is the largest themed cruise port development in the history of the Caribbean costing in excess of US\$220M.

Accepting the Award on behalf of the Port Authority of Jamaica (PAJ), William Tatham, Vice President, Cruise Shipping and Mariana Operations, stated that he was extremely pleased and expressed that "not only was it a victory for the Falmouth Port, which met and surpassed global standards, but also a victory for Jamaica's cruise shipping sector and the historic town of Falmouth."

The Hon. Mike Henry, Minister of Transport and Works and The Hon. Noel Hylton, President and CEO, PAJ both expressed delight at the receipt of the Port of the Year Award. They are of the view that "the Falmouth Pier is now more poised to position itself as a world leading cruise destination." Seatrade Europe is the biennial meeting place and trade platform of the European cruise industry, bringing together senior buyers and planners from the cruise lines with suppliers from all sectors of the ocean and river cruise industries.