

EVERYBODY'S MEETING AT SEA

From Jo Kling, Landry & Kling Global Cruise Events

By Vikas Tembhare

Based in Miami, Florida, Landry & Kling Global Cruise Events is an American company that helps meeting planners source, plan and deliver events at sea, including incentives, meetings, conferences, special interest theme cruises, groups and full-ship charters. HQ talks to its co-founder Josephine Kling, a specialist in cruise meetings for more than 35 years.

Could you tell us about your organisation and your 35 years' journey into the sea?

Joyce Landry and I had both worked in several cruise line headquarters and learned there was a gap in the industry's distribution channels. So in 1982 we founded our company to exclusively

source and implement corporate group cruises and ship charters around the globe. In addition to association executive directors, our clients include corporate and independent meeting planners, venue-sourcing companies, marketing and production companies, and other event organizers looking for unique event venues.

Association business is important to your company. How do you deal with association events at sea?

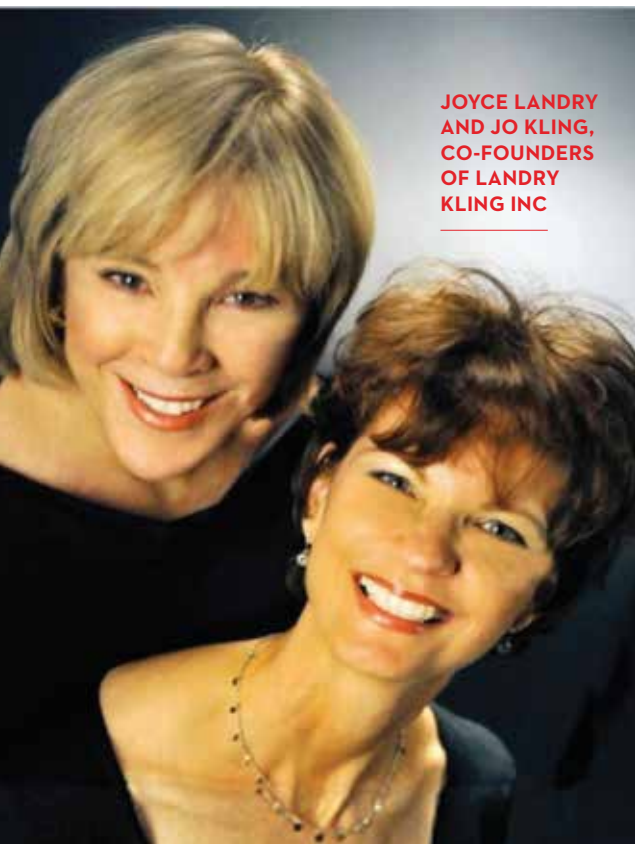
Associations have to motivate members to attend their annual events with a different destination and desirable price. That's why a cruise is such a powerful draw. We've handled many associations in 35 years so we're prepared to help clients translate their traditional land-based meetings to cruises in global destinations and anticipate the differences.

What types of events do you handle?

We handle all types of ship charters, business and association meetings at sea, music festival cruises, sales and dealer incentive cruises and conventions, customer-recognition cruises, or dockside ship charters for supplemental housing for the Olympics, Super Bowl, government summits, etc. Each project is different which excites our staff and satisfies our passion for cruising.

How do you see as the future of cruise meetings?

Amazing growth, as Asia and the Middle East are recently just getting acquainted with vacation cruises... corporate and association groups will follow, because the current cruise line order book for new ship construction (for Ocean & River ships) is larger than ever before, and it's a well-established fact that this is a "supply-driven" industry. The



**JOYCE LANDRY
AND JO KLING,
CO-FOUNDERS
OF LANDRY
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GLOBAL CRUISE EVENTS

beginning of contemporary cruising started between 1965 and 1972 in North America when Princess, Norwegian, Royal Caribbean and Carnival were founded. So the cruise vacation industry is still relatively young as is the more specialised cruise meetings sector, which started in 1982 with Landry & Kling Global Cruise Events.

Do you see any demand in hosting association events at sea from Asia Pacific and the Middle East region?

Yes, we are receiving specific inquiries! And we have already operated 3 full ship charters out of Singapore for the largest EDM (electronic dance music) festival in Asia.

How do you see the future of your business in the next 15 years?

The future is unlimited because of our flexibility: we can source, plan and implement any kind of cruise event, or we can simply serve as a global broker in finding the right ship for a specific event.



QUICK FACTS:

No. of conferences / events organised in a year: 30 to 50

No. of delegates handled in a year: 10,000-15,000

Cruise lines that can be used as venues: All of them. We shop the whole industry to determine the best fit for our clients, which is similar to their preferred type of hotel.

Team size: Twelve full-time on staff, with additional programme support staff as needed.



PREVIOUS EXPERIENCE IN ASSOCIATION EVENTS:

DAUGHTERS OF THE AMERICAN REVOLUTION

(«DAR CELEBRATING AMERICA») THE 125TH ANNIVERSARY OF THE ORGANISATION, FOUNDED TO PROMOTE HISTORIC PRESERVATION, EDUCATION AND PATRIOTISM. ITS MEMBERS ARE DESCENDED FROM THE PATRIOTS WHO WON AMERICAN INDEPENDENCE DURING THE REVOLUTIONARY WAR. DAR IS ONE OF THE WORLD'S LARGEST AND MOST ACTIVE SERVICE ORGANISATIONS. A TOTAL OF 196 MEMBERS & GUESTS SAILED OCT 10, 2016

WISTA - WOMEN'S INTERNATIONAL SHIPPING AND TRADING ASSOCIATION

WISTA IS A NETWORKING ORGANISATION FOR WOMEN AT MANAGEMENT LEVELS IN THE GLOBAL MARITIME INDUSTRY. THEIR ANNUAL MEETING ROTATES AMONG VARIOUS COUNTRIES, AND THE US CHAPTER DECIDED TO ORGANISE THE 2016 ANNUAL MEETING ON A CARIBBEAN CRUISE. TOTAL OF 272 MEMBERS AND GUESTS SAILED NOV 9, 2016

TMGA - TEXAS MASTER GARDENERS ASSOCIATION

THE TEXAS MASTER GARDENER PROGRAMME IS AN EDUCATIONAL VOLUNTEER PROGRAMME CONDUCTED BY THE TEXAS A&M UNIVERSITY SYSTEM. 503 MEMBERS AND GUESTS ARE SET TO SAIL APRIL 27, 2017 ON CARNIVAL LIBERTY FROM GALVESTON.