

AQUILA

★ DEFINING EXCELLENCE ★

The Center for Cruise Excellence

Join Us in Raising the Level of Excellence

Also from Aquila's Center for Cruise Excellence

Tour Guide Excellence

An international training & certification program designed specifically for Tour Guides in the cruise industry around the world.

About Aquila's Center for Cruise Excellence

Aquila's Center for Cruise Excellence offers training programs designed to help tour operators and other key players in cruise destinations around the world achieve excellence in their ports, tours, guides and businesses. With over 25 years of experience providing shore excursions to cruise lines, Aquila is highly respected within the cruise industry and is often named as one of the best tour operators in the world by cruise executives.



ACE TOUR OPERATOR DESIGNATION

What is the ACE Tour Operator Designation? The ACE (Aquila Cruise Excellence) Designation is awarded to Tour Operators who meet the requirements for ACE Service Excellence in the cruise industry. This program allows Tour Operators to demonstrate that they have the policies and procedures in place to meet or exceed the standards of quality that are recognized and respected throughout the cruise industry. The Tour Operator Excellence ACE Designation covers three pillars of Service Excellence:

Pillar 1: Excellence to Guests on Tour Delivery

Pillar 2: Excellence to Cruise Lines on Service

Pillar 3: Excellence in Operations

HOW DOES IT WORK?

Step 1: Situational Analysis

What it is: An assessment of the Tour Operator's current situation, including ensuring all requirements to proceed with the designation are met, such as FCCA Membership and Contracts with FCCA Member Lines.

What you get: A list of ACE Tour Operator standards and code of ethics.

Step 2: Diagnostic

What it is: Providing information through brief interviews, questionnaires and submitting current documentation. This information is then evaluated according to the ACE Tour Operator Standards. All information submitted is kept in strictest confidence.

What you get: Feedback on the evaluation of the information according to the standards, including what must be done to meet any standards that are not yet met. You will also receive a variety of valuable tools to assist with meeting the standards, and an action list for what else is required to achieve the designation.

Step 3: Final Evaluation & ACE Designation

What it is: A final evaluation of the operation which demonstrates that the tour operator has the tools to meet or exceed all standards, and the awarding of the ACE Tour Operator Designation.

What you get: ACE Tour Operator Designation, including Certificate and Logo for use on materials, and inclusion on the list of ACE Tour Operators issued to the FCCA and its member Cruise Lines.

What is the time commitment?

With the commitment of the tour operator, this process can be completed within 3 months, and must be completed within 12 months. The amount of time that will need to be invested depends on the tour operator and their current situation.

What is the cost?

The fee for applying to receive the ACE Tour Operator Designation is \$3500 USD. This fee includes all of the steps outlined above.

Note: Once ACE Tour Operator Designation is achieved, an annual mini-audit is required to retain the ACE Designation, and the annual fee is \$450.

www.cruiseexcellence.com

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