

# AQUILA

★ CENTER FOR CRUISE EXCELLENCE ★



Aquila Center for Cruise Excellence provides the global cruise community with training and plans to raise the level of excellence in their shoreside experiences. With strategic training programs for destination stakeholders and frontline service teams, Aquila is establishing a standard of Cruise Excellence internationally.

## RAISING THE LEVEL OF EXCELLENCE

### AQUILA CRUISE EXCELLENCE TOP 10 TRAINING PROGRAMS

- **NEW** July 2021: Prepare Your Community for Cruise
- Coming soon:  
FCCA Destination Designation
- Service Excellence: COVID-19 Edition
- FCCA Customer Service & Frontline Training
- Tour Guide Excellence International Certification
- Storytelling for Tour Guides
- ACE Tour Operator Designation
- Reimagining Product Development & the Guest Experience
- FCCA "How-To" Workshop Series on Readiness to Welcome Cruise
- Vendor Service Excellence and Driver Service Excellence

All above programs available virtually or online. Soon in person as destinations become ready to gather.



Aquila is a tour operator and trainer based in Canada, with over 35 years in the cruise industry and combined industry experience of 150 years. As a tour operator, we provide shore excursions to the cruise lines that call on Port Saint John, and our model for operations and training our own teams led cruise executives to encourage us to share it with others in the industry. That was more than 10 years ago, and today, Aquila has touched every continent around the world with our training on-site and today even more virtually with our destination and operator partners.

Aquila Center for Cruise Excellence provides training programs and plans, workshops, designations and certifications for Cruise Destinations, Tour Operators, Tour Guides and Frontline Service Teams, all designed to raise the level of excellence in the shoreside experience. Lessons are learned and programs tested in Aquila's "Living Lab" of tour operations, enabling a growing range of programs that respond to the needs of today's changing industry.

We are honored to be helping establish a standard of excellence for the global cruise community with our work in destinations around the world, and we are proud to be the exclusive training partner of the Florida-Caribbean Cruise Association (FCCA).



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📍 10 St James Street, Saint John, New Brunswick, Canada, E2L 1T9  
☎ 506-633-1224 ✉ info@cruiseexcellence.com 🌐 www.cruiseexcellence.com



## **NEW for FALL 2021: FCCA DESTINATION DESIGNATION**

Recognizes FCCA-partner destinations who continue to raise the level of excellence in the Cruise Industry. Aquila executes this program at no charge to serve the FCCA and its member destinations. Upon application, destination teams receive a one-hour "virtual" consultation. Criteria for the designation is focused on engagement, education & training, sustainability, influence, and commitment to a culture of service.

### **AQUILA'S EXCLUSIVE, CUSTOMIZED TRAINING, STRATEGIC PLANS AND CONSULTING PROJECTS INCLUDE:**

- Frontline teams on cruise line private islands
- Service training plan for cruise line expedition teams
- Tour operator training on becoming a contracted tour operator for cruise lines
- Tour product evaluation and recommendations for cruise destinations
- Guest experience evaluation and recommendations for destinations
- One-on-one coaching for tour operators



*"I'm always excited to see Aquila conducting training... because their methods always result in happier staff and even happier guests. Safety, customer interaction and guest satisfaction are key results of their courses."*

- Megan Shaw, Account Manager, Shore Excursions, Royal Caribbean International



It is a thrill every time we hear from cruise destination stakeholders around the world that our training has made a difference. We are often told that Aquila's approach to facilitating partnerships, engaging frontlines, and bringing teams together has allowed destinations to maximize cruise opportunities and deliver "wow" experiences. We leave a piece of our heart in every cruise destination partner we work with, and their success is our success.



Visit [www.cruiseexcellence.com](http://www.cruiseexcellence.com) for more about Aquila, what our clients are saying about us, and how you can access our training programs and plan strategically the training for your cruise destination.

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