


AQUILA CENTER FOR CRUISE EXCELLENCE

THE  
*Aquila*  
DIFFERENCE

A large cruise ship is sailing on the ocean, viewed from a distance. The ship is white with a dark hull and has multiple decks. In the background, there are dark, silhouetted mountains under a sky with soft, white clouds. The overall scene is serene and captures a moment of maritime travel.

**"We are what we repeatedly  
do. Excellence, then, is not  
an act, but a habit."**

ARISTOTLE



# A UNIQUE APPROACH OF BUILDING TRAINING STRATEGIES FOR DESTINATIONS AND THEIR CRUISE STAKEHOLDERS

Aquila's unique approach to training includes creating customized, sustainable strategies for our clients. Once we assess your needs, we can provide you with a training strategy to achieve your goals, and offer specialized training and development for stand-alone, multi-session, or multi-year programs and plans. Our exceptional selection of training programs addresses all areas of the guest experience, from Destinations, Ports, Tour Operators, Tour Guides, Frontline Staff, Drivers, Vendors, and more. Our training strategies are built on addressing your needs and challenges and setting you up for success.

## TRAINING TESTED IN OUR “LIVING LAB” OF TOUR OPERATIONS IN THE PORT OF SAINT JOHN, CANADA

As a tour operator and destination marketer for the cruise industry for more than 35 years, Aquila's training is tested in our “Living Lab” in Saint John, Canada, ensuring our programs respond to the needs of today's changing industry. We take over 60,000 passengers on tour each year and work with all cruise lines who call on our port, which gives us the expertise to understand how destinations work, how tour operators deliver on proposals and contracts, and how to work with suppliers and partners to deliver excellent experiences. Our ongoing success in providing shore excursions led to cruise executives encouraging us to share our model and our knowledge with operations and destinations around the world.

# OFFICIAL TRAINING PARTNER OF THE FLORIDA CARIBBEAN CRUISE ASSOCIATION WITH PROGRAMS ENDORSED BY THE CRUISE LINES

Since 2010, we have been the Florida Caribbean Cruise Association's Official Training Partner, providing their members with first-class programs that are endorsed by the cruise lines. Our partnership includes regular dialogue to understand the needs of members and to support the development of training strategies that will make a difference in member destinations, and we also regularly report back to the FCCA and their member cruise lines as destination members complete training programs.





# GLOBAL TRAINERS WHO ARE EXPERIENCED INDUSTRY PROFESSIONALS PROVIDING TRAINING IN MULTIPLE LANGUAGES

Aquila's team of Global Trainers is comprised of industry professionals, each with solid experience in multiple facets of the cruise industry ranging from 10 to 25 years or more. The global nature of our team means training can be delivered easily in five different languages, including Spanish, English, French, Portuguese and Italian – and more where needed! Most importantly, Aquila's Global Trainers remain active in the cruise industry and bring a unique blend of vast experience and up-to-the-minute knowledge when leading Aquila's workshops and training programs.

## REGULAR INTRODUCTION OF NEW, RELEVANT TRAINING PROGRAMS THAT RESPOND TO THE DYNAMIC NATURE OF THE CRUISE INDUSTRY AND MAKE A DIFFERENCE TO YOUR DESTINATION

We live and breathe cruise, and we love to share our knowledge. Our training programs are packed with relevant, meaningful content that makes a difference to your cruise industry partners and your destination, and we regularly create new, innovative programs that meet the current needs of our dynamic industry. Our training is delivered in the format that meets your needs, from facilitated group training sessions to confidential one-on-one coaching. And we take our training further – often our training strategies include collaborative workshops with the destination's cruise industry partners to get people working together and building action plans to raise their level of excellence.



# What Are People Saying About The Aquila Difference?



"In today's extremely competitive environment, Operators who invest in their team's training with programs such as Aquila's Cruise Excellence Training stand to be in a better position when selling their programs to the Cruise Lines. A great guest experience is our focus, and we know that a properly trained staff will ensure that such experiences are delivered on a consistent basis. This has great value to any cruise executive responsible for Shore Excursions."

**Erika Tache, Senior Director  
Operations & Revenue, Shore Excursions Carnival Cruise Line**



"One of my key takeaways was that our understanding of, and training upskilling from your Team now is for 'whole of destination'. This goes far in creating a service excellence destination environment and a national culture of tourism excellence!"

**Nikoyan Roberts, Manager Nautical Development  
Grenada Tourism Authority**



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