

Cruise Luggage Valet Service

An Innovative Customer Service Proposal



New Luggage Service Provides A Competitive Advantage



Guests check bags and receive boarding passes while on their ship



Guest luggage transported directly to Sea-Tac Airport



Guests can easily explore Seattle before their flight departs

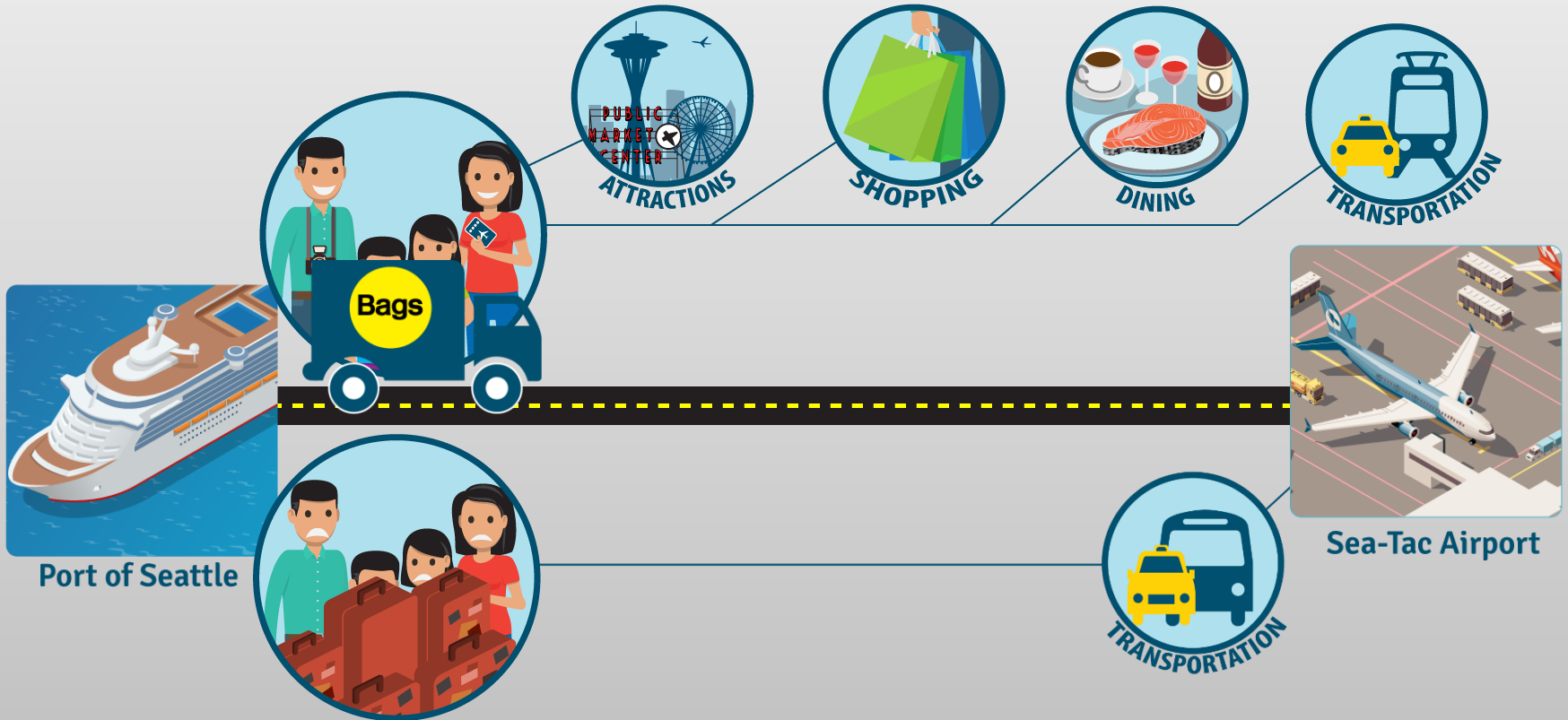


Visitor spending increases the economic impact of cruise

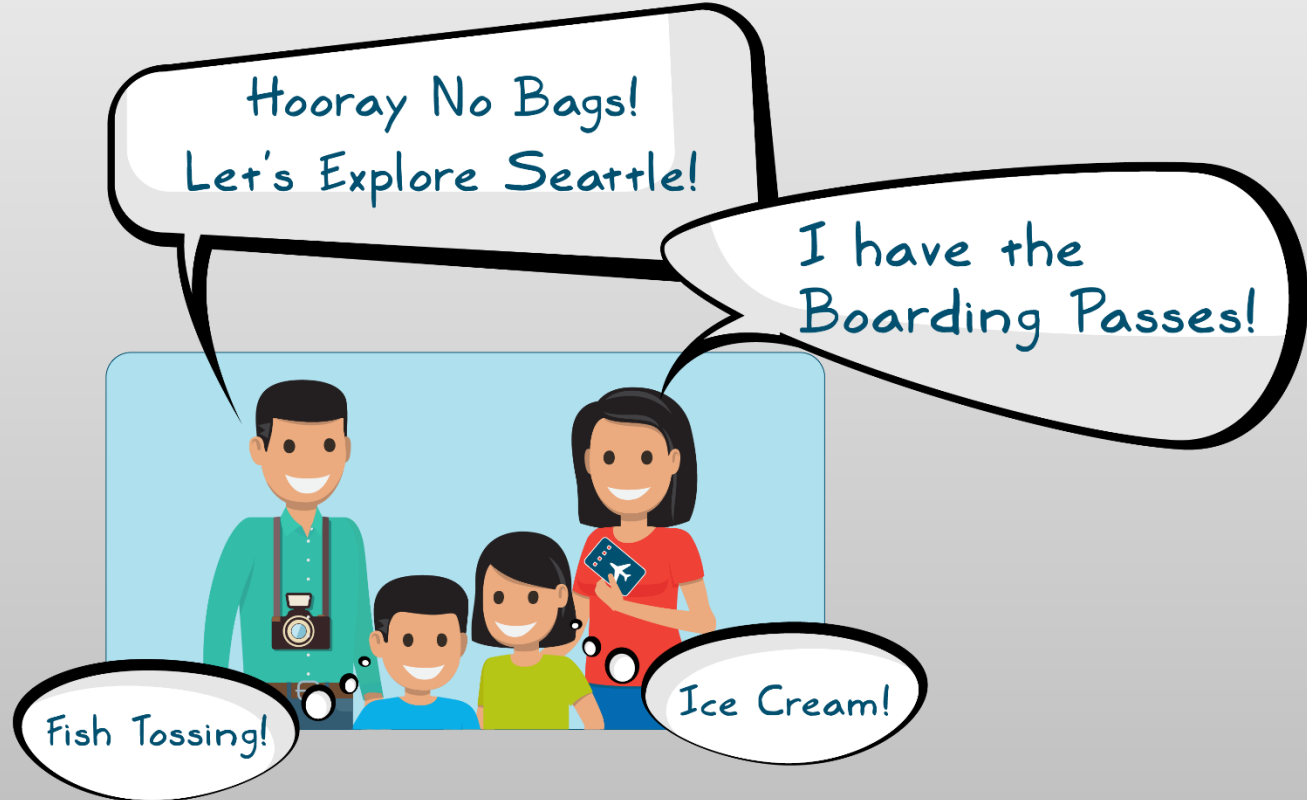


Program alleviates luggage congestion at cruise terminal
and at airport

Customer Experience



New Luggage Service Enhances the Guest Experience



Cost and Community Benefits



Cost Estimate at 41% participation

- 208,520 passengers
- \$6.55 per passenger
- Estimated expense: \$1,365,806



Visitor Spending at 41% participation

- 208,520 passengers
- \$63.64 per passenger*
- Estimated spending: **\$13.3 Million**

A Partnership For Success

