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Castries

SLASPA and Princess Cruises collaborate in a Student Visit Vessel Program

Castries - Thursday November 8, 2007 - The Saint Lucia Air and Sea Ports Authority (SLASPA) in collaboration with Princess Cruises have embarked on an initiative which directly targets students within the various School districts of St. Lucia to visit several Princess Cruises Vessels between November 2007 and April 2008, while the vessels are in Port.

The project - *"School Students - Vessel Program"* affords students the opportunity to tour a selected Princess Cruises vessel during the 2007/08 cruise season where they are exposed to numerous career choices. This project is significant as it plays an important role as a career guide to students in showcasing the diverse professions within the cruise industry.

Princess Cruises, considered one of the most recognized cruise lines in the world, was catapulted to stardom in 1977 when Pacific Princess was cast in a starring role on a new television show called "The Love Boat." The weekly series, which introduced millions of viewers to the still-new concept of a sea-going vacation, was an instant hit and both the company name and its seawitch logo have remained synonymous with cruising ever since.

Ms. Fayola Ferdinand, Marketing Officer at Saint Lucia Air and Sea Ports Authority, stated that "this initiative was undertaken to showcase the different career opportunities that are available within the tourism industry and to broaden the students' horizons as to what can be achieved if they work hard and are dedicated."

Curth Hippolyte, a student of the Vide Boutielle Primary school indicated that this was a great initiative by SLASPA and that the Ministry of Tourism and SLASPA should be applauded for this initiative. He also indicated that this was a great way in which to learn about careers in the tourism industry especially for anyone who wants to have a career in Transportation or Tourism.

A group of twenty-three (13) students accompanied by two (2) teachers toured the Crown Princess on Tuesday, November 06, 2007 at Berth 3&4 (La Place Carenage).

Other scheduled dates for the month of November are as follows: Wednesday November 21, 2007 and Friday November 30, 2007.

