Alaskan Dream Cruises

Presenter:
Jamey Cagle, Senior Vice President
Who is Alaskan Dream Cruises?

Ã An affiliated company to Allen Marine, Inc. (1967) and Allen Marine Tours, Inc. (1970)

Ã Sitka-based, family owned and operated company.

Ã Native Alaskan owned company.

Ã Started small cruise ship operations in June 2010, with first cruise in May 2011.
Starting Alaskan Dream Cruises

- Planned for years prior to starting.
- Desire to diversify company.
- Keep it local.
- Inclusive product.
Growing the business

2011: 1 vessel in operation
   - 500 passengers served
   - 25 employees

2012: 2 vessels in operation
   - 1,100 passengers served
   - 50 employees

2013: 3 vessels in operation
   - 1,900 passengers served
   - 80 employees
Alaskan Dream Fleet

Alaskan Dream
42 Passengers  |  21 cabins  |  104 ft

Admiralty Dream
58 Passengers  |  29 cabins  |  143 ft

Baranof Dream
49 Passengers  |  25 cabins  |  144 ft
What do we do?

- 7 day to 13 day cruises.
- Highlight ports of call, culture, nature and wildlife.
- Education: Work with local tour operators as well as having a Scientific and Cultural Expedition Leader.
- Culinary: Chef inspired cuisine, featuring many local products.
Where do we go in Southeast Alaska?

- Sitka
- Juneau
- Skagway
- Ketchikan
- Haines
- Hoonah
- Glacier Bay
- Misty Fjords
- Tracy Arm
- Hobart Bay
- Kake
- Hidden Falls
- Petersburg
- Wrangell
- Coffman Cove
- Thorne Bay
- Kasaan
- Metlakatla

... and everywhere in between.
Who are our customers?

Â Primarily American
Â Strong Australian & New Zealand market.
Â Typically 50-65 years old
Â Well-traveled
Â Charter and Incentive groups
Â Family Cruises
Â Typically spend 1 night pre or post cruise.
Â Looking for education and experiences.
What do we buy locally?

**Services:** Fuel, Laundry, Moorage, Lodging, Maintenance, Excursions, Transportation, Travel Agents, etc.

**Goods:** Seafood, Jams, Jellies, Syrups, Shampoo, Soap, Lotion, Chocolate, Sea Salt, Gift Shop Items, etc.

... just to name a few.
Where are we going from here?

- Looking at expansion opportunities.
  - Purchase existing vessels
  - Build new vessels

- Listen to our customers for direction.

Thank you to our Southeast friends and neighbors for your support in this endeavor.