



2023 REVIEW & 2024 PLANNING



Public Cruises



Passengers

2023	199	9,298
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2022	206	9,372
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2021	185	8,579
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2023 Average Passenger Count = 47

2022 Average Passenger Count = 45





Riverboat Cross + Up Sell Opportunities

2023: 2,238

Refreshments & Memorabilia

2022: 2,614 / 2021: 1,620

2023: 518

Mini-Golf add-on

2022: 592 mini-golf add-ons



Special Events

20 Specialty Cruises

- **New offerings:** Wine Down Wednesdays, Monarchs & Mimosas, Cruise Under the Stars
- **Park District partnerships:** Monarchs & Mimosas, Riverboat Eco Float & Princess and Pirate Adventure on the Fox

780 Special Event Passengers





Private Charters

91 Charters

2022: 107 / 2021: 74

Weddings, engagement parties, bridal showers, baby showers, senior outings, camp outings, birthday parties, networking events, team building, company outings, etc.

20 Catering Orders!

"On behalf of the Algonquin Garden Club, I would like to thank you and the crew of the St. Charles Belle for a most enjoyable cruise on the Fox River yesterday. It was informative and one of the more memorable programs for the club. We then traveled to Mt. St. Mary Sculpture Park where we held our meeting and were very impressed with the beautiful well kept park. A perfect summer day enjoyed by all thanks to the St. Charles Park District."

- Sharon Lake, VP and Program Coordinator

Weekday Special

33 Weekday Special Cruises
2022: 33 Weekday Special Cruises

June – August
Tuesday – Friday
12pm or 3pm

Great solution for senior and youth groups:
reduced pricing while minimizing
staff set-up time



Perfect for camp outings!





Marine Recruitment

- **New Steersman Program** – Offering deckhands the unique opportunity to work towards obtaining a Captain license
- **Leveraging Social Media** – Recruited Captain Jacob Jansa through social media
- **Retention** - In conjunction to the Steersman Program, deckhands are excited to return as they see a future in the Marine Industry



U.S. Coast Guard

- The Fox River Queen & St. Charles Belle II were randomly selected for a Fire Safety inspection focusing on electrical on May 25th
- U.S. Coast Guard Annual Inspections for the Fox River Queen & St. Charles Belle II took place on June 25th
- 2024 Annual Inspections will take place in June, 2024

What else was new in 2023?



Sandblasting & Painting Belle II



Sound System

Looking Ahead 2024

- Offer time-sensitive promotions & discounts to encourage early bird Private Charter bookings
- Increase Tuesday Public Cruise ticket sales with offering a discounted rate of admission
- Expand unique offerings by leveraging newly installed sound system and battery pack
- Attract seasonal Captains by attending maritime networking events

