



# EXECUTIVE PARTNER

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## CRUISE NEWS

MAY 2016

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Hello,

I am pleased to introduce the May issue of Executive Partner Cruise News. It is an exciting time in Washington, D.C., and next month, CLIA will host its annual [Congressional Cruise Caucus](#), which brings together our cruise community for an exclusive opportunity to network and discuss national policy issues of importance to their businesses.

CLIA engages with policymakers all year long, and Congressional Cruise Caucus is an important component of our advocacy efforts. On June 14 and 15, you have the opportunity to join in these efforts and help the unified voice of the cruise industry be heard in Washington, D.C.

This event offers the cruise industry family – including CLIA Cruise Line leaders, Executive Partner and Diamond Agency Members – the chance to engage with government officials and communicate the great story behind our industry's contributions to the economy and the broader travel sector. It is also an opportunity to advocate for policies that will facilitate continued growth of the U.S. cruise industry.

We have prepared an exciting line-up of distinguished guest speakers, including the Chairman of the Republican Senatorial Campaign Committee, Senator Roger Wicker (R-MS), and Senator Tim Scott (R-SC). Senior political analysts will provide their insider perspective and analysis on the upcoming Congressional races, among other program highlights and visits with congressional leaders on Capitol Hill.

If you have not already done so, I encourage you to take advantage of this exclusive opportunity, and [register](#) for Congressional Cruise Caucus.

I look forward to seeing you in Washington!

Mike McGarry  
Senior Vice President, Public Affairs

## NEWS YOU CAN USE

# CRUISE INDUSTRY HONORED FOR ENVIRONMENTAL INNOVATION

Last month, CLIA accepted the 2015 Maritime Award of the Americas in Panama, in recognition for its industry-wide mandatory Waste Management Policy. CLIA Cruise Line Members must implement this policy which specifies a range of Waste Management practices that go above and beyond existing legal requirements.

Some CLIA Cruise Line Member ships are already repurposing 100% of the waste generated on board by reducing, reusing, donating, recycling and converting waste into energy. Careful waste management and recycling practices ensure that unrecyclable waste on cruise ships can be as little as 1.5 pounds per person a day compared to the average of 4–5 pounds per person on land in the U.S. In an average year, the cruise industry recycles 80,000 tons of paper, plastic, glass and aluminum cans.

The award was presented by a division of the Organization of American States (OAS) and accepted on behalf of CLIA Members. The award process was highly competitive reinforces that CLIA is succeeding in creating measurable outcomes and significant sustained impact.

CLIA thanks OAS and its member governments for this honor. Read more [here](#).



## WHAT YOU MISSED: 3 TAKEAWAYS FROM THE TECHNICAL & REGULATORY FORUM



Earlier this month, more than 100 delegates, including CLIA Executive Partners and CLIA Cruise Line Members, gathered in London to discuss a range of key regulatory and technical cruise industry topics, including public health, the environment, technology innovation and safety.

Attendees were treated to a dinner, in association with the Port of Kirkwall (Orkney Islands), at the Swan Restaurant at Shakespeare's Globe, following a cocktail reception.

Key takeaways included:

**Public Health** – Although its impact on cruise ships is marginal at best, with less than 20,000 of the 700 million cases occur every year affecting cruise ships, delegates discussed the industry's best practices and effective efforts to reduce the chance of norovirus outbreaks.

**Environmental Protection** – Participants discussed compliance cruise ship international regulations, as well as solutions the industry is implementing to diminish its environmental

footprint. The conversation focused on upcoming technologies, such as emissions reductions and on-board wastewater treatment.

**Safety** – Representatives reinforced that safety is, and will remain, a priority. Cruise lines are constantly introducing new measures to improve safety of passengers and crew. Delegates discussed a range of initiatives and solutions to improve the safety of passengers, from swimming pools and man overboard detection to passenger safety at ports of call.

For more information about CLIA's Technical & Regulatory Forum [click here](#). For pictures, [click here](#).





## A MEMBER PERSPECTIVE

# ANGELA PLOTT

Maritime Administration Liaison – IRI  
The Marshall Islands Registry

### 1 Please describe your position and role in the cruise industry.

I hold the position of Maritime Administration Liaison and oversee a dedicated team of individuals that provide services to our cruise clients and address any technical, regulatory, inspection or communication-related issues. Among this group are former United States Coast Guard (USCG) veterans and former cruise employees. International Registries, Inc. and its affiliates (IRI) provide administrative and technical support to the Republic of the Marshall Islands (RMI) Maritime and Corporate Registries. Currently, the RMI Maritime Registry is the third largest in the world, with a wide variety of vessels in the fleet, including cruise ships.

### 2 How long have you been in the cruise industry and what other roles/positions have you held?

Prior to my joining IRI in 2007, I was Vice President of the International Council of Cruise Lines (ICCL). During my time there, I oversaw the development of cruise maritime policies and shipboard operational procedures, in particular those relating to tourism and travel, economic impact, medical facilities, health, sanitation and labor issues. These positions and policies were communicated to relevant United States (US) and international government bodies and cruise industry partners. I also had the opportunity to meet and work with a variety of cruise industry executives from across all the cruise brands. These are relationships that I still value to this day.

### 3 What do you believe is the most significant advancement in the cruise industry – specifically in your area of expertise?

The cruise industry is a very exciting and innovative part of the shipping industry and is often the leader in new technologies and initiatives. A few recent examples are the decisions to develop cruise ships that will embrace liquefied natural gas (LNG) as an alternative to liquid fuel oil, and the increasing number of passenger vessels designed for expedition cruising to the Arctic and Antarctic regions.

To determine the policy to govern these new initiatives, the RMI Maritime Administrator (the “Administrator”) works closely with our cruise clients or in some instances with the technical committees at the Cruise Lines International Association (CLIA), often at the initial stages of development.

### 4 Please describe a contribution you or your company has made to the cruise industry that you are proud of.

The RMI Registry has been very proactive in anticipating the future needs of our global fleet. For example, in order to better provide post-registration and technical services to clients, we established a worldwide interactive “status board” to actively monitor and address all shipowner inquiries on a timely basis. This allows our Technical Department to quickly address the inquiries of cruise owners and operators.

To facilitate this effort, we have established three regions based on geographical areas around the world. The result of this program is that, wherever one of our cruise ships is sailing in the world, we can respond in a relevant and timely fashion, which is very important, as it could be critical to their operations.

### 5 What do you believe is the key to growth in your sector of the cruise industry?

There are two primary reasons, the quality of the RMI Registry and the qualified personnel that support it. The RMI is the only major open registry to be included on the White Lists of both the Paris and Tokyo Memorandums of Understanding (MoUs) and has also met the flag criteria for a low risk ship under the Paris and Tokyo MoU’s New Inspection Regimes. Recently, at the Connecticut Maritime Association’s Shipping 2016 conference, the RMI received preliminary recognition by the USCG, indicating that the RMI will continue to maintain its status on the Qualship 21 list in 2016, for an unprecedented 12 consecutive years.

### 6 What is the biggest challenge in the cruise industry as it relates to your sector and how would you address it?

Keeping up with the rapid pace of new technology and subsequent regulations will continue to be a major challenge. The IMO’s process of regulatory development has generally served the industry well by providing a comprehensive framework that can be implemented and enforced worldwide. The RMI has a permanent representative at the IMO to actively contribute to the issues affecting safety, security and environmental protection on the IMO agenda.

# CLIA DELEGATION PARTICIPATES IN IMO MARINE ENVIRONMENT PROTECTION COMMITTEE SESSION

The IMO Marine Environment Protection Committee met for its 69th session (MEPC 69) from 18-22 April in London. The CLIA delegation included Bud Darr, Donnie Brown & Rob Griffiths of CLIA Global, Marco Digiioia & Paul Altena of CLIA Europe, Ukko Metsola & Nick Rose of RCCL, Emilio Tombolesi & Aubrie Brake of Carnival Corp. and Ryan Allain & Sergio Castellano of MSC. The delegation represented the interests of the cruise industry on a number of matters including:

- Approval of draft amendments to MARPOL Annex VI regarding a mandatory data collection system for fuel consumption.
- Commitment to a three-step process in which analysis of the fuel consumption data collected would provide the basis for a policy debate and decision to be made at future sessions on whether any further measures are needed to enhance energy efficiency and address greenhouse gas emissions from international shipping.

- Approval of amendments to regulation B-3 of the Ballast Water Management Convention to identify the date for which enforcement of the D-1 and D-2 standards apply is the first renewal survey after the Convention enters into force.
- Adoption of amendments to MARPOL Annex IV establishing the effective dates of the Baltic Sea Special Area for new passenger ships (2019) and for existing passenger ships (2021).

CLIA and Cruise Line Member representatives will continue to engage with the Committee and its work through participation in correspondence groups for review the Guidelines (G8) to the Ballast Water Management Convention, fuel consumption data collection and the Energy Efficiency Design Index (EEDI). The 70th session of MEPC will be held from 24-28 October, 2016.



## ARCTIC CRUISE INDUSTRY AND RESPONDERS PARTICIPATE IN JOINT SEARCH AND RESCUE TABLETOP EXERCISE

The exercise scenario was that an expeditionary cruise vessel with 300 persons on board had sustained an engine room fire close to the coast of remote Jan Mayen in the Arctic Ocean. Drifting towards the shore, the ship grounded on a rock and began taking on water, then settled on the seabed and was in danger of capsizing. A lifeboat with 150 persons overturned while attempting a landing on the beach, resulting in five people getting lost in the sea and another five casualties were unresponsive on the beach.

Fortunately, this was just a theoretical scenario, or tabletop exercise (TTX), that the 56 participants, including CLIA's Operational and Security Director, Kim Hall, faced during the Arctic Search and Rescue (SAR) Workshop that took place in Reykjavik, Iceland April 6-7. However, should a similar scenario play out in the real world, the joint response exercise could add to the effectiveness and outcome of the rescue operation.

The exercise was aimed at strengthening the cooperation and exchange of knowledge between the Arctic cruise industry and SAR service providers and focused on mass rescue operations relative to potential passenger ship accidents in Arctic waters.

For additional information, please see the full press release [here](#).



## CLIA EVENT REPORT

# BE A PART OF CONGRESSIONAL CRUISE CAUCUS

This year, CLIA's Congressional Cruise Caucus is taking place during an exciting U.S. election year. Cruise Line Executives, Executive Partner and Diamond Travel Agency Members will come together for networking, policy discussion and Capitol Hill visits with U.S. congressional leaders.

Attendees will also hear from political and policy leaders on the electoral and legislative landscapes and attend meetings to educate policy leaders on the cruise industry, its impact and key issues.

Here's a sneak peek at the featured speakers:

- U.S. Senator Roger Wicker (R-MS), member of the powerful Senate Commerce, Science and Transportation Committee and Chairman of the National Republican Senatorial Committee (NRSC)
- U.S. Senator Tim Scott (R-SC), member of the Senate Finance Committee and the Senate Committee on Small Business and Entrepreneurship
- Election Outlook: U.S. political leaders from the National Republican Senatorial Committee (NRSC) and Democratic Senatorial Campaign Committee (DSCC)

Executive Partners register [HERE](#).

Thank you to all of the Executive Partners who have already registered!

To make your visit as productive as possible, please join us for a brief webinar to go over what to expect during the event. [Register here](#) to learn more from CLIA's Senior Vice President of Government Affairs, Mike McGarry, about the agenda and how to have successful Capitol Hill Meetings.

**Date:** June 14 - 15, 2016

**Location:** [The Mandarin Oriental Hotel](#)  
1330 Maryland Ave SW, Washington, DC 20024

Thank you to Bureau Veritas, Carey International, Port Miami, Sojern, and Xstream Travel for their sponsorship of this event!



To learn more about Congressional Cruise Caucus sponsorship opportunities, please contact [Marla Phaneuf](#) or [Lane West](#).

## CRUISE360 MARSEILLE

This October, CLIA will host the first ever Cruise360 Marseille, a new three-day conference and the largest of its kind. The event will bring together travel agents, cruise line executives, destinations and members of our Executive Partner community.

The European event is open to European travel agents and follows the launch of the travel agent program in France and Spain. It combines a conference, multi-lingual business sessions and a trade fair for CLIA Travel Agent Members while also showcasing a wide variety of cruise ships.

Cruise360 Marseille will take place between 20-22 October with optional ship visit days on 19 and 23 October.

Attendees will have the opportunity to visit up to eight ships – Holland America Line Oosterdam (19th); Carnival Vista (20th); MSC Poesia and Norwegian Epic (22nd); and Costa Diadema, Thomson Majesty, Croisieres de France Horizon, Celebrity Reflection (23rd).

For more information, please visit [here](#).



## CALENDAR OF EVENTS

### UPCOMING GLOBAL EVENTS



#### Cruise360

1-6 June, 2016  
Vancouver, Canada  
[Click Here](#)



#### Congressional Cruise Caucus

14-15 June, 2016  
Washington, DC  
[Click Here](#)



#### Port & Destination Summit

20 September, 2016  
Santa Cruz, Tenerife  
[Click Here](#)



#### Seatrade Cruise Med

21-23 September, 2016  
Santa Cruz, Tenerife  
[Click Here](#)

## WHAT'S NEW AT CLIA

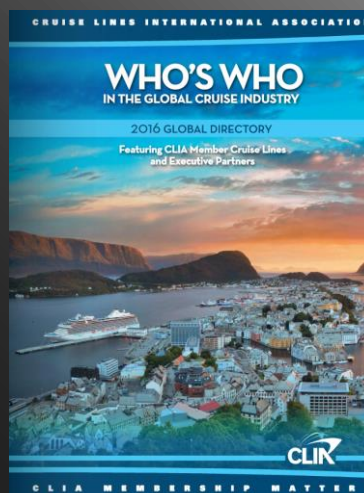
### CLIA Welcomes Caroline Johnson

Caroline Johnson has joined CLIA as the new Senior Vice President, Membership and Operations in North America. Johnson is responsible for leading membership strategy, planning and business operations in North America and will oversee the membership department. Johnson, who has been with CLIA for the last four months as a contractor, brings extensive experience in association and corporate leadership roles. Most recently, she was Senior Director, Marketing and Communications at Meetings Professional International (MPI) where she built a unified brand by integrating consistent messages across all platforms.



### CLIA Releases 2016 Who's Who Directory

The CLIA 2016 Digital "Who's Who in the Global Cruise Industry" Directory is now available online. The Directory is a valuable resource to assist in developing industry relationships that will help grow your business. Please feel free to share with your colleagues. The digital directory can be viewed [here](#). Members will be required to use their OVS (Online Verification System) username and password to access the Directory.



### CLIA's Travel & Cruise Magazine Sponsorship Opportunities

This June, CLIA releases its first issue of global *Travel & Cruise* magazine in partnership with the Florida-Caribbean Cruise Association (FCCA). As the official magazine of the cruise industry, *Travel & Cruise* gives insight into the inner-workings and happenings of the industry with exclusive content from cruise line executives and prominent stakeholders. The magazine reaches more than 26,500 industry partners. This target audience represents key players and sectors that can directly impact your business. Each publication is released at a specific time and through various sources to optimize coverage. To read the most current issue, please visit <http://www.travelandcruise.com>.

To learn more about sponsorship opportunities, contact Marla Phaneuf at [mphaneuf@cruising.org](mailto:mphaneuf@cruising.org) and Lane West at [lwest@cruising.org](mailto:lwest@cruising.org)

# MEMBER SPOTLIGHT

We are excited to spotlight the new Executive Partner Members that have joined the CLIA community thus far in 2016.

## New Diamond Elite Executive Partner Member



## New Diamond Executive Partner Members



## New Gold Executive Partner Members

- Alizes Travel
- Bahamas Tourist Office
- Baie-Comeau Cruises (Port of Call)
- Ben Line Agencies
- Berge Maritima
- Blue Water Shipping A/S
- Cemar S.r.l.
- Cima Srl
- Costa Maya
- Cruise Brittany
- Cruise Wales
- Destination Sept-Iles
- Discover Dominica Authority
- E-L-S
- Etihad Airways
- GE Energy Power Conversion France SAS
- Hyatt Hotels Corporation
- Inchcape Shipping Services
- La Rochelle, The Atlantic Call
- M.G. Security
- M.S.C. Sicilia Srl
- Neustar
- New Forest - More Than a Tour
- Panasonic
- Port Authority of Cagliari
- Port Authority of Catania
- Port Authority of Messina
- Port Authority of Palermo
- Port Authority of Salerno
- Port of Aarhus
- Porto Di Livorno 2000 SRL
- Hawaiian Tourism Authority
- Global Ports Holding
- Quebec City Tourism
- Rhapsody Travel
- Samsung
- Sojern
- South Miami Hospital Maritime Medical Services & Baptist Health South Florida
- Tarragona Cruise Port
- Travelyields Ltd.
- Ullapool Harbour Trust
- Universal Parks & Resorts
- Wyndham Worldwide

## New Silver Executive Partner Members

- Airlynx Parking Ltd
- Brookes Bell Safety at Sea
- Columbia Cruise Services Ltd
- Deloitte
- Die Ganze Welt Reiseburo GmbH
- EroMed Assistance & Clinics
- Excursions Ltd.
- Global Maritime Deutschland
- SATS CREUERS Cruise Services
- SubCTech GmbH

# PARTNER NEWS

## **Singapore Tourism Board**

[Tirun Enhances Cruise Offerings Targeted at Indian Travellers](#)

## **TRIMLINE**

[TRIMLINE Scoops Top Award](#)

## **Wärtsilä**

[Wärtsilä to power first UK dual-fuel new build vessels](#)

## **Carnival Cruise Line**

[Carnival Cruise Line Takes Delivery of New 133,500-Ton Carnival Vista](#)

## **MSC Cruises**

[MSC Cruises Enhances Guest Connectivity Across Its Fleet with State-of-the-Art Technology and Newly-Designed Affordable Internet Packages](#)

[BMW](#)

## **Port of Skagen**

[This year's biggest cruise ship opens the season in Skagen](#)

## **Fincantieri**

[Coin Ceremony For MSC Seaside Marks Another Milestone for the revolutionary "Ship that Follows the Sun"](#)

## **ABP Southampton**

[Queen Elizabeth II Cruise Terminal Reopens After £5M Upgrade](#)

## **Cruise Port Kotka**

[Kotka restarts cruise business with confirmed calls in 2017!](#)

## **More Than A Tour**

[Louis Vuitton America's Cup World Series Portsmouth 2016](#)