



EXECUTIVE PARTNER

CRUISE NEWS

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A MESSAGE FROM CLIA

Hello,

I am delighted to introduce the April issue of the Executive Partner Cruise News newsletter as president and CEO of CLIA. The official announcement by the CLIA Global Executive Committee during Seatrade Cruise Global came at a very exciting time. It was inspiring to be surrounded by our community at Seatrade Cruise Global and receive all the support and congratulations. Thank you! I am extremely proud to lead this organization and represent this thriving industry.

A top priority for me and the entire CLIA team is to identify ways to enhance your membership program and experience. We continually use your feedback to design engagement opportunities. At Seatrade Cruise Global, the response to the Diamond Dinner, the Business of the Beach and CLIA Connect networking reception was overwhelming positive. These events were designed using your input so please keep sharing your ideas!

At Seatrade, CLIA also released our 2015 annual report and video. For those who didn't have the opportunity to attend, Both are available to you as part of the newsletter. The global report and video showcase how, together, we positively advanced the cruise industry. We hope you take a moment to enjoy our collective achievements.

Our commitment to bring the industry together continues and we are off to a great start in 2016 having announced expanded partnerships with Seatrade and our sister association, Florida-Caribbean Cruise Association. These are the first of many collaborations that will unite and strengthen our community.

In closing, I hope to connect with you in beautiful Vancouver, June 1-6 at CLIA's annual Cruise360. Our partners have helped us create a truly "Panoramic View" of the cruise industry with several "firsts." Travel agents will walk away with tangible tips on how to grow their business and exceed cruiser expectations.

Best,
Cindy D'Aoust
President and CEO

NEWS YOU CAN USE

EUROPE'S CRUISE MARKET REACHES NEW RECORD: 6.6 MILLION EUROPEANS CRUISED IN 2015

In March, CLIA announced that a record 6.6 million Europeans cruised in 2015, 200,000 more passengers than in the previous year, representing a 3 percent increase.

Since 2008, the European cruise market has grown by a staggering 49 percent, proving both the cruise industry's resilience to economic downturns and the value provided by a cruise holiday. This amounts to a 6 percent average annual growth rate in the past seven years. In fact, according to industry research, over the ten years from 2004 to 2014, global cruise vacations have grown faster in popularity than global land-based vacations by a 20 percent margin.

At Seatrade Cruise Global, Kerry Anastassiadis, CEO of Celestyal Cruises and member of CLIA Europe's Executive Committee spoke about the findings.

"The figures released today confirm the great shape of Europe's cruise industry," said Anastassiadis. "Cruising is a fantastic holiday choice, and every year more and more people realize the great value and amazing experiences offered by a cruise holiday. This is helping us emerge as the most attractive holiday choice and being a young industry representing a small portion of overall holidays taken, our opportunities to grow in Europe and elsewhere in the world have virtually no limits."

"While the cruise industry is ready to continue to expand in Europe, we face a number of common challenges that need to be addressed in order to make sure the cruise industry stays on the right track," said Pierfrancesco Vago, Executive Chairman, MSC Cruises and Chairman of CLIA Europe.

[Click here](#) for more information.

CLIA EXPANDS CYBER SECURITY EFFORTS

With the launch of the industry-led cyber security guidelines in January 2016, CLIA has taken on a central role in advancing efforts to secure the maritime cyber domain. In March, the CLIA technical and regulatory team participated in several meetings, panels and virtual working groups related to this very important issue. These expanded efforts kicked off with the participation of CLIA at the Working Meeting on Maritime Cyber Security at University of Southern California from March 1-2.

Later in the month, CLIA continued their efforts to support the National Maritime Security Advisory Committee's Cyber Working Group by providing expertise and input into the working group's analysis and recommendations. These will ultimately be shared with U.S. Coast Guard leadership as they continue to develop their external cyber risk management strategy.

Also, while at a meeting with DG MOVE and DG CONNECT in Brussels, CLIA represented the industry in discussions about cyber security related to the review of IMO issues for the Facilitation Committee (FAL) and Maritime Safety Committee.

In addition, CLIA partnered with the Seatrade Cruise Global program organizers to develop the "Cybercrime on the High Seas" panel at this year's conference in Fort Lauderdale. CLIA also led reoccurring meetings with USCG to share updates on recent cruise industry cyber security developments and efforts. Participants in this meeting included representatives from the USCG, U.S. State Department, Germany, and the Marshall Islands. These outreach efforts are instrumental in helping shape the international strategy to reduce the cyber risk in the maritime domain. CLIA will continue to play a key role in the industry working group (with BIMCO, INTERTANKO, ICS and others) while also seeking out and participating in worthwhile cyber security-related discussions in the coming months and years.



TECHNICAL AND REGULATORY UPDATE

CLIA Attends International Chamber of Shipping Meeting

The International Chamber of Shipping (ICS) held its bi-annual meetings of the Marine Committee and Environment Sub-Committee from March 29-31, 2016, in London. Donnie Brown, CLIA's director of environment and health, participated on behalf of the CLIA Technical and Regulatory Department to address matters related to maritime safety, security and the environmental. CLIA is an Associate Member of ICS.

Ship Systems and Equipment

Kierstin Del Valle, CLIA's technical manager, and Paul Altena, a CLIA Europe policy advisor, with the assistance of six experts from CLIA Member Lines, attended the third session of the IMO Sub-Committee on Ship Systems and Equipment (SSE 3) from March 14-18, 2016, at IMO Headquarters in London. During this session, the CLIA Delegation actively participated in deliberations leading to the finalization of the draft MSC resolution on *Requirements for maintenance, thorough examination, operational testing, overhaul and repair of lifeboats and rescue boats, launching appliances and release gear* and the associated amendments to SOLAS III/3 and III/20, as well as the finalization of the draft amendments to the *Guidelines on alternative design and arrangements for fire safety (MSC/circ.1002)*.



CLIA Joins World Ocean Council

CLIA partnered with the [World Ocean Council \(WOC\)](#), an international business leadership alliance dedicated to Corporate Ocean Responsibility.

The industry, travel agents and customers depend on healthy oceans, clean beaches and pristine destinations that meet passengers' expectations today and in the future, making protecting and caring for the environment fundamental to the cruise industry.

CLIA is proud to be a member of the WOC and join this international industry platform which creates the opportunity for our cruise line members to collaborate with like-minded peers from other sectors in tackling the shared sustainability challenges affecting the future of the ocean and our business.



CLIA Supports Improving Information Sharing Process Between Cruise Industry and SAR Authorities

CLIA is looking forward to helping to define the requirements and potential solutions for revising the current search and rescue cooperation process. CLIA is focusing on providing support to get the collation and dissemination of SAR plans for cooperation to be simplified, efficient and ensure that the proper authorities have timely access to this important information in the rare event of an emergency.

To read more, please see The Maritime Executive article, [IMO Pushes Ahead with SAR Initiatives](#).



PUBLIC AFFAIRS UPDATE

CLIA Advocates and Recognizes its Port Executive Partners

CLIA is an ardent supporter of seaports across the globe. In March, CLIA joined 30 stakeholders in a [letter](#) to both the House and Senate Appropriations Committees urging them to fund the new U.S. Customs and Border Protection (CBP) staff request in President Obama's FY 2017 budget. The letter also asks for legislative language directing that new CBP staff be stationed at U.S. seaports.

CLIA also recognized its Port Executive Partner Members on April 5, 2016, for [Western Hemisphere Ports Day](#). Organized by the American Association of Port Authorities (AAPA), CLIA joined the hundreds of ports in North, Central and South America and the Caribbean to highlight and celebrate the contributions the port community makes to the global cruise industry. As the unified voice and leading authority of the global cruise community, CLIA and its cruise line members partner with ports and destinations around the world to provide exceptional cruise vacations.

CLIA Signs United for Wildlife Declaration to Strengthen Defenses Against Illegal Wildlife Trafficking

CLIA joined United for Wildlife, led by Prince William, the Duke of Cambridge, and global transport leaders in signing a historic declaration committing to the elimination of the routes exploited by illegal wildlife traffickers. Andy Harmer, Vice President of Operations for CLIA Europe, joined the Duke and 39 other transportation organizations at Buckingham Palace as founding signatories of the [Declaration of the United for Wildlife Transport Taskforce](#).

In September 2015, CLIA was invited to become a member of United for Wildlife's International Taskforce on Transportation and the Illegal Wildlife Trade, a prominent group of transportation and conservation organizations, developing recommendations for how the transport industry can help shut down illegal wildlife trafficking trade routes. CLIA is especially honored to share the cruise industry's perspective on reaching and educating the public and looks forward to working with its esteemed colleagues on the reduction of the illegal wildlife trade.

CLIA EVENT REPORT

CLIA'S ANNUAL CONGRESSIONAL CRUISE CAUCUS



It's time to plan your trip for CLIA's Congressional Cruise Caucus in Washington, DC, June 14-15 at the [The Mandarin Oriental Hotel](#).

This annual event, taking place in an exciting election year, brings together CLIA cruise line executives, Executive Partners and Diamond Travel Agencies to network and discuss policy issues affecting your business. During the two-day conference, CLIA members will be educated on the advocacy process and hear from political and policy leaders on the electoral and legislative landscapes. Thank you to Bureau Veritas and Sojern who have already generously sponsored this great event.

Attendees also attend meetings on Capitol Hill to educate key policy leaders on the cruise industry, its impact and policy issues.

This year, we are offering a tour of Washington, DC, for family members who join you on the trip. We look forward to seeing you at Cruise Caucus!

Executive Partners and Cruise Line executives register [here](#).

Sponsorship opportunities are still available for Cruise Caucus, for more information please reach out to Marla Phaneuf at mphaneuf@cruising.org and Lane West at lwest@cruising.org.



CLIA IN THE SPOTLIGHT AT SEATRADE CRUISE GLOBAL

Last month, CLIA attended [Seatrade Cruise Global](#) and hosted a series of events in Fort Lauderdale, FL, including two networking events. CLIA Business on the Beach was attended by more than 150 industry leaders, including CLIA Diamond Elite partners and executives from some of the industry's leading cruise lines. CLIA Connect, which took place at the brand new CLIA booth, was an opportunity exclusively for CLIA members to network on the show floor.

CLIA partnered with Seatrade Cruise Global to present the *State of the Global Cruise Industry* session to kick off the event. The panels which featured [executives from CLIA Member Cruise Lines](#) focused on innovation, with each executive sharing their thoughts on the industry and how their brands are innovating for the future, as well as an outside research analyst that provided key data about the cruise industry.

When asked about what his idea of innovation was, Richard Fain, Chairman & CEO, Royal Caribbean Cruises Ltd, said, "Innovation is bringing great ideas to life."

Carnival Corporation's Arnold Donald, President & CEO, pointed out that "to be innovative, you have to think outside the box. It's all about the experiences—a deep emotional experience. We have to exceed guest expectations."

"Innovation doesn't have to be about size; you can be innovative big, or small. It's an experience you can't have at home," said Pierfrancesco Vago, Executive Chairman, MSC Cruises.

And lastly, but certainly not least, Frank Del Rio, President & CEO, Norwegian Cruise Line Holdings Ltd. highlighted the importance of travel agents, saying that, "They [Travel Agents] bring our product to market in a variety of ways, we are lucky to have them."

To view more pictures of the event, [please click here](#).



2016 TECHNICAL & REGULATORY FORUM IN LONDON

More than 15 cruise line decision makers will join CLIA Executive Partners at the second annual Technical & Regulatory Forum in London, UK, at the impressive nineteenth floor offices UBM, which offers panoramic views of the city of London.

The Forum builds on CLIA's educational platform established over the past year, bringing together leading industry experts to discuss the most pertinent technical and regulatory matters affecting the sector. CLIA Cruise Line Members and Executive Partners engage and contribute to CLIA's work with the International Maritime Organization, the European Union and other regulators around the world, ensuring that cruise operations remain safe and sustainable allows for continued industry growth.

Expert panellists include Tom Strang, Senior Vice President, Maritime Affairs, Carnival Corporation; Pierfrancesco Lepore, Fleet Medical Director, Corporate Medical Services Department, MSC Cruises; and Gerry Elli, Director, Maritime Safety &

Compliance Safety, Environment & Health, Royal Caribbean Cruises Ltd. Discussions will focus on recent developments in environmental challenges and solutions, specifically in the use of liquefied natural gas (LNG); public health measures on food safety; the importance of IT innovations for cyber integrity; and a review of the latest developments in the industry's continued commitment to safety.

This year's programme is extended to include dinner, in association with the Port of Kirkwall (Orkney Islands), at the Swan Restaurant at Shakespeare's Globe and follows a cocktail reception for delegates.

For more information on the Forum [click here](#).



CALENDAR OF EVENTS

UPCOMING GLOBAL EVENTS



CLIA Technical & Regulatory Forum
May 9 2016
London, UK
[Click Here](#)



Seatrade Cruise Asia
12-13 May 16, 2016
Busan, Korea
[Click Here](#)



Cruise360
June 1-6, 2016
Vancouver, Canada
[Click Here](#)



Cruise360 Marseille
October 20-22, 2016
Marseille, France
[Click Here](#)

WHAT'S NEW AT CLIA

Introducing Emily Cowan

Emily Cowan joined CLIA as Membership Services Executive, a new position supporting the Strategic Partnerships team in EMEA. Emily is a recent graduate of the University of Birmingham and holds a BSc in Geography. She joins us from Amey Plc and has spent time abroad in Hong Kong and San Francisco. She will be based in our London, UK office, supporting the delivery of a wide variety of Executive Partners membership services. You can contact her at ecowan@cruising.org or on +44 (0)20 3582 4378.



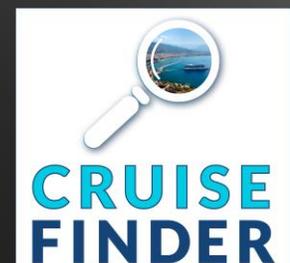
CLIA and FCCA Announce Quarterly Global Cruise Industry Magazine

Last month, CLIA announced a partnership with the Florida-Caribbean Cruise Association (FCCA) to transform FCCA's quarterly magazine into a global publication, reinforcing the cruise industry's unified voice. As the official magazine of the cruise industry, Travel & Cruise will give insight into the inner-workings and happenings of the industry with exclusive content from cruise line executives and prominent stakeholders. The first joint issue of the magazine will be released in the second quarter. To read the most current issue, please visit <http://www.travelandcruise.com>.

For advertising opportunities, please contact Marla Phaneuf at mphaneuf@cruising.org.

CLIA Launches New Travel Agent Tool – Cruise Finder

Featuring access to ship information, itineraries and onboard offerings from global CLIA Member Cruise Lines, Cruise Finder launched last month as a resource for CLIA Travel Agency and Individual Travel Agent Members. Cruise Finder was designed based on Travel Agent input and created to be a one-stop resource that saves travel professional's time and increases their productivity. Content on Cruise Finder will be continually updated with information from CLIA's 28 Global Cruise Line Members and is only available for CLIA Travel Agent members. For more information [click here](#).



MEMBER SPOTLIGHT

Bomin Linde LNG GmbH & Co. KG

Located in Hamburg, Germany, Bomin Linde LNG GmbH & Co. KG is a leading provider of liquefied natural gas (LNG) as marine fuel. As a joint venture of The Linde Group and Mabanft GmbH & Co. KG, which is a subsidiary of Marquard & Bahls AG, Bomin Linde LNG has access to a broad range of expertise in cryogenic engineering, logistics and fuel supply. The strategy of Bomin Linde LNG is to cover the complete LNG value chain – from sourcing and transport through storage and distribution to refueling ships with LNG in strategically important ports.



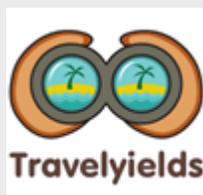
South Miami Hospital

Founded in 1960, South Miami Hospital has grown from a small community hospital into a leading, innovative health care center for the Miami metropolitan and South Florida region. The award winning South Miami Hospital provides advanced, excellent care in a number of areas, including maternity services, pediatric disabilities, robotic surgery, addiction treatment, weight-loss surgery, cardiovascular services, and features a comprehensive cancer program. South Miami Hospital has been recognized over the years for a number of accomplishments, most notably as a Magnet Hospital for Nursing Excellence in 2004, 2008, and 2014; and a recipient of the Governor's Sterling Award in 2010 for exceeding the highest standards for organizational performance.



Travelyields Ltd.

Travelyields is the trading name of industry consultant David Selby, former managing director of Thomson Cruises, and creator of CLIA's highly rated "To Call or Not To Call..." interactive itinerary planning team exercise, delivered to the 200 delegates at the 2015 Port & Destination Summit in Hamburg last September. David's work is split between producing market studies, conducting research and promotion for cruise ports and destinations, due diligence and specialist advice/ consultancy for Investors, and commercial analysis for cruise lines. He leads teams of associates, supports teams, or works individually with clients. He can provide excellent references from senior and respected industry figures.



Takeda Pharmaceutical Company

Takeda Pharmaceutical Company Limited is a global organization committed to bringing better health and a brighter future to patients. Takeda's global vaccine business is making substantial investments in vaccine research and applying innovation to tackle some of the world's most challenging infectious diseases, including norovirus and dengue fever, which often impact the travel and tourism industries. Takeda focuses its research efforts on oncology, gastroenterology and central nervous system therapeutic areas, working in more than 70 countries.



PARTNER NEWS

Ponant

[Ponant Orders Four New Expedition Ships](#)

Aon

[New Aon Tool Drives Understanding of Motor Claims](#)

RINA Services

[RINA Services Classifies First Ships in Iran](#)

ABP Southampton

[ABP Welcomes UK'S First Marine Pilotage Apprentices](#)

Wärtsilä

[Wärtsilä Nacos Platinum System selected for all three Maersk line new building projects](#)

BB&T

[New BB&T Executive Roles Drive Digital Business Transformation](#)

French Riviera Cruise Club

[French Riviera Cruise Club Announces Award Winners](#)

Metro Cruise Services

[Nautilus International/Metro Breaks Ground on New, Environmentally Friendly Headquarters in Long Beach](#)

Sabre

[VivaAerobus Selects Sabre as Their First GDS](#)

South Carolina Port Authority

[South Carolina Ports Authority Exports Two Millionth South Carolina-Made BMW](#)