

CONTENTS

A MESSAGE FROM CLIA

Page 01

NEWS YOU CAN USE

CLIA Releases Official 2015 Global Passenger Numbers and Increases 2016 Projections

CLIA Organizes Waste Management Seminars in the Baltic Sea

Page 02

Get and Stay Connected with Our CLIA Global Cruise Community! Access Your Online Profile Now!

Page 03

TECHNICAL & REGULATORY UPDATE

Ocean Governance and Marine Spatial Planning Initiatives

Page 03

Training for Ice Navigation in Polar Waters

The 96th Session of the IMO Marine Safety Committee (MSC 96)

Man Overboard Detection Technology

Page 04

CHARITY OF CHOICE

Pullmantur Group Agrees to 5 Year Partnership with Mercy Ships

Page 05

PUBLIC AFFAIRS UPDATE

CLIA Showcases Cruise Industry Environmental Leadership During Capitol Hill Ocean Week

Page 05

CLIA EVENT REPORT

2016 Port & Destination Summit in Santa Cruz, Tenerife

Registration Now Open for Seatrade Cruise Med 2016

Page 06

CALENDAR OF EVENTS

Upcoming Global Events

Page 07

WHAT'S NEW AT CLIA

Page 07

MEMBER SPOTLIGHT

Page 08

PARTNER NEWS

Page 09



A MESSAGE FROM CLIA

Dear Valued Members,

Looking back over the first 18 months of our revitalized international Executive Partner Program, I would like to take this opportunity to thank both CLIA's Cruise Line and Executive Partner Members for your outstanding and continued support.

Your input and suggestions are central to the creation of our 2017 Program, so I ask that you find a few minutes in your busy schedules to provide feedback on your experiences and share ideas via our annual [Executive Partner Membership Satisfaction Survey](#). We are committed to enhancing your CLIA membership and developing an even more targeted range of benefits for you to engage with.

Looking ahead to the rest of the year, we have an exciting variety of events and activities for all of our Partner Communities. We hope you will be able to join us in Tenerife during the week of Seatrade Cruise Med where we will host our annual flagship event for the CLIA Port & Destination Community on Tuesday, September 20, in Santa Cruz, one day before the Seatrade exhibition commences.

As we prepare for our third annual Port & Destination Summit, I am pleased to announce that nearly 40 decision makers from our Cruise Line Members have confirmed their participation so far. In addition, we will also host a special reception and dinner for CLIA Diamond Elite and Diamond Partners with Cruise Line executives from our Global Committees and look forward to seeing all of our Partners at our annual CLIA Europe Cocktail Reception on the evening of Wednesday, September 21.

Thanks again for your continued engagement, and I look forward to seeing you in Tenerife.

Best Regards,
Bo Larsen

CLIA RELEASES OFFICIAL 2015 GLOBAL PASSENGER NUMBERS AND INCREASES 2016 PROJECTIONS

Earlier this month, at Cruise360 in Vancouver, B.C., CLIA announced that the cruise industry has surpassed 2015 ocean cruise passenger projections and has increased passenger expectations for 2016 – a sign the industry is stronger than ever.

The industry reported a total of 23.2 million passengers on ocean cruises globally in 2015, up from a projection of 23 million, and a 4-percent increase over 2014. As a result of steady year-over-year increases, CLIA has modified 2016 expectations, and is now predicting 24.2 million travelers will set sail on ocean cruises around the world.

Much of the industry's growth can be attributed to emerging regions of the world. In 2015, Asia experienced the most growth year over year in ocean cruise passengers with another impressive 24 percent increase* from 2014 to 2015, with a total of more than 2 million ocean cruise passengers in 2015.

While Asia continues to see record growth in the cruise industry, Australia is not far behind. The region, which includes Australia, New Zealand and the Pacific, experienced an incredible 14-percent increase in ocean cruise passengers from 2014 to 2015. Last year, a total of more than 1.1 million ocean cruise travelers originated in Australia.

When looking at the travel industry, cruise travel has astonishing long-term growth potential since it represents only two percent of the total leisure travel market, has the highest satisfaction rates among global travelers and is growing in popularity. In fact, according to the United Nations World Tourism Organization, in the decade between 2004 and 2014, global cruise vacations have grown faster in popularity than land-based vacations by a 20-percent margin*.

*United Nations World Tourism Organization (UNWTO) – Annual Report 2014 United Nations World Tourism Organization (UNWTO) – UNWTO Tourism Highlights, 2015 Edition Cruise Lines International 2014 Economic Impact Study conducted by BREA

CLIA ORGANIZES WASTE MANAGEMENT SEMINARS IN THE BALTIC SEA

In cooperation with a number of Baltic cruise ports, AIDA Cruises and TUI Cruises, CLIA organized a series of waste management seminars and ship tours in the Baltic.

In light of the entry into force of the MARPOL Annex IV Special Area for the Baltic Sea, from 2019 for new cruise ships and from 2021 for existing cruise ships operating in the region will no longer be allowed to discharge treated or untreated sewage at sea. Instead, they will have to discharge it onshore using port reception facilities (PRFs) available at berth. However, the network of available PRFs in the Baltic requires an urgent expansion and upgrading in order to accommodate the number of cruise ships that sail in the Baltic every month. Without this, it will be difficult for cruise ships to operate in the region.

Meanwhile, NGOs and media outlets in the region have continued to criticize the cruise industry's practices in the Baltic.

To counter false allegations and bring badly needed facts to this important debate, CLIA invited NGOs, regulators and the media onboard *AIDAmar* in Rostock, Tallinn, Helsinki and Stockholm to give them a first-hand experience on how cruise ships

discharge wastewater ashore and manage waste onboard. Each of the ship visits included a presentation by CLIA on industry waste practices as well as a tour of the ship's wastewater treatment facilities.

These events allow CLIA to more actively contribute to this very important dialogue in a number of markets, and to help ensure that media across the region accurately report the industry's position.

The next round of seminars and ship tours takes us to Copenhagen and Kiel, on board TUI's *Mein Schiff 5*.



GET AND STAY CONNECTED WITH OUR CLIA GLOBAL CRUISE COMMUNITY! ACCESS YOUR ONLINE PROFILE NOW!

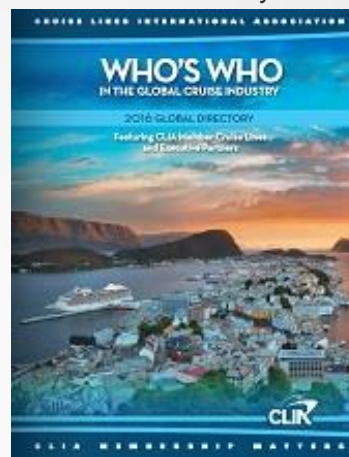
CLIA released the 2016 Digital and Print "Who's Who in the Global Cruise Industry" Directory, exclusively available to you, our CLIA Executive Partner and Cruise Line Members.

This new tool includes three main benefits:

- **NEW! Online Directory:** The online resource gives you direct access to all CLIA Cruise Line and Executive Partner members including, company and contact information. The online directory is easy to search by name, company, location, product/service, or member type. To login, [please click here](#).
- **Who's Who Directory:** The printed and online directory is a valuable resource. In addition to providing key cruise line and industry contacts, it provides an overview of the global cruise industry, including growth statistics, industry trends and a CLIA overview. Diamond Elite, Diamond and Gold-level Executive Partners receive a printed version, in addition to online access. To view, [please click here](#).

- **OVS Editing Portal:** Be sure to keep your contact information current. The OVS portal allows you to complete and update your CLIA profile to ensure partners can connect with you and that you are receiving CLIA collateral and information. To login, [please click here](#).

All Executive Partners received their username and password on May 6th, 2016 to access these resources. The same login credentials will be used on all of these resources. If you do not have your company login, please connect with your Executive Partner contact.



TECHNICAL AND REGULATORY UPDATE

OCEAN GOVERNANCE AND MARINE SPATIAL PLANNING INITIATIVES

CLIA actively participates in marine spatial planning efforts with regional planning bodies, government agencies and stakeholders in the U.S. coastal environment. These coordinated planning efforts flow from the President's National Ocean Policy. The Northeast and Mid-Atlantic regions are the first to develop comprehensive plans and the cruise industry has been an important contributor to the process. The Northeast Plan was released for public comment on May 25th, and the Mid-Atlantic Plan will issue later this month.

As ocean use increases over time, coordinated planning and recognition of all stakeholder interests have become essential to responsible development, economic growth and the health of the oceans.

The Northeast Ocean Council and the Mid-Atlantic Regional Ocean Council have been leaders in these regional efforts, and CLIA is proud to participate on behalf of its Members.

Their plans will help coastal regions better realize the economic benefits of ports and the maritime industry, identify future trends and needs, define government agency roles and evaluate the effects of current trends and new activities on the marine environment.

On a global scale, CLIA has also confirmed its participation in the World Ocean Council-led coalition to implement a U.N. General Assembly initiative for conservation and sustainable use of marine biological diversity in areas beyond national jurisdiction. These efforts could have significant implications for decades to come across all aspects of the marine industry.

TECHNICAL AND REGULATORY UPDATE

Training for Ice Navigation in Polar Waters

This month, CLIA participated in a meeting to further develop the draft model courses for basic and advanced training for ice navigation in polar waters in Saint Johns, Newfoundland and Labrador, Canada. Other participants included representatives from Canada, Russia, Norway, Japan and the International Association of Antarctica Tour Operators (IAATO). These model courses are intended to assist training institutions in developing a course framework that meet the mandatory minimum requirements for the training and qualifications of masters and deck officers on ships operating in polar waters as set out in amendments to STCW Convention and Code, which should enter into force July 1, 2018. It is anticipated that both the draft basic and advanced courses will be submitted to the International Maritime Organization for consideration during the 4th session of the Sub-Committee on Human Element, Training and Watchkeeping in February 2017.



Kierstin De Valle (back row, third from the left) represents CLIA's Technical and Regulatory Affairs department at the Ice Navigation Meeting in Saint Johns, Newfoundland.

The 96th Session of the IMO Maritime Safety Committee (MSC 96)

MSC 96 took place from May 11-20, 2016, and was attended by a CLIA delegation, which was comprised of representatives from CLIA, Royal Caribbean Cruises Ltd. and Carnival Corporation. Relevant outcomes from this session include:

- Adopted amendments to SOLAS including new construction, evacuation and lifesaving appliance regulations associated with passenger ship safety, which are anticipated to enter into force January 1, 2020.

- Approved amendments to the STCW Convention and Code related to passenger ship specific safety training, which are anticipated to enter into force July 1, 2018.
- Approved *Revised guidelines on operational information for masters of passenger ships for safe return to port* which have an immediate entry into force for new passenger ships.
- Approved interim *Guidelines on maritime cyber risk management*, which can be applied to all ships once issued.

Additionally, CLIA had the pleasure of hosting 44 delegates from the IMO aboard the *Queen Elizabeth* in the port of Southampton, UK, where both crew members and CLIA representatives were able to familiarize the delegates with safety-related processes and procedures of a cruise ship. CLIA is grateful to Cunard Line, and especially the Master and crew of *Queen Elizabeth*, for making this event so successful.

Man Overboard Detection Technology

From May 24-26, 2016, the International Organization for Standardization (ISO) hosted a meeting for their Lifesaving and Fire Protection Subcommittee which is under the purview of the ISO Ships and Marine Technology Technical Committee, in Hafnarfjörður, Iceland. During this meeting, the CLIA delegation, comprised of representatives from CLIA, Carnival Corporation, Norwegian Cruise Line Holdings and MARSS, worked with other interested parties from national standard setting bodies to further develop the Committee Draft of the standard on man overboard detection (MOB) technology. While the development of this standard has just begun, it is envisaged that this document will ultimately provide an international standard that companies can use when selecting technologies to aid in the detection of MOB.

CHARITY OF CHOICE

PULLMANTUR GROUP AGREES TO 5 YEAR PARTNERSHIP WITH MERCY SHIPS



Jorge Vilches and Mercy Ships Spain Chairman, Ricardo Menzies

On May 10th, Jorge Vilches, Chairman and CEO of Pullmantur Group, announced Pullmantur's partnership with Mercy Ships for the next 5 years. This is the first partnership between Mercy Ships and a CLIA Member cruise line since CLIA designated Mercy Ships as its Charity of Choice.

Some key areas of the partnership will include:

- Promotion of Mercy Ships on Pullmantur's websites and social media
- A Mercy Ships information corner to be installed on each ship
- A Mercy Walk will be held on one of the sailing days on each cruise with branded t-shirt sales
- A customized version of the Mercy Ships Overview video to be shown on board systems the night before the Mercy Walk
- Co-branded souvenirs for purchase in onboard shops
- Information about Mercy Ships to be provided during each travel agent training course

PUBLIC AFFAIRS UPDATE

CLIA SHOWCASES CRUISE INDUSTRY ENVIRONMENTAL LEADERSHIP DURING CAPITOL HILL OCEAN WEEK

During [Capitol Hill Ocean Week](#), CLIA highlighted the cruise industry's leadership in innovation and policy development to protect the environment. The National Marine Sanctuary Foundation hosts Capitol Hill Ocean Week, proudly sponsored by



CLIA Member Cruise Lines through the Cruise Industry Charitable Foundation (CICF), every year in alignment with World Oceans Day on June 7.

Protecting and preserving the world's oceans is important for everyone including the 24.2 million people expected to cruise this year. In [declaring June as National Oceans Month](#), President Obama stated, "In bringing tourism and recreation to coastal areas, oceans are important to America's economy, and they help facilitate trade and transportation." And, the entire cruise industry has a role to play in and shares the President's goals to protect and preserve our oceans.

[Click here](#) to read the full release.

2016 PORT & DESTINATION SUMMIT IN SANTA CRUZ, TENERIFE



Following the second CLIA Port & Destination Summit in Hamburg last September, CLIA is delighted to welcome our Cruise Line and Executive Partner Members to sunny Santa Cruz, Tenerife for our third annual edition on Tuesday, September 20, 2016.

The Summit will again provide productive, unique, audience-generated content that the event has become known for, and is key for anyone in, or seeking greater engagement with, the global cruise port and destination community.

The Summit is a unique opportunity to connect or reconnect with 40 cruise line decision-makers in port operations, destination development, shore excursion and itinerary planning, who will join stakeholders from port authorities, port agencies, tourism organisations, destination management companies and related maritime professionals. All attendees will participate in a full day of networking, education, high level discussion and debate on

matters of fundamental significance to this segment of the industry.

Included in this year's program are interactive roundtable workshops with industry experts and peer-lead sessions to equip you with practical and actionable tools to implement immediately.

For more information and to register for your free place before July 14, [click here](#).

For sponsorship opportunities [click here](#).



REGISTRATION NOW OPEN FOR SEATRADE CRUISE MED 2016

Hosted by the Port Authority of Santa Cruz de Tenerife, Seatrade Cruise Med will take place from September 21-23 at the International Trade Fair and Congress Centre in Tenerife. Featuring a standout exhibition, dedicated travel-agent training and a full conference program, the event builds on the success from the previous edition.

As a leading platform for discussion on issues confronting the Mediterranean's flourishing cruise market, the conference program is an important part of Seatrade Cruise Med.

A comprehensive program and stellar line up of speakers will provide delegates with a realistic assessment of industry challenges facing the

region and strategies to overcome them.

The conference program for 2016 includes topics:

- The Way Ahead for Cruising in the Med
- Itineraries and Deployment
- The Port/City Relationship
- Environmental Sustainability and the Regulatory Impact on Med Operations

This year's event will also have two new 'power hour' sessions:

- Atlantic Corridor - Shaping a New Year-Round Destination
- Adriatic/East Med –The Changing Cruise Map

To register for Seatrade Cruise Med and find out more about what the event has to offer to you, please visit www.seatrade-cruisemed.com.

CLIA Executive Partners: Receive an exclusive 20% discount off full rates.

CLIA Cruise Line members: Receive COMPLIMENTARY delegate pass for the full conference.

**Seatrade
Cruise
Med**
REGISTER FOR YOUR PLACE TODAY!
Visit www.seatrade-cruisemed.com
for more information

CALENDAR OF EVENTS

UPCOMING GLOBAL EVENTS



Diamond Executive Partner Dinner

20 September, 2016

Santa Cruz, Tenerife

[Click Here](#)



Annual CLIA Europe Cocktail Reception

21 September, 2016

Santa Cruz, Tenerife

[Click Here](#)



Cruise360 Australasia

16 September, 2016

Pyrmont, Australia

[Click Here](#)



Cruise360 Marseille

20-22 October, 2016

Marseille, France

[Click Here](#)

WHAT'S NEW AT CLIA

Natalie Hall-Gearing Joins CLIA

Natalie Hall-Gearing recently joined CLIA as Events and Business Development Support Executive. She is based in our London, UK, office providing support on events and membership activities. Natalie graduated with a B.A. Honors in Hospitality Management from the University of Portsmouth in 2013 and joins CLIA from British Airways, having also spent a year working in Australia within the hospitality industry. You can contact her at nhallgearing@cruising.org or alternatively at +44 (0) 203 582 4378.



Tell Us What You Think! CLIA Annual Executive Partner Membership Survey 2016

As always, we are committed to enhancing your membership experience. The best way for us to achieve this is with your input, suggestions, ideas and comments. The survey is anonymous, but should you wish to identify yourself, you have the option of leaving your name and contact details in the final question. Please click on the arrow below or follow this link: https://www.surveymonkey.com/uk/r/2016_CLIA_Survey

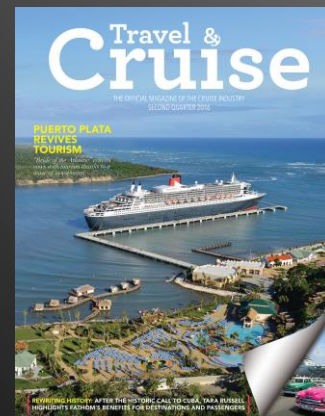
Deadline extended to Friday 24 June.



CLIA's *Travel & Cruise* Magazine Released!

This month, CLIA released its first issue of global *Travel & Cruise* magazine in partnership with the Florida-Caribbean Cruise Association (FCCA). [Click here](#) to read the online version of this quarter's issue.

To learn more about sponsorship opportunities, for Americas, Australia & Asia, contact Lane West, at lwest@cruising.org, for Europe, contact Claudia Marmorato at cmarmorato@clia.net.



MEMBER SPOTLIGHT

Marriott

Marriott International is one of the leading hospitality companies in the world, featuring more than approximately 4,500 properties throughout 87 countries and territories. Founded in 1927 by J. Willard and Alice Marriott, the original Marriott Hotel has transformed into a worldwide hospitality conglomerate, encompassing 19 brands across a broad and diverse service spectrum. Marriott International, following a merger agreement with Starwood Hotels and Resorts Worldwide, is poised to expand even further over the coming years, adding around 1,300 new properties in over 100 countries to the Marriott International family. [Click here](#) to read about Marriott's new partnership with CLIA.



Lufthansa Industry Solutions

Lufthansa Industry Solutions is a service company for IT consulting and system integration. This subsidiary of Lufthansa Group supports its customers with the digital transformation of their company. Its customer base includes both companies within Lufthansa Group as well as more than 200 companies in various other industries.

Lufthansa Industry Solutions emerged from Lufthansa Systems AG on April 1, 2015. The group of companies with its head office in Norderstedt near Hamburg employs over 1,200 members of staff at our headquarters and several branch offices in Germany, Switzerland and the USA.



**Lufthansa
Industry Solutions**

Amadeus

Amadeus seeks to simplify and streamline the travel sector with innovations in booking and reservation management technology. Delivering a seamless experience for customers, Amadeus' powerful tools and software link travel agencies, cruise lines, corporations, airlines, airports and hotels: these tools offer companies the chance to deliver a modern and simplified booking, reservation and travel experience. With Amadeus' commitment to deliver modern and powerful tools, travelers across the globe will have the opportunity to experience a simple and innovative travel experience.



More Than A Tour

More Than A Tour offers visitors to New England the unique opportunity to explore the 150 square miles of the New Forest National Park through the eyes of locals. Founded and operated by passionate and knowledgeable local residents from Lymington, More Than A Tour offers numerous tours designed to give visitors unique and enriching experiences exploring the New Forest and surrounding areas. More Than A Tour offers tours for all ages and experiences, ranging from "off the trail" walking tours, a visit to a local amusement park or even kayaking through local waters.



PARTNER NEWS

Takeda Vaccines, Inc.

[Trintellix \(vortioxetine\) Now Available in U.S. Pharmacies](#)

Port Everglades

[Port Everglades Container Terminals Equipped for SOLAS Weight Verification](#)

Fincantieri

[Works Start In Sestri On “Seabourn Ovation”](#)

Starwood Resorts & Hotels

[Starwood’s North American Development Continues To Drive Company’s Global Growth](#)

Trimline Ltd.

[Lightweight Composite Cabin Unveiled](#)

Wärtsilä

[Design and technical aspects of the world’s first LNG-powered icebreaker Polaris presented at CIMAC](#)

AON

[Aon expects significant growth in the risk settlement market in 2016](#)

Holman Fenwick and Willan LLP

[HFW continues to strengthen its fraud and insolvency practice with Senior Associate hire](#)

Lloyd's Register

[LR approval for HMD gas bunkering vessels capable of supplying LNG to 20,000 teu containerships](#)

RINA Services

[SPA RINA Brasil signs partnership with Marintec](#)