



# EXECUTIVE PARTNER

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## CRUISE NEWS

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## A MESSAGE FROM CLIA

Hello,

As we enter the second half of 2016, we continue to work on your behalf to provide information and tools to ensure you are getting the most from your CLIA membership. To do this successfully, it is important to us that you feel we are delivering the right information and tools to you.

To create an open dialogue, we would appreciate your feedback on the Executive Partner Cruise News newsletter. We ask that you take a moment [to fill out this quick survey](#) and let us know how we can better improve the newsletter and deliver content that is both valuable and informative.

In addition to this newsletter, we wanted to highlight some other resources that are available to you:

**Who's Who Directory & Online Directory** – A printed and online directory that provides key industry contacts, an overview of the global cruise industry, including growth statistics, industry trends and a CLIA overview. The online directory gives you direct access to CLIA Cruise Line and Executive Partner Members. To view, [please click here](#).

**Travel & Cruise Magazine** – The official magazine of the global cruise industry, [this quarterly magazine](#) is developed in partnership with FCCA and is a resource and platform for you to engage with the cruise community. To get involved and submit content, please [email Sarah Kennedy](#).

**Cruise tv** - Created as a sharable resource for travel agents to gain clients, Cruise tv hosts original content, as well as videos directly from you, our Cruise Lines and Executive Partners. [Click here](#) to submit your brand videos.

Thank you for taking the time to explore these tools. As always, we welcome any feedback and ideas on tools that would be useful to you.

Best,

Lorri Christou  
SVP, Strategic Marketing & Communications

It's time to register for the 2016 Port & Destination Summit, taking place on Tuesday, September 20, in Santa Cruz, Tenerife, one day ahead of Seatrade Cruise Med, the largest cruise industry gathering in Europe.

Restructured and enhanced based on member feedback, the highly anticipated annual summit delivers dynamic and audience-generated content. Now in its third year, it is the key event for anyone in, or seeking greater engagement with, the global cruise port and destination community.

The event platform gathers decision-makers from cruise line port operations, destination development, shore excursion and itinerary planning to join CLIA Executive Partners representing port authorities, port agencies, tourism and destination management organizations and related maritime professionals for a full day of networking, education and high-level discussion on matters of fundamental significance to the port and destination community.

The CLIA itinerary planning workshop, a highlight from the 2015 event, and developed by David Selby of

Travelyields, has added new challenges and opportunities for this year's attendees. An interactive roundtable that includes industry experts and peer-led sessions, the workshop equips delegates with practical and actionable tools to implement immediately. In addition, the exceptionally popular Business Exchange Session, featuring pre-bookable 1-2-1 meetings with 40 to 45 cruise line decision makers from more than 20 diverse cruise line brands will also return this year.

Registration for the Summit is now open. For more information, please visit [here](#).



## EUROPE REMAINS VIBRANT HUB FOR CRUISING

Last month, CLIA released its 2015 European Economic Contribution Report showing that the cruise industry has once again made a significant contribution to the European economy. The industry's output reached €40.95 billion in 2015, an all-time high, and generated more than 10,000 new jobs.

Even as the cruise industry continues to grow in other regions of the world, Europe remains a vibrant hub for cruising. This trend is supported by three key factors:

- Europe represents the world's second biggest source passenger market – 6.6 million Europeans went on a cruise holiday in 2015, 3 percent more than in 2014.
- Europe remains the world's second most popular cruise destination, second only to the Caribbean. The study showed that 6.12 million passengers embarked on their cruises from European ports in 2015, 4.5 percent more than the previous year.
- As the centre of the world's cruise shipbuilding, European shipyards continue to build the world's most innovative and largest ships with spending on new builds and maintenance increasing for a fourth year - 48 cruise ships are currently on the order books of European shipyards until 2019, with a total value of more than €27 billion.

Every year, CLIA uses the report to showcase the great value the cruise industry provides to Europe's economy even during times of economic hardship. CLIA organized two press conferences in Barcelona and Paris, and also organized numerous interviews for CLIA Europe's leaders in London, Hamburg, Rome and various European capitals.

As a direct result, CLIA's economic contribution figures have been widely reported in European media, including the following: Süddeutsche Zeitung, Die Zeit, DIE WELT and Frankfurter Allgemeine Zeitung (Germany); ABC, La Razón, TVE, TV3, RNE and Cadena Ser (Spain); ANSA, Corriere, La Repubblica and Il Secolo XIX (Italy); Le Figaro, L'antenne, Mer et Marine and Le Quotidienne (France); and Cruise Trade News, Cruise and Ferry and Travel Pulse (UK).

The full report is available [here](#).



## TECHNICAL AND REGULATORY UPDATE

# CLIA ORGANIZES ADDITIONAL WASTE MANAGEMENT SEMINARS IN THE BALTIC

Following the first round of waste management seminars organized in Baltic cruise ports in May, on board AIDAmär, CLIA has continued this exercise in early July.

In cooperation with TUI Cruises, two more events were organized: one in Copenhagen (5 July) and a second one in Kiel (6 July), on board TUI's brand new Mein Schiff 5, which left its shipyard in Turku (Finland) barely two weeks before.

In light of the entry into force of the MARPOL Annex IV Special Area for the Baltic Sea, from 2019/21 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 urgent expansion and upgrading in order to accommodate the number of cruise ships that sail in the Baltic every month. Without this action, it will be challenging for cruise ships to operate in the region.

In light of the need to ensure an efficient implementation of Special Area in the agreed timeline, CLIA has continued to organise these events to engage with relevant authorities, regulators, NGOs, and the media to give them a first hand experience on how cruise ships discharge wastewater onshore. Each of the ship visits included a presentation by CLIA on industry waste practices as well as a tour of the ship's water treatment facilities.

CLIA hopes to establish working relations with all the relevant parties in the key Baltic destinations as well as to sustain an important dialogue that will hopefully lead to the further development of PRFs in the region.



## PUBLIC AFFAIRS UPDATE

# CLIA HIGHLIGHTS CRUISE LINE RECYCLING EFFORTS DURING CLEAN BEACHES WEEK

In recognition of Clean Beaches Week, July 1-7, 2016, CLIA released a press release to educate the greater travel community about the practices and positive contributions that the cruise industry employs to keep the world's beaches clean.



CLIA Cruise Line Members use some of the most innovative recycling, reduction and reuse strategies in the world. This recycling includes more than 80,000 tons of paper, plastic, aluminum and glass each year. Cruise ships can repurpose nearly 100 percent of the waste generated on board – by reducing, reusing, donating, recycling and converting waste into energy. As part of these efforts, cruise lines also work with their supply chain to minimize packaging and reduce the waste generated each day.

In cooperation with its members, CLIA is developing a report to highlight the state of the industry's environmental initiatives in 2016 and its ongoing commitment to responsible, sustainable cruising.

Read the full release [here](#).

# SAVE THE DATE: 2016 EXECUTIVE PARTNER SUMMIT

It's time to save the date for CLIA's annual Executive Partner Summit, taking place this November in Miami, FL. The event offers extensive networking events, engaging seminars and opportunities to hear directly from cruise line members and industry leaders. Featuring two targeted events under one larger conference: the Port & Destination Forum and the Technical & Regulatory Forum, it's a must-attend event for anyone in the cruise industry.

New this year, attendees will be participating in "To Call or Not to Call," a fresh way for Executive Partners and Cruise Line Members to come together and gain a better understanding of the industry.

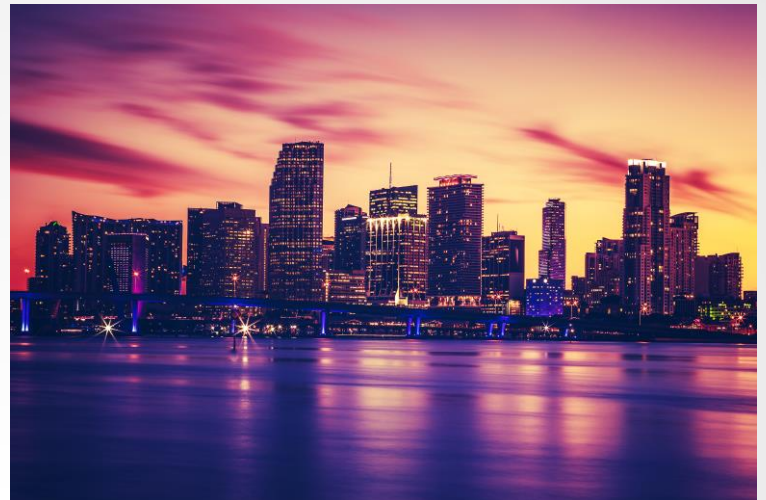
**Date:** November 14-15, 2016

**Location:** Trump National Doral Miami, 4400 N.W. 87th Ave., Miami, FL 33178

### Diamond Executive Partners

Diamond Executive Partners are welcome to join us for a full day of networking on Sunday, November 13 for exclusive activities and meetings.

More information coming soon!



## CONGRESSIONAL CRUISE CAUCUS: WHAT YOU MISSED

Last month, various cruise industry stakeholders gathered in Washington, D.C. for CLIA's annual Congressional Cruise Caucus to engage with Washington D.C.'s legislative and political leaders, learn about the cruise industry's legislative priorities and connect with fellow industry representatives.

In addition to personalized meeting schedules, attendees heard insights on Congressional priorities and the 2016 election from Senator Roger Wicker (R-MS), Senator Tim Scott (R-SC) and Senator Angus King (I-ME), along with senior staff from the Republican Senatorial Campaign Committee (RSCC) and the Democratic Senatorial Campaign Committee (DSCC).

In those personalized meetings, attendees successfully articulated the cruise industry's economic impact and its contribution to the broader travel and tourism industry.

Overall, attendees relayed this message to more than 30 congressional offices and Members of Congress, including Congresswoman Dina Titus (D-NV-1), Congressman David Rouzer (R-NC-7) and Congressman Duncan Hunter (R-CA-50) as well as the various members of Florida's Congressional Delegation.

Membership engagement in advocacy efforts is critical to creating increased appreciation and understanding of the cruise industry among lawmakers, and CLIA is grateful for its members' willingness to participate in these advocacy efforts. As part of its mission to help its members succeed through advocacy and education, CLIA will remain focused on government policy proposals on Capitol Hill and around the world for the common interests of the wider cruise community.

[Click here](#) for a full gallery of pictures from the 2016 Congressional Cruise Caucus.

## 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](#)



#### CLIA Executive Partner Summit

14-15 November, 2016

Miami, FL

[Click Here](#)



#### Diamond Executive Partner Day with Chairman Dinner

13 November 2016

Miami, Florida

[Click Here](#)

## WHAT'S NEW AT CLIA

### Cruise360 Marseille Sponsorship Opportunities

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. This presents an incredible opportunity to showcase your brand in front of all segments of the cruise industry. To view sponsorship opportunities and to get more information, please email Adele Fitzpatrick-Foster at [AFoster@cruising.org](mailto:AFoster@cruising.org).



### DHS Sec. Johnson Appoints CLIA's Kim Hall to National Maritime Security Advisory Committee

CLIA is proud to announce that U.S. Homeland Security Secretary Jeh Johnson has appointed Kim Hall, CLIA Director of Technical and Regulatory Affairs for Operational and Security, to the National Maritime Security Advisory Committee ([NMSAC](#)).

NMSAC comprises members representing all segments of the maritime industry and provides advice to the Secretary of the Department of Homeland Security via the Commandant of the U.S. Coast Guard.



### Sponsorship Opportunities Available for Executive Partner Summit

CLIA's Executive Partner Summit will take place November 14-15 in Miami.

CLIA's Executive Partner Summit features Technical & Regulatory, Port & Destination and strategic business issues facing the global cruise industry.

To learn more about sponsorship opportunities please email Lane West at [Lwest@cruising.org](mailto:Lwest@cruising.org).



# MEMBER SPOTLIGHT

## Carey International

Carey, the world's leading transportation logistics management company, offers unparalleled chauffeur services as well as specialized transportation management. With a footprint of over 1,000 global business centers, Carey offers high quality chauffeured transportation for a variety of needs, including transfers, city to city journeys, chauffeured tours and point to point services. Working to ensure each client is satisfied, Carey employs a team of specialists working to ensure their global fleet meets the expectations and needs of any complex and specialized transportation program.



## American Guard

American Guard Services, located in California, Florida, Hawaii, Nevada and Texas, offers a full security services package, with extensive experience and specialization in Cruise Ship Passenger Terminal Operations. American Guard Services offers high quality and effective security services, with security specialists trained to handle the latest threats and detect explosive devices, firearms, artfully designed weapons and all other prohibited items. American Guard Services continually stays abreast of new government and industry security regulations and continually re-trains security specialists to maintain the security standards of the Maritime Industry and the Security Guard Industry.



## IBS

IBS Software Services a leading provider of new generation IT solutions to the global Travel, Transportation and Logistics industry. IBS products manages mission-critical operations of cruise lines, tour operators, airlines, airports and oil & gas companies world-wide. IBS has a customer list of over 170 that includes the Best Travel Distributors, Best Cruise Lines and Best Hospitality Companies. IBS cruise clientele consists of names such as MSC Cruises, Celebrity Cruises, Celestyal Cruises, Ponant, etc. IBS owns the IP rights to 17 products offering specialized services to cruise lines in areas such as analytics, kiosk and handheld apps, testing etc.



## Trieste Terminal Passeggeri S.p.A.

Located in the heart of Trieste, Trieste Terminal Passeggeri S.p.A. serves as the official cruise gateway to one of Italy's most charming ports of call. The cruise passenger terminal, located steps away from Piazza dell'Unità d'Italia, offers two berths for port of call visits or homeporting by cruise ships of up to 300 meters and with a draft of up to 9.14 meters. Through 2016, Trieste Terminal Passeggeri S.p.A. will be called upon over 50 times and will serve as a homeport for a major Italian cruise line, offering cruise passengers a modern and convenient terminal experience to a city full of history, culture and charm.



# PARTNER NEWS

## **EMIRATES**

[Emirates' A380 Makes Twin Touch Downs in Los Angeles and Vienna](#)

## **MEYER WERFT**

[Meyer family foundations secure long-term and stable ownership for Meyer shipyards in Finland and Germany](#)

## **FINCANTIERI**

[Fincantieri To Set Up A Joint Venture In China](#)

## **MARRIOTT**

[Singapore to Welcome Two Iconic Luxury Brands from the Marriott International Portfolio](#)

## **PORT MONTREAL**

[The Port of Montreal is a proud partner of Vague estivale 2016](#)

## **PORT OF GALVESTON**

[Valet Parking Now Available At Cruise Terminals](#)

## **TOURISM NEW ZEALAND**

[The importance of value – growing the premium visitor market](#)

## **ERNST & YOUNG**

[EY named world's #1 professional services employer in annual Universum World's Most Attractive Employerranking](#)

## **UNIVERSAL ORLANDO**

[Universal Orlando Resort's Highly-Anticipated Water Theme Park to Open In 2017](#)

## **ORACLE HOSPITALITY CRUISE**

[Fidelio's Meal Count System: A Case Study](#)