

CONTENTS

A MESSAGE FROM CLIA

A Note from Bo Larsen & Marla Phaneuf
Page 01

NEWS YOU CAN USE

CLIA Executive Partner Program
Continues to Grow
CLIA Releases Quarterly Travel Agent
Cruise Industry Outlook Report
Page 02

A MEMBER PERSPECTIVE

Andrew Williams, Seatrade
Page 03

CLIA EVENT REPORT

2016 Seatrade Cruise Global
Page 04

CALENDAR OF EVENTS

Upcoming Global Events
Page 05

TECHNICAL & REGULATORY UPDATE

Enhanced Survivability of Passenger
Ships
Damage Control Drills
IMO Maritime Ambassador Appointment
Page 05

PUBLIC AFFAIRS UPDATE

CLIA Honored with Maritime Award of
the Americas
Page 06

WHAT'S NEW AT CLIA

Page 06

MEMBER SPOTLIGHT

Page 07

PARTNER NEWS

Page 08



A MESSAGE FROM CLIA

A NOTE FROM BO LARSEN & MARLA PHANEUF



Hello,

As we gear up for Seatrade Cruise Global this March and as CLIA's Executive Partner Member offerings continue to evolve, we are excited to announce that in 2015, CLIA welcomed 80 new Executive Partner Members.

CLIA and the entire Executive Partner team are committed to consistently enhancing your benefits, and 2016 will bring more value and opportunities than ever before. We are continuing to look to you for feedback on how to expand your opportunities in the cruise industry and to ensure our programs help you succeed.

In this issue, we have a special focus on how to make the most of your time at Seatrade. In particular, we look forward to seeing you at our exclusive Business on the Beach event, CLIA Connect events and our CLIA sponsored Diamond Elite and Diamond Cocktail reception, redesigned this year to provide an enhanced experience.

As we partner and collaborate with all segments of the cruise industry, you can be sure that our 'One Industry, One Voice' philosophy will continue as we protect and grow the cruise industry for years to come.

We look forward to seeing you in Ft. Lauderdale!

Best Regards,

Bo & Marla

CLIA EXECUTIVE PARTNER PROGRAM CONTINUES TO GROW



This past year, CLIA saw an impressive increase in Executive Partner Members since restructuring and enhancing the Executive Partner program at the beginning of 2015. Thanks to new benefits including, exclusive networking events and educational offerings, 80 new Executive Partner Members joined in 2015, with more than 30 companies choosing the Diamond level partnership.

In addition, the Executive Partner Membership Program welcomed four new Diamond Elite Partners in 2015:

- Qatar Airways
- Fincantieri S.p.A.
- Meyer Werft GmbH & Co. KG
- STX France SA

Today, 275 CLIA Executive Partners unite Ports & Destinations, Travel & Tourism providers, Technical & Supply Chain providers and Professional Service providers with Cruise Lines and CLIA's Travel Agency and Individual Agent Members to create targeted communities committed to the growth of the cruise industry.

To learn how to get the most out of your Executive Partner membership and to view a full list of members, [click here](#).

CLIA RELEASES QUARTERLY TRAVEL AGENT CRUISE INDUSTRY OUTLOOK REPORT

CLIA recently released the Travel Agent Cruise Industry Outlook Report, revealing that North American travel agents expect to see notable growth in the number of cruises people take in 2016 as well as an increase in passenger spending.

The report, which was conducted at the end of 2015, is the first in what will be a quarterly research study from CLIA, designed to forecast trends in the cruise industry among the travel agent community.

At the end of 2015, CLIA released its 2016 State of the Cruise Industry which projected another strong year with 24 million passengers expected to take a cruise in 2016, up from 23 million in 2015. Travel Agents agree with this outlook, as 83 percent expect their sales volume to increase in the coming year. The report also indicated that the cruise industry is experiencing the greatest booking increase in both ocean and river cruising when compared to other travel.

Travel agents who would like to participate in the quarterly surveys are encouraged to email CLIAresearchpanel@cruising.org.

The full report is available at: <http://www.cruising.org/TA-Outlook>.

About the Travel Agent Cruise Industry Outlook

The CLIA Travel Agent Cruise Industry Outlook report is a quarterly study conducted by CLIA. The data and research are compiled based on online survey responses from the CLIA Travel Agent Research Panel, which consists of 700 travel agents.





A MEMBER PERSPECTIVE

ANDREW WILLIAMS

Seatrade General Manager

1

Please describe your position and role in the cruise industry.

Since Seatrade's acquisition by UBM, I have been the General Manager leading the strategic brand direction for the cruise industry's leading business-to-business events, as well as our online news and publications. Seatrade's cruise events bring together buyers and suppliers for high level conference discussions, workshops and exhibitions, with the flagship show (Seatrade Cruise Global) drawing more than 11,000 registered attendees and over 800 exhibiting companies from 93 countries. This is an exciting year for Seatrade Cruise Global as we change locations. Due to the renovations at the Miami Convention Center, we have moved north to Fort Lauderdale for the next few years - change is always challenging, but we are fortunate to have an incredible team of sales, marketing, event and operations experts at UBM to guide the transition. Our worldwide Seatrade CSruiase events also include Seatrade Cruise Med, Seatrade Cruise Asia and our smaller niche events, such as the Seatrade Middle East Cruise Forum.

2

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

The Seatrade events have, for many years, been providing the platform for all aspects of the industry to get together, learn from and do business with each other. Being new to the industry, I can look back at the great things Seatrade has done in these areas – not only with the world's largest event, now in Fort Lauderdale, but through the many smaller events that Seatrade has produced that bring the industry together – especially in new markets such as the Middle East and Asia.

3

Name a “highlight” in your career.

I enjoy working with the great people I am surrounded with to bring improvement and change within our industry and that has truly been the case since joining Seatrade. It has been fantastic working with the team at Seatrade to 'integrate' the event within the wider UBM group while innovating our business to deliver the best possible events and media for the industries we serve (we also work in the General Maritime industry).

4

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

With the world constantly looking for new resources in terms of fuel, and innovations in 'green technology', I feel that the cruise industry is one which leads the way in terms of pioneering technology and new ideas on how to work with our environment, whether that be LNG or any other technical development. Additionally, the very recent focus and development of the cruise industry in China has been quite significant.

5

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

As we go back into Asian markets to support the development and growth in those regions, there will always be new and demanding challenges such as language, diversity, culture and politics. We are overcoming these in Asia by partnering with the most influential and important trade and governmental organizations in the regions we will enter – more news on this will be announced at Seatrade Cruise Global.

2016 SEATRADE CRUISE GLOBAL

Join CLIA at Seatrade

Redesigned for 2016, Seatrade Cruise Global is taking place in Ft. Lauderdale, FL, March 14-17, and CLIA is hosting three exclusive events for CLIA members.

Don't miss these opportunities to connect with CLIA Cruise Line leaders and decision makers!

Diamond Executive Partner Cocktail Reception

A chance to mingle and network in a casual and intimate setting with your fellow Diamond Partners and cruise line leadership before the conference begins.

Sunday, March 13, 2016

4:00-6:00 pm

Pelican Grand Beach Resort located on Ft. Lauderdale Beach

**For Diamond Elite and Diamond Partners Only – 2 complimentary tickets*

CLIA Business on the Beach

With a sweeping view of the ocean, join us for a cocktail and networking session to strengthen and build new relationships within the industry.

Monday, March 14, 2016

6:00 - 8:00pm

Ft. Lauderdale Marriott Harbor Beach Resort & Spa

SPONSORED BY: Marshall Islands Registry & Qatar Airways

CLIA Connect

For your convenience, join us on the show floor to network and connect with industry leaders.

Wednesday, March 16, 2016

4:00 - 5:00pm

CLIA Booth & Hospitality Suite (#1003)
Broward County Convention Center

CLIA Cruise Line members can [register here](#).

CLIA Executive Partner members can [register here](#) and redeem their complimentary registrations, Diamond Elite (4), Diamond (3) and Gold(1).

For questions, contact Marissa Rivera at mriviera@cruising.org.

How to Make the Most out of Seatrade Cruise Global 2016

The 32nd annual Seatrade Cruise Global, formerly Cruise Shipping Miami, is less than a month away! This year, the show will take place at a new destination – Fort Lauderdale, FL. With this new location, you can expect all the elements you loved about the show in Miami and more.

Take these steps to make the most of your time at the Seatrade Cruise Global!

- **Get to know the destination:** Learn how to get around, where to eat and what to do!
- **Plan your days at the show:** On the Seatrade Cruise Global App, you can search exhibitors and conference sessions, build a map of who you want to visit and when and easily add it to your calendar right on your mobile device. Download the app on the Android or Apple stores: Search Seatrade.
- **Know before you go:** Visit the [attendee portal](#) to learn more about how to get your badge, shuttle bus schedule and more.
- **Connect with the Global Cruise Industry:** Did you know that more people own a cell phone than a toothbrush? [Learn how](#) to connect and join the conversation #STCGlobal!
- **Content, content, content!** The [2016 Conference](#) is more innovative and interactive than ever, with inspiring keynotes, informative workshop discussions and thought-provoking sessions. You can also get to know all the [speakers](#) before you head to the show.

We can't wait to see you there!



CALENDAR OF EVENTS

UPCOMING GLOBAL EVENTS



Port and Destination Summit

February 23, 2016

London, UK

[Click Here](#)



Seatrade Cruise Global

March 14-17, 2016

Fort Lauderdale, FL

[Click Here](#)



Cruise360

June 1-6, 2016

Vancouver, Canada

[Click Here](#)



CLIA Congressional Cruise Caucus

June 14-15, 2016

Mandarin Oriental
Washington, DC

TECHNICAL AND REGULATORY UPDATE



**INTERNATIONAL
MARITIME
ORGANIZATION**

Enhanced Survivability of Passenger Ships

The International Maritime Organization (IMO) has developed a set of amendments to the International Convention for the Safety of Life at Sea (SOLAS) that will further enhance the survivability of passenger ships built after 2020 in the unlikely event of a grounding or collision. While cruise ships today are already being designed and built, at or above these enhanced levels of survivability, the regulations are being updated based on the results of a recent European study of passenger ships. The cruise industry directly assisted with the study and supported the additional survivability requirements for passenger ships.

Damage Control Drills

Based on a proposal from CLIA and technical input from the Cruise Ship Safety Forum, the International Maritime Organization (IMO) developed amendments to the International Convention for the Safety of Life at Sea (SOLAS) that will require the crew on new and existing passenger ships to carry out damage control drills at least once every six weeks beginning in 2020. This is in addition to the already required drills for fire and abandon ship as well as the passenger muster drill. These simulated emergencies are carried out on board to help the ship's crew maintain proficiency and further enhance the safety of the ship and all passengers and crew.

IMO Maritime Ambassador Appointment

CLIA would like to congratulate Vanessa DiDomenico on her appointment as Maritime Ambassador under the IMO's Maritime Ambassador Scheme. Vanessa, a project manager for the Corporate Ship Refit division of Carnival Corporation & plc, was nominated to serve as an advocate for the maritime and seafaring professions. CLIA looks forward to seeing her inspire a new generation of maritime professionals and seafarers by sharing her passion for the industry.

PUBLIC AFFAIRS UPDATE

CLIA Honored with Maritime Award of the Americas

This month, the Secretariat of the Inter-American Committee on Ports (CIP) of the [Organization of American States \(OAS\)](#) announced CLIA as the winner of the 2015 Maritime Award of the Americas, in the Environmental Waste Management, Cruise Lines category. The award process was highly competitive and the winning practices “showed measurable outcome and significant sustained impact.”

For years, CLIA and its Cruise Line Member ships have had policies and procedures in place to reduce the industry's environmental footprint. The cruise industry has a great responsibility as environmental stewards, and CLIA is grateful to OAS for its public recognition of the cruise industry's collective excellence, innovation and leadership.

Some CLIA Cruise Line Members' 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.

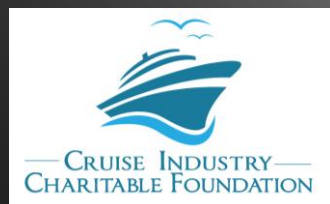
The award will be presented to CLIA during the OAS Hemispheric Seminar on Corporate Social Responsibility and Gender Equality in the Port Sector, on April 29th, 2016, in Panama City, Panama.

Read more [here](#).

WHAT'S NEW AT CLIA

CICF Hosts Luncheon Honoring Florida Charities

On Saturday, January 9, in partnership with CLIA, the Cruise Industry Charitable Foundation (CICF) hosted a luncheon onboard the Celebrity Reflection honoring three South Florida Charities – The Mexican American Council, Honey Shine and The United Way Center for Excellence in Early Education. The luncheon celebrated the great work these three organizations are doing in the South Florida community. [Click here](#) to learn more about CICF.



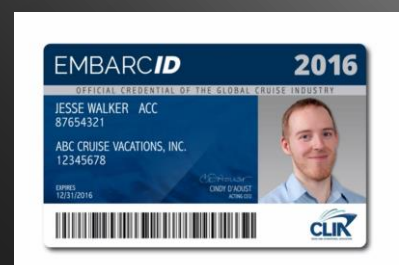
CLIA UK & Ireland Hire New PR Agency

CLIA UK & Ireland recently hired Hills Balfour, a market leader in travel and lifestyle public relations. They will assist CLIA in bringing cruise into the mainstream travel arena by broadening awareness of cruising to new audiences.



EMBARC ID

New, with your CLIA Diamond Executive Partner Membership, you will receive three complimentary [EMBARC IDs](#). Formerly known as the CLIA Card, the EMBARC ID is the official credential of the cruise industry and provides access to the deals and discounts given exclusively to CLIA Travel Agency and Agent Members. For more information, [contact Marla Phaneuf](#).



MEMBER SPOTLIGHT

Hong Kong Tourism Board

The Hong Kong Tourism board is charged with promoting Hong Kong as a prime tourist destination, enticing travelers to visit "Asia's World City." The organization seeks to increase tourist traffic to Hong Kong by promoting the city as a leading international city in Asia and a world-class tourist destination. Promotion of the city itself is accomplished with a number of partnerships and strategic advertising through a multitude of channels. In addition, the Hong Kong Tourism Board works with an array of government organizations, private businesses and organizations to improve tourist facilities and support services and activities serving tourists.



Samsonite

Samsonite, with more than 100 years of history, focuses on the design, manufacture, sourcing and distribution of luggage, computer bags, backpacks and travel accessories, and is the world's largest and premier travel luggage company. Samsonite products reach the corners of the globe, offering an extensive collection of high-quality products in over 100 countries under the Samsonite, American Tourister, High Sierra, Hartmann, Lipault and Speck brand names.



Wärtsilä

Wärtsilä leads the marine and energy sectors with dynamic complete lifecycle power solutions. Wärtsilä, utilizing innovative and industry leading technology, provides its marine, oil and gas industry customers with safe, environmentally sustainable, efficient, flexible and economically sound, integrated solutions. Further committing itself to its customers, Wärtsilä provides an extensive network of nearly 19,000 employees throughout 70 countries, dedicated to supporting its systems and performance.



PortMiami

PortMiami, globally recognized as the "Cruise Capital of the World" and cargo's "Global Gateway," is one of North America's most important ports for both passenger and cargo shipping. For the cruise industry, PortMiami serves as the industry's most prominent homeport, welcoming millions of passengers each year across 18 unique cruise brands. In addition, PortMiami is the corporate home to a number of cruise brands, including Azamara Club Cruises, Royal Caribbean International and Celebrity Cruises.



PARTNER NEWS

Qatar Airways

Qatar begins 2016 with significant expansion in Eastern Europe.

Port Everglades

Port Everglades breaks its own record for single day passenger movement.

Resolve Marine Group

Senior Salvage Master Nick Sloane joins Resolve Marine Group.

Port of Seattle

Port of Seattle welcomes new commissioner.

Singapore Tourism Board

Chinatown Heritage Centre reopens with refreshed visitor experience.

Halifax Port Authority

Port of Halifax welcomes Chinese delegation from Shenzhen sister port.

Sabre Network

Sabre launches new flight planning technology with Austrian Airlines.

Emirates

Emirates launches Airbus A380 service from Dubai to Washington Dulles.

Port of Tyne

Port of Tyne announces contract with International Plywood.