

# SUSTAINING THE PLACES WE SAIL

The Cruise Industry's Commitment to Protecting and Preserving Destinations



**Sustainability lies at the heart of all we do. Every day, the global cruise industry is hard at work protecting the environment and strengthening local destinations through bold leadership, innovative stewardship, and strong strategic partnerships.**

## **In destinations worldwide, the global cruise industry works with communities to grow tourism sustainably while preserving their unique heritage and way of life.**

The cruise industry listens to the concerns and needs of locals and works with them to strengthen their economies while preserving their place.

- In Dubrovnik, in collaboration with the Mayor's office and the City Council, CLIA Cruise Lines were instrumental in developing new measures to alleviate significant tourism flow issues.
- In Alaska, CLIA Cruise Lines meet more stringent waste water requirements than communities on land; lines also support local environmental efforts and operate vessels to higher environmental standards in sensitive Alaskan waters.
- In Santorini, the cruise industry is cooperating with local authorities to ensure the success of a new ship arrival management system that will spread the flow of tourists visiting the island.

For years, CLIA Cruise Lines have invested millions of dollars into local cruise community projects and offered countless volunteer hours supporting key priorities for local destinations.

- Carnival Australia has partnered with The Difference Incubator and the Australian Government Department for Foreign Affairs and Trade in a unique project to accelerate the development of local tourism entrepreneurs across the South Pacific.
- Costa Cruises assisted Norcia, Italy following the devastating October 2016 earthquake – rebuilding schools with earthquake-proof, energy-efficient architecture. Costa also partners with a local food bank in Savona, Italy, donating surplus food to residents.
- Following Hurricane Maria in 2017, AIDA Cruises partnered with UNICEF and the United Nations Office for Project Services (UNOPS) to rebuild Dominica's main primary school, Mahaut Primary School.
- In 2018, Princess Cruises invested in the Virgin Island national program, "Museums for All," to provide low-income children access to museums. Princess subsidized 75% of entry fees so children could learn more about local heritage and culture.

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- Celestyal Cruises has worked with authorities in Santorini, Greece to design and implement a plan to manage the calls of cruise vessels and diffuse the flow of passengers by spreading out onshore excursions.
- Royal Caribbean worked with local partners to construct a model school in Haiti that educates Haitian K-5th graders. Materials were transported from Miami via RCL ships and are sturdy enough to sustain hurricane winds and earthquakes, and are highly energy-efficient.
- In Siem Reap, Cambodia, AmaWaterways worked with the NGO “Opportunities of Development through Art” (ODA), to establish and sponsor the Free Village English School. The school provides critical English-language skills to local children, positioning them for future employment opportunities.
- Norwegian Cruise Line partnered with relief organization All Hands and Hearts to raise over \$2.5 million for hurricane recovery in the Caribbean. Support has included community relief efforts including the rebuilding of the pre- and primary schools in Morne Prosper Village, Dominica.

### **The cruise industry stands ready work with all travel and tourism stakeholders to ensure environmentally, economically and culturally healthy communities.**

Cruise Lines have forged significant partnerships with global conservation groups and NGOs.

- MSC Cruises partners with the Andrea Bocelli Foundation (ABF) to support the foundation’s Health and Educational Projects in Haiti. MSC supports ABF’s efforts to meet the health and education needs of the people, including building schools, establishing a community center, and creating the ABF Mobile Clinic to provide residents necessary health care.
- Through its partnership with UNESCO, Seabourn promotes sustainable tourism at World Heritage sites. Seabourn provides guests with onboard educational talks by experts on World Heritage Sites, offers guided tours of the sites and coordinates financial support from the tours to UNESCO’s World Heritage Fund.
- Carnival Corporation has supported The Nature Conservancy’s Mapping Ocean Wealth program since 2014. The program measures the benefits of ocean habitats, such as coral reefs and mangroves, to local economies and promotes environmental conservation of these valuable resources.
- Norwegian Cruise Line joined the Ocean Conservancy’s Trash Free Seas Alliance in 2018. The alliance brings together industry leaders, conservationists and academics to create a forum for establishing real world solutions to ocean trash. Norwegian also intends to eliminate plastic straws across the fleet’s 26 ships and on its islands.
- CLIA joined the U.S. Wildlife Trafficking Alliance in 2017 to help ensure travelers recognize and avoid purchasing illegal wildlife product.