As CLIA’s new Vice President, Strategic Partnerships, I’m excited to welcome you to the latest issue of the Executive Partner Cruise News. In my role, I oversee business development and retention strategies, including identifying and marketing the value of CLIA to you, our Executive Partners and Cruise Line Members.

At CLIA, we are committed to continuously developing our membership benefits to ensure you are receiving the most value out of our partnership. The program has evolved for 2016, and we continue to look to our Members for feedback on how to help expand your opportunities in the cruise industry. This month, we are hosting our newly redesigned CLIA Executive Partner Summit in Miami, FL, offering you targeted events and exclusive networking opportunities created specifically from member feedback. I look forward to spending the week with our valued Executive Partner Members.

This newsletter is filled with useful information, including CLIA’s just released 2014 Economic Impact Study. The study shows that the global demand for cruising surpassed 22 million passengers, increasing 68 percent in the last ten years, an incredible milestone for the industry.

It is a pleasure to be part of this wonderful community.

Best,

Marla Phaneuf
Vice President, Strategic Partnerships
Global demand for cruising reached 22.04 million passengers in 2014, up 68 percent from 13.1 million passengers in 2004, according to a new study from Cruise Lines International Association (CLIA). Since 2013, demand for cruising grew 3.4 percent, from 21.3 million passengers.

CLIA’s 2014 Economic Impact Analysis, an independent study commissioned by CLIA and conducted by Business Research and Economic Advisors (BREA), shows that total contributions of the cruise industry to the global economy reached $119.9 billion in 2014, up from $117 billion the previous year. This includes supporting 939,232 full-time equivalent employees earning $39.3 billion in income. Direct expenditures generated by cruise lines, passengers and crews totaled $55.8 billion.

According to the CLIA study, the global cruise industry’s 22 million passengers are sourced from around the world. North America accounted for 55 percent or 12.2 million cruise passengers. Europe accounted for 29 percent or 6.4 million passengers. Other regions of the world, including Australia, China, Singapore, Japan and South America, accounted for the remaining 16 percent or 3.5 million passengers.

For the full release click here.

Imagine a ship filled with doctors, nurses, surgeons, mariners, cooks, dentists and training professionals. Imagine them volunteering their time in the poorest ports of the world. Imagine children and adults receiving free life-changing surgeries in every port. You have just imagined Mercy Ships! This isn’t a dream. It’s been a reality for more than 37 years.

The Africa Mercy is the world’s largest private hospital ship with five state-of-the-art operating rooms, ward bed space for 82 patients and holds an ICU and a CT scanner. This incredible vessel is home to 400 crew volunteering from more than 40 nations. World-class health care services, capacity building and sustainable development projects are brought to those with little access, thanks to generous donors from around the world.

The Africa Mercy recently arrived in Madagascar and plans to provide more than 2,000 surgeries onboard, treat over 10,000 at a land-based dental clinic and provide holistic healthcare training to Malagasy health care professionals.

The training offered by Mercy Ships fosters transformational development within the healthcare structure of the host nation. Projects incorporate one-on-one mentoring opportunities, internationally recognized courses and structured observation in the Africa Mercy hospital. Infrastructure improvement projects include renovations of local facilities.

Since 1978, Mercy Ships has worked in more than 70 countries, providing services valued at more than $1 billion, treating more than 2.5 million people who benefitted directly from their services.

View a 3-minute video about Mercy Ships: https://vimeo.com/107254559 and information about Mercy Ships, CLIA’s Charity of Choice, may be found at this link: http://www.mercyships.org/.
MARSS Group is a global technology company focused on developing innovative solutions for securing and saving lives by leveraging integrated sensor surveillance proven in the harsh operational world of naval, cruise, cargo vessels and superyachts.

One of the breakthrough innovations for the company is Mobtronic™, an automatic man overboard detection, classification and rescue support system. Development of the technology began more than six years ago, as part of a European Union-sponsored and cruise industry supported R&D project. Much progress has been made and testing of this promising technology continues.

In developing Mobtronic, MARSS used a no nonsense approach to performance by integrating multiple complementary surveillance technologies to maximize detection with minimal false alarms. After more than 1,000 days and two world cruises onboard a lead industry vessel with 7,000 test-jumps performed, the system demonstrated high performance with regard to false positives and negatives, as measured against our specified testing protocol.

The Mobtronic patented technology analyzes each possible MOB incident and classifies any falling objects as human-like by using a combination of not less than three micro-radar, sophisticated radar tracking algorithms, two infrared cameras and reconfirming the result by video analytics.

This triggers a notification to the crew with a looping replay of the fall, the point of origin, i.e. a cabin reference, and the position of the subject in the water. After the crew’s visual confirmation, Mobtronic supports the SAR efforts by drift-adjusted tracking of the subject’s position in the water, automatically plotting its position as well on the onboard ECDIS chart, and using an optional slew-to-cue long-range infrared camera to keep the subject in sight. Finally, full video capture of the incident is stored up to 90 days.

MARSS Group is committed to continuing to work with its cruise industry partners to ensure the most robust, innovative man overboard detection and rescue system to meet future industry and international standards.

**This article was submitted by a CLIA Executive Partner.**

The Seatrade Cruise Awards were presented in Hamburg, Germany, at the Seatrade Europe’s Speakers Dinner on September 9. The awards, which are judged by an independent panel of cruise industry experts, are one of the highest awards in the cruise industry. We are proud to have several CLIA members and partners amongst this year’s winners and finalists:

Port of the Year
- Finalist: Port of San Francisco

Destination of the Year
- Winner: Liverpool
- Finalist: Cruise Baltic

Supplier of the Year
- Finalist: Cruise and Passenger Services
- Finalist: Tura Turizm

Environmental Initiative of the Year
- Winner: Becker-Marine-Systems

Innovative Shorex of the Year
- Winner: Aloschi Bros – Pope’s Summer Residence & Vatican

Seatrade Lifetime Achievement Award for Services to Cruising
- Winner: Jochen Deerberg, the founder of Deerberg Systems

Seatrade Cruise Personality of the Year
- Winner: Michael Ungerer, Past President of AIDA Cruises, Chairman of CLIA Deutschland and Chief Operations Officer, Shared Services, Carnival Asia

Click here for more information. Congratulations to all this year’s winners and finalists!
What was the main objective of the Itinerary Planning Workshop?

The main objective of the itinerary planning workshop was to offer a unique opportunity to all our stakeholders to understand the basics of cruise itineraries in a fun environment, which was also conducive to team building and camaraderie ensuring that ports, destinations and other partners were able to engage with the cruise lines executives on a level playing field.

Ultimately, this was about communicating how CLIA brings together, in one voice, the cruise community in a unique, thought provoking and engaging way to reinforce the importance of understanding each other and working as one industry.

How did the Itinerary Planning Workshop come about?

Itinerary Planning was the no. 1 issue on the wish list from the Executive Partners prior to the Summit and the main reason why we decided to cover the topic in an innovative way. We wanted to help our members make a more targeted approach towards cruise lines in future dialogue when we consider itinerary planning. We also wanted to create an environment where all parties, whether cruise line, ports, destinations or other suppliers could interact on a subject relevant to the entire industry. The idea was also to remember that as an industry we try to ensure that our guests have fun, and sometimes at conferences, we lose sight of this objective. It was amazing to see more than 200 eager to compete.

What did the Ports & Destinations learn from the Cruise Lines?

Ports & Destinations were open to the various types of analysis and information that cruise lines professionals consider when making an itinerary deployment decision. This included both qualitative (such as guest destination satisfaction) and quantitative information (such as distance between ports, speed of the ship, etc.) as well as other considerations that cruise lines professionals need to take into account.

We always hear people asking, why don't you come to this or that port, the idea was to remind Ports & Destinations that cruise lines need to make decisions, hence the name of the workshop “To call or not to call – that is the question?” Ultimately, this is about understanding that itinerary planning is an art, not a science, which is key to exceeding guest satisfaction.

What did the Cruise Lines learn from the Ports & Destinations?

Cruise Lines executives participating in the workshop were able to understand what the Ports & Destinations partners know about the cruise lines’ process to itinerary planning. They were also able to learn from the ports why in some circumstances, the port for example, does not see the necessity of implementing ship berthing policies readily available on the port website and how this can be a barrier to deploying a ship, as we cannot guarantee the berth being available when we need it, an essential element of home porting activity for example.

What was your biggest key learning from the Workshop?

It was great to see experienced people in the industry, like John Tercek of Royal Caribbean, take interest and try to deliver a winning itinerary. I think that encouraged other people to understand that we were all taking it seriously, so thanks John and the other cruise lines executives for all your efforts. Your engagement made the day! The other big learning is that our partners want to learn about the business and they want to contribute to the success of striving to consistently exceed our guest expectations and bring people to try the cruise vacation experience for a first time.

What is your role in the Cruise industry?

I am the Vice President of Global Ports Destination Development for Carnival Corporation & plc., looking after the whole Europe and the Mediterranean region. I am also the Managing Director of our terminal operation in Barcelona where we are currently developing a second cruise terminal, which will be the largest cruise terminal in Europe.
CLIA EVENT REPORT

CRUISE360

CLIA’s Annual Cruise360 Conference and Trade Show, June 1-6 in Vancouver, BC, offers a truly panoramic view of the cruise industry. As the largest and only official travel agent conference of the cruise industry, Cruise360 sets the gold standard for bringing together travel professionals, cruise line representatives, ports & destinations, industry suppliers and CLIA preferred partners for six days of networking, education opportunities and fun.

Cruise360 sponsorship offers multiple opportunities to promote your brand and message in front of more than 2,000 travel professionals, including:

- Create new relationships
- Engage with travel agents face-to-face
- Encourage brand loyalty with one of our exclusive sponsorship packages

CLIA Diamond and Gold Executive Partner Members receive a 10-percent discount on all sponsorship packages!

Customized packages are available.

For more information on general session or customized packages, contact:

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IMEX AMERICA

Last week, CLIA participated in the largest meeting and events trade show in North America, IMEX America. With more than 3,100 exhibitors and 10,000 attendees, CLIA attended and supported our member Cruise Lines and travel agent community by promoting cruising as a venue for meetings and events. Delivered as part of Meeting Professionals International (MPI) Smart Monday, CLIA’s Meetings and Events at Sea certificate program drew a very interactive and engaging four-hour class. Lane West, CLIA Manager of Membership Support and Fulfillment and Kristi Johnson with MPI, delivered the class, teaching agents the benefits and process of booking an event at sea.

On the trade show floor, CLIA member cruise lines participated in prescheduled 30-minute appointments set by industry buyers who were interested in learning more about booking group events at sea and CLIA professional development and membership programs.

Overall, IMEX America was a successful event growing the relationships with our Executive Partners, cruise lines and travel agent members. CLIA looks forward to continuing to engage this community to promote the global cruise industry.
UPCOMING GLOBAL EVENTS

Collective Impact Summit

Donnie Brown, CLIA’s Director of Technical and Regulatory Affairs, recently participated in Sustainable Travel International’s (STI) Collective Impact Summit in Portland, OR. In cooperation with a select group of travel and tourism stakeholders, the group exchanged ideas on a travel industry-wide movement to pursue sustainable destinations based upon the premise that travel can positively change the lives of those who live in the destinations that we visit. Investing in the people and communities in our destinations is considered not only an opportunity to improve the travel experience for customers and the communities that travel impacts, it is arguably an operational imperative in order to preserve the vitality of destinations for future enjoyment. The Summit participants discussed shared goals, common metrics that could be used to measure impact and effectiveness of various efforts, as well as rewards that could be considered in different sectors to incentivize industry commitment to sustainable destinations. STI will factor the inputs collected at the Summit into its ongoing efforts to coordinate an industry-wide campaign.

United for Wildlife

Bud Darr, CLIA Senior Vice President of Technical and Regulatory Affairs, represented CLIA at the United for Wildlife Transport Taskforce meeting in Dubai, UAE on October 1-2. United for Wildlife is a campaign established by the Royal Foundation for the Duke and Duchess of Cambridge and Prince Harry. Its principle objective is to unify and coordinate efforts to reduce or eliminate the wide scale trade in illegal wildlife, and the Transport Taskforce plays an important role in these efforts. CLIA was requested to participate by the IMO Secretary-General and a formal invitation was provided by the Rt. Hon. William Hague (former UK Foreign Minister and Parliamentary leader), who chairs the Taskforce. Other prominent participants among the current 18 members include industry representatives from Emirates Airline, Maersk Line, DP World, DHL, and IATA (International Air Transport Association). CLIA’s principal values added to the Taskforce are the cruise industry’s ideas on reaching and educating the public, a contribution toward a zero tolerance principle of facilitating illegal wildlife via international transport, and general maritime and diplomatic expertise. The next meeting of the Taskforce will be led by the Duke of Cambridge in London on December 9.
M/S Regal Princess Webb Institute Tour

CLIA and Holland America Group organized a tour of the M/S Regal Princess for 28 freshman naval architecture and marine engineering students from Webb Institute that took place on Saturday, October 3. Located in Glen Cove, NY, on the Long Island Sound, Webb Institute is a unique, top-ranked undergraduate institution offering one academic option, a double major in Naval Architecture and Marine Engineering. It is also the only full-tuition scholarship private undergraduate program of its kind in the country. The freshman students and two of their professors had the privilege to learn about the ship and its equipment directly from deck, engineering and hotel staff.

Special thanks to Holland America Group and the team aboard the M/S Regal Princess for their efforts in making this tour possible.

WHAT’S NEW AT CLIA

CLIA Welcomes Audrey Thompson, Executive Assistant

Audrey Thompson joins CLIA’s Technical and Regulatory Affairs team as their new Executive Assistant. Her primary role is assisting the Technical and Regulatory team with their administrative needs, mainly working with Bud Darr, Senior Vice President, Technical and Regulatory Affairs, with scheduling, planning, meeting logistics and budgetary needs of the department. Audrey comes to CLIA with a strong background in administrative support.

Congressional Resolution Proclaims October as “Cruise Travel Professional Month”

Because National Plan a Cruise Month is an important time to recognize all those dedicated to providing an enriching cruise travel experience, CLIA worked with Reps. Carlos Curbelo (R-FL) and Corrine Brown (D-FL) to introduce a Congressional Resolution designating October as “Cruise Travel Professional Month.” Click here to read the press release.

MARCO Mid-Atlantic Ocean Planning Stakeholder Workshop

On Tuesday, September 22, CLIA had the opportunity to participate in the Mid-Atlantic Ocean planning stakeholder workshop hosted by the Mid-Atlantic Regional Council on the Ocean (MARCO). This workshop provided an opportunity for MARCO to engage stakeholders on data, information and draft interjurisdictional coordination (IJC) actions to support Mid-Atlantic regional ocean planning. The key purpose of this ocean planning process is to help member entities work better together to:

1. Promote ocean ecosystem health, functionality, and integrity through conservation, protection, enhancement and restoration

2. Plan and provide for existing and emerging ocean uses in a sustainable manner that minimizes conflicts, improves effectiveness and regulatory predictability and supports economic growth.

To learn more about MARCO and this effort, click here: http://midatlanticocean.org/about/marco-overview/

Executive Partner Survey

Your input is essential to guiding us on how to enhance your CLIA membership. It allows us to understand what matters most to you, what is valuable to you, and what we can do to help you further grow your business. Please complete this brief survey. We appreciate your time, partnership and valuable feedback. Most importantly, thank you for being a part of the CLIA global cruise community.

ONLINE SURVEY
**MEMBER SPOTLIGHT**

Kaye, Rose & Partners  
www.kayerose.com

Kaye, Rose & Partners has been an Executive Partner since CLIA founded the program 18 years ago. This month, Kaye, Rose & Partners was honored by the L.A. Daily Journal as a Top 25 Boutique Law Firm in California. The annual selection is based on proficiency in the firm’s areas of expertise. The firm will also celebrate its 25th anniversary in 2016, with more than 250 combined years of skill among the seasoned team of lawyers. Kaye, Rose is CLIA’s general counsel, and also advises and acts on behalf of all the major U.S.-based cruise lines and many others, including leading cargo, tanker and commercial fishing operators. They specialize in ADA, CBP, Coast Guard, CVSSA, ISM, MARPOL, OPA, SOLAS, STCW and other regulatory compliance; cabotage, employment, entertainment, contracts, dispute resolution, and all types of litigation. The firm has drafted various measures passed by Congress or adopted by the IMO.

American Guard Services, Inc.  
www.americanguardservices.com

American Guard Services, Inc. offers a broad range of onboard and shore-side maritime security services to port maritime and cruise line clients, all based on rigorous training and deep knowledge of this unique environment. From the Maritime Transportation and Security Act (MTSA) and International Ship and Port Facility Security (ISPS) Code to piracy threats and health and environmental concerns, American Guard Services, Inc. officers have the training, knowledge and skills required to meet the cruise ship security needs of the industry. American Guard Services, Inc. also provides screening of personnel as well as training specific to the control center environment.

Fincantieri  
www.fincantieri.it

Fincantieri, heir to the great tradition of Italian shipbuilding and one of the largest shipbuilding groups in the world, operates in the design and construction of complex ships with high technological content such as merchant and naval vessels, offshore and mega yachts. Fincantieri serves all the sectors of the cruise market with a wide range of vessels which includes postpanamax and panamax ships as well as medium-small super luxury vessels or ships for special voyage types (expedition cruise, etc). Thanks to its constant attention to Research and Innovation, Fincantieri continually develops new generations of ships in order to follow, indeed often anticipate, demand from the market and ship owners.

STX France  
www.stxeurope.com

With over 150 years of experience, STX France is internationally recognized in the field of design and construction of legendary liners. Today, STX builds vessels that meet the most demanding requirements of both ship owners and passengers. Safer, more economical and environmentally friendly ships out of Saint-Nazaire wedges also offer a multitude of services and activities for experiments at sea. STX France has three Business Units: Ships, Marine Energies and Services. It also relies on its two subsidiaries: STX France Solutions, offering engineering services and STX France Lorient, construction site of specialized vessels of less than 100m.

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