

# CLIA Messaging and Advocacy Toolkit for Executive Partners Based in the United States

## Contents:

Introduction.....	2
Section I: Topline Messages .....	3
Section II: Letter to Congress .....	5
Section III: Op-Ed Template .....	7
Section IV: Sample Social Media Posts .....	9
ADDENDUM (A) – Additional Message Points.....	10

# Introduction

This is an unprecedented time for the entire cruise community. We know this is especially true for you as Executive Partners, from the Port, Destination & Travel, Maritime & Technical Services, and Hotel Operations, Food & Beverage communities, who make up and rely on a robust and active cruise industry.

That is why CLIA fought hard to make sure that cruise industry suppliers and service providers who are considered small- and medium-sized businesses would be included in the historic \$2 trillion relief package previously passed through Congress. And while we are grateful to our leaders in Washington, D.C. for recognizing the need to provide assistance to these businesses that make up the wider cruise community in the United States, we know that more relief is needed.

**CLIA is advocating for additional support for Executive Partners but we need your help to bring these efforts across the finish line. Your voice and perspective will be critical to securing needed relief for the cruise industry suppliers and service providers whose businesses and operations are suffering as a result of the suspension of cruise operations.**

Enclosed, you will find:

- Advocacy Talking Points
- Customizable Letter to your Members of Congress
- An Op-Ed Template
- Sample Social Media Posts
- Additional Messages (addendum)

The Executive Partner community is diverse, both in terms of size as well as scope. We recognize that this toolkit in its entirety may not be applicable for each and every partner. We hope, however, that you will find the content we have included helpful to your individual advocacy and communications efforts.

We are all in this together. As a valued CLIA Executive Partner and integral part of the wider cruise community, we want you to know that CLIA is committed to supporting you and your business through this crisis. We are here to help you apply this guidance to your day-to-day work and to create any additional materials you may need.

For questions, feedback or to learn more about how you can use your voice to make a difference, please don't hesitate to reach out to Bari Golin-Blaugrund at: [bgolin-blaugrund@cruising.org](mailto:bgolin-blaugrund@cruising.org).

## Section I: Topline Messages

The following guidance can be used to help you communicate the importance of the cruise industry suppliers and service providers, and why it is so critical that Congress remember to include these businesses in future relief legislation.

### **The cruise industry supply chain is a critical part of the travel economy and job creation in the United States**

- The cruise industry supply chain is vital to the cruise industry— without whom day to day operations could not be conducted.
- Supply chain partners live and work throughout the United States, including here in [STATE].

### **The cruise industry is a vital artery for the U.S. economy.**

- The cruise industry is a \$53 billion dollar community in the U.S., supporting over 421,000 American jobs across all 50 states.
- That is approximately one American job for every 30 cruisers from American ports.
- Nearly 40% of the 1.17M jobs generated by the cruise industry worldwide are U.S. jobs.
- Most of these jobs are at small- and medium-sized companies, such as travel agencies, tour providers, port operators, taxi drivers, food and beverage suppliers, and many other American businesses.
- The cruise industry's direct supply chain spend in the U.S. is \$11.7 billion annually. This includes substantial expenditures right here in [CITY/STATE].

### **Unfortunately, the suspension of cruise operations is impacting thousands of American workers, the broader cruise industry, their families, and their communities.**

- The cruise community has always prioritized the health and safety of passengers and crew above all. For this reason, the industry took the unprecedented step to suspend worldwide operations in response to the COVID-19 pandemic.
- While we know suspending operations is the right thing to do as the world works to address this public health crisis, the economic impact of suspending cruise operations is significant.
- For every 1% drop in cruising from the United States, up to 2,000 American jobs can be lost. This has a particularly pronounced effect on cruise industry suppliers and service providers because we rely on cruise bookings to support our businesses.
- Should the suspension of cruise operations continue through May, the estimated total impact in the United States will be a loss of \$7.84 billion in economic activity, representing 53,000 American jobs and \$2.63 billion in total wages. Part of those wages belongs to my employees and me.

**We are looking to Congress to provide additional support for cruise industry suppliers and service providers who have been affected by the suspension of cruise operations.**

- Our community is grateful for the near-term support from the federal government for small- and medium-sized businesses who are part of the wider cruise industry.
- While this assistance will be helpful to keep our businesses running in the short-term, our long-term success relies on cruise passengers being able to set sail as soon as possible once this pandemic is behind us.
- Given the recent extension of operational suspensions, we are looking to Congress to provide additional assistance for the small- and medium-sized businesses who provide products and services to the cruise industry in the United States.
- The temporary but necessary freeze in cruise operations will cause significant harm to the U.S. economy if Congress does not act to provide additional relief to this important community.

**The cruise industry is a leader in responsible tourism and will be an important part of the economic and societal recovery.**

- CLIA Cruise Line members are committed to best practices in environmental sustainability and destination stewardship, and, above all, to the health and safety of guests and crew.
- For more than 50 years, the CLIA Cruise Line members have acted to protect the health and safety of guests and crew, working under the guidance of the U.S. Centers for Disease Control and Prevention, the World Health Organization and others.
- The cruise community is a vital artery for the U.S. economy, and we know it will be a significant contributor to fuelling the economic recovery. When that time comes, the travel agent community will be a major part of that effort.

## Section II: Letter to Congress

As we face increasing challenges economic hardships coping with the COVID-19 response, it is vital for U.S. lawmakers to hear the concerns of all members of the cruise community as they decide how we collectively navigate this global health crisis while protecting key economic sectors - including the cruise industry's service providers and vast supply chain.

While much attention has been paid to the relief legislation that Congress enacted over the past several weeks, it is very likely that Congress will have to take additional action as this crisis continues. As such, there is an opportunity for you and your needs to be addressed.

To assist you with your outreach, which we suggest would be most effective in the form of a phone call followed by an email, below please find contact information for your Representative and Senators:

- **Senate:** Visit the [Senate Directory Website](#) to select the state you reside in. You will be provided the phone number for your member's Washington, D.C. offices and email address.
- **House:** Enter your zip code in the [House of Representatives Website](#) to determine who your Member of Congress is and view their contact information.

We have provided a template email for you to customize below, which can also serve as a guide when you call, or you may wish to use the top-line messages.

---

RE: Please Include Cruise Industry Suppliers and Service Providers in Relief Packages!

Dear **[Name of Congressman/Congresswoman/Senator]**,

As you consider additional coronavirus (COVID-19) economic relief legislation, I urge you to include significant emergency financial support for businesses like mine, who rely on a vibrant and active cruise community to support our businesses. The cruise industry, which is much more than cruise lines, is a vital artery of the U.S. economy, supporting over 421,000 American jobs, including mine, and contributing nearly \$53 billion to the U.S. economy.

**[Add personal details about your role within the cruise industry]**

It is not news that the travel and tourism sector, especially those of us who are a part of the wider cruise community, is suffering major financial harm due to the unprecedented coronavirus (COVID-19) outbreak. Without swift action, harm will be irreparable, and many companies large and small may shutter permanently, causing negative local and national ripple effects.

**[Include examples of challenges you are already facing]**

As you explore various options to provide additional aid to Americans, I ask that you please:

- **Expand federal funding for COVID-19 relief.** The additional funding appropriated by Congress will not be enough to meet the needs of impacted sectors and workers, and it is clear more resources will be required.

- **Expand direct grant programs to give small business owners additional relief.** Many small travel and tourism business owners may be hesitant to take on debt because their revenue in many cases has gone to zero overnight with no clear date for recovery. Expanded grant programs would provide these hard-hit businesses additional relief.
- **Provide additional tools to help independent contractors, self-employed workers, and sole proprietors access the CARES Act resources for which they are eligible.** The relief program application processes and requirements can be confusing to small firms and self-employed individuals that are unfamiliar with government programs, and who may not traditionally be eligible for the benefits made available under the CARES Act. It is critical these entities receive targeted outreach and assistance to help ensure they are able to access the benefits for which they are eligible.
- **Extend the duration of the Paycheck Protection Program (PPP) with sufficient funding for demand and reduce the current employee retention requirement.** Restoring business in the travel and tourism sector to pre-crisis levels will take longer than the 8 weeks that the COVID#3 PPP provides in payroll support, and many impacted businesses will not be able to easily return to their pre-crisis payroll. Extending the PPP for 4+ months with sufficient funding for demand and reducing the 90 percent employee retention requirement would expand program eligibility for more small businesses.
- **Allow businesses to access a rehire tax credit for employees rehired through 2021, encouraging rehiring and offsetting costs for employers in the recovering economy.** Until the economy is back up and running, businesses need more help to survive during low to non-revenue generating periods. Allowing small- and medium-sized businesses to receive a payroll tax credit for employees that are rehired through 2021 would encourage rehiring and offset costs for employers in a struggling economy.
- **Establish a dedicated federal program specifically for travel and tourism-dependent businesses to provide additional flexible direct loans, loan guarantees, and grants to support the recovery of small- and medium-sized businesses in the travel and tourism industry.** A federal program with direct loans, loan guarantees, and grants targeted towards the travel and tourism industry will provide additional flexibility and enable this industry to recover from the COVID-19 crisis.
- **Provide infrastructure funding for critical ports' needs.** Infrastructure investment targeted towards ports could be used to support needed construction projects and repairs, as well as improve road capacity coming into and out of the ports—boosting local economies and employing workers.

Thank you for your consideration of these requests and continued support of our country during this challenging time.

Sincerely,

[Your Name and Address]<sup>1</sup>

---

<sup>1</sup> It's important that you include your home address so they know that you are a constituent!

## Section III: Op-Ed Template

Placing an op-ed in a community newspaper is an impactful way for individuals to express their perspective and reach the people who need to hear it. For local newspapers and outlets, these pieces are often penned by members of the local community who would like to engage on a specific subject that is relevant to the greater region.

Many people, including our local, regional and national elected officials, may be surprised to learn just how deeply connected businesses like yours are to the cruise industry, and how important the industry is to their local economies. An op-ed from someone with expertise and credibility—someone like you—can help people see that the cruise industry is made up of their own neighbors and friends, including you.

The language below can serve as a starting point for an op-ed or for crafting media responses for specific, timely opportunities using the message guidance in section one. We encourage you to play around with this and feel free to customize it however you need so that it will be a true and genuine reflection of your perspective.

Note: In general, op-eds should be between 400-700 words, while letters to the editor (LTEs) are generally 250 words or less. Submission guidelines vary for different outlets. CLIA's Strategic Communications team is available to help you as needed, and can be reached directly with requests for support at [press@cruising.org](mailto:press@cruising.org).

---

### **Businesses Who Rely on the Cruise Industry Must Be Included in Future Relief Packages**

These are unprecedented times for the travel and tourism industry, and especially for those of us who serve as members of the wider cruise industry. Businesses like mine take tremendous pride in being a part of this community and it has been difficult to standby as the cruise industry has been brought to a temporary halt in an effort to contain COVID-19.

While it is obvious that cruise lines are doing the right thing by suspending operations right now, the suspension of operations is having a particularly pronounced effect on businesses like mine.

**[Paint a picture of the challenges you and your business are facing right now. The more details you are comfortable sharing, the more compelling the piece will be]**

Given the extension of operational suspensions announced by the cruise industry in recent weeks, it is clear that these impacts will continue to grow. According to estimates from the Cruise Lines International Association (CLIA), the estimated total impact in the United States if the suspension of cruise operations continues through May will be a loss of \$7.84 billion in economic activity, 53,000 American jobs and \$2.63 billion in total wages. Part of those wages belong to my employees and me.

As someone who is deeply connected to this industry, those figures are daunting. The cruise industry is a \$53 billion dollar community in the United States and a vital artery for our economy, supporting over 421,000 jobs, or approximately one American job for every 30 cruise-goers from American ports. Jobs are everywhere, across all 50 states, and many of them represent employees of small- and medium-sized businesses who do not have the financial ability to make it through this crisis without some help.

Congress must step up to the plate in support of these small- and medium-sized businesses who make up the greater cruise community as part of any future relief legislation. Our businesses rely on a sector that, through no fault of its own, has been put on hiatus as a result of the Coronavirus, and as long as people are not cruising our businesses will suffer, as will our local economies.

## Section IV: Sample Social Media Posts

Below are several examples for turning the message guidance above into social media posts you can use to engage both decision makers and community members.

---

### Twitter posts:

#### *General – Positive:*

The travel and #cruise community is resilient and we are confident that once we get through this we will be stronger on the other side. #WeAreCruise #TogetherInTravel

#### *Specific call-out:*

Leaders like @[XX] know that the cruise industry is a critical part of the US economy and will play a key role in our country's economic recovery. #WeAreCruise #TogetherInTravel

### Facebook Post:

*[Include photo of your business]*

Suspending cruise operations, while necessary, is having a very direct and dire impact on the nearly half a million people across the country who rely on it, including cruise industry suppliers and service providers.

We are a resilient community, and we are confident that once we get through this, we will be stronger on the other side. But we can't do it alone.

We are looking to Congress to include cruise industry suppliers and service providers in future economic relief packages. Help us get the message across and call your Senator at 202-224-3121 and tell them to support our community during these difficult times! #WeAreCruise #TogetherInTravel

## ADDENDUM (A) – Additional Message Points

**COVID-19 is a global health crisis, not caused by or limited to any one industry or setting.**

- This virus can affect any setting where people come together to travel, socialize, or enjoy shared experiences, from airlines and airports, subways and trains, busses and rideshares and cruises, to hotels, movie theaters, shopping malls, sporting events, conferences and beyond.
- While it is easy to focus on the cruise industry due to its high-profile and stringent standards for transparency and reporting, the fact remains that cruise ships are neither the source nor the cause of COVID-19.

**The cruise industry took immediate and aggressive action in response to the emergence of this crisis.**

- Within 48 hours of the World Health Organization announcing a global emergency at the end of January, the cruise industry adopted a first set of significantly enhanced screening, sanitation and public health protocols.
- These protocols were continually reviewed and strengthened, based on guidance from the World Health Organization, CDC and medical experts, from the moment they were first agreed upon at the end of January until the voluntarily and ongoing suspension of worldwide cruise operations.
- Following the WHO's declaration of a pandemic, the cruise industry was one of the first industries to voluntarily suspend worldwide operations.
- The vast majority of the 277 ocean-going cruise ships within the CLIA member fleet did not experience cases of COVID-19 onboard, which points to the effectiveness of the approach the cruise lines took in response this global public health crisis.

**The cruise industry is one of the most vigilant industries as it relates to sanitation and public health protocols.**

- Cruise ships are cleaned and sanitized, under normal circumstances, with a frequency that is nearly unparalleled in other settings.
- Cruise ship crews regularly clean and sanitize surfaces known for transmitting germs multiple times a day, such as handrails, door handles, faucets, etc.
- Cruise passengers are reminded to wash their hands regularly and hand sanitizers are readily available in public locations on a cruise ship. This may sound minor, but hand hygiene is critically important to protecting public health, which our public health officials are reminding us of on a near daily basis now.
- Unlike any other travel provider, CLIA member cruise ships must be equipped with medical facilities that meet the standards set forth by the American College of Emergency Physicians, with doctors and medical personnel available 24/7 and the ability to isolate contagious passengers to minimize the risk to others onboard.

**The cruise community is a vital artery of the U.S. economy and a key sector within the broad travel and tourism industry.**

- The cruise community contributes \$53 billion annually to the U.S. economy, supporting over 421,000 American jobs across all 50 states.
- That's approximately one American job for every 30 cruisers from American ports.
- Most of these jobs are at small and medium-sized companies, such as travel agencies, tour providers, port operators, taxi drivers, food and beverage suppliers, and many other American businesses.
- The cruise industry's direct supply chain spend in the U.S. is \$11.7 billion annually.

**The suspension of operations is impacting thousands of American workers, their families, and their communities.**

- Each day of the suspension of cruise operations results in a loss of about \$92 million in total economic activity and 620 American jobs.
- For every 1% drop in cruising from the United States, up to 2,000 American jobs can be lost. Each day of the suspension results in a total economic impact loss of about \$92 million, including more than 300 direct jobs and 620 total jobs.
- Should the suspension continue through May, the estimated impact in the U.S. will be a direct economic loss of \$3.43 billion representing 26,700 American jobs and \$1.16 billion in direct wages. The total economic impact, accounting for both direct and indirect activity, will be \$7.84 billion representing over 53,000 American jobs and \$2.63 in total wages.

**The cruise industry is a leader in responsible tourism, including environmental sustainability and the health and safety of all onboard.**

- CLIA Cruise Line members are committed to best practices in environmental sustainability and destination stewardship, and, above all, to the health and safety of guests and crew.
- For more than 50 years, the CLIA Cruise Line members have acted to protect the health and safety of guests and crew, working under the guidance of the U.S. Centers for Disease Control and Prevention, the World Health Organization and others.
- The cruise community is a vital artery for the U.S. economy, and we know it will be a significant contributor to fuelling the economic recovery. When that time comes, the travel agent community will be a major part of that effort.

**Cruises will sail again—stronger and better than ever.**

- There are several key learnings from this unprecedented situation that the cruise industry will benefit from as they prepare to sail again.
- While specific ideas and plans are still coming together, cruise lines are focusing on ways to introduce even more stringent boarding procedures, additional onboard public health and sanitation protocols, monitoring capabilities, quarantine arrangements and shoreside care

for guests and crew—all of which will be handled at the expense of the cruise lines, without burden to governments or taxpayers.

- People love to cruise, and that is part of what makes this industry so resilient. We know that people will return to the seas as soon as it is safe to do so, just as they will return to restaurants, bars, movie theaters, airplanes, resorts and beyond.
- When they do return to the seas, the cruise industry will be an important contributor to the global economic and societal recovery.