Dear Valued Members,

In our June issue of Executive Partner Cruise News, I asked for your feedback on our Executive Partner Program and am very pleased to inform you that more than 40 percent of our members completed the survey and provided very insightful feedback. This information is a key driver as we prepare for 2017, and will result in both new and enhanced membership benefits and events. It also helps us build even stronger communities and hopefully result in your continued support and engagement.

Based on your feedback, I am happy to announce that we will be holding another Summit at Sea, an event that was first introduced last year. The response has been overwhelming and we will have more details to share with you soon.

Finally, this week, I look forward to welcoming 225 CLIA Members to our Port & Destination Summit in Tenerife, Spain. Two highlights of this event are the CLIA Europe Cocktail Reception and Diamond Partner Dinner, hosted in collaboration with MedCruise and Seatrade Cruise.

CLIA is excited to participate in Seatrade Cruise Med where we will be busy meeting with members at our booth, as well as conducting an introductory seminar to our Executive Partner Program for 75 potential new CLIA Members.

Thanks again for your continued engagement, and I look forward to seeing some of you in Tenerife.

Best Regards,

Bo Larsen
Vice President, Strategic Partnerships
NEWS YOU CAN USE

CLIA SHOWCASES ENVIRONMENTAL STEWARDSHIP AND TECHNOLOGIES

To help the cruise community tell the industry’s positive story in the area of environmental stewardship, CLIA has developed a variety of materials for use by CLIA members, including a sustainability report, infographic and a video on the industry’s environmental leadership, innovation and collaboration.

If you missed our newly released 2016 Sustainability Report last month, you can access it here to read about the industry’s innovations and investments.

The environment infographic calls attention to many of the ways the cruise industry’s forward-leaning innovations protect the environment, and a new video expands upon those advanced technologies and practices. Highlights from these outreach materials include:

- CLIA oceangoing Cruise Line Members must adhere to a zero discharge policy at sea for untreated sewage, which goes further than international maritime regulation.
- $1 billion has been invested in new emissions technologies and cleaner fuels to further protect air quality.
- Innovative, non-toxic hull coatings reduce fuel consumption by 5 percent, and some cruise ships are installing solar panels for emissions-free energy.

- Cruise lines worked with the U.N.’s International Maritime Organization to develop mandatory measures designed to achieve a 30-percent reduction in new ship CO2 emissions by 2025.
- Cruise lines collaborate with environmental organizations and government agencies to create policies that protect our oceans.

The cruise industry’s commitment to preserving and protecting the environment has never been stronger. These resources demonstrate the leadership, investment and commitment to continuous improvement that are hallmarks of the industry’s efforts to advance sustainable solutions.

Watch the full video to learn more. We’ve also separated the video into small versions for you to share on your social media pages.

Protecting and preserving the environment is fundamental to the cruise industry. It is vital to our business, but more importantly, it is vital to future generations and the enjoyment of our guests. CLIA wants the public to understand that commitment.

Please help us spread the word about the industry’s commitment to the environment by sharing these videos with your colleagues and via your social media channels. Email stevans@cruising.org for the embed codes.
Please describe your position and role in the cruise industry.

Brightwell Payments provides payroll distribution services and is most known for its OceanPay® Visa®/Mastercard® Prepaid Card program. Our online platform, Brightwell Navigator, enables crew members to direct the flow of their net pay through cost-effective channels including money transfers to home accounts, retail money transfer agent locations and/or the OceanPay card. As head of business development for Brightwell’s maritime division, I am charged with soliciting key accounts within the cruise industry and establishing distribution partnerships to support the delivery of our services to a wide audience.

How long have you been in the cruise industry and what other roles/positions have you held?

I have worked within the cruise industry for seven years, dating back to our purchase of the prepaid card operation of Chicago’s West Suburban Bank, a payroll card pioneer in the cruise industry. As a co-founder of the acquiring company, Brightwell Payments, I served the first five years as its Chief Financial Officer. Playing a key role in establishing a strong financial and administrative foundation for our company was rewarding, but I’m naturally drawn to contribute to a company’s growth more directly. After we recruited my successor for the CFO position, I made the shift two years ago to the more externally-focused role that I serve today. It has been tremendously rewarding to get to know the cruise industry over the years and to understand its unique challenges.

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

Brightwell Payments is genuinely proud of its commitment to crew welfare. Our services deliver significant value to seafarers, who face undeniable challenges in working away from home and their loved ones. At Brightwell, we are committed to delivering tools that improve the lives of cruise employees in a wide range of ways: greater security compared to cash, electronic banking onboard so that time ashore can be more productive/enjoyable, yielding a greater net amount of funds for use back home through efficient money transfer services and payment mechanisms, and access to a payment device that can be used for online shopping. We regularly seek input from the International Seafarers’ Wellness and Assistance Network, the North American Maritime Ministry Association, and major labor unions of the cruise industry.

Name a “highlight” in your career.

We are very proud to have a strong and loyal group of cruise sector clients that date back nearly a decade in some instances. Well-known companies such as The Apollo Group, Crystal, EMC (MTN), Norwegian Cruise Line, Starboard, Steiner, and a host of other fine companies have been long-term partners of Brightwell in the delivery of financial empowerment to their crew. Recently, we announced the addition of Carnival Cruise Line (CCL) to our family of clients, and we will ultimately serve the needs of over thirty thousand CCL crew members. To have yet another well-respected and significant cruise operator like CCL join our ranks was a rewarding validation of the capabilities of our entire company and the reputation we have earned through years of hard work in the cruise industry.

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

The shift away from cash compensation in recent years has been a fundamental change in how the cruise industry operates. Significant efficiencies have been gained through the introduction of electronic forms of compensation, which have served to benefit cruise employers and employees, alike. All parties have benefited from greater security, less fraud, cheaper delivery, and reduced financial costs. That being said, our sector will continue to see significant change in the coming years as the demand for greater choice continues to grow. Crewmembers will increasingly become exposed to tools and services that extend well beyond basic card programs. Flexibility is the name of the game, and Brightwell continuously strives to maintain its leadership position in this regard.
CLIA continues to offer our support to the Coast Guard Foundation and urges our Executive Partners and others in our community to consider doing the same. The Foundation is a 501(c)(3) non-profit organization that helps Coast Guard men and women strengthen their service to our nation by encouraging them to excel, on duty and off.

Through a variety of initiatives, the Foundation enhances academic, athletic, and leadership excellence for cadets at the Academy; provides education grants to enlisted members; provides college scholarships to children and spouses of enlisted personnel; and offers financial assistance to Coast Guard families who lose a loved one in an operational mission. The Shipmate Fund underwrites morale programs that improve health and well-being at bases and on cutters around the country. In times of urgent need, such as natural disasters or mishaps, the Foundation is a lifeline to Coast Guard members impacted by tragedy.

The Coast Guard Foundation is pleased to bring our Tribute to the Seventh Coast Guard District Awards Dinner back to Fort Lauderdale to celebrate and honor the brave Coastguardsmen stationed in Florida, Georgia, South Carolina and in the Caribbean region, and to highlight our vital work on behalf of them and their families. This special event will be held on Wednesday, November 16, 2016, at the Marriott Harbor Beach Resort and Spa. A Cocktail Reception is at 6:30 p.m. and will be followed by dinner and program at 7:30 p.m. The Foundation warmly welcomes CLIA’s Cruise Line Members and Executive Partners to join us for a memorable evening of tribute to the U. S. Coast Guard. For more information, please contact Becky Ketterhagen at 860.535.0786 or bketterhagen@cgfdn.org.

In August, CLIA and the Association of Arctic Expedition Cruise Operators participated in Exercise Arctic Chinook, a major functional exercise focused on multinational search and rescue readiness to respond to a mass rescue operation near and in the Arctic. Cruise industry association representatives played an integral part of the Unified Command structure, helping lead efforts in the Alaska State Emergency Operations Center in Anchorage as well as provide salient information during key points in the evolving situation. The 17th Coast Guard District, Alaska National Guard, State of Alaska agencies, Alaska Native organizations, and Canadian Forces were all involved in the live-field training exercise. Arctic Chinook featured several types of rescue helicopters and fixed-wing aircraft to conduct rescue, patient movement, and medical evacuation efforts.

The exercise was part of the U.S. Department of State-approved list of Arctic Council Chairmanship events and was conducted with federal, state, local and international partners and industry to exercise elements of the Arctic Search and Rescue Agreement.

CLIA’s Kim Hall and Association of Arctic Expedition Cruise Operators’ (AECO) Frigg Jørgensen (center right and left respectively) participated in Arctic Chinook, a functional search and rescue exercise in Anchorage, AK.
Registration is now open for CLIA’s annual Executive Partner Summit, taking place November 14-15, 2016, in Doral, Florida (12 miles outside of downtown Miami). The event includes CLIA’s highly regarded Technical & Regulatory and Port & Destination Forums, offering networking opportunities and engaging seminars.

The Summit creates platforms for you to connect with industry parents through educational and panel sessions. Back by popular demand, the President’s Panel will bring together leaders from the industry’s top cruise lines to discuss the state of the cruise industry, trends and upcoming projects. Attendees also have the opportunity to partake in one-on-one meetings with decision makers from CLIA Cruise Line Members with a special focus on the procurement process.

A workshop focused on itinerary planning and a highlight from CLIA’s Port & Destination Summit’s in Europe, is a brand-new addition to the summit. “To Call or Not to Call” is an interactive roundtable that includes industry experts and peer-lead sessions aimed at educating attendees about the complexities and best practices associated with itinerary planning from both the port perspective and cruise line perspective.

Other highlights of the conference will include a panel on Energy Efficiency and Carbon Reduction, as part of the technical and Regulatory Forum:

- Built on a business model that delivers vacation experiences in pristine settings, the cruise industry takes very seriously its commitment to environmental stewardship - including efforts to realize energy efficiency savings and reduce carbon emissions. The need for innovative technologies, novel approaches and industry-level solutions will only increase as the cruise industry continues to grow and the maritime community considers what measures may be put in place globally to augment existing requirements. Our panelists will offer their ideas and perspectives on current efforts and future opportunities.

Located at the Doral Resort Miami, the summit is a member-only event open to CLIA’s Executive Partners as well as Cruise Line Members. For more details and to register, please visit http://cruising.org/about-the-industry/events/2015/10/30/clia-executive-partner-summit.

This year, the general session will include the popular President’s Panel to discuss the state of the cruise industry and trends, and feature top executives from CLIA member cruise lines, including:

- Christine Duffy, President, Carnival Cruise Line
- Roberto Fusaro, President, MSC Cruises North America
- Edie Rodriguez, President & CEO, Crystal Cruises
- Andy Stuart, President & COO, Norwegian Cruise Line

New for this year, Adam Goldstein, president and COO, Royal Caribbean Cruises Ltd. and Arnold Donald, president, Carnival Corporation & plc will partake in Fireside Chats, intimate keynote sessions.
CALENDAR OF EVENTS

UPCOMING GLOBAL EVENTS

Seatrade Asia Pacific Cruise Congress
11-13 October 2016
Shanghai, China
Click Here

CLIA Europe Annual Dinner
21 November 2016
Madrid, Spain
Click Here

CLIA UK & Ireland Annual Dinner
13 December 2016
Berkshire, England
Click Here

Cruise360
18-24 April, 2017
Fort Lauderdale, FL
Click Here

WHAT’S NEW AT CLIA

CLIA Welcomes Jordan Schulman
Jordan Schulman has joined the CLIA team, as director, strategic business priorities. In this role, Jordan supports CLIA’s global business priorities by managing communications strategies with key cruise line leaders to coordinate their engagement with CLIA, as well as managing broader industry initiatives and directing global governance. Jordan serves as the in-house subject matter expert, liaising with CLIA’s legal counsel as necessary.

“Tourism at Podium” Highlights the Importance of the Cruise Industry to the Brazilian Economy
On August 19, CLIA ABREMAR BRAZIL (Cruise Lines International Association – Brazil), ABAV (Brazilian Association of Travel Agencies) and BRAZTOA (Brazilian Association of Tourism Operators hosted “Tourism at Podium.” This meeting was organized aboard the Norwegian Getaway, which is anchored in the Olympic Boulevard, in Rio de Janeiro’s Port Zone. It brought together key industry leaders and authorities involved in the national tourism agenda. One of the goals of this meeting was to strengthen the relationship between private and public initiatives.

CLIA Announces New Australasia Managing Director, Joel Katz
Joel Katz joins CLIA Australasia as Managing Director, effective January 1, 2017. Katz will oversee strategic direction and government relations for the organization, as the region continues to see unprecedented growth. Katz joins with more than 25 years of international experience in the travel industry.

Click here to read the full press release.
**Cruise Fredericia**
Fredericia is a Scandinavian cruise destination in the heart of Denmark with a dedicated cruise quay for LOA 350 m and 12-meter water depth. Whether you are into historic and authentic attractions, art and culture, real Viking experiences or activities for the entire family, Fredericia has it all – including three UNESCO sites within only a 1-hour drive. The port of Fredericia is a dedicated deep-water cruise port and is easily accessible and navigable. Excellent operational facilities and a cruise quay very close to the city center is what we call credible - close - cruiseable.

**Cruise Port Kotka**
Kotka is on the Southeast coast of Finland, right where the rapids of River Kymijoki, the biggest river in Southern Finland, rushes to meet the sea. The wonderful nature and city parks, dazzling history of the border region, outstanding cultural events and sights and thousands of friendly people welcome travellers for a memorable visit. The dedicated Cruise Port is in the City Center of Kotka main island, located between the two metropoles Helsinki and St. Petersburg. Only 120 km (75 minutes) from Helsinki on the E18 highway – and just 125 nautical miles from St. Petersburg. Kotka cruise port is part of the Port of HaminaKotka, the biggest cargo port in Finland that belongs to the 5 biggest ports in the Baltic region.

**Kirkwall**
For over 35 years, Orkney has been welcoming Cruise Ships to its shores. The popularity of Orkney as a Cruise Ship destination makes it now the top cruise destination ship destination in the United Kingdom with an average of 130 ships calling annually carrying over 100,000 passengers annually. It is Orkney’s unique location for itineraries in Northern Europe, Scandinavia, the Round Britain Cruises and to Greenland and Iceland, that has encouraged this growth, plus the fact that Kirkwall has Scotland’s longest deep-water, commercial berth measuring 385 metres with a 10.5 metre draft plus additional berthing and anchorage facilities at 3 other key locations.

**Ports of Tenerife**
Ports of Tenerife is member of MedCruise, Cruises Atlantic Islands and CLIA. Tenerife offers the main port in the Canary Islands and three cruise terminals including the largest cruise terminal in the region and Los Cristianos, an anchorage port for luxury cruise ships. Tenerife has 2 World Heritage Sites: El Teide, the highest Spanish peak and La Laguna, the only UNESCO’s city in the islands. The Port of La Palma offers a 740m berthing line and the National Park of la Caldera de Taburiente with the largest optical telescope at the North Hemisphere. The Port of La Gomera offers a berthing line of 340m and the National Park of Garajonay, a World Heritage Site by UNESCO. The Port of La Estaca has a 223m berthing line. El Hierro is one of the favorites for adventurers and Geopark.
PARTNER NEWS

Amadeus
Stop booking around! Amadeus and Relovate partner to advance personalized online travel planning and booking

Cruise Fredericia
Explore the broad selection of half-days tours in our new program

Emirates
Emirates announces management movements across the Middle East

Holman Fenwick Willan LLP
Cruise Bulletin, July 2016

Lloyd’s Register
Lloyd’s Register strengthens vessel and rig inspection service through the Offshore Vessel Inspection Database (OVID) to provide faster assurance checks and improved safety performance

Port Everglades
Carnival Corporation and Port Everglades Extend Landmark Agreement to 2030

Samsonite
Samsonite International S.A. announces the Closing of the Acquisition of Tumi Holdings, Inc.

Travelyields
Travelyields completes first five years, releases new website, and "Walks All Over Cancer"

Tura Tourism
Cruise Lines will benefit millions of dollars at Turkish Ports

Wärtsilä
Wärtsilä and Gasum cooperation aims at developing LNG markets