



Regional development The cruise industry impact

CLIA Europe – Tom Boardley, Secretary General

Jurmala, Latvia – 03 April 2019

The Cruise Lines International Association

Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community.

The association has 15 offices globally. CLIA supports policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 23 million passengers who cruise annually.

The organisation's mission is to be the unified global organisation that helps its members succeed by advocating, educating and promoting for the common interests of the cruise community.

ONE INDUSTRY. ONE VOICE.



European Economic Contribution 2017 - €48 billion

- 2017 total economic contribution almost **€48 billion**, 17% increase over 2015
- Record cruise ship order book - **66 new ships by 2021** worth almost €30 billion
- **7 million cruise sales** in Europe, 8% more than 2015
- **6.5 million** cruises taken in Europe in 2017, 6% more than 2015
- Low European cruise penetration gives massive upside only 2% in Europe

We are Fully Committed to Sustainable Tourism

- Protecting oceans, coastlines and coastal communities critical to our business
- CLIA and its members taking a leadership position in destination and environmental sustainability
- Whilst making a major economic contribution, cruise guests are only a small share of total tourists - 5% in Venice and Barcelona
- We work hard with municipalities, port authorities and tourist bodies, especially WTTC to mitigate congestion, preserving heritage, character and lifestyle

We are Leaders in Environmental Improvement

- 43% of existing ships fitted with Exhaust Gas Cleaning Systems
- 48% of ships on order with have EGCSs
- 17 ships on order powered by LNG - 34% of all newbuilds
- 82% of cruise ships on order have major air emission reduction technologies
- 53% of existing ships and 100% of new ships have advanced wastewater treatment systems

**A place that's not good
for its residents,
isn't good for its guests.**

European Cruise Dialogue

**Nantes, France
September 2018**

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Positive elements emerging through the European Cruise Dialogue

Cooperation

- there is a need to create synergies among cruise operators, local businesses, and city/port authorities;
- regional cooperation of cities/ports should be enhanced in order to create a 'basket' (itinerary) of diverse destinations instead of single units;
- common marketing activities to promote regions should also be in place.

Positive elements emerging through the European Cruise Dialogue

Knowledge building

- There is a lack of consolidated data at local and regional level for all destinations;
- Need to raise awareness of both the economic benefit of cruise tourism but also the possibilities to expand business profit;
- Increase the knowledge of the cruise business among the local population and make cruise passengers feel part of the city they visit.

Positive elements emerging through the European Cruise Dialogue

Mobility

- Better planning from the port in terms of passengers' mobility (terminals, parking, bus entry/exit and routes etc);
- Better planning from city authorities regarding mobility for all types of tourism and all sources (train stations, airports, bus routes, parking stations);
- Better infrastructure inside the cities but also connections to remote points of entry (airport, the port if located outside the city etc).

Positive examples by European destinations

- Engagement between the cruise ship crew and the local authorities in order to increase understanding of working conditions on board a ship;
- Greeting committees (Nantes), cruise clubs (France), cruise ship visits by local authorities (France, Netherlands, Italy, Spain), cruise days in Hamburg, cruise ship visits by schools to educate students on recycling (Barcelona) are but a few examples of positive engagement with the public;
- 7 ports in Andalucía working together to promote tourism and cruise tourism in their Region.

#WeAreCruise



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About #WeAreCruise

Underline the impact of cruise tourism at the LOCAL level. Add humanity to economic figures and spread a positive awareness of cruise among the local population.

A series of social friendly small films (30-40 seconds) featuring real people in our key destinations who are positively impacted by the cruise industry.

תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Tänname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας ευχαριστούμε 감사합니다
ඔබට ස්තූතියි
Bedankt Děkujeme vám
ありがとうございます
Tack