

Cruise Industry Forms Global Trade Association

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New Association Model to Promote "One Industry, One Voice"

WASHINGTON, Dec. 17, 2012 /PRNewswire-USNewswire/ -- Nine cruise industry associations today announced they have agreed to operate under a common organization with a unified structure to serve as the voice and advocacy leader of the global cruise industry. The associations are Cruise Lines International Association (CLIA), European Cruise Council (ECC), Asia Cruise Association (ACA), Passenger Shipping Association (PSA/ACE), France's AFCC, Brazil's ABREMAR, Northwest and Canada Cruise Association (NWCCA), Alaska Cruise Association (ACA), and International Cruise Council Australasia (ICCA). Association members agreed to utilize the name Cruise Lines International Association (CLIA) with the appropriate geographic designation, and the existing association offices will remain in place.

The new association was created to provide increased benefits and a globally unified voice for cruise lines, travel agents and business partners - all of whom contribute to an industry that creates nearly \$100 billion in economic impact and more than 753,000 jobs worldwide. For cruise lines, the new association offers a one-stop global resource on technical and regulatory issues and unified global communication and event coordination, all of which better leverage cruise lines' investment in association membership. For travel agents, the new association

Exhibit MB
Page 1 of 4

offers more robust partnership programs and networking on a broader scale. For executive partners, it provides greater opportunities for customer and business partner development.

CLIA will be governed by a Global Executive Committee, chaired by Howard Frank, Vice Chairman, Chief Operating Officer and Member of the Executive Committee of Carnival Corporation & plc. Christine Duffy, President and CEO of Cruise Lines International Association, will serve as the President and CEO of the new association, leading a team with responsibilities for international technical and regulatory issues, research, communications, industry relations and public affairs.

"We are now truly one industry with one voice," said Howard Frank. "Given the tremendous growth and continuing globalization of the cruise industry, this evolution addresses the need to speak and act globally with a unified voice while recognizing the importance of local relationships. The new association will play a vital role in proactively shaping the policy and regulatory environments on a global level and promoting cruising with various constituencies through more effective coordination, communication and stakeholder engagement."

"There are immediate and longer term benefits from the new association that are extensive and wide ranging," said Christine Duffy. "It enables us to better leverage our members' and partners' investment in association membership while strengthening the industry's leadership globally on issues such as safety, security, the environment, sustainability and health. It also allows us to consolidate industry research and to leverage promotional events and marketing communication to facilitate greater consumer interest in cruising."



The CLIA global organization will represent the cruise industry at the International Maritime Organization based in London, the International Labour Organization in Geneva and with other international maritime and shipping organizations around the world. They will focus on global strategy, international industry issues and strategic communications. Local and regional matters will continue to be managed by the regional national associations in North America, Europe, and Australasia. The new association's employees will be located across the globe. Regional and country offices along with new staff appointments will be the subject of a future announcement.

Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association with representation in North and South America, Europe, Asia and Australasia. CLIA represents the interests of cruise lines, travel agents, port authorities and destinations, and various industry business partners before regulatory and legislative policy makers. CLIA is also engaged in travel agent training, research and marketing communications to promote the value and desirability of cruise holiday vacations with thousands of travel agency and travel agent members. CLIA's Executive Partner program includes the industry's leading providers of supplies and services that help cruise lines provide a safe, environmentally-friendly and enjoyable holiday vacation experience for millions of passengers every year. For more information on CLIA, the cruise industry, and CLIA-member cruise lines and travel agencies, visit www.cruising.org.

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Exhibit MB
Page 3 of 4

