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## **ABOUT THIS SOURCE BOOK**

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The Cruise Lines International Association (CLIA) is pleased to present this guide as a reference tool for journalists and professional researchers. The 2011 Cruise Industry Source Book profiles CLIA's 25 member cruise lines and contains general information about CLIA, its history and purpose.

Each cruise line profile features the names of company principals and spokespersons, with phone numbers and e-mail addresses. Also included are descriptions of each line's history and philosophy, as well as the destinations served by each company.

The Source Book lists CLIA member-line ships in two ways: by individual company and by ship. In addition, it provides the names and phone numbers of key contacts at the other North American cruise industry associations – the Florida-Caribbean Cruise Association, the North West CruiseShip Association and the Alaska Cruise Association.

The information contained in this guide was provided by the cruise lines and the associations. We welcome your feedback and appreciate hearing your comments.

If you need additional information on CLIA, please contact Lanie Fagan, CLIA's director of communications, at (754) 224-2202 or [lfagan@cruising.org](mailto:lfagan@cruising.org). Or, contact CLIA's public relations agency, M. Silver Associates, at (212) 754-6500.



## WHAT IS CLIA?

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The nonprofit Cruise Lines International Association (CLIA) is North America's largest cruise industry organization. CLIA represents the interests of 25 member lines and is engaged in travel agent training, research and marketing communications to promote the value and desirability of cruise vacations, and counts as members 16,000 North American travel agencies. CLIA also participates in the regulatory and policy development processes for the industry while supporting measures that foster a safe, secure and healthy cruise ship environment. In addition, CLIA features a structured Executive Partner program with important strategic cruise industry suppliers, shipyards, and ports.

"One Industry. One Voice." Driven by continued growth in cruise vacations, the industry's two long-standing and preeminent trade associations, New York-based Cruise Lines International Association (CLIA) and Washington, D.C.-based International Council of Cruise Lines (ICCL), in 2006 formed an expanded organization incorporating the existing functions of both organizations. The merged organization, which uses the CLIA name, relocated to Fort Lauderdale, Fla., in January 2007 while maintaining a satellite office in Washington, D.C.

CLIA carries out objectives and activities on behalf of the collective membership. Senior management from member lines comprise executive, managing and marketing committees, and also numerous committees involving the operation of the CLIA vessels, such as environmental, technical & regulatory, and the Cruise Ship Safety Forum, which provide guidance and support for the association and its cruise line and travel agency members.

CLIA is consistently rated the most professional and effective organization of its kind for its support of the travel agency community and for the quality of its sales training programs. CLIA's training consists of classroom seminars, Internet-based courses and video training. The association's most comprehensive training is its *Cruise Counsellor Certification Program*, which requires agents to successfully complete compulsory courses and exams, attend cruise conferences and conduct ship inspections, among other activities.

In addition to its training programs, CLIA conducts extensive research and engages in strategic public relations and promotional activities that advocate cruise vacations. CLIA's extensive portfolio of research projects include a bi-annual Market Profile Study, which tracks changing cruise demographics and consumer trends; The Cruise Industry Overview, which covers growth statistics, market potential, vacation comparisons, cruise prospects, sources of business and North American port embarkations; executive reports covering passenger growth and capacity changes; and the annual North American Economic Study, which tracks and analyzes the cruise industry's continued growth and contributions to the U.S. economy.

CLIA established a Travel Agent Advisory Board (TAAB) in 2004 to enhance its educational training, marketing support and travel industry representation services. TAAB members serve a two-year term and include professionals from virtually every type of cruise-selling operation, from independent home-based retailers to regional brick-and-mortar locations to online agencies.

To further facilitate greater communication between its member travel agents and cruise industry officials, CLIA sponsors an annual conference, **cruise3sixty**, that combines the best elements of a travel show with educational and professional development programming, plus hands-on technology training and one-on-one appointments with cruise-line officials.

## FACTS ABOUT CLIA

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- A. CREATED:** July 7, 1975, by approval of the U.S. Federal Maritime Commission. The International Council of Cruise Lines (ICCL) merged with CLIA and adopted the CLIA name in January 2007.
- B. MEMBERSHIP:**
- 25 cruise lines that represent over 97 percent of the cruise capacity marketed in North America
  - 16,000 travel agencies and agent members
  - Approximately 100 Executive Partners, important strategic industry suppliers and ports
- C. MISSION:** To promote the value and desirability of cruise vacations while supporting measures that foster a safe, secure and healthy cruise ship environment
- D. OFFICE:**
- Cruise Lines International Association  
910 SE 17th St., Suite 400  
Fort Lauderdale, FL 33316  
Telephone: (754) 224-2200  
Fax: (754) 224-2250
- E. WEB SITE:** [www.cruising.org](http://www.cruising.org)
- Designed for consumer, travel agent and press inquiries, CLIA's Web site is considered the Internet's most comprehensive cruise travel resource.
  - Featured are profiles of member cruise lines, answers to the most-often-asked questions on cruising, a locator for names of CLIA-member travel agencies and travel agent associates, news releases on the latest news in the cruise industry, links to CLIA member lines and a destination guide showcasing hundreds of worldwide ports of call.
  - For media inquiries, a "Pressroom" contains news releases and industry statistics, plus an e-mail link to CLIA's PR team.
  - CLIA-member agencies have exclusive access to the CLIA Travel Agent Center which provides the latest training and sales information. Also, member agencies and associates receive a free listing and specialty profile in the travel agency locator section; this search feature enables consumers to find their nearest CLIA-member agency and certified *Cruise Counsellor*.
  - CLIA-member cruise lines and the Executive Partners have exclusive access to the CLIA Regulatory section, which provides information about upcoming events, as well as technical & regulatory information.

**F. KEY PERSONNEL:** Christine Duffy, president and CEO  
Robert Sharak, executive vice president, marketing and distribution  
J. Michael Crye, executive vice president, technical and regulatory affairs  
Eric Ruff, executive vice president, public policy and communications  
Capt. Ted Thompson, senior vice president, technical and regulatory affairs  
Thomas Cogan, director of training  
Bud Darr, director of environmental and health programs  
Stan Deno, director of operations  
Lanie Fagan, director of communications  
Robert Fuller, director, finance and administration  
Jim Smith, director of marketing  
Gaye Stewart-Loudis, director of membership

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## PROFILE OF THE U.S. CRUISE INDUSTRY

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The cruise industry is the fastest growing segment of the travel industry – achieving more than 2,100 percent growth since 1970, when an estimated 500,000 people took a cruise. Industry estimates are that 13.5 million people took a cruise vacation in 2009, with a total of 14.3 million passengers forecasted to sail in 2010.

But that's not all. CLIA reports that the cruise industry's total economic benefit to the U.S. economy was \$35.1 billion in 2009. The cruise industry generated nearly 314,000 American jobs, and direct spending by cruise lines and passengers on U.S. goods and services exceeded \$17 billion.

The cruise industry's growth is also reflected in its expanding guest capacity. Nearly 40 new ships were built in the 1980s and during the 1990s, nearly 80 new ships debuted. By the end of 2010, over 100 new ships were introduced since 2000, with seven new vessels on the way for 2011.

This strong growth has fueled the continuing evolution of the cruise vacation experience. Over the years, cruise lines have expanded itineraries to include more diverse ports of call and convenient embarkation ports and have also introduced innovative onboard amenities and facilities, including cell phone access, Internet cafes and wireless fidelity (Wi-Fi) zones, rock-climbing walls, bowling alleys, surfing pools, multi-room villas, multiple themed restaurants and expansive spas, health and fitness facilities that easily rival land-based options.

The cruise industry's commitment to adding new capacity is based on cruising's tremendous growth potential. Because only approximately 20 percent of U.S. adults have ever taken a cruise vacation, there remains an enormous untapped market.

Cruise lines cater to a diverse demographic mix. Cruisers average 46 years of age, with above-average (\$93,000) annual household income. Cruise vacations attract travelers from every state in the nation and from every province in Canada. The states producing the most cruise passengers are Florida, California, Texas, Massachusetts, New York, Pennsylvania, New Jersey, Illinois, Arizona and Georgia.

Ninety percent of all cruise vacations are booked through travel agents, and cruise sales account for more than half of all vacation sales among travel agents.



## **CLIA LEADERSHIP & COMMITTEES**

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### **Executive Committee**

#### **Chairman**

Howard Frank, Carnival Corporation & plc

Gregg Michel, Crystal Cruises  
Christine Duffy, Cruise Lines International Association  
Karl Holz, Disney Cruise Line  
Richard Sasso, MSC Cruises  
Kevin Sheehan, Norwegian Cruise Line  
Adam Goldstein, Royal Caribbean International  
Richard Fain, Royal Caribbean International

#### **CLIA Board of Directors**

Rudi Schreiner, AMAWATERWAYS  
Charles B. Robertson, American Cruise Line/Pearl Seas Cruises  
Patrick Clark, Avalon Waterways  
Larry Pimentel, Azamara Club Cruises  
Micky Arison, Carnival Corporation & plc  
Howard Frank, Carnival Corporation & plc  
Gerry Cahill, Carnival Cruise Lines  
Daniel Hanrahan, Celebrity Cruises  
Maurice Zarmati, Costa Cruise Lines N.V.  
Christine Duffy, Cruise Lines International Association  
Gregg Michel, Crystal Cruises  
Peter Shanks, Cunard Line  
Karl Holz, Disney Cruise Line  
Stein Kruse, Holland America Line  
Hans Rood, Hurtigruten  
Richard Sasso, MSC Cruises  
Kevin Sheehan, NCL  
Bob Binder, Oceania Cruises  
Richard Bailey, Paul Gauguin Cruises  
Alan Buckelew, Princess Cruises  
Mark Conroy, Regent Seven Seas Cruises  
Richard Fain, Royal Caribbean International  
Adam Goldstein, Royal Caribbean International  
Pam Conover, Seabourn  
Bob Lepisto, SeaDream Yacht Club  
Manfredi Lefebvre d'Ovidio, Silversea Cruises Ltd.  
Guy Young, Uniworld Grand River Cruises  
Larry Kaye, Kaye, Rose & Partners, LLP (Executive Partner Representative)  
Hans Birkholz, Windstar Cruises

### **Marketing Committee**

#### **Chairman**

Jan Swartz, Princess Cruises/Cunard Line

Bruce Rosenberg, AMAWATERWAYS  
Charles Robertson, American Cruise Line/Pearl Seas Cruises  
Paula Hayes, Avalon Waterways

Eddie Bornstein, Azamara Cruises  
Lynn Torrent, Carnival Cruise Lines  
Dan Hanrahan, Celebrity Cruises  
Dondra Ritzenthaler, Celebrity Cruises/Azamara Cruises  
Maurice Zarmati, Costa Cruises  
William Smith, Crystal Cruises  
Ed Fouche, Disney Cruise Line  
Rick Meadows, Holland America Line  
Hans Rood, Hurtigruten  
Richard Sasso, MSC Cruises  
Andrew Stuart, Norwegian Cruise Line  
James Rodriguez, Oceania Cruises  
Diane Moore, Paul Gauguin Cruises  
Mark Conroy, Regent Seven Seas Cruises  
Vicki Freed, Royal Caribbean Cruises, Ltd.  
Adam Snitzer, Seabourn  
Gretchen Bell, SeaDream Yacht Club  
Stephen Tucker, Silversea Cruises  
Janice Tully, Uniworld Boutique River Cruise Collection  
Hans Birkholz, Windstar Cruises  
Jim Smith, Cruise Lines International Association  
Bob Sharak, Cruise Lines International Association  
Gaye Stewart-Loudis, Cruise Lines International Association