

SEATRADE CRUISE GLOBAL PRESENTS:

# THE DAILY

THURSDAY 16 MARCH 2017

CONNECTING THE GLOBAL CRUISE INDUSTRY



UBM



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## THURSDAY 16 MARCH 2017

9:00am – 11:30am: Floridian Ballroom

### **Cyber Security**

9:30am – 11:00am: Palm Ballroom A

### **Expedition/Adventure Cruising & the Polar Code**

11:00am – 12:00pm: Room 222/223

### **Public Health**

11:00am – 12:00pm: Palm Ballroom B

### **What's Next in Sales and Marketing: How Can Cruise Learn from Other Sectors of the Travel Industry?**

12:00pm – 1:30pm: Floridian Ballroom

### **Polar Cruising Safety**

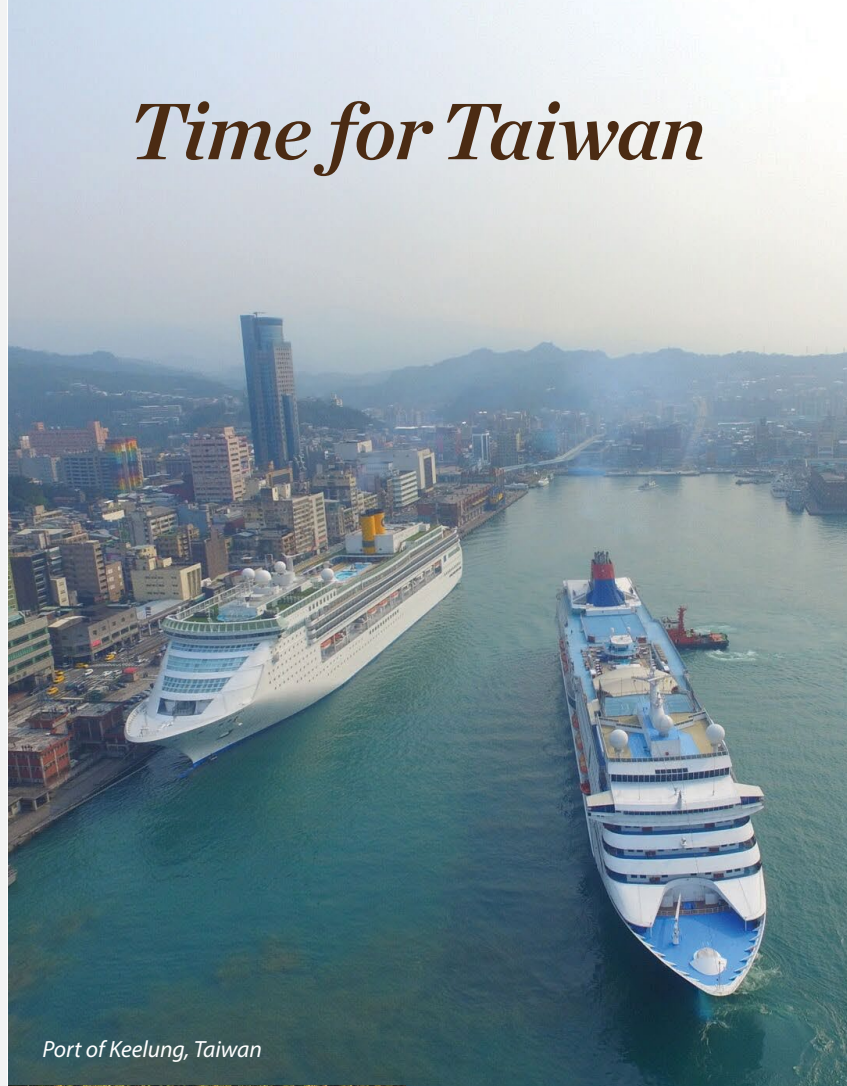
1:00pm – 2:00pm: Palm Ballroom B

### **Partnerships: Finding the Perfect Fit**

1:00pm – 2:00pm: Room 222/223

### **The Wellness Trend**

# Time for Taiwan



Port of Keelung, Taiwan



Taiwan welcomes you with her breathtaking landscape, fascinating culture, round-the-clock food experience and various outdoor activities.

**Taiwan Booth #2221**

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## CLIA'S TOP NINE CRUISE DESTINATIONS FOR 2017

Cruises can take travelers to unexpected destinations ranging from the Canadian arctic to witnessing the wildlife of the Galapagos and experiencing everything from awesome adventure to absolute relaxation. With this in mind, Cruise Lines International Association (CLIA) is sharing the top nine cruise destinations for 2017:

**1. Adventuresome Passage:** The Northwest Passage is perfect for travelers looking to find polar adventure. These voyages lend themselves to bird watching, kayaking and polar bear sightings while sailing this famed passage that connects the Pacific and Atlantic oceans.

**2. Beautiful Bucharest:** Romania's capital city is a "big personality" destination that offers travelers a chance to soak in the history of the largest Parliament building in the world, the Palace of the Parliament, as well as view amazing and unique historical architecture.

**3. Exclusive Private Islands:** Private islands offer a myriad of unique destinations for travelers to explore in regions of the Bahamas, Haiti and more. These private islands are perfect for either relaxation or adventure with exclusive excursions, pristine beaches and more cruise line-provided amenities.

**4. Sail the South Pole:** There's no greater white whale for travelers hoping to hit every continent as the Great White Desert of Antarctica. This frosty destination offers cruisers a chance to take in the natural icy beauty of a relatively untouched landscape and voyage into penguin colonies.

**5. The Gorgeous Galapagos:** The dynamic Galapagos Islands are a destination unlike any other teeming with diverse wildlife—as Charles Darwin famously studied—and lush greenery unmatched by anywhere else in the world.



**6. Exotic Africa:** Travelers to Africa can bask in the urban beauty that Cape Town has to offer, take part in stunning safaris, check out the famous Victoria & Alfred Waterfront and become immersed in storied culture.

**7. Great Wall of Culture:** China is a popular destination and rightfully so. History and culture abounds, offering travelers everything from the famed Great Wall to hikes among lotus flowers and weeping willows to works of historical magnitude like the Forbidden City.

**8. Havana History:** A sought-after and recently attainable destination, Cuba offers beaches, culture and music like nowhere else. Travelers to this Caribbean island can learn Cuban dancing, puff cigars, view famous Spanish-inspired architecture, visit eclectic museums and art galleries, and more.

**9. A Diver's Dream:** Cruise travelers visiting Belize will be surrounded by beach beauty and ancient culture, as well as some of the most famed diving areas in the world. This coastal spot offers nearly unbroken lines of reefs and cays that make for excellent diving views, as well as a high concentration of ancient Mayan ruins to explore.



# Trends for 2017 in the Cruise Marketplace

The range of trends for the 2017 sailing season is more diverse than ever before. **New vessels are creating marketplace buzz** with consumer excitement for cruising building as at least 11 new vessels launch in 2017. Creating “marketplace buzz” generates consumer demand and is a good barometer for what lies ahead.

**Interest in Cuba continues to soar** with the approval for new Cuba cruises starting this spring by Royal Caribbean, Norwegian Cruise Line, Carnival and Pearl Seas Cruises. Some small-ship and European lines, including Costa and MSC, are already in the market sailing from Havana.

**China** as a cruise market offers tremendous potential and remains in the early stages of development with new dedicated vessels launching this year.

According to the major cruise lines, **advance cruise bookings are trending well** in early 2017 and the global marketplace appears to be primed for a good year. **Diversification** of cruise industry products continues at a strong pace with new lines entering the marketplace.

The **Small-Ship Ocean and Expedition category** is trending with many small-ship oceangoing vessels, mega-yachts and expedition vessels sailing the globe and delivering decidedly exotic experiences that appeal to non-cruisers, tour goers and others seeking adventure off the beaten path.

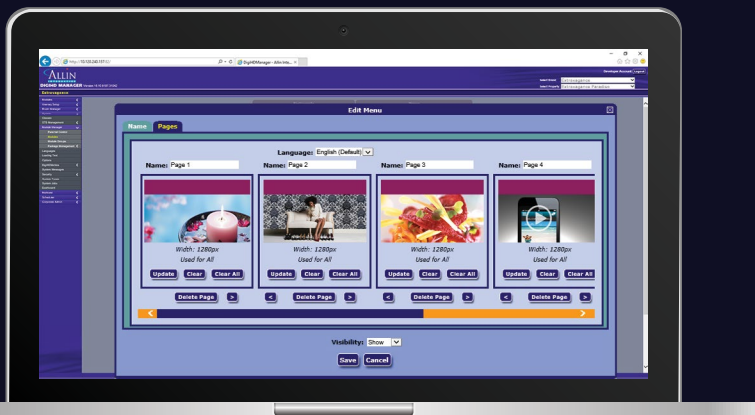
And one can't forget about **Alaska**, which had a blockbuster 2016. In 2017, Holland America celebrates its 70th year in Alaska and is planning many commemorative activities to raise awareness. Other brands including Princess and NCL continue to commit sizable tonnage. 2017 is an exciting time in the cruise world.

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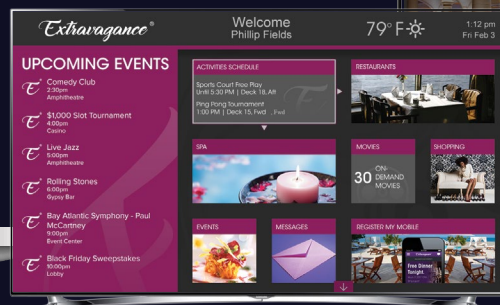
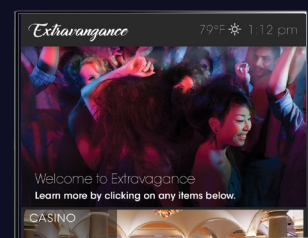
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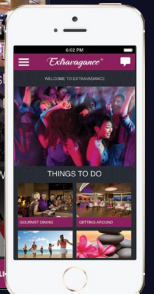
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## Carnival Corp:

Carnival Corporation & plc, the world's largest leisure travel company, signed a memorandum of agreement with leading German and Finnish shipbuilders Meyer Werft and Meyer Turku to deliver three additional next-generation cruise ships that will be fully powered by Liquefied Natural Gas (LNG), the cleanest burning fossil fuel in the world. The shipbuilding agreements are subject to several conditions, including satisfactory financing.

## Tauck Doubling Ocean Cruising Capacity, Expanding Partnerships:

Tauck announced plans yesterday to double passenger capacity with its ocean-going Small Ship Cruising portfolio. The company is boosting capacity on existing cruises, adding itineraries and expanding its partnership with French line Ponant. Tauck is also enhancing its partnership with BBC Earth, the filmmakers behind the hit nature documentary series Planet Earth II.

## American Cruise Lines:

American Cruise Lines, the largest U.S. cruise company, is pleased to announce three new cruise ships now under construction for its fleet. American Constellation, the first one to be delivered, has a capacity of 170 passengers and is scheduled to begin cruising in May 2017. The sister ship to American Constellation is scheduled to be complete in 2018, and will also carry 170 passengers.

## Norwegian Cruise Line:

Norwegian Cruise Line unveiled the line's enhanced loyalty program, Latitudes Rewards. Featuring exciting new benefits at all tier levels to make guests' cruising experience with Norwegian even more rewarding, the new program will be available for all cruises beginning on 3 February 2017. Highlights of the new program include enhanced benefits across all tiers and the addition of two new elite tier levels for the most frequent cruisers.

## Custom Business Solutions (CBS):

Custom Business Solutions (CBS), developers of the hospitality industry's first iPad-based Point of Sale System, announced the installation of its NorthStar point-of-sale system on Harvest Caye, the resort-style Belize island and port of call for Norwegian Cruise Line Holdings Ltd, parent company of Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises. NorthStar will be used for guest, server and kiosk ordering in the new island resort's four restaurants, poolside service and beach villas.

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## STAY CONNECTED

All you need to know is a touch away with the Seatrade Cruise Global Mobile App (available in the App Store and on Google Play). You can find out who's exhibiting, access the show schedule and even plan your day!

## STAY IN THE KNOW

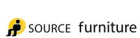
For daily insight into the cruise market and extensive event coverage, read Seatrade Cruise News ([www.seatrade-cruise.com](http://www.seatrade-cruise.com)).

Be sure to pick up a copy of THE DAILY each day, or access it and other news online.

## SAVE THE DATE

Mark your calendars! We'll be returning to Fort Lauderdale on 5-8 March 2018 - [www.seatradecruiseglobal.com](http://www.seatradecruiseglobal.com)





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IN 2018!



## SEATRADE CRUISE GLOBAL 2017

### Take Our Partnership To New Heights

Hong Kong's cruise industry has enjoyed a record-breaking year, due in no small part to several strategic partnerships with key cruise lines and the formation of the Asia Cruise Cooperation. The Hong Kong Tourism Board would like to thank our cruise line partners for their terrific support in promoting and developing cruise tourism to Hong Kong.

Hong Kong, Asia's cruise hub, enjoyed substantial growth in 2016, with an increase of 35% in throughput and 27% growth in the number of ship calls. Several major cruise lines have added new deployments in Asia with maiden calls in Hong Kong, including Costa Cruises, Dream Cruises, MSC Cruises, Norwegian Cruise Line and Royal Caribbean International. We are also pleased to welcome new ships to Hong Kong in 2017, including the Norwegian Joy, Majestic Princess and World Dream and are confident that such deployments will contribute to the development of cruise tourism in Asia.

### The Asia Cruise Cooperation

Hong Kong is also dedicated in fostering strong partnerships with key ports in Asia with the formation of the Asia Cruise Cooperation (ACC). This alliance of Hong Kong and four neighboring ports including Hainan, Taiwan, the Philippines and Xiamen is proving to be a strong relationship of

dedicated partners. Hong Kong is committed to driving regional cooperation with the ACC, with the goal of maximizing cruise tourism in Asia and encouraging cruise lines to develop distinctive Asia itineraries.

### Looking Ahead

In 2017 and beyond, Hong Kong will continue to strengthen our partnerships, championing the development of customized programs and tapping into potential source markets. We look forward to delighting cruise passengers with Hong Kong's vast array of unforgettable experiences. Together with our partners, Hong Kong's cruise tourism and on shore offerings are on track for another phenomenal year.



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IT'S IN  
HONG  
KONG**



# Navigating your way at Seatrade Cruise Global 2017

## LEVEL 3

### Exhibits

- Entertainment
- Information Technology
- New Product Marketplace
- Safety & Security
- Ship Equipment

**Safety & Security Symposium** (Floridian Ballroom)

**VIP/Commanders Club Lounge** RM 304/305

**The Bridge**

**Food Court**

## LEVEL 2

### Exhibits

- Design & Ship Interiors
- Environmental, Health & Wellness
- Food & Beverage

### Conference Sessions

- Room # 222 / 223
- Palm A
- Palm B

**Press Lounge** - Room # 209 / 210

**Press Conference** - Room # 207 / 208

## LEVEL 1

### Exhibits

- Destinations
- Ship Equipment

### Registration

**Sales/Rebooking Office** - Room # 118 / 119

**Cruise Lines International Association (CLIA)** Booth #1203

**Florida Caribbean Cruise Association (FCCA)** Booth #2721



GET HELP, GUIDANCE & INFORMATION

**LOCATED: LEVEL 3**

**VISIT INDONESIA BOOTH #2335**  
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### BOROBUDUR TEMPLE

The Borobudur Temple Compounds is one of the greatest Buddhist monuments accredited by UNESCO in the world, and was built in the 8th and 9th centuries AD. The Temple also be seen as an outstanding dynastic monument of the Syailendra Dynasty that ruled Java for around five centuries until the 10th century.

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