



# 2024 Sponsorship Guide

CRUISE FORWARD SUMMIT | 6-8 NOVEMBER



# Schedule at a Glance

## CRUISE FORWARD SUMMIT | 6-8 NOVEMBER 2024

### WEDNESDAY, NOVEMBER 6

- 6:00-7:30 PM | Welcome Reception at InterContinental

### THURSDAY, NOVEMBER 7

- 7:30-8:30 AM | Networking Breakfast
- 8:30-9:15 AM | Welcome Remarks
- 9:15-10:15 AM | Keynote
- 10:15-11:45 AM | Breakout Workshops (Concurrent Sessions)
  - Maritime Technology
  - Supply Chain
  - Workforce Development
- 11:45 AM -12:00 PM | Networking Break
- 12:00-1:00 PM | Keynote TBA
- 1:00-2:30 PM | Networking Lunch
- 2:30-4:00 PM | Breakout Workshops (same topics)
- 3:00-4:00 PM | CLIA Board Meeting (invitation only)
- 4:00-4:45 PM | Business Meeting with Diamond Partners (invitation only)
- 4:45-6:30 PM | Diamond Reception (invitation only)

### FRIDAY, NOVEMBER 8

- 7:30-8:30 AM | Networking breakfast
- 8:30-9:15 AM | Keynote TBA
- 9:15-11:00 AM | Ports and Destinations 1:1 Meetings
- 9:15-11:00 AM | Community Roundtables
  - Maritime & Technical
  - Hospitality & Guest Services
  - Supply Chain & Industry Services
- 11:00 AM | Executive Partners Cruise Ship Event- TBA
- 11:00 AM – 2:30 PM | Committee Meetings at hotel

# Cruise Forward Summit

6-8 NOVEMBER 2024 | MIAMI, FLORIDA

The CLIA **Cruise Forward Summit** is a great opportunity that unites and connects our Executive Partners with our Cruise Line Members. The Summit provides a platform to address important topics, including industry insights, impact and progress of sustainability initiatives in Europe and North America, regulatory issues, ports and destination engagement, and supply chain issues and solutions.

The summit will include **Executive Partners from all communities – Ports and Destinations, Maritime and Technical, Hospitality and Guest Services, Supply Chain and Industry Services.**



SPONSOR	VALUE	EXCLUSIVE
Presenting Partner (Up to 2)	\$25,000	\$50,000
VIP Diamond Event (Up to 2)	\$15,000	\$25,000
Welcome Reception (Up to 2)	\$15,000	\$25,000
Event Logistics	\$15,000	
Keynote Sponsor (2 total)	\$15,000	
Hospitality Suite	\$10,000	
Ports and Destinations and 1:1 Meetings	\$10,000	
Photo Gallery Sponsor	\$10,000	
Entertainment for Welcome Reception	\$10,000	
Luncheon (2 total)	\$7,500	
Charging Station	\$7,500	
Hospitality Bar at Welcome Reception (2 total)	\$7,500	
Registration	\$7,500	
Sponsor Lounge	\$6,500	
Sustainable Giveaway	\$5,000	
Event App	\$5,000	
Branded notepad/pens	\$5,000	
Working Breakout Sessions (4 total)	\$3,500	
Breakfast (2 total)	\$3,500	
Refreshment Break (2 total)	\$3,000	
Supporters of CLIA	\$2,500	

# Presenting Sponsor

## CRUISE FORWARD SUMMIT



- **Designation:** Official designation as Presenting Sponsor.
- **Brand Recognition:** Logo and branding recognition throughout CLIA Cruise Forward Summit (subject to CLIA approval), including:
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Appropriate event signage
  - Printed materials
  - Electronic mailings
  - Event website
  - Photo gallery
  - Press releases
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to four complimentary tickets for employees of your company to attend CLIA Cruise Forward Summit.
- **VIP Seating:** Seating at the reserved table for one with Kelly Craighead, President and CEO of CLIA.
- **Promotional Video:** Sponsor to promote brand on photo gallery site with 30 second video.
- **Video Feature:** A video (approximately 1 minute in running time, no sound) to appear in main room during lunch.
- **Video Interview:** One-on-one partner interview included in future newsletters, social media and the Executive Partner online community on MyCLIA.
- **Video Recap:** A video and photo montage showcasing all the highlights of the CLIA Cruise Forward Summit. A fun and exciting recap of all the CLIA activities and festivities throughout the week. The highlight reel will be featured on the event website, social media, MyCLIA, and future newsletters.
- **Branded Gift:** Opportunity to provide attendees with branded gift (subject to CLIA approval).

**2 AVAILABLE AT VALUE:** \$25,000

**EXCLUSIVE:** \$50,000



# VIP Diamond Event

## CRUISE FORWARD SUMMIT

- **Designation:** Official Designation as VIP Diamond Event Sponsor.
- **Brand Recognition:** Logo and branding recognition throughout event (subject to CLIA approval), including:
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Appropriate event signage
  - Printed materials
  - Electronic mailings
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to two complimentary tickets for employees of your company to attend CLIA Cruise Forward Summit.
- **VIP Photos:** Opportunity with CLIA executives.
- **Video Recap:** A video and photo montage showcasing all the highlights of the CLIA Cruise Forward Summit. A fun and exciting recap of all the CLIA activities and festivities throughout the week. The highlight reel will be featured on the event website, social media, MyCLIA, and future newsletters.
- **Branded Gift:** Opportunity to provide attendees with branded gift (subject to CLIA approval).
- **Promotional Video:** A video (approximately 1-minute in running time, no sound) to appear in main room during lunch.

**2 AVAILABLE AT VALUE:** \$15,000

**EXCLUSIVE:** \$25,000



# Welcome Reception

## CRUISE FORWARD SUMMIT

- **Designation:** Official Designation as Welcome and Closing Receptions Sponsor.
- **Brand Recognition:** Logo and branding recognition throughout the event (subject to CLIA approval), including:
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Appropriate event signage
  - Printed materials
  - Electronic mailings
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to two complimentary tickets for employees of your company to attend CLIA Cruise Forward Summit.
- **Video Recap:** A video and photo montage showcasing all the highlights of the CLIA Cruise Forward Summit. A fun and exciting recap of all the CLIA activities and festivities throughout the week. The highlight reel will be featured on the event website, social media, MyCLIA, and future newsletters.
- **Branded Gift:** Opportunity to provide attendees with branded gift (subject to CLIA approval).
- **Promotional Video:** A video (approximately 1-minute in running time, no sound) to appear in main room during lunch.

**2 AVAILABLE AT VALUE:** \$15,000

**EXCLUSIVE:** \$15,000



# Logistics and Transportation

## CRUISE FORWARD SUMMIT

- **Designation:** Exclusive Host/Sponsor of the CLIA Cruise Forward Summit transportation, logistics.
- **Logo Shirts:** Opportunity to provide logo shirts for staff.
- **Brand Recognition:** Logo and branding recognition throughout the space (subject to CLIA approval), including:
  - Appropriate event signage
  - Opportunity to brand transportation (subject to CLIA approval)
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Printed materials
  - Electronic mailings
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to two complimentary tickets for employees of your company to attend CLIA Cruise Forward Summit.



**VALUE:** \$15,000

# Keynote Sponsor

## CRUISE FORWARD SUMMIT



### KEYNOTE TOPICS

- Sustainability
- AI Travel

- **Designation:** Official Designation of one of two keynotes.
- **Brand Recognition:** Logo and branding recognition throughout the event (subject to CLIA approval), including:
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Appropriate event signage
  - Printed materials
  - Electronic mailings
  - Event website
  - Press releases
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to two complimentary tickets for employees of your company to attend CLIA Cruise Forward Summit.
- **Video Feature:** Opportunity to play 2-3 minute video about company ahead of Keynote presentation.
- **VIP Seating:** Seating at the reserved table for one with Kelly Craighead, President and CEO of CLIA.

**2 AVAILABLE AT VALUE: \$15,000**





# Hospitality Suite

## CRUISE FORWARD SUMMIT

- **Designation:** Official Designation of Hospitality Suite sponsor
- **Brand Recognition:** Logo and branding recognition throughout the event (subject to CLIA approval), including:
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Appropriate event signage
  - Printed materials
  - Electronic mailings
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to one complimentary tickets for employees of your company to attend CLIA Cruise Forward Summit.

**VALUE:** \$10,000

# Ports and Destinations & 1:1 Meetings

1:1 meetings are an opportunity for suppliers to connect with cruise line itinerary planners.

- **Designation:** Official Designation and Branding as Ports and Destinations & 1:1 Meetings sponsor.
- **Brand Recognition:** Logo and branding recognition throughout the event (subject to CLIA approval), including:
  - Appropriate event signage
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Printed materials
  - Electronic mailings
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes one complimentary ticket for employees of your company to attend CLIA Cruise Forward Summit.
- **Branded Gift:** Opportunity to provide attendees with branded gift (subject to CLIA approval).



**VALUE:** \$15,000

# Photography Gallery on GetPica

CRUISE FORWARD SUMMIT

## What is GetPica?

This AI platform creates personalized albums for guests by recognizing their faces through a one-time login process.

Guests can download their branded photos and instantly share on their preferred social channels.



- **Designation:** Official Photo Gallery Sponsor at CLIA Cruise Forward Summit
- **Brand Recognition:** Logo and brand recognition (subject to CLIA approval), to include the following:
  - Appropriate Event Signage
  - Printed Materials
  - Electronic Mailings
  - Photo Gallery Website
  - Event Website
  - Event App
  - Logo on Photos
- **Promotional Video:** Sponsor to promote brand on photo gallery site with 30 second video.
- **Complimentary Tickets:** Includes one complimentary ticket for an employee of your company to attend CLIA Cruise Forward Summit.

**VALUE:** \$10,000



# Welcome Reception Entertainment

## CRUISE FORWARD SUMMIT

- **Designation:** Official designation as Entertainment Sponsor at the Closing Reception.
- **Brand Recognition:** Logo and branding recognition throughout the space (subject to CLIA approval), including:
  - Appropriate event signage (Logo on DJ booth if available)
  - Printed materials
  - Electronic mailings
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Up to one additional complimentary ticket for CLIA Cruise Forward Summit for direct employees of your company.
- **Video Recap:** Inclusion in the video and photo montage showcasing all the highlights of the evening. The highlight reel will be featured on social channels, the Executive Partner online community, MyCLIA, and future newsletters.

**VALUE:** \$10,000





# Luncheon

## CRUISE FORWARD SUMMIT

- **Designation:** Host/Sponsor of the CLIA Cruise Forward Summit lunch.
- **Brand Recognition:** Logo and branding recognition throughout the space(subject to CLIA approval), including:
  - Appropriate event signage
  - Logo on main screen during lunch
  - Printed materials
  - Electronic mailings
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to one complimentary ticket for an employee of your company to CLIA Cruise Forward Summit.



**2 AVAILABLE AT VALUE:** \$7,500

  
**CRUISE FORWARD  
SUMMIT**

# Charging Station

## CRUISE FORWARD SUMMIT

- **Designation:** Official designation as Sponsor of the Charging Station & Lounge. Dedicated lounge and workstation outside the main ballroom to charge electronics, network or to work.
- **Complimentary Tickets:** Includes up to one complimentary ticket for guests or direct employees of your company to attend CLIA Cruise Forward Summit.
- **Brand Recognition:** Logo and branding recognition throughout the space (subject to CLIA approval), including:
  - Appropriate event signage
  - Printed materials
  - Electronic mailings
  - Event website
  - Organic promotion in event photos
- **Branded Gift:** Opportunity to provide charging gift to CLIA guests (provided by Sponsor and upon CLIA approval.)



**VALUE:** \$7,500



# Hospitality Bar Sponsor

## CRUISE FORWARD SUMMIT

- **Branded Bar:** Opportunity to brand select event bars with company logo or create a custom bar (subject to CLIA approval).
- **Signature Cocktail:** Serve a featured branded signature cocktail (subject to CLIA approval).
- **Brand Recognition:** Sponsor logo included on branded cocktail napkins (provided by sponsor and subject to CLIA approval). Additional logo on main screen during sponsor thank you, walk-in and screen graphics
- **Complimentary Branded Space:** Complimentary area for serving drinks.
- **Complimentary Tickets:** Four complimentary evening reception passes for direct employees of your company.



**2 AVAILABLE AT VALUE: \$7,500**

  
**CRUISE FORWARD  
SUMMIT**

# Registration

## CRUISE FORWARD SUMMIT

- **Designation:** Exclusive Host/Sponsor of the CLIA Cruise Forward Summit registration.
- **Brand Recognition:** Logo and branding recognition throughout the space (subject to CLIA approval), including:
  - Appropriate event signage
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes one complimentary ticket for employees of your company to attend CLIA Cruise Forward Summit.



**VALUE:** \$7,500



# Sponsored Lounges

## CRUISE FORWARD SUMMIT

Network in your own branded lounge. CLIA's sponsored Lounges provide a space to mix and mingle in a personalized space with extra seating and branding.

- **Designation:** Official designation as Host of Business on the Bay Sponsored Lounge.
- **Complimentary Tickets:** Includes up to four complimentary tickets for guests or direct employees of your company to attend Business on the Bay.
- **Brand Recognition:** Logo and branding recognition throughout the space (subject to CLIA approval), including:
  - Appropriate event signage
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Organic promotion in event photos



**VALUE:** \$6,500

  
**CRUISE FORWARD  
SUMMIT**

# Sustainable Giveaway

## CRUISE FORWARD SUMMIT

- **Designation:** Official designation as Hosted Branded Gift Sponsor.
- **Complimentary Tickets:** Includes up to one complimentary ticket for guests or direct employees of your company to attend CLIA Cruise Forward Summit.
- **Brand Recognition:** Logo and branding recognition throughout the space(subject to CLIA approval), including:
  - Appropriate event
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Organic promotion in event photos
- **Branded Gift:** Opportunity to provide sustainable sponsor gift to CLIA guests (provided by Sponsor and upon CLIA approval.)

**VALUE:** \$5,000



  
**CRUISE FORWARD  
SUMMIT**

# Event App

## CRUISE FORWARD SUMMIT

- **Designation:** Official designation as Sponsor of the CLIA Cruise Forward Summit Event App.
- **Complimentary Tickets:** Includes one complimentary ticket for a guest or direct employee of your company to attend CLIA Cruise Forward Summit.
- **Brand Recognition:** Logo and branding recognition throughout the app as official sponsor, plus promotions in the following platforms:
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Event app home page banner
  - Organic promotion in event photos

**VALUE:** \$5,000



# Notepads & Pens

## CRUISE FORWARD SUMMIT



- **Designation:** Provide branded notepad and pen products at each seat in the main ballroom during CLIA Cruise Forward Summit.
- **Complimentary Tickets:** Includes one complimentary ticket for a guest or direct employee of your company to attend CLIA Cruise Forward Summit.
- **Brand Recognition:** In addition to product placement, logo and branding included in:
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Organic promotion in event photos

**VALUE:** \$5,000





# Working Breakout Sessions

## CRUISE FORWARD SUMMIT

Workshop series post lunch to meet in three working groups by category.

- **Designation:** Exclusive Sponsor of CLIA Cruise Forward Summit Workshops.
- **Complimentary Tickets:** Includes up to one complimentary ticket for an employee of your company to attend CLIA Cruise Forward Summit.
- **Brand Recognition:** Logo and branding recognition throughout the space(subject to CLIA approval), including:
  - Appropriate event signage
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Social media
  - Organic promotion in event photos
- **Workshop Topics:**
  - Ports and Destinations
  - Marine Technology and Innovations
  - Supply Chain
  - TBD

**4 AVAILABLE AT VALUE: \$3,500**





# Breakfast

## CRUISE FORWARD SUMMIT

- **Designation:** Exclusive Host/Sponsor of a CLIA Cruise Forward Summit Breakfast.
- **Brand Recognition:** Logo and branding recognition throughout the space(subject to CLIA approval), including:
  - Appropriate event signage
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to one complimentary ticket for an employee of your company to attend CLIA Cruise Forward Summit.

**2 AVAILABLE AT VALUE:** \$3,500



# Refreshment Break

## CRUISE FORWARD SUMMIT

- **Brand Recognition:** Logo and branding recognition throughout the space(subject to CLIA approval, including:
  - Appropriate event signage
  - Logo on main screen during sponsor thank you, walk-in and screen graphics
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to one complimentary ticket for an employee of your company to attend CLIA Cruise Forward Summit.

**2 AVAILABLE AT VALUE:** \$3,500







# Supporters of CLIA

## CRUISE FORWARD SUMMIT

CLIA is seeking support from all participants to help prepare for Cruise Forward at a contribution of \$2,500.

- **Brand Recognition:** Logo and branding recognition
  - Printed materials
  - Electronic mailings
  - Registration website
  - Event website
  - Social media
  - Organic promotion in event photos
- **Complimentary Tickets:** Includes up to two complimentary tickets for an employee of your company to attend CLIA Cruise Forward Summit.





# ABOUT CLIA & THE INDUSTRY





CLIA members comprise a vast and influential cruise community



## 55 cruise lines

*95% of the global ocean cruise fleet*

- 44 ocean cruise lines (global and regional)
- 11 river cruise marketing affiliates

## 350 executive partners

*An expansive business community integral to the industry*

- Ports & destinations
- Maritime & technical
- Hospitality & Guest Services
- Supply chain & industry services

## 90,000 travel trade members

*The world's largest network of travel advisors specializing in cruise travel*

- 15,000 travel agencies
- 75,000 travel advisors



# Audience



## CRUISE LINES

- Board members
- Committee members
- Cruise line decision makers
- River cruise marketing affiliates
- Cruise line management and staff

## STAKEHOLDERS / DELEGATES

- Policymakers
- Key dignitaries
- Special VIPs
- Media

## CLIA EXECUTIVE PARTNERS

- Maritime & Technical
- Supply Chain & Industry Services
- Hospitality, Hotel Food & Beverage
- Ports & Destinations

## SUPPLIERS & EXHIBITORS

- Maritime & technical
- Global solution providers
- Hospitality suppliers
- Hotel food & beverage
- Local developers & suppliers



## About Cruise Lines International Association

The world's largest cruise industry association—providing a unified voice for the industry as the leading authority of the global cruise community. Together with its members and partners, CLIA supports:

- Policies and practices that foster a safe, healthy and sustainable cruise operations;
- Tourism strategies that maximise the socio-economic benefits of cruise travel; and
- Technologies and innovations that protect and preserve our planet.

The organization's global headquarters are in Washington, DC, with regional offices located in North and South America, Europe, and Australasia.





## About Cruise Lines International Association

CLIA members comprise a vast and influential cruise community:

- The world's most prestigious ocean, river and specialty cruise lines—comprising 95% of the world's ocean-going cruise line fleet;
- An expansive business community of leading ports, destinations, ship developers, and maritime business services providers;
- The largest network of travel professionals who specialize in cruise travel.

The organization's global headquarters are in Washington, DC, with regional offices located in North and South America, Europe, and Australasia.





## Our Vision

Our vision is for the cruise industry to be recognized as a leader in responsible travel and the best way to see the world.



## Our Mission

Our mission is to foster our members' success and the common interests of the cruise industry by protecting and promoting the industry's license to operate responsibly.

# Four Strategic Pillars Guide Our Work



## LONG-TERM STRATEGY

### LEADERSHIP

Lead the way  
as a force  
for good

with industry-leading maritime policies, practices, & innovations designed to protect the health and well-being of passengers and crew, the waters on which we sail, and the destinations we visit.

### COMMITMENT

Demonstrate  
global  
commitment and  
local focus

with industry-wide and industry-led initiatives to build and maximize awareness, credibility, and the positive impact of the industry's investments and advancements in sustainable and responsible tourism.

### PARTNERSHIP

Leverage the  
power of  
partnerships

with integrated advocacy, communications, and marketing to amplify the strength of our voice in pursuit of policy and business outcomes that deliver value to our members and the wider cruise community.

### STRENGTH

Build and maintain  
long-term  
strength

with a commitment to building high-performance teams and integrated systems and platforms that help us optimize our resources in support of our members' success and protection of our license to operate.

REPUTATION, LEGISLATION & REGULATION

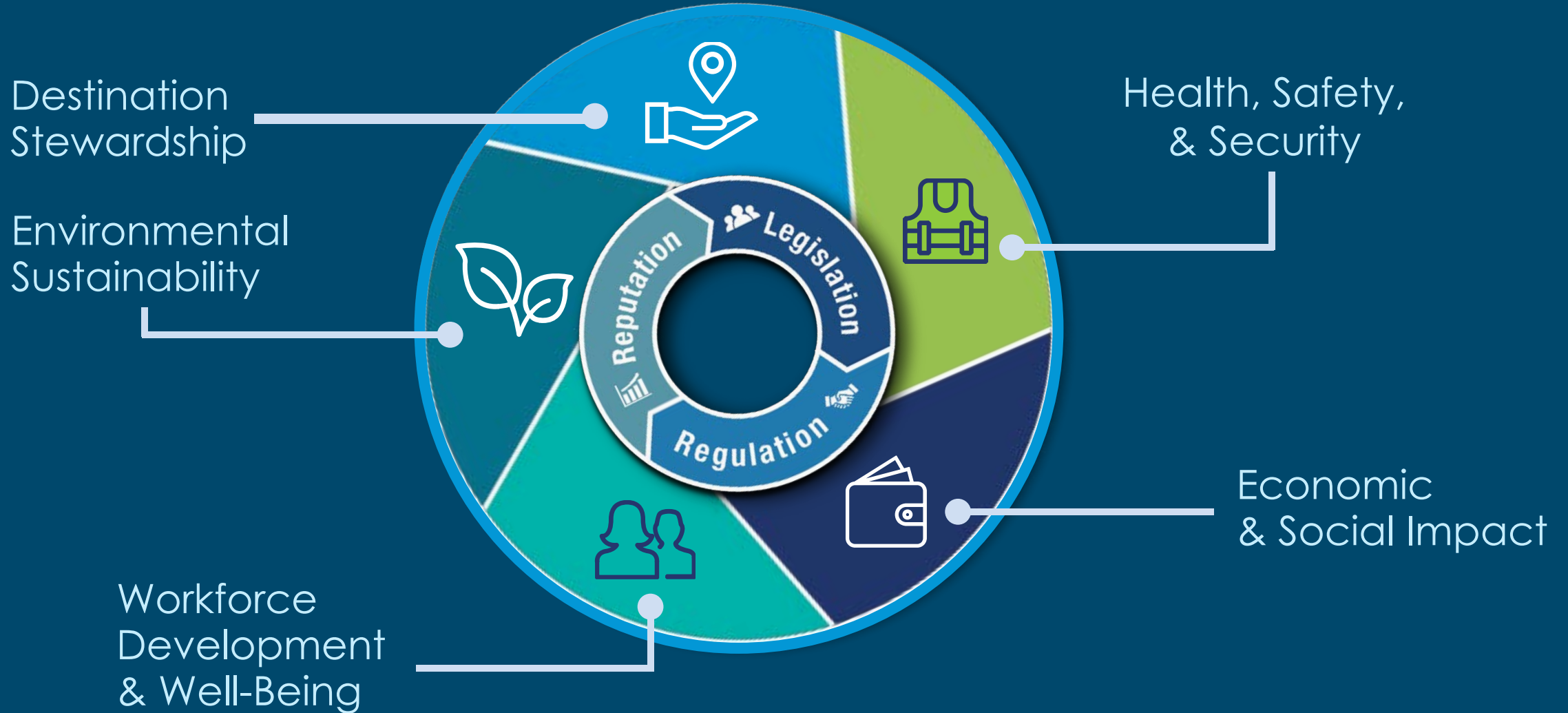
BUSINESS AND OPERATIONAL SUCCESS



# Reputation, Regulation & Legislation



## FIVE FOCUS AREAS



# Functional Leadership Areas

CRUISE LINES INTERNATIONAL ASSOCIATION



Maritime  
Policy

## INNOVATION & LEADERSHIP

- Develops and advances industry-leading policies and practices to safeguard people, protect the environment and promote the common interests of the cruise industry.
- Communicates industry positions on technical, regulatory, and policy matters.
- Represents the global cruise industry at the International Maritime Organization (IMO) and other governing and diplomatic bodies.



Government  
Affairs

## ADVOCACY & INFLUENCE

- Advocates for legislative priorities on behalf of CLIA cruise line members.
- Represents the industry on local and national legislative matters.
- Leads advocacy efforts around the world on public policy priorities to protect the cruise industry's license to operate in key ports and destinations worldwide.



Strategic  
Communications

## REPUTATION & TRUST

- Supports public policy objectives with integrated communications to protect the industry's reputation.
- Directs promotional efforts with compelling proof points related to the industry's sustainable and responsible tourism initiatives.
- Tracks progress and trends across the industry, supported by robust research and analytics.



Membership  
& Commercial

## MEMBERSHIP VALUE & ENGAGEMENT

- Lead recruitment and engagement strategies that deliver compelling value to CLIA members and partners.
- Leverages cooperative marketing, education, training, events, and other networking opportunities on behalf of members.
- Generates incremental revenue through innovative programs and platforms that positively position the industry.

# CLIA Executive Partners

## MEMBERSHIP ACROSS KEY ASPECTS OF THE INDUSTRY

Four Executive Partner communities provide exclusive access and create unique opportunities to connect with cruise industry decision makers

Port authorities and operators  
Destination management organizations  
Tourism bureaus  
Travel and tourism associations  
Port agents



Food & beverage suppliers, equipment manufacturers and distributors  
Hotel amenities and housekeeping suppliers  
Accommodations, FFE suppliers  
Entertainment & gaming  
Medical  
Outfitters  
HFB technology providers

Shipyards  
Vessel management operators  
Class societies  
Technical associations  
Designers & architects  
Engine manufacturers  
Fuel providers and alt. fuel developers  
Aux equipment manufacturers and suppliers  
Technology providers



Logistics and transportation  
Waste management and recycling  
Ship chandlers  
Supply chain technology providers  
Travel services providers  
Tour operators  
Indirect services  
(e.g., insurance, legal, finance, and HR)  
Marketing services providers





## About the Industry

### **Plenty of room for growth:**

Cruise is currently only 2% of the travel and tourism sector.

### **Strong and resilient:**

Consistent and steady growth over the past 50 years—with cruise more resilient than other sectors through downturns.

### **Responsible and sustainable:**

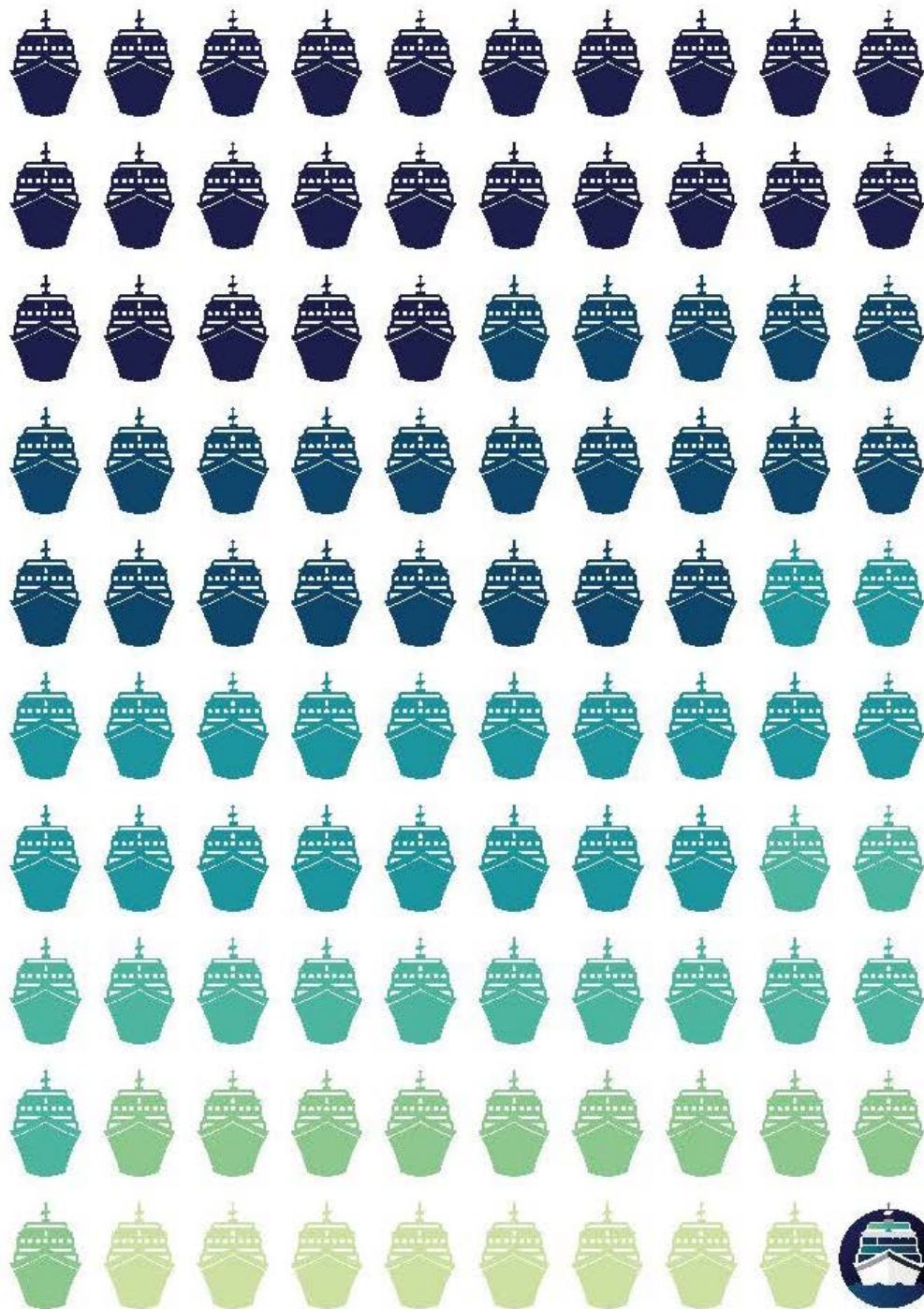
Cruise is one of the safest ways to travel—and is becoming one of the most responsible and best ways to see the world—with cruise lines advancing an ambitious sustainability agenda.

**#weAREcruise**

**Accessible, Responsible, and Essential**



Cruise ships  
comprise  
**< 1%**  
of the world's  
commercial fleet



**25%** general cargo ships

**23%** bulk carriers

**20%** ferry/ro-ro passenger ships

**13%** oil and LNG tankers

**10%** container ships

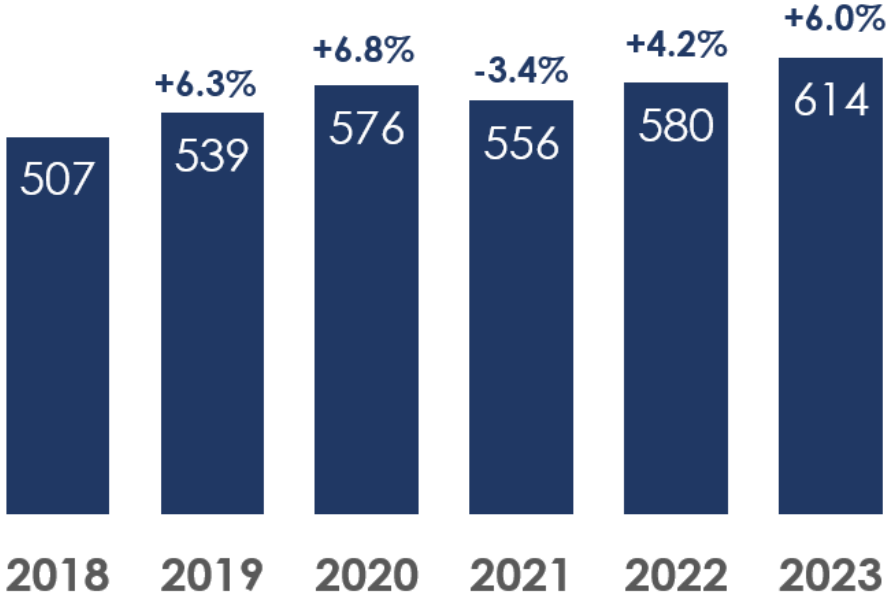
**8%** chemical tankers

**<1%** **cruise ships**  
(300 total)

# CLIA Ocean Cruise Line Members

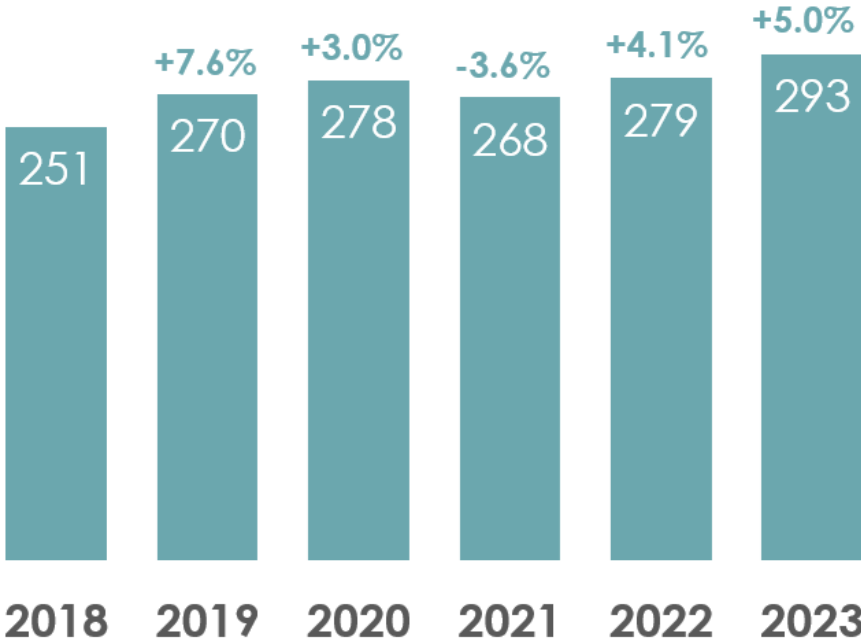
2018 – 2023 GROWTH

CLIA-member fleet size based on **number of lower berths** (amounts in thousands)



CLIA-member cruise line fleet capacity accounts for 95% of global ocean-going lower berths

CLIA-member fleet size based on **number of ships**

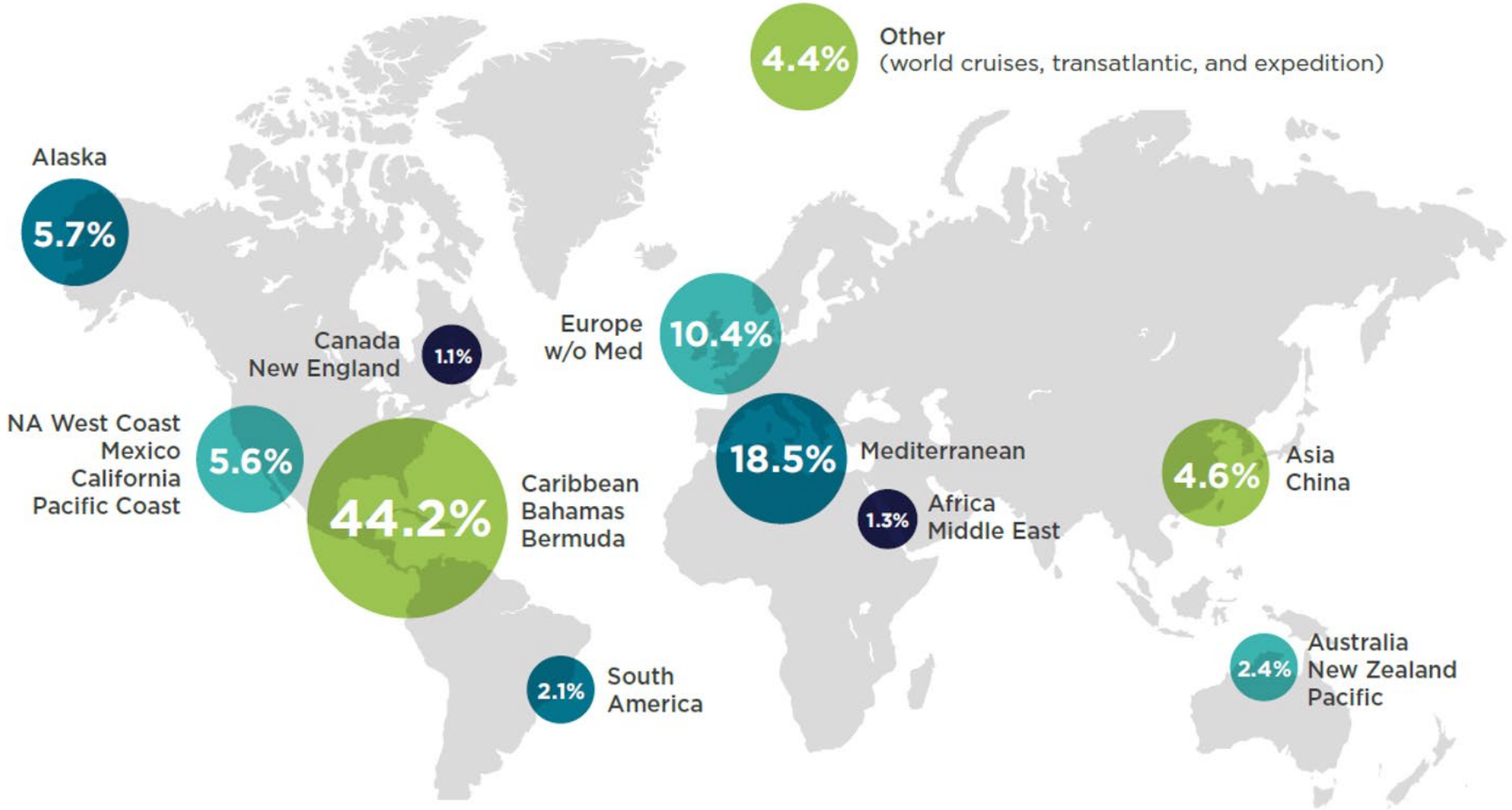


The CLIA-member cruise line fleet is projected to exceed 300 ocean-going vessels for the first time in 2024



# Cruise is a Global Industry


Percentage of International Cruise Passengers Traveling to Major Destinations (2022)



# Cruise Update & Forecast

## ABOUT THE CRUISE INDUSTRY

Intent to cruise is higher than it was in December 2019—continuing a trend that began in the last quarter of 2020.



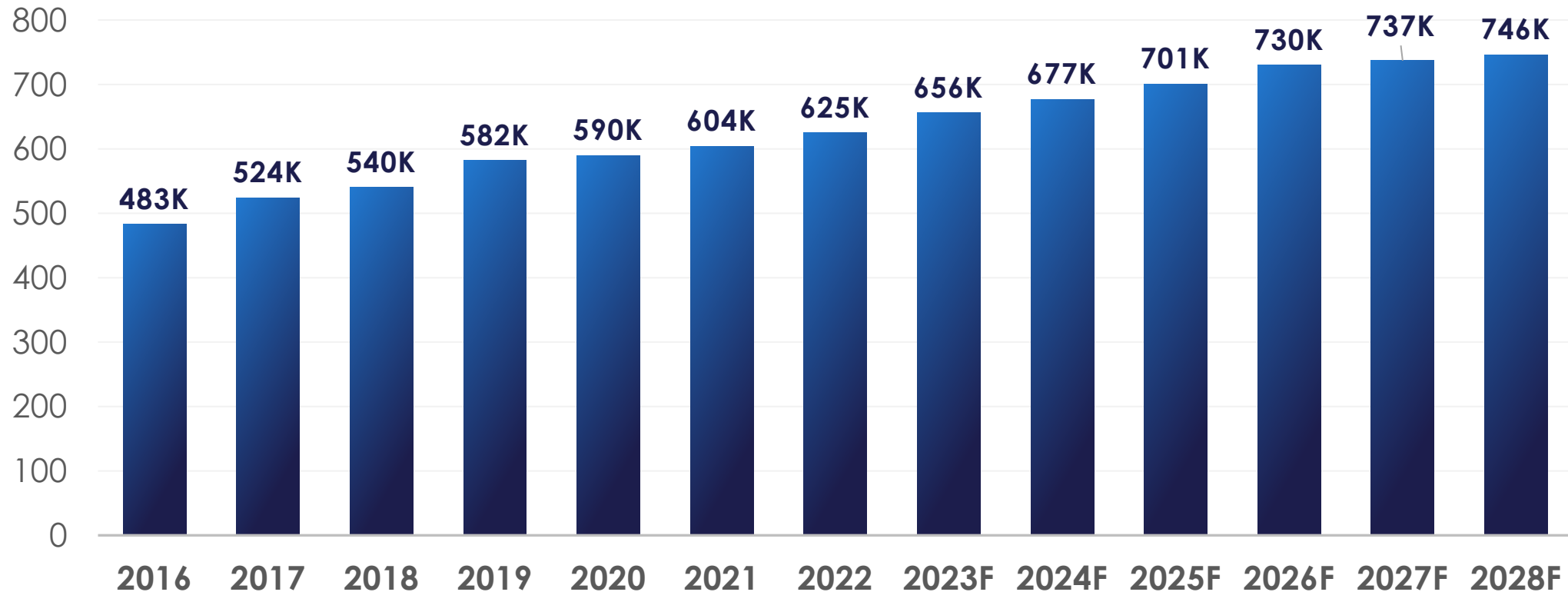
**85%** of those who have cruised will cruise again, **6% higher** than December 2019

# Global Cruise Capacity is Forecast to Grow 19% to More Than 746K Lower Berths from 2022 to 2028

ABOUT THE CRUISE INDUSTRY

## CRUISE CAPACITY PROJECTIONS

(number of cruise ship berths)



Source: CLIA Cruise Forecast (June 2023) Note: Capacity measured at the beginning of the year.



# Cruise Update & Forecast

## ABOUT THE CRUISE INDUSTRY

Attracting 4 million new-to-cruise travelers is key to meeting the increase in global cruise capacity projected from 2023 to 2025.

Every 1% increase  
in first-time cruise  
travelers  
(international  
travelers who have  
never cruised and  
are open to cruise)  
is equivalent to 4  
million new-to-  
cruise travelers.

Source: Analysis of CLIA Passenger Data, 2019 – 2021, CLIA Cruise Forecast /Tourism Economics (December 2022); and UNWTO international tourist arrivals data (January 2023)

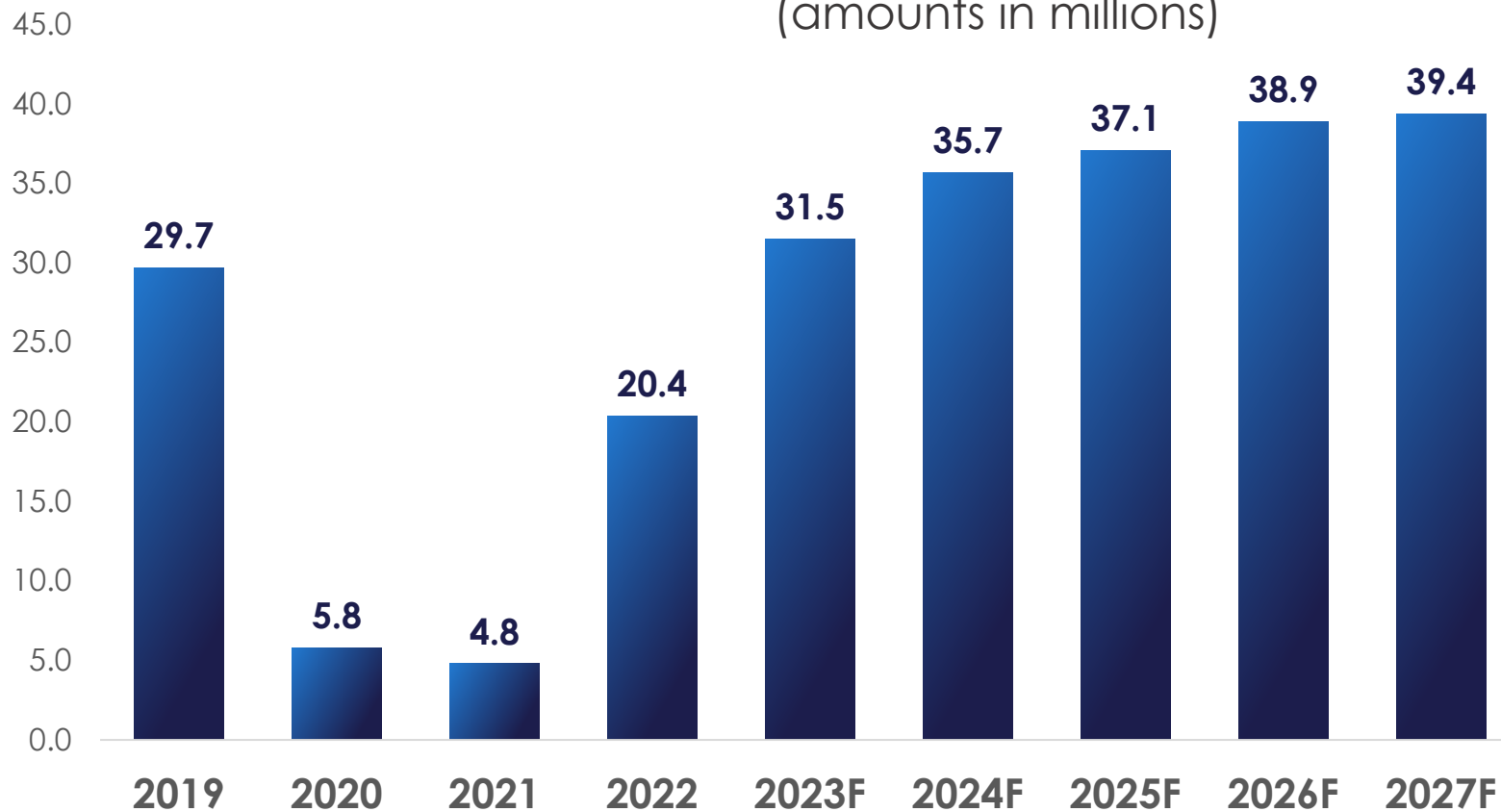


# Cruise Continues to Be One of the Fastest Growing Sectors of Travel and Tourism

## ABOUT THE CRUISE INDUSTRY

### FORECAST OF OCEAN-GOING CRUISE PASSENGERS

(amounts in millions)



Cruise travel is forecast to reach 106% of 2019 levels in 2023—with 31.5 million passengers sailing—and grow to nearly 40 million passengers in 2027.

This compares to the most recent UNWTO forecast (May 2023) that international tourist arrivals will be 80% to 95% of 2019 levels.

Source: CLIA Passenger Data, 2019 – 2021 and CLIA Cruise Forecast (June 2023)

# Your Executive Partner Team

COMMITTED TO YOUR SUCCESS



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