CLIA: ONE INDUSTRY, ONE VOICE

December 17, 2012
Cruise Industry Forms Global Trade Association
New Association Model to Promote “One Industry, One Voice”
CLIA EUROPE

- Represents the leading cruise companies operating in Europe
- Cruise lines, travel agents, port authorities and destinations
- Representations in a number of national markets across Europe
PASSENGER GROWTH

Passenger figures (Europe and global)

<table>
<thead>
<tr>
<th>Year</th>
<th>European-sourced passengers</th>
<th>Global passengers</th>
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<tbody>
<tr>
<td>2008</td>
<td>4.49m</td>
<td>13m</td>
</tr>
<tr>
<td>2009</td>
<td>5.06m</td>
<td>13.5m</td>
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<tr>
<td>2010</td>
<td>5.71m</td>
<td>14.82m</td>
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<tr>
<td>2011</td>
<td>6.18m</td>
<td>16.32m</td>
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<tr>
<td>2012</td>
<td>6.26m</td>
<td>20.3m</td>
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THERE IS A CRUISE FOR EVERY PERSON!
A safe, accessible and enjoyable holiday experience

Safety and comfort of guests and crew is top priority for member lines

Cruise industry has long been proactive in addressing how to best accommodate passengers with disabilities and special needs

The finest cruise vacation for all guests
STRONG REGULATORY FRAMEWORK

IMO
• The international Safety of Life at Sea Convention (SOLAS) sets down safety, design and construction standards that govern all vessels engaged in international commerce

EU
• EU Regulation n. 1177/2010 on passenger rights in maritime and inland waterway transport, entered into effect on 18 December 2012
EU: rights of disabled passengers and PRM to...

- access to transport without any discrimination
- special assistance
- compensation for loss of or damage to mobility equipment
A WIDE RANGE OF MEASURES

- Onboard facilities
- Embark/disembark, onshore excursions
- Training, customer care, information
Onboard facilities

- Wheelchairs
- Braille
- Sounds
- Service Animals
- Scooters
Embark/disembark, onshore excursions

Wheelchair and disabled-friendly tour
As guests in wheelchairs must be accompanied by their own helper, please inform Excursions Desk staff promptly so they can help make arrangements.
Training, customer care, information

**CREW TRAINING**: intensive training to assist all passengers including those with disabilities or restricted mobility

**BOOKING PROCESS**: procedures either for both the B2B and B2C channels of booking (including eg training to call centre coordinators across Europe)

**CUSTOMER CARE**: legal claims and customer care departments trained so to be fully informed on passenger rights in view of correct handling of any complaints

**MARKETING AND INFORMATION**
Material with relevant information is published on catalogues and web sites
TRENDS

- Rapid innovation across all areas of the guest experience
- Families and generations
- Specialty and theme cruises
- Leveraging technology wherever possible
CONCLUSIONS

• Currently **one out of six EU citizens** – about 80 million people – has a physical disability

• With this figure set to rise as the EU population grows older, cruise line companies **fully understand and comply with disability and special needs**

• **Cooperation** with the Member States and local stakeholders is key to make all guests as comfortable as possible, both on and off the ship
THANK YOU

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