



CRUISE LINES INTERNATIONAL ASSOCIATION

STATE OF THE INDUSTRY

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Managing Director Australasia



A GLOBAL RESPONSE

- Almost 100% of global fleet in operation
- More than 550,000 berths on more than 270 ships
- Cruise operating in 100+ countries
- Significant economic impact and jobs



A GLOBAL RESPONSE

- Guided by experts, governments and health authorities
- Reflective of COVID-19 status in different regions
- A holistic “door-to-door” strategy
- Response, contingency planning and execution
- Passenger, crew and destination health and welfare



READINESS TO CRUISE

- 84% of past cruisers will cruise again
- New-to-cruise now at 69%
- Millennial cruisers are the most enthusiastic



CHARTING THE COURSE FORWARD

Industry Commitments

Net Zero Carbon Cruising Globally by 2050

- Key to our future success
- Partnership and collaboration
- Reducing emissions and advancing environmental commitments
- New levels of innovation and investment

CHARTING THE COURSE FORWARD

3 Pillars of Action



Reducing the carbon
footprint of ships while
at berth and at sea

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Partnering with cities
and ports on sustainable
destination management

NewWave



RESPONSIBLY SAIL

CRUISE
SUSTAINABLE

10 WAYS TO
SAIL GREEN



Win a 13-day NZ journey

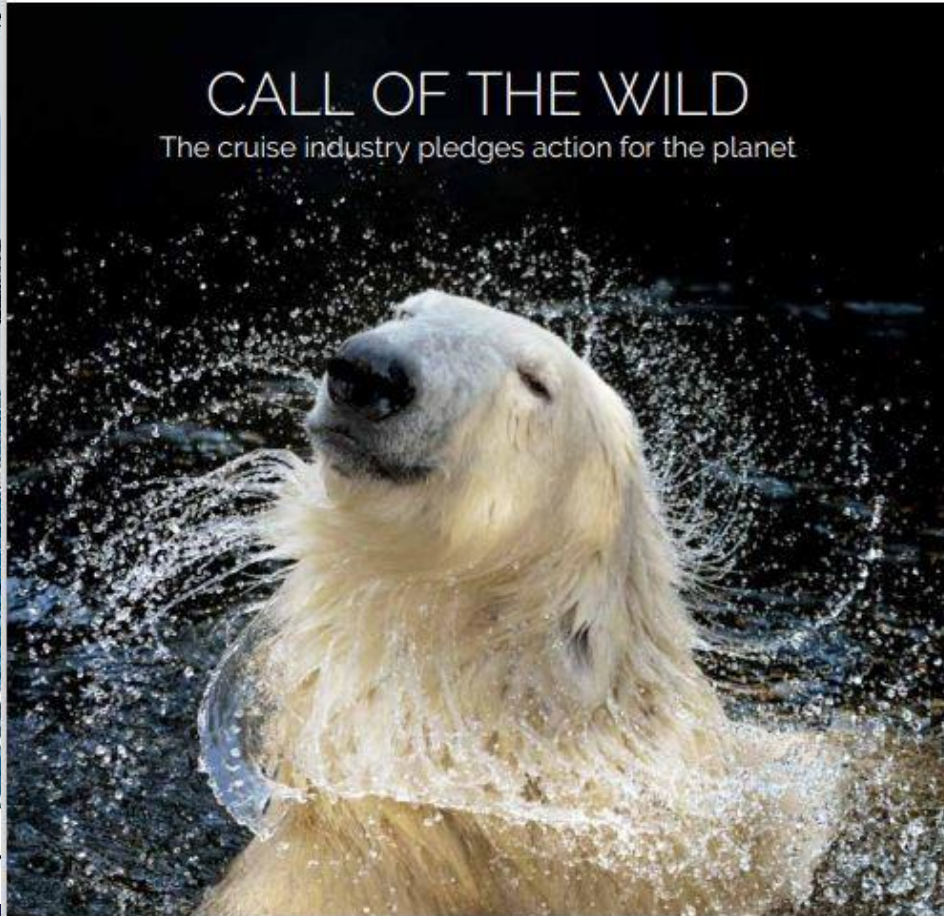
NewWave



RESPONSIBLY SAILING OUR OCEANS & RIVERS

CALL OF THE WILD

The cruise industry pledges action for the planet



The A-Z of sustainable sailing on our oceans



SAVING ENERGY WITH INNOVATION

Strategic use of solar panels on a cruise ship generates enough power to operate approximately 7,000 LED lights which last 25 times longer and use 80% less energy.



PAVING THE WAY WITH LOWER CARBON FUELS

By 2027, more than half of the new capacity of the global cruise fleet will be powered by the transitional fuel liquid natural gas with up to 20% less greenhouse gas emissions.



ACTING NOW FOR FUTURE-PROOFED SHIPS

Engines and fuel supply systems are being designed so that no changes will be needed when renewable synthetic liquid natural gas becomes viable at scale.



EXPLORING HYBRID SOLUTIONS

Research projects are taking place on hybrid options such as LNG-hydrogen powered ships, or fuel cells and batteries for further emission reductions.



PROTECTING OUR OCEANS

Cruise lines are investing in technologies to preserve ocean biodiversity. For instance, innovative coatings to prevent foreign organisms from being deposited in the ocean. Cruise lines have invested in many projects with NGOs to protect barren wildlife and coastal ecosystems.



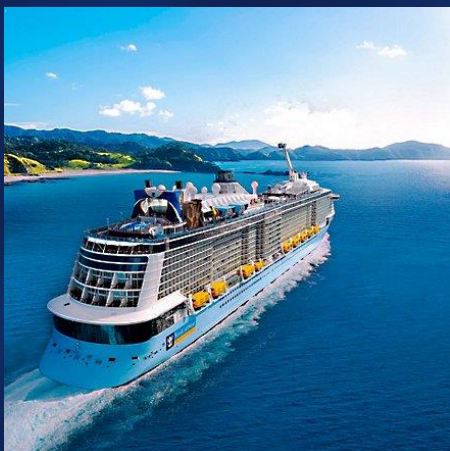
USING DIGITAL TECHNOLOGY TO DRIVE EFFICIENCIES

Digital technology is offering new ways to increase energy efficiencies. From tracking the energy use of appliances in a ship's galley to routing ships optimally for weather safety and fuel efficiency.



INVESTING IN SHORESIDE ELECTRICITY

At least 66% of CLIA-member cruise ships will be capable of connecting to shoreside electricity within the next five years.



CHARTING THE COURSE TO NET-ZERO CARBON CRUISING BY 2050

3 Pillars of Action for Sustainable Cruising



Reducing the carbon footprint of ships while at berth and at sea



Investing in advanced environmental technologies onboard



Partnering with cities and ports on sustainable destination management



APPLYING CIRCULAR ECONOMY PRINCIPLES

The extent of recycling on ships is often superior to many cities. Some ships can repurpose 100% of waste generated aboard – removing, reusing, recycling, and converting waste to energy.



REDUCING FUEL CONSUMPTION

Use of air lubrication systems on ship hulls help to reduce drag and fuel consumption.



FACILITATING TOURISM FLOWS

CLIA and its members work with city leaders to implement innovative solutions to help manage tourism flows such as mobile app technology and opening new visitor routes.



PARTNERING WITH CITIES AND PORTS

The industry works with cities and ports to develop action plans to deliver sustainable tourism. CLIA's partnership with Dubrovnik led to a Global Sustainable Tourism Council assessment, which helped the city create a sustainability action plan, "Respect the City."



INVESTING IN COMMUNITIES

The industry is working with local tourism stakeholders to improve the sustainability of their activities. Cruise lines are investing in projects with local communities and sourcing local products.



PURIFYING WASTEWATER

Advanced wastewater purification systems are often equivalent to the best shoreside treatment plants, 100% of new ships on order are specified to have advanced wastewater treatment systems.



APPLYING STRICT REGULATIONS

Every cruise ship receives multiple inspections each year from the ports they visit and countries where they are registered to ensure implementation of strict environmental and safety regulations.



CRUISE LINES INTERNATIONAL ASSOCIATION

THANK YOU

www.cruising.org.au

