



**CRUISE LINES
INTERNATIONAL
ASSOCIATION**

CRUISE LINES INTERNATIONAL ASSOCIATION (CLIA)

“One Industry. One Voice.”

- **Represents 24 leading passenger cruise lines that handle over 97% of the North American cruise capacity and approximately 85% worldwide.**
- **Represents a growing number of over 90 strategic cruise industry business partners and nearly 16,500 travel agencies.**



24 Member Lines



One Industry One Voice

- US Coast Guard
- Customs and Border Patrol
- EPA
- CDC / VSP
- Congress
- Media



CLIA Organization

- **President**
- **Technical and Regulatory**
 - **Operations**
 - **Security**
 - **Health**
 - **Safety**
- **Marketing**
 - **Travel Agent Training**
- **Public Relations**
- **Industry Partner Program**

Cruise Industry Growth

- **1981 – Present +639%**

Bed Days: 1981 - 41,073

2006 - 262,485

- **2007 – 2011**

+42 Ships - \$30 Billion Investment

- 5 Ships Departing

Added Berths 106,623 (estimated)

- **ISCG / ICCL Formal Partnership**

- **Foster communications – all levels**
- **High Level Meetings**

Joint Resolution of Issues

- **Resolve issues at lowest possible level of response**
- **Uniformity of policies wherever possible**

Topics

- What can the Company do in a Major operational or security Incident
- Relationship with CDC / VSP
- Security
- Communications



A large cruise ship is shown at sea. The ship is dark-colored with a white upper section. There is a significant fire on the deck, with thick black smoke rising from the area. The sky is blue with some light clouds. The ship is moving through the water, leaving a white wake.

CORPORATE EMERGENCY RESPONSE

HOW WILL A CRUISE COMPANY
RESPOND

Initial Actions

- **Get Information**

- Nature of Incident

- Position

- Injuries

- Damage to Ship

- Initial Indications of Survivability

- Need for Immediate Evacuation

- **Assess the Situation**

Initial Actions

- Establish Open Line to Ship
- Call Emergency Response Team
- Notify appropriate authorities
 - Open line to EOC
- Activate the EOC ➔



Immediate Concerns

- **Is the Ship Safe**
 - Fire
 - Flooding
 - Stability
- **Is Anyone Hurt**
- **Do we need to Evacuate**
- **Can we Evacuate**
 - Equipment
 - Weather
 - Where to
- **Environmental Concerns**

Emergency Response Center Capabilities



Emergency Response Center Team

- Team Leader
- Communicator
- Marine
- Technical
- Environmental
- Medical Rep
- Passenger and Crew
- Media
- Specialist
- ERC Co-Coordinator
- Support Staff

CENTERS FOR DISEASE CONTROL

**VESSEL
SANITATION
PROGRAM**

SINCE MID 1970'S

Relationship with CDC/VSP

- **Comprehensive Health and Sanitation**
 - **2 Unannounced Inspections per Year**
 - **Average scores climbing – mid 90%**
- **Norovirus and other shipboard diseases**
 - **2006** • **4,205 cruises** • **39**
 “outbreaks”
 - **2001 – 2004** • **29 Cases per 100,000**
 passengers
- **CDC contacts USCG HQ**



AVIAN FLU

- The cruise industry has developed avian flu response plans that are tailored to WHO pandemic flu planning documents
- International maritime declarations of health, and US CDC Division of Quarantine require pre-arrival reports of health
- Responses closely coordinated with health authorities

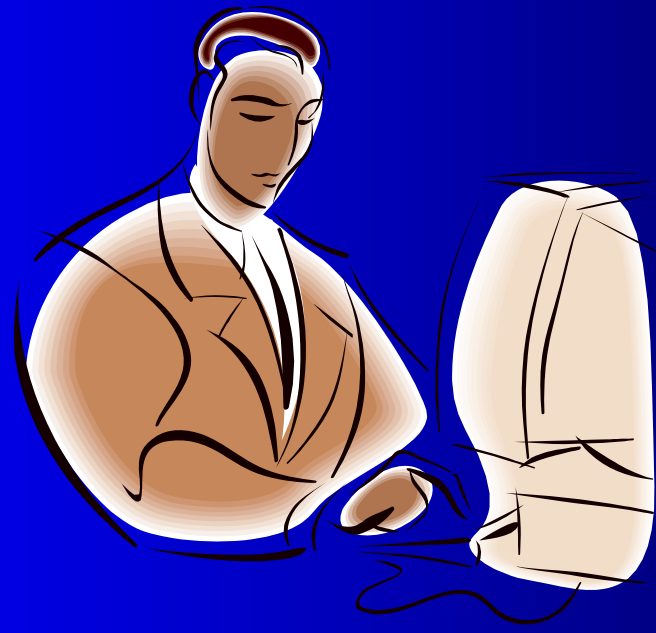
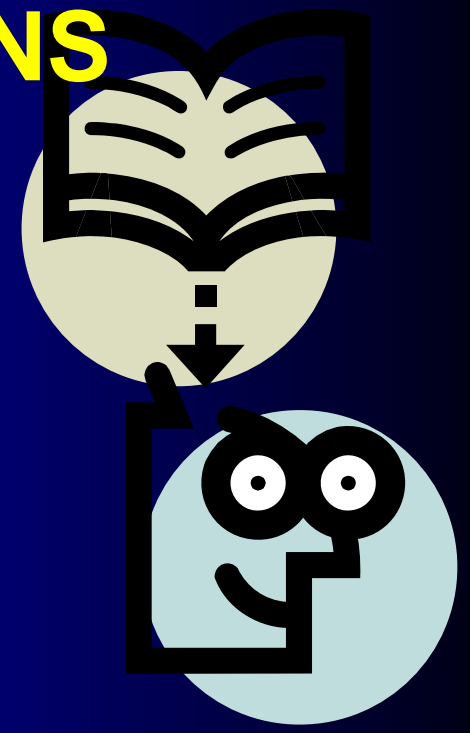
SECURITY

- **USCG** **Maritime Security – WEAPONS POLICY**
- **FBI** **Crime Reporting – FBI / USCG MOA**
- **DEA/ICE** **Drug Enforcement**
- **CBP** **Immigration/customs enforcement**
- **Secret Service** **Counterfeiting / Fraud**
- **Local Authorities**

Cruise Industry Security

- **CLIA Security Committee**
 - **Company Security Officers**
- **Joint Agency Working Group**
 - **DHS** **USCG**
 - **FBI** **TSA**
 - **DOS** **CBP**
 - **OSAC** **ONI**
 - **Others**

COMMUNICATIONS



WORKING TOGETHER

- **USCG / ICCL Partnership Agreement**
- **Joint Training Opportunities**
- **Open Communications at all Levels**
- **Addressing issues at lowest level**

Facilitation

Facilitation

Facilitation

Facilitation

**A
SAFE, SECURE,
AND HEALTHY
VACATION EXPERIENCE**

**TO CONTINUE TO GROW
AND BUILD THIS INDUSTRY**

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