



# SMART TERMINALS

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## **smartPORTs:**

What Can Ports Contribute  
to a Dynamic Cruise Industry?

**Bo Larsen**

Vice President

Port Engagement & European  
Executive Partner Members

The image shows two large cruise ships sailing on a deep blue ocean under a clear sky. The ship in the foreground is a white and blue cruise ship, viewed from a side-on perspective, moving towards the right. It has multiple decks with many windows and a red stripe along the waterline. The ship in the background is also a white cruise ship, viewed from a more distant, side-on perspective, also moving towards the right. The water is a vibrant blue with some whitecaps. The sky is a clear, bright blue.

# CRUISE LINES INTERNATIONAL ASSOCIATION

- Largest cruise industry trade association
- Unified voice and leading authority of the global cruise community
- Support policies and practices that foster a safe, secure and healthy cruise ship environment
- Promote the cruise travel experience
- Established in 1975





**62**

**Cruise Line Members**

**50,000**  
**Travel Agents**



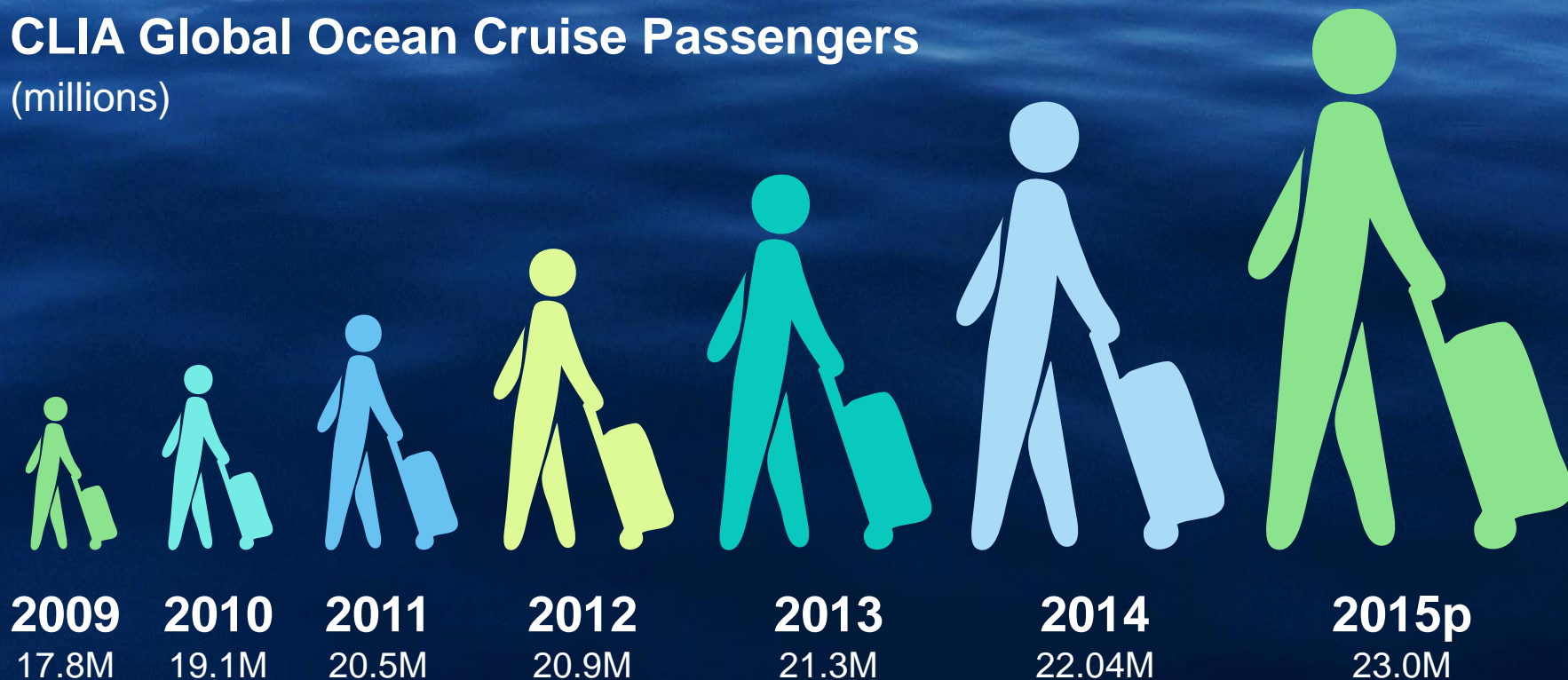
**275**

**Executive Partners**

# PEOPLE CONTINUE TO SET SAIL

## CLIA Global Ocean Cruise Passengers

(millions)





# CLIA MEMBER SHIP NEW BUILD SCHEDULE

2015 – 2020

Year	Ocean	River	Total	Ocean Ship Investment (Billion USD)
2015	6	16	22	\$4.05
2016	9	4	13	\$6.48
2017	6	2	8	\$5.13
2018	8	0	8	\$6.41
2019	3	0	3	\$2.72
2020	1	0	1	\$0.87
Total	33	22	55	\$25.65



# 2013 CRUISE INDUSTRY ECONOMIC IMPACT

	Total Output	Total Full-time Jobs	Total Wages
Global	\$117 billion	891,000	\$38 billion
US	\$44 billion	363,000	\$18 billion

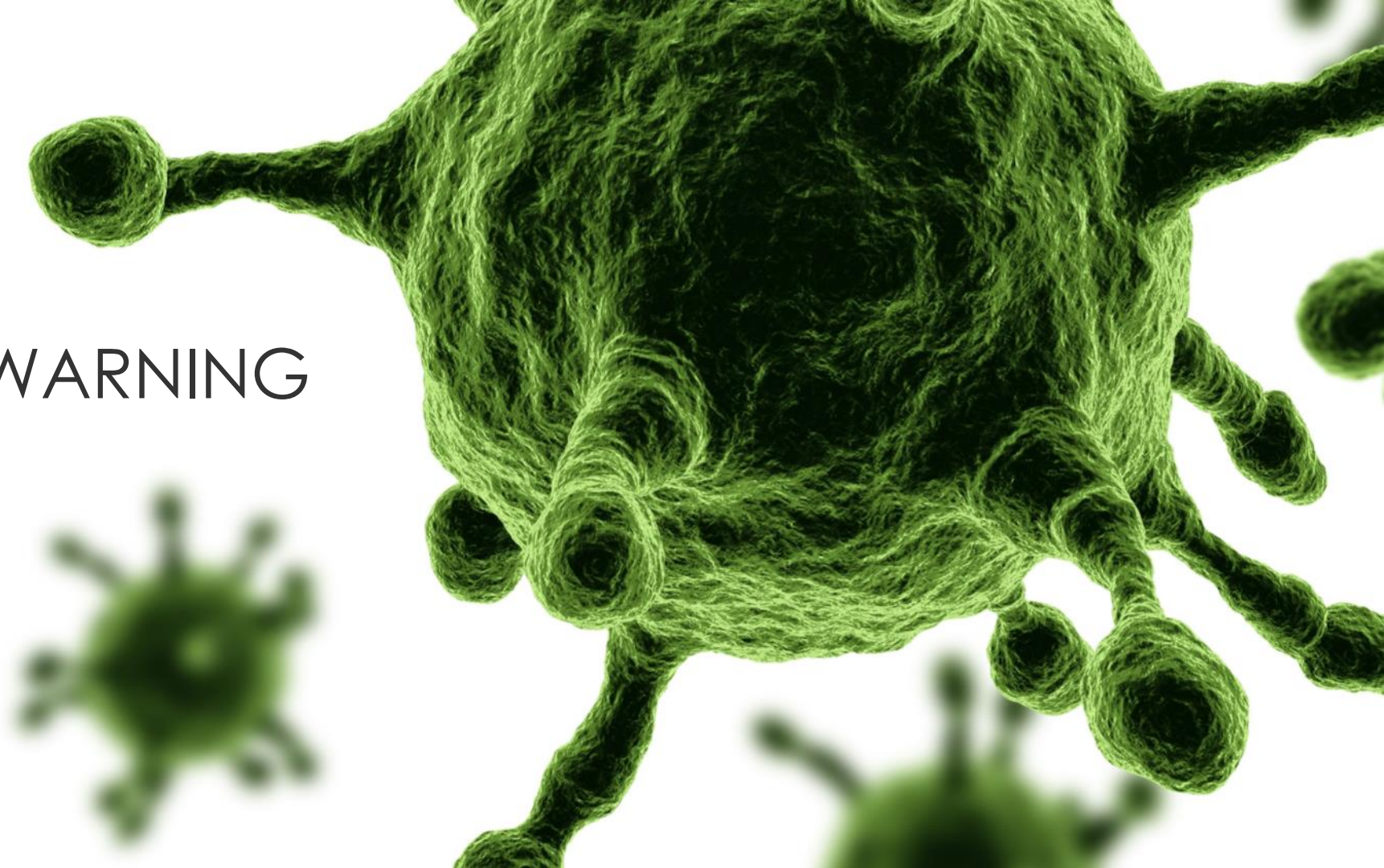


# STRATEGIC ASSET?





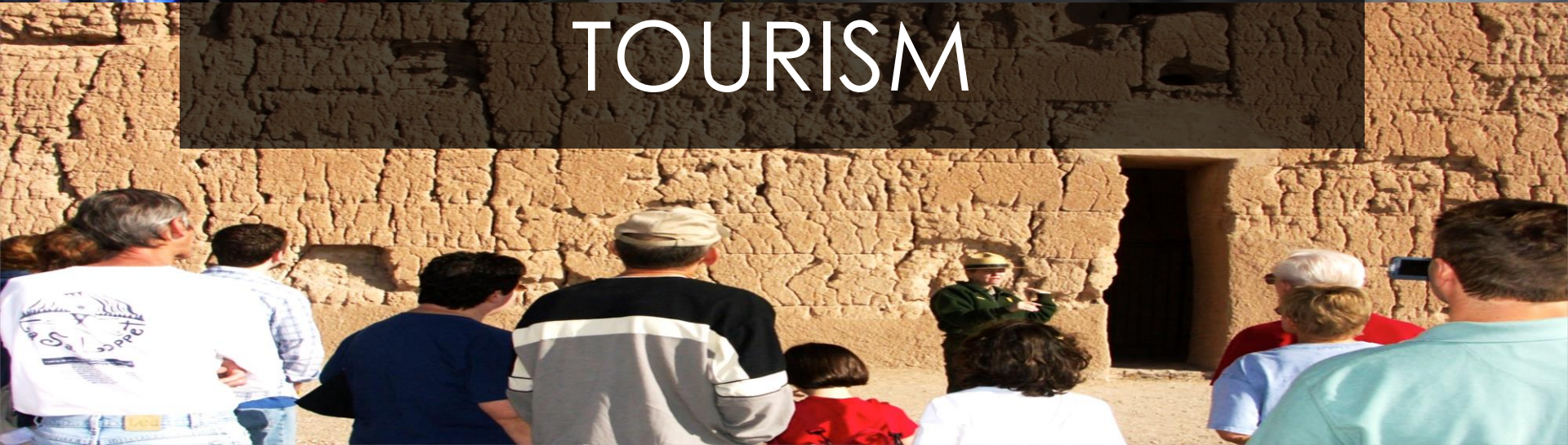
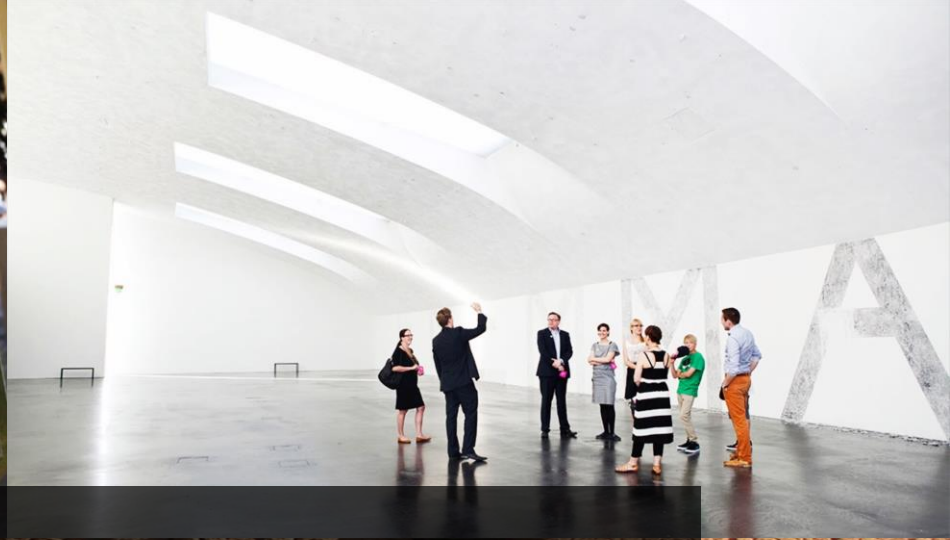
WARNING











TOURISM



# STAKEHOLDER MANAGEMENT

*IMPROVED COLLABORATION BETWEEN PORT AND  
DESTINATION STAKE HOLDERS CAN*

# GROW

*YOUR BUSINESS*



# HOW CAN PORTS CONTRIBUTE TO A DYNAMIC CRUISE INDUSTRY?

Ports could attract much more business by organizing the local stakeholders.



Ports continue to market their ports instead of the actual destination, which continues to be the #1 reason for taking a cruise vacation.



Ports and the local tourism organization should always collaborate and preferably dedicate a one point of contact



Ports never pay interest in the nationality of our guests and what languages they speak.



Only smaller ports are creative and meet and greet our guests to create a welcoming atmosphere.





# STAKEHOLDER MANAGEMENT





ENGAGE IN THE CRUISE INDUSTRY





# THANK YOU

**CLIA** CRUISE LINES  
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ASSOCIATION, INC.

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