

Connect the global cruise industry

Seatrade Cruise Global (formerly Cruise Shipping Miami), the leading annual global business-to-business event for the cruise industry, recently announced the line-up and a new format for the 2016 State of the Global Cruise Industry.

In partnership with Cruise Lines International Association (CLIA) and the Florida Caribbean Cruise Association (FCCA), the 2016 State of the Global Cruise Industry panel will take on a new four-one-three rolling panel format moderated by CBS news travel editor and PBS's 'The Travel Detective' Peter Greenberg.

"It is an extraordinary time in the cruise world; one of innovation across the global fleet," says Robyn Duda, portfolio director for Seatrade Cruise Global. "This year's State of the Global Cruise Industry brings together the four leaders of the world's largest cruise lines, who are innovating for the future, and concludes with three leaders executing innovative approaches that are transforming the industry."

Greenberg will moderate the session on Tuesday 15 March 2016. Setting the course of the cruise industry's premier annual event, the four-one-three panel will commence with four key executives from the world's leading cruise lines. The 'Innovating FOUR the Future' panel includes:

- Frank Del Rio, president and CEO, Norwegian Cruise Line Holdings
- Arnold Donald, president and CEO, Carnival Corporation
- Richard Fain, chairman and CEO, Royal Caribbean Cruises
- Pierfrancesco Vago, executive chairman, MSC Cruises.

During the midpoint of the session, a research analyst will provide an outside perspective. The State of the Global Cruise Industry will conclude with an additional three cruise line leaders. The 'Innovative Approaches' panel includes:

- Charles A Robertson, chairman and CEO, American Cruise Lines
- Edie Rodriguez, president and CEO, Crystal Cruises
- Tara Russell, president, fathom and global impact lead, Carnival Corporation.

"The new State of the Global Cruise Industry format promises to deliver a thought-provoking conversation," says Cindy D'Aoust, acting CEO of CLIA. "These iconic industry innovators are sure to deliver an informative and engaging dialogue, and will be a highlight of Seatrade Cruise Global."

Seatrade Cruise Global is the only event guaranteed to bring together every facet of the business including cruise lines, suppliers, travel agents and partners. As the epicentre of the cruise industry, Seatrade Cruise Global features

exhibitors and attendees from around the world; a multitrack conference programme headlined by the industry's most knowledgeable speakers; and the State of the Global Cruise Industry keynote.

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The rest of the 2016 programme promises to be an exciting, new event offering guests 360° of groundbreaking content throughout the show, including education sessions offering robust information on the latest issues and trends, more innovative suppliers than ever before, and a new venue and show floor layout with highlighted supplier sections based on key industry trends. Conference highlights include:

- **Shorex and the Rise of Voluntourism:** voluntourism is one of the fastest-growing areas of travel with cruise lines. How can ports adapt and cater to this growing trend?
- **Global Ports and Terminals – Globalisation Examined:** what are the particular challenges of creating the right shoreside facilities to match the needs of larger ships, and how are they being addressed by the world's leading cruise ports?
- **Generation Z – The Next Big Disruptor:** generation Z will have wide-ranging implications to the cruise industry, and this session will explore how to connect with them and how they are about to turn today's market on its head.

With nearly the entire show floor dedicated to all aspects of cruising – including design and refurbishment, destinations, entertainment, hotel operations, IT, ship equipment and more – and with a global reach, Seatrade Cruise Global will introduce you to your next big project.

Use promo code WCIR10 and save 10% on your registration. ■

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