



News Release

CRUISE LINES INTERNATIONAL ASSOCIATION JOINS WOC

Global Cruise Industry Comes Onboard World Ocean Council

10 March 2016

Cruise Lines International Association (CLIA) has partnered with the World Ocean Council (WOC), an international business leadership alliance dedicated to Corporate Ocean Responsibility.

For years, cruise lines have implemented policies and procedures to reduce the industry's environmental impact. While CLIA members' approximately 300 oceangoing cruise ships, expected to transport 24 million travellers this year, comprise far less than 1 percent of the global merchant fleet's 50,000 oceangoing ships, they are at the forefront of developing responsible environmental practices and innovative technologies that lead the world's shipping sector. Many cruise lines not only meet, but exceed environmental regulatory requirements in a number of areas.

Said Bud Darr, CLIA Senior Vice President for Technical and Regulatory Affairs, "protecting and caring for the environment is fundamental to the cruise industry. We depend on healthy oceans, clean beaches and pristine destinations that meet passengers' expectations today and in the future. CLIA is proud to become a member of the World Ocean Council. This international industry platform creates the opportunity for our cruise line members to collaborate with like-minded peers from other sectors in tackling the shared sustainability challenges affecting the future of the ocean and the future of our business."

The WOC Board Chair, Neil Baird, added, "The WOC is honoured to welcome CLIA to our global, multi-industry leadership alliance. Tourism is the largest economic sector globally by many measures, and it is dominated by coastal and marine interests. The cruise industry is the fastest growing ocean industry and so we welcome CLIA's involvement in the WOC. We look forward to marine and coastal tourism and resort operators becoming involved in the WOC in order to bring their Corporate Ocean Responsibility leadership to the efforts of the collective ocean business community."

About Cruise Lines International Association (CLIA)

Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association, providing a unified voice and leading authority of the global cruise community. The association has 15 offices globally with representation in North and South America, Europe, Asia and Australasia. CLIA supports policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 23 million passengers who cruise annually and is dedicated to promote the cruise travel experience. Members are

comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and cruise line suppliers and partners, including ports & destinations, ship development, suppliers and business services. The organization's mission is to be the unified global organization that helps its members succeed by advocating, educating and promoting for the common interests of the cruise community. For more information, visit www.cruising.org or follow Cruise Lines International Association on CLIA [Facebook](#) and [Twitter](#) pages.

Upcoming WOC Outreach and Engagement

7-9 March

ROME: **Marine Protected Areas: An Urgent Imperative – A Dialogue between Policymakers and Scientists** - Participant

16-18 March

FAIRBANKS: **Arctic Observing Summit** - Plenary Speaker; Co-Organizer/Chair, Private sector theme sessions and workshop

22-24 March

ARUBA: **Private Sector Partnerships for Small Islands** - Plenary Speaker

28-30 March

NEW YORK: **U.N. Law of the Sea, Preparatory Committee Meeting** (28 March-8 April) - Industry Representative

“Development of an international legally binding instrument under the United Nations Convention on the Law of the Sea on the conservation and sustainable use of marine biological diversity of areas beyond national jurisdiction”

31 March-1 April

THE HAGUE: **Global Governance Reform Initiative – Oceans Governance**, Hague Institute for Global Justice - Participant

About the World Ocean Council (WOC)

The WOC is the only international, cross-sectoral alliance for private sector leadership and collaboration in “Corporate Ocean Responsibility”. Companies and associations worldwide are distinguishing themselves as leaders in ocean sustainability, stewardship and science by joining the WOC. Members to date include 85+ leadership organizations from a wide range of ocean industries: oil and gas, shipping, cruise tourism, seafood, fisheries, aquaculture, mining, marine mining, renewable energy, ocean technology, maritime law, marine environmental services and other areas. For the current list of WOC Members, [click here](#). The WOC News Release is received by 35,000+ ocean industry stakeholders around the world. The WOC is a registered not-for-profit organization in the US and the UK/Europe.

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