

# Seatrade Cruise News

## Top 5 Advances in cruise design and technology



Image by Rolls Royce



Cruise lines are impressively creative when it comes to brainstorming new innovations to add to their fleet using technology and design to improve passenger experience.

These days, the sky's the limit when it comes to personalisation and a focus on customer experience. Moreover, the importance of sustainability and the environment means that cruise lines have to focus on ways to improve the way they operate by being forward-thinking and meeting the demands of the industry for new and exciting technologies. We consider 5 of the most talked about innovations in cruise in 2019.

## 1. Greener Cruising

In December 2018, the Cruise Lines International Association (CLIA) announced a historic global cruise industry commitment to reduce the rate of carbon emissions across the industry fleet by 40 percent by 2030. The commitment to reduce the rate of global fleet emissions by 40 percent is the outcome of a collaborative process designed to build consensus among cruise line leadership.

Many cruise lines have advanced their fleets ensuring sustainability and environmental factors are at the forefront of their development. For example, SeaDream recently announced their newbuild 'SeaDream Innovation'. The mega-yacht's hybrid propulsion system will reduce emissions by supporting the diesel generators in peak shaving mode,



***"Hurtigruten is the pioneer in green shipping, the new ship is hybrid (electric/fuel) and in the future they would build ships that are powered by bio-fuel"***



Hongbin Lee of Hurtigruten

cutting fuel consumption. The mega-yacht will be able to sail to sensitive areas such as the Norwegian Fjords and along the ice edge toward the North Pole because of this system. SeaDream owner Atle Brynestad said. 'We are proud to contribute to the cruise industry by taking the lead in developing more environmentally friendly vessels that will also sail with the Norwegian flag.'

Quote by Hongbin Lee of Hurtigruten: "Hurtigruten is the pioneer in green shipping, the new ship is hybrid (electric/fuel) and in the future they would build ships that are powered by bio-fuel"

Moreover, cruise lines have also noted alternative way to fuel their

fleets to meet the agreed targets not only agreed by CLIA and its members, but also the 2020 IMO fuel sulphur regulations. An independent study report commissioned by SEA\LNG and the Society for Gas as a Marine Fuel has revealed that greenhouse gas (GHG) reductions of up to 21% are achievable now from LNG as a marine fuel, compared with current oil-based marine fuels over the entire life cycle from well to wake.

AIDA Cruises' AIDAnova is the world's first cruise ship to run on low-emission LNG in port and at sea, thanks to its dual-fuel engines. The ship docked at the Port of Barcelona in April 2019 and sets precedence for many other cruise lines to set to sail with alternative fuel.



## 2. Design and interiors

The importance of the onboard experience is important when passengers are making decisions on which cruise to choose and this includes the design and feel of the interiors of ships. Whether it be the restaurants, cabins or the layout of the balcony or bar area, it has become an important aspect of ship development and designs.

Source: Royal Caribbean international



## How does design influence passengers?

*“Walking into an environment that is rightly lit, or rightly lit for your culture, for your taste, that sounds right, that has the right distances between elements, that you get out of your bed and you know how you walk around, that even those very, very simple elements, before we go into the more sophisticated changes that the industry is going through, even those elements make a complete difference with the way you engage or to interact with your space on a ship”.*

Tal Dunai, CEO of ArtLink

*“What we’re doing at MSC now is we’re looking at a totally inclusive package. So if we have a restaurant or a bar or something, we come up with a theme, then we find the best interior design company that we think can work on that, but we ask them to work on it holistically, so we ask them to help us with the branding, with the signage, with the interior design, with the artwork, with the props, with the planting, with the lighting and partner with other companies that we have and other specialists for light and sound and so on. But it’s to make a totally immersive experience”.*

Trevor Young, VP of Newbuilding and Refurbishment at MSC

*“Many spaces on board a ship brands would like to re-purpose to ensure they get that longevity out of the space during the course of the day and also the evening. If you’re using lighting in a very clever way you can create a different atmosphere and so brands might look to, during the course of the day, use a space as casual dining, and then perhaps as a more formal dining setting over the evening. So again, you’re looking for lighting to create that wonderful ambience, so that you can repurpose the space, so that’s very efficient, and also could lead to incremental revenue space being created”.*

David McCarthy, Director of Marine Projects and Communications at AD Associates

*“I think our core thinking is to deliver the full package including detail and the ambience and the atmosphere of the space, and that combined will give the guests a pleasurable and positive experience.*

Per Lindqvist, of Tillberg Design Inc:



### 3. Sustainable operations

Not only do cruise lines aim to meet legislative requirements for meeting low emissions targets, passenger choices can also be impacted by how they view cruise lines approaches to sustainability and the environment.

At Seatrade Cruise Global 2019, InterCruises was selected from numerous entries as the winner of a pitch competition for its Sustainable Tour Criteria concept.

Their Sustainable Tour Criteria was developed to protect destinations, focus on the local economy and work with the destination community to promote more sustainable shorex.

The criteria encompasses all possible aspects of a tour, which are categorized into different areas that are analysed in terms sustainability.

A central team of InterCruises sustainable development experts created an online shore excursion assessment form which is completed by local teams for all shore excursions worldwide, with results sent to the central team of sustainable development experts for review. They will then define which shore excursions can be considered sustainable and responsible, making recommendations on actions that can be taken to make a shore excursion more sustainable.

Arantxa Garcia, Head of Sustainable Development, led the creation of the Sustainable Tour Criteria and has worked in sustainable development for over a decade. "Mass tourism is an issue that cannot be ignored, with local communities becoming more concerned regarding the impact of tourists in a destination. As an industry we must be responsible for how we operate and become more sustainable. The Sustainable Tour Criteria is a practical process that can be implemented in all destinations worldwide to help ensure a more sustainable future for cruise tourism.



## 4. Passenger technologies

Cruise lines are using the latest technological advances to make the cruise experience personal, creative and a part of the whole passenger experience.

Several lines offer interactive screens in public areas for passengers to look up menus and activity schedules, get directions and even see which restaurants don't currently have a wait for a table. Royal Caribbean, MSC and Disney offer RFID bracelets passengers can use like cruise cards to open doors, make purchases and check in and out of kids clubs. Royal Caribbean is experimenting with smart check-in to make the embarkation process faster than ever. And Carnival Corporation has introduced the revolutionary Ocean Medallion concept, rolling out on Princess Cruises first, which uses wearable discs to not only function as room keys and charge cards, but to offer easy embarkation, luggage tracking, pre-cruise profiles, personal activity suggestions and concierge services. The possibilities really are endless for allowing passengers to make every moment count on board.





## 5. Terminals of the Future

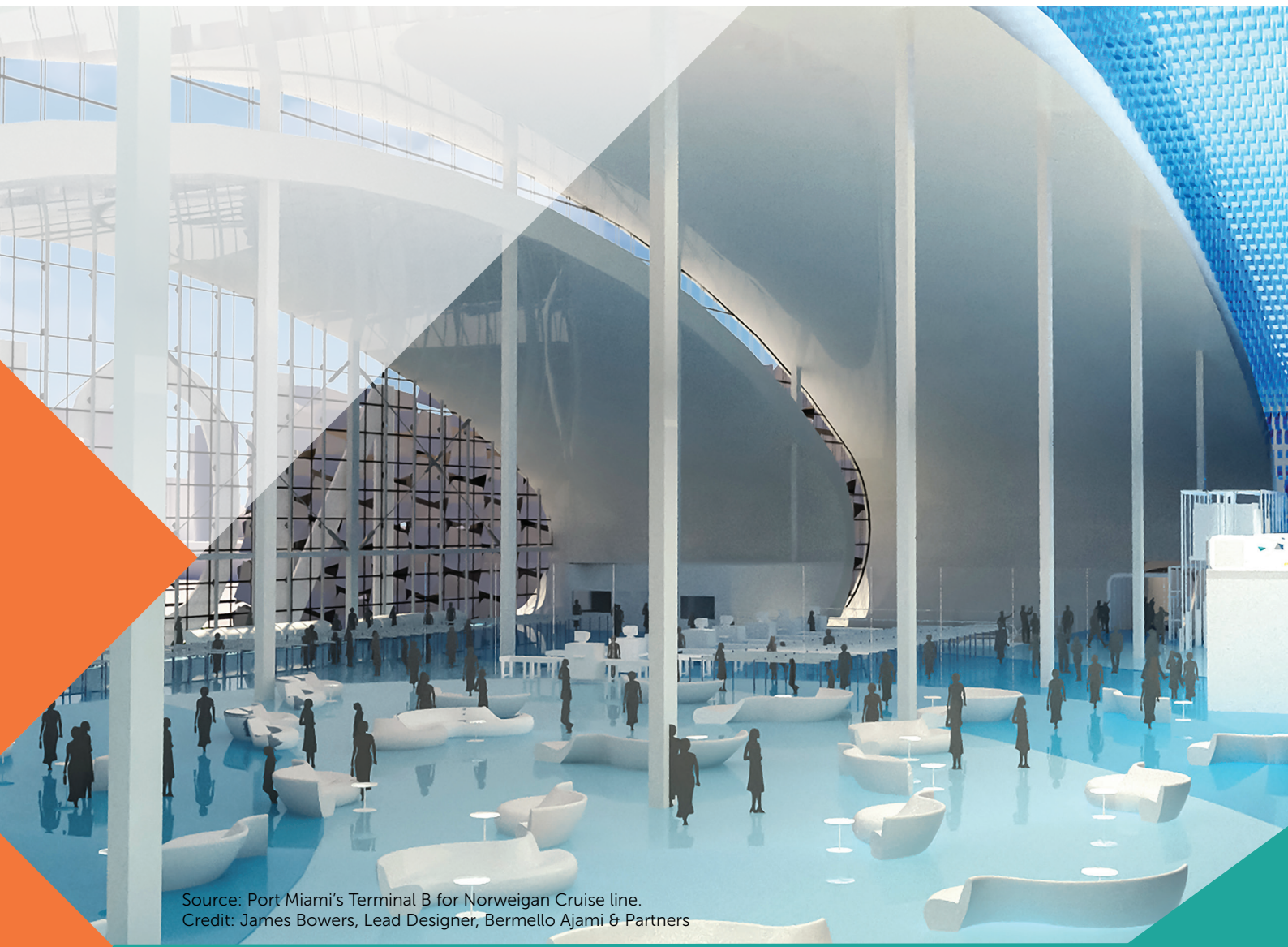
Passenger technologies aren't limited to on board. In fact, many ports are now looking to improve the customer experience with new and exciting innovations that make them stand out from the rest.

The world's three leading cruise ports—PortMiami, Port Canaveral and Port Everglades—are building dazzling terminals for a leap into the future.

With 5,000- and 6,000-passenger ships, 'Terminals are exploding inside,' according to Luis Ajamil, president and

CEO of the architecture/engineering firm Bermello Ajamil & Partners, the master planner for Miami, Canaveral and Everglades.

It's becoming a must to build, and to build big and to handle bigger volumes, new cruise terminals are going to be futuristic marvels. Far from the simply functional boxes of the past, they're soaring, dramatic, iconic—providing wows, like the ships they serve. More important, they're incorporating cutting-edge technology to ensure security, efficiency and a seamless ship-to-shore experience.



Source: Port Miami's Terminal B for Norwegian Cruise line.  
Credit: James Bowers, Lead Designer, Bermello Ajamil & Partners



## MARINE INTERIORS

Cruise & Ferry  
Global Expo  
Powered by SMM

(11-13 September | Hamburg, Germany)

The Seatrade Europe Cruise & River Cruise Convention remains the meeting place for Europe's cruise market as it goes from strength to strength, bringing together the world's cruise lines, regional and global cruise destinations and suppliers from all sectors of the ocean and river cruise industries.

Keep abreast of the latest industry innovations, see new product demos, meet and do business with suppliers and visit a wide range of regional and global destinations - all under one roof on the exhibition floor.

The global cruise industry is heading for Hamburg: from 11 – 13 September 2019, the premiere of MARINE INTERIORS Cruise & Ferry Global Expo gives you the opportunity to meet the leaders in the dynamic segment of interior design, equipment and technology for passenger ships.

MARINE INTERIORS Cruise & Ferry Global Expo is co-located with Seatrade Europe Cruise and River Cruise Convention, creating a unique occasion to join the "who's who" of the cruise industry. The presence of all major players and 7,500+ attendees make it the most relevant cruise industry gathering of the year.



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