

# QIAS are going overboard to champion sustainable cruises



What are the big hitting challenges?





# Let's start with Sustainable and Responsible travel.

With Cruises being delivered in the vast beautiful yet very unknown part of this world called the sea and with the added challenge and bonus of them easily being able to hop guests from country to country there falls a lot more responsibility of the cruise line owners to uphold a global standard, rather than a hotel that is stationary and will have specific in country rules and governance to comply with.

With annual global passenger numbers hitting 30 million before the COVID-19 pandemic, it's making a comeback with a new global goal of net-zero carbon cruising by 2050.

Amid increasing pressure for more sustainable and responsible travel, the industry has already been re-thinking ship design and operation, including the pursuit of alternative fuel and power technologies and stepped-up recycling and sustainability in supply chains.

With the advancements of science and technology cruise ships ever-increasing size and passenger capacity is rapidly growing. Although as you can see below with the need for greener propulsion these trends may be reversed. Is bigger always better?

Name	Date	Tonnage	Length (m)	Pax
RMS Celtic	1901	20,904	214	1,223
RMS Queen Elizabeth	1946	83,673	314	2,283
MS Sovereign of the Seas	1987	73,529	270	2,850
MS Wonder of the Seas	2022	236,857	362	6,988

Despite the increase in size the industry recognises that it is in the sustainability spotlight for the environmental damage it causes.



# Below summarises some of the challenges involved.

## Physical Damage to Marine life

"Snow" the humpback whale became the focus of investigation back in July 2001 which concluded she has died of trauma to her skull and cervical vertebrae, consistent with a Cruise vessel collision. Bigger the boats, bigger the damage. What is really important to passengers?

## Fuel

One cruise ship can produce roughly the same amount of carbon emissions as 12,000 cars. The Silver Nova ship, accommodating over 700 passengers, will use fuel cells to provide 100 per cent of power while in port, meaning engines can be cut. It will be the first hybrid luxury cruise ship of its kind to be free of emissions when docked, according to Silversea Cruises.

## Grey Water Discharge

Greywater is the non-sewage effluent from a cruise so includes shower water, sinks and similar discharges. The International regulations and laws around the disposal of Greywater are open to interpretations, so you could say the regulations are a grey area.

## Waste To Fuel

Some cruise ships now repurpose all of the waste generated on-board by converting it into energy.

## Plastic

Following the first ship company (Hurtigruten) going plastic-free in 2018 many of the other lines started to make similar changes. Like many issues connected to sustainability one of the key points is to ensure that there is a level of education of passengers who use these services.



By educating the travellers then they are better placed to make educated choices about which cruise line to use.



# In Sickness and in Health.

From being docked out side port with an outbreak of food poisoning to Covid, the group sickness risk on a cruise ship is a discussion point, however the industry gets a bad rep from "Joe Public" which is factually so far from the truth its shocking.

According to the U.S. Centers for Disease Control (CDC), "Cruise ships account for a small percentage (1%) of reported norovirus outbreaks overall." The largest number of cases come from nursing homes, with schools, hospitals and restaurants noted as other common incubators.

If Covid while Cruising is a consumer's concern, the industry is ready with a collaborative and responsible solution, you couldn't be in safer hands.

Royal Caribbean Group announced a new collaboration with Norwegian Cruise Line Holdings to create a panel of health experts that will oversee development of enhanced cruise line health and safety protocols.

Known as the "Healthy Sail Panel", this group is comprised of top experts in public health, infectious disease, biosecurity, hospitality and maritime operations in response to the global COVID-19 pandemic.

The panel is tasked with collaboratively developing recommendations for cruise lines to advance their public health response to COVID-19, improve safety, and achieve readiness for the safe resumption of operations.



# Too cool for school.

From Generation Z to Millennials the Cruise market is working to understand what makes all generations of traveller tick, from the vast ethical and sustainability improvements to more organic and responsible food offerings changes are being rapidly made.

With programs such as Below Deck, the soon to launch luxury Ritz Carlton Cruise and fantastic onboarding options like Variety Cruises who offer life-enriching cruise journeys for the inquisitive mind, combining a private yacht/small ship type of on-board experience with a complete immersion in the destinations, the Instagram "moment" seeking generation have every reason to set sail. Penetrating the old image of cruising seems to be a tide the industry is working hard to change.

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