

 SILVERSEA<sup>®</sup>

The SilverSea logo features a stylized 'S' icon composed of three curved lines, followed by the word 'SILVERSEA' in a serif font with a registered trademark symbol.



A large white cruise ship is sailing on a deep blue sea, leaving a white wake. In the background, there are blue mountains under a blue sky with scattered white clouds.

# Sustainable Practices in the Cruise Industry

# Impact of Cruising in the Mediterranean – some numbers

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**164 Ships**  
Per year

**3.7M**  
Passengers carried



**8 Nights**  
Average cruise length

**3% Growth**  
in 2017

# Contribution of the Cruise Industry to the Mediterranean

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**2.8 bn €**  
in crew and  
passenger spending

**292 € / passenger**  
in passenger spending  
in embarking ports



**62 € / passenger**  
spending  
at each port visit

**31 € / crew member**  
spending  
at each port visit

# Sustainable Cruising: Best Practices

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## Wastewater Treatment: Did you know?



Cruise Line Members have adopted a **voluntary a zero-discharge policy at sea** for **untreated sewage**

This policy far **exceeds the legal requirements** and the **existing regulations** of the vast majority of the maritime industry

# Sustainable Cruising: Best Practices



CRUISE SHIPS RECYCLE  
**60% MORE**  
per passenger



Than the **average**  
**person** does on land



Some cruise ships  
recycle cooking oil  
which can be turned into  
**FUEL**



and food waste, which  
can be turned into  
**ENERGY**  
for ONBOARD USE



**1.5lbs**  
Unrecyclable waste on  
cruise ships can be as  
little as **1.5 pounds /**  
**person a day**



Compared to **4-5**  
**pounds** per person  
**on land**

Cruise ships use some of the **most innovative recycling, reduction and reuse strategies** in the world

# Cleaner Fuels and Reduced Emissions: Did you know?

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- The **cruise industry** invested **\$1 billion in new technologies** and **cleaner fuels** to reduce ships' air emissions.
- **\$400 million** to design, build and install **ECO-ECG systems**
- **Exhaust gas cleaning systems reduce sulfur emissions** to meet and exceed international and national standards



# Cleaner Fuels & Reduced Emissions: Opportunity/Challenges

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## BUSINESS OPPORTUNITY

Billions are being invested in the **development of advanced liquefied natural gas (LNG)-fueled** cruise ships that will have lower emissions and higher energy efficiency

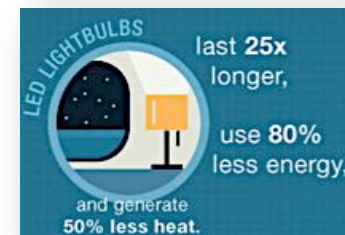
## BUSINESS CHALLENGE

The biggest challenge for the growth of LNG-powered cruising is the **rudimentary infrastructure** for distributing it at ports, supply chain currently in place.



# Sustainable Cruising: Improved Efficiency

- **Hulls** are painted with **special non-toxic coatings** that reduce fuel consumption by 5 %
- **Window tinting** is used to keep passageways cooler and reduce air conditioning use
- **Solar panels** are installed to provide emissions-free energy.
- **Special lighting** is used to reduce power consumption by up to 20 percent. **LED** lighting lasts **25 times longer**, uses 80 percent less energy







Thank you