

An aerial photograph of a red icebreaker ship, likely the USCGC Healy, navigating through a dense field of sea ice. The ship is positioned in the lower center of the frame, moving towards the upper left. The ice consists of numerous small, irregular floes of varying sizes, creating a textured surface. The water between the ice floes is a deep blue. The ship's hull is red, and it has two prominent black funnels. The overall scene conveys a sense of exploration and navigation in a challenging environment.

CRUISING ALONG BREAKING INTO A NEW FIELD

Jeana Clark & Dr. Esma Gregor
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Cruising Along – Breaking into a New Field

1. Industry Overview
2. Subfields
 - Marketing/PR
 - Food & Menus
 - Terminology
 - Technical/Legal
3. Breaking into the Field



The Translation Market



- No barriers to entry
- Differentiation through specialization
- Traditional fields
- Hybrid fields? Niche fields?

Questions:

- How do we define a new field?
- How do we specialize in it?
- How do we break into a new field?



(c) Esma Gregor

The Cruise Line Industry - Overview



World Cruise Fleet 1998 - 2025

- Steady growth for past two decades expected to continue
- Global impact of industry is \$120B

	2004	2005	2006	2007	2008	2009
Ships:	248	255	282	294	294	277
Berths:	286,482	300,767	323,897	346,866	372,096	373,425
Market Capacity:	13,369,328	13,247,730	14,452,551	15,401,470	16,286,475	16,843,505
Percentage Change:	10.0%	(0.9%)	9.1%	6.6%	5.7%	3.4%

	2010	2011	2012	2013	2014	2015
Ships:	281	270	284	292	296	300
Berths:	397,392	404,177	426,393	443,237	454,977	483,074
Market Capacity:	17,877,602	18,135,230	19,472,198	20,426,173	21,475,067	22,063,856
Percentage Change:	6.1%	1.4%	7.4%	4.9%	5.1%	2.7%

	2016	2017	2018	2019	2020	2021
Ships:	315	329	342	355	363	366
Berths:	496,653	525,234	554,082	598,038	628,254	637,694
Market Capacity:	23,603,842	26,021,636	27,403,402	29,643,392	31,206,848	31,689,445
Percentage Change:	7.0%	10.2%	5.3%	8.1%	5.3%	1.5%

	2022	2023	2024	2025
Ships:	367	368	368	368
Berths:	640,494	643,294	643,294	643,294
Market Capacity:	31,835,048	31,965,048	31,965,048	31,965,048
Percentage Change:	0.5%	0.4%	0.0%	0.0%

The chart shows the number of ships per year, the total number of berths (beds) offered by these ships and their combined total passenger capacity based on existing ship orders, known ship withdrawals and deployment changes.

Source (figure): Cruise Industry News. 2016-2017 State of the Industry Annual Report. Retrieved from <http://www.cruiseindustrynews.com/annual-cruise-industry-report.html>

The Cruise Line Industry - Overview



CRUISE SHIP ORDERBOOK

Note: For the latest orderbook listing please visit www.cruiseindustrynews.com. Historical data

Cruise Line	Ship	Cost ¹	Tonnage	Capacity	Yard
AIDA Cruises	AIDAprima	\$645	125,000	3,250	Mitsubishi
Holland America	Koningsdam	\$520	99,000	2,660	Fincantieri
Viking Ocean	Viking Sea	TBA	47,000	944	Fincantieri
Carnival	Vista	\$780	135,000	4,000	Fincantieri
Royal Caribbean	Harmony	\$1,300	227,625	5,400	STX France
Royal Caribbean	Ovation	\$950	167,000	4,100	Meyer
TUI	Mein Schiff 5	\$625	97,000	2,500	Meyer Turku
Regent	Explorer	\$450	54,000	738	Fincantieri
Dream Cruises	Genting Dream	\$960	150,000	3,360	Meyer
Seabourn	Encore	TBA	40,350	604	Fincantieri

Three brands dominate the NA market, but smaller, regional brands with less capacity, selling a more exclusive experience, are also quite successful.

2016: THE LARGEST CRUISE BRANDS IN THE NORTH AMERICAN MARKET

Carnival Corporation:	Ships	Berths	Capacity	Market Share
Carnival Cruise Line	24	63,790	3,936,970	29.5%
Princess Cruises	11	29,380	1,211,286	9.1%
Holland America Line	13	22,042	733,998	5.5%
Seabourn Cruise Line	4	1,954	42,400	0.3%
Total:	52	117,166	5,924,654	44.4%

Note: Carnival, Princess and Holland America have additional ships dedicated to other markets.

Note: Carnival is also launching the Fathom brand this year, offering so-called social impact cruising to the Dominican Republic and Cuba.

Royal Caribbean Cruises:	Ships	Berths	Capacity	Market Share
Royal Caribbean International	21	62,409	3,076,970	23.1%
Celebrity Cruises	10	22,366	817,848	6.1%
Azamara	2	1,428	46,498	0.3%
Total:	33	86,203	3,941,316	29.5%

Note: Royal Caribbean also has four ships dedicated to Asian markets. In addition, during the summer, a large portion of the passengers on its cruises in Europe are from outside of North America.

Norwegian Cruise Line:	Ships	Berths	Capacity	Market Share
Norwegian Cruise Line	14	38,530	1,941,800	14.5%
Oceania	6	5,256	143,820	1.1%
Regent	4	2,660	65,070	0.5%
Total:	24	46,446	2,150,690	16.1%

SUMMARY:	Ships	Berths	Capacity	Market Share
Three companies:	109	249,815	12,016,660	90.0%

The Cruise Line Industry – New Trends











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 Music Direction by Grammy Winner JOHN MCDANIEL	 Tony Winner, Drama Desk Nominee ALICE RIPLEY	 Emmy Award Winner ERNIE SABELLA	 Tony & Drama Desk Nominee LOUISE PITRE	 Onboard MC, Drama Desk Nominee BRYAN BATT

*Talent is subject to change

ADDITIONAL EXCITING TALENT TO BE ANNOUNCED!

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- Gourmet cruises
- River cruises

Subfield: Marketing – Catalogs



“Wake up to turquoise, float into sapphire, and snorkel into aquamarine. Paradise has many shades and you’ll see them all. Explore underground waterfalls in the caves of St. Thomas. Lean in and hear the ruins of Costa Maya as they whisper tales of swashbuckling. Absorb the candy pastel colors of Dutch architecture and golden rays of Curacao. Catch an endless summer when you cruise The Caribbean with Norwegian. ...”

Subfield: Marketing - Dining



PATE OF REINDEER

Aquavit-marinated cranberries and Norwegian wheat bread

WILD COD FROM FINNMARK

with smoked mushy peas, confit fennel, potato cake and herb sauce

“KVAEFJORDKAKE”

The “world’s best cake” served with raspberry sauce and almond flan

“Veiled peasant girls”

served with biscuits and caramel sauce

RENTIERPASTETE

in Aquavit marinierte Preiselbeeren und norwegisches Vollkornbrot

WILD COD FROM FINNMARK

mit geräuchertem Erbsenpüree, Fenchel-Confit, Kartoffelplätzchen und Kräuterbutter

“KVAEFJORDKAKE”

“Der beste Kuchen der Welt” serviert mit Himbeersoße und Mandelflan

“Tilslørte bondepiker”

Apfelcompott mit Schlagsahne, Keksen und Karamellsauce

Subfield: Marketing - Dining



PATE OF REINDEER

Aquavit-marinated cranberries and Norwegian **wheat bread**

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with smoked **mushy peas**, confit fennel, potato cake and **herb sauce**

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Subfield: Press Releases

Most frequently occurring text type in the industry

Keeping customer informed:

- Upcoming events & new ships, itineraries, shore excursions, entertainment
- Accidents, outbreaks, loss of life

Worst case example:
Costa Concordia,
Jan. 13, 2012



Subfield: Press Release Format

Basic Format

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person

Company Name

Phone Number

FAX Number

Email Address

Website URL

<HEADLINE>

<City>, <State>, <Date> - The first paragraph. Begin your press release with a two sentence paragraph that provides a quick overview of the news and why it is important. It should read easily and make your news sound exciting to a general audience.

Next, provide some background information on the product or service. Make sure to write your release in terms that readers, consumers, your target audience, and the general public will understand. Do not use industry terminology, and provide definitions that readers might not know about or understand.

Your text should explain the purpose, target market, and benefits of your product or service, and intrigue the reader to find out more, visit your website, contact you for more information, recommend your product to a friend, or sell your product to management.

ABOUT <COMPANY>

The final paragraph should be a brief description of your company and the products and services it provides. Include a summary of other products and services provided, and a brief history of the company. Also include "For more information, contact: " as the last sentence.

- END -

Associated Press (AP) Style

- Dates and Abbreviations
 - Massachusetts is Mass., not MA.
 - Sept. 4, 2013
- Numbers
 - Write out one through nine
 - Write out percent, not “%”
- Time
 - 1 p.m., 9:30 a.m., not “1:00 p.m.”
 - Noon, midnight
- No oxford comma



Source: retrieved from <http://www.cyberalert.com/blog/index.php/does-your-press-release-follow-ap-style-9-rules-for-pr/#comments>

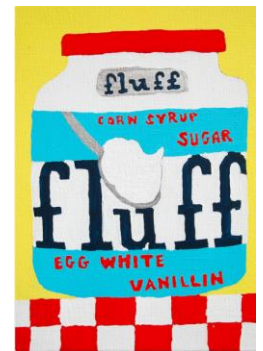
Source (figure): <http://www.ap.org/Content/Press-Release/2016/AP-style-changes-take-effect-with-debut-of-redesigned-Stylebook>

Subfield: Press Release Writing

1. Keep target audience in mind
2. Get to the point upfront and clearly
3. Avoid sales-pitch language and tons of adjectives
4. Don't use a lot of industry jargon
5. Use appropriate keywords in headline and body

Additional useful resources:

- <https://owl.english.purdue.edu/owl/resource/735/06/>
(5 Ws + 1H from perspective of writer and target audience)
- <http://www.cyberalert.com/blog/index.php/pr-writing-approaches-that-outdo-the-normal-boring-press-release/> (Cut the fluff)



Source (figure): <http://www.cyberalert.com/blog/index.php/pr-writing-approaches-that-outdo-the-normal-boring-press-release/> (courtesy of Steve Snodgrass)



Did you know ...? New terminology

	Built on piles	Built on fill
Parallel to shore	WHARF	QUAY
Extending out from shore	PIER	JETTY

What about the following terms?

Berth, cabin, stateroom, dock, moor, slip, bow, stern, aft, port, starboard, leeward, windward, list, galley, groggy, growler, grounding, nun, passageway, head, pooped, pfd, dinghy, liferaft, debunk...

What about these expressions?

by and large; cut and run; decks awash; dover cliffs; know the ropes; lay day, Mae West; no room to swing a cat; ship's husband; three sheets to the wind; touch and go; under the weather...



Did You Know ...? Terminology Quiz

By and large ...

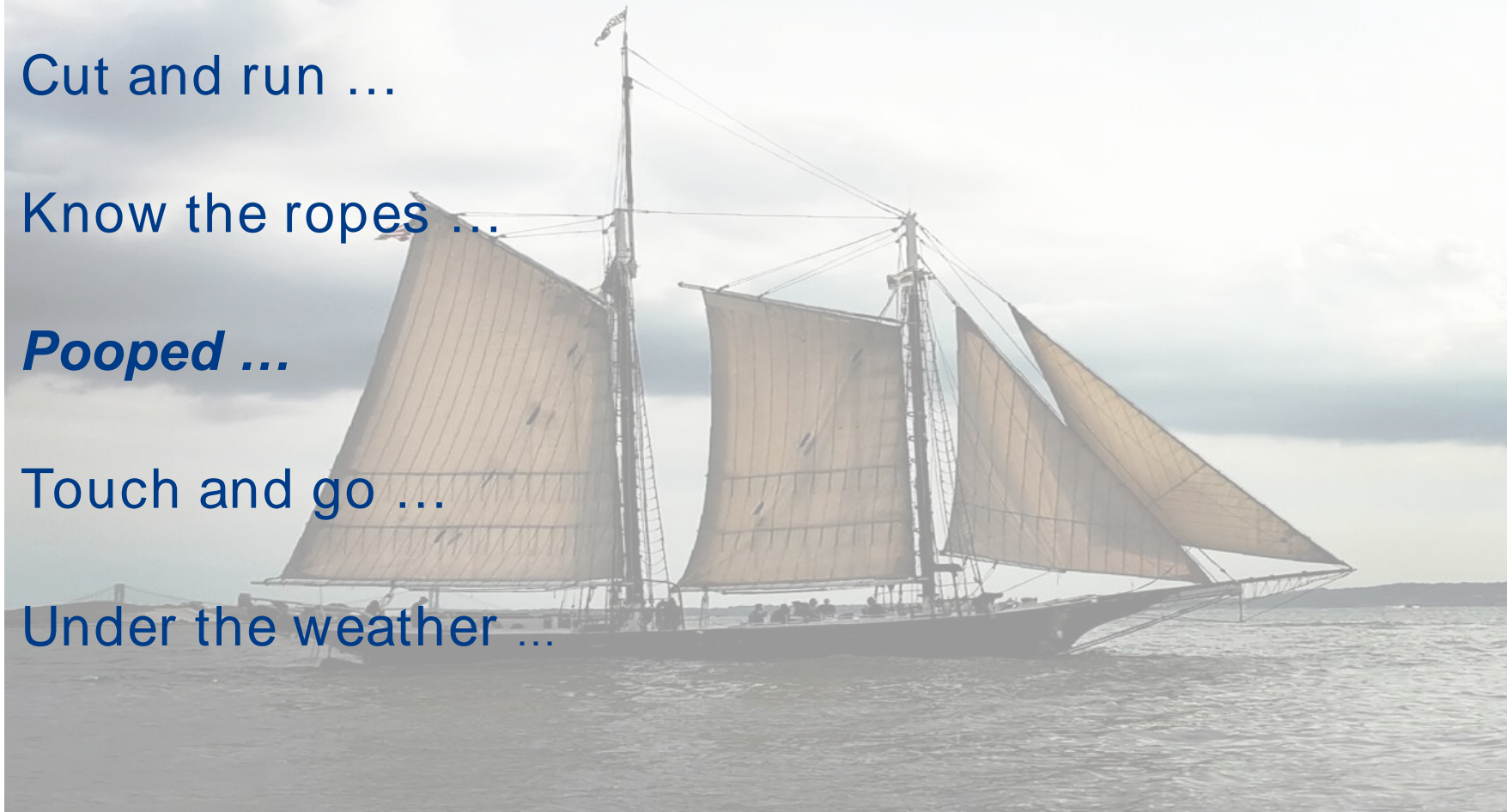
Cut and run ...

Know the ropes ...

Pooped ...

Touch and go ...

Under the weather ...





Did You Know ...? Terminology Quiz

By and large ... By (into wind); large (with the wind) => "By and large" indicates all possible situations, "the ship handles well both by and large."

Cut and run ... In quick escape, ship might cut lashings to sails or cables for anchors, causing damage to the rigging, or losing an anchor.

Know the ropes ... A sailor who 'knows the ropes' is familiar with the miles of cordage and ropes involved in running a ship.

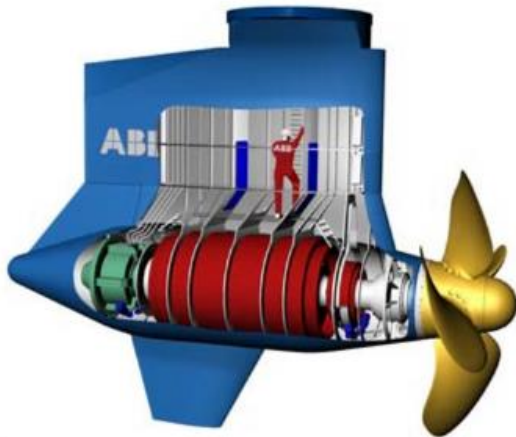
Pooped ... Swamped by a high, following sea.

Touch and go ... Stopping at a dock or pier for a very short time without tying up, to let off or take on crew or goods.

Under the weather ... Serving a watch on the weather side of the ship, exposed to wind and spray.

Subfield: Technical

- Azipod® propulsion – gearless steerable propulsion system where the electric drive motor is in a submerged pod outside the ship hull (made by ABB)
- Exhaust gas scrubbers – reduces sulphur and particulate emissions
- Waste Heat Recovery Systems (WHRS) – uses exhaust gas from the diesel propulsion system to produce additional energy cleanly and inexpensively
- Liquefied Natural Gas (LNG) – cleanest burning fossil fuel/green cruising, doubles maintenance intervals



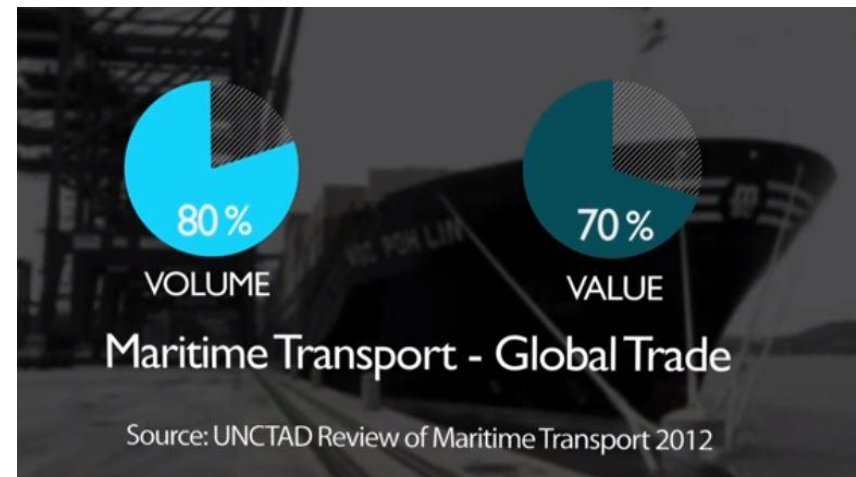
Source (figure): <http://www.hightechfinland.com/direct.aspx?area=htf&pm1=889&pm2=article>

Source (figure): <http://www.dupont.com/content/dam/assets/products-and-services/consulting-services-process-technologies/process-technology-licensing/uses-and-applications/BELCO%20brochures/Brochure%20-%20DuPont%20Marine%20Scrubber%202016.pdf>

Source (figure): http://www.becker-marine-systems.com/06_downloads/zzipdf/product_pdf/Becker_LNG_Hybrid_Folder.pdf

Subfield: International Maritime Law

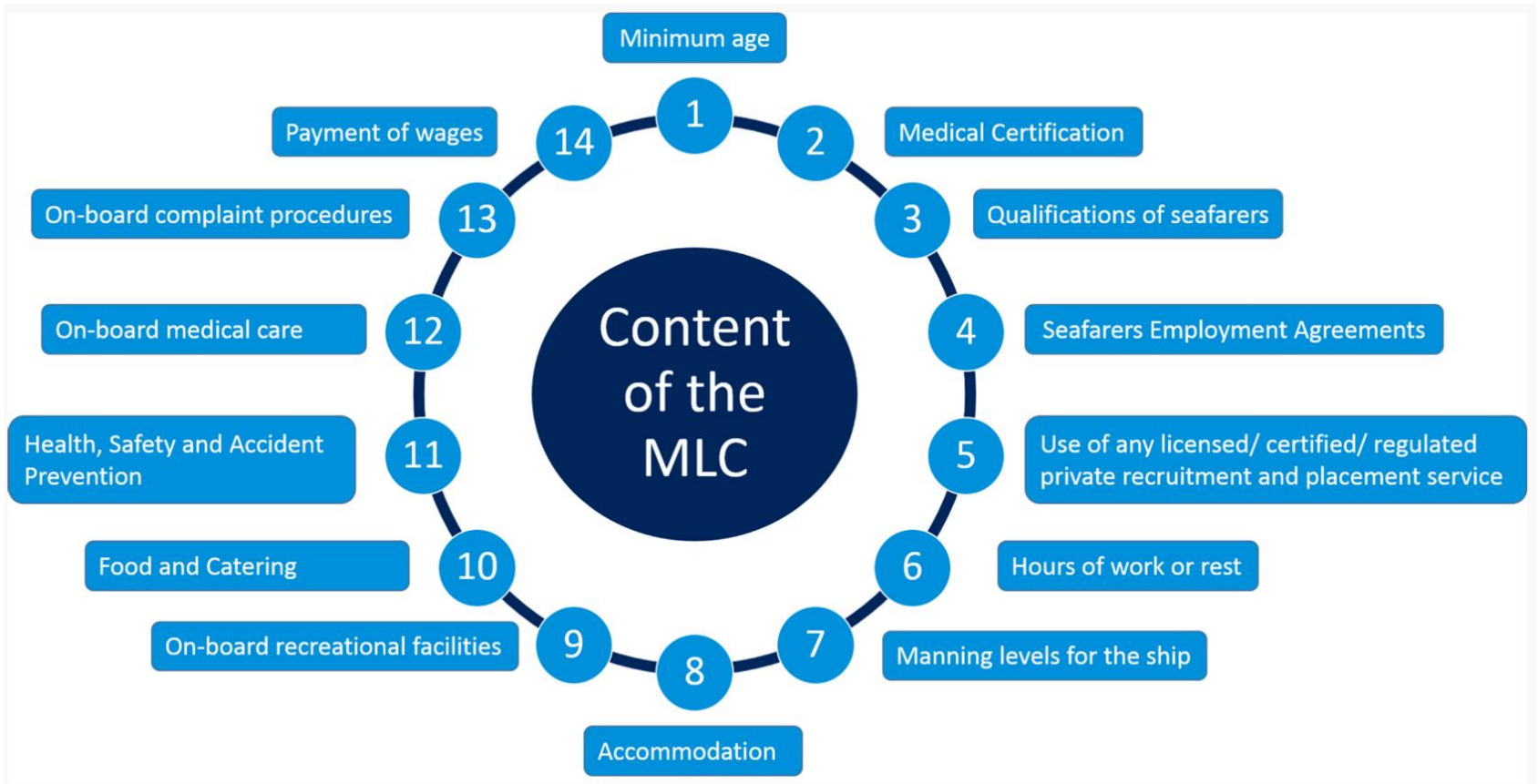
1. International Convention for the Safety of Life at Sea (SOLAS)
2. International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW)
3. International Convention for the Prevention of Pollution from Ships (MARPOL)
4. **Maritime Labour Convention (MLC), 2006**
“Seafarers’ Bill of Rights”



Source (figure): <https://www.youtube.com/watch?v=geT0IS5BhMk> ILO video on homepage

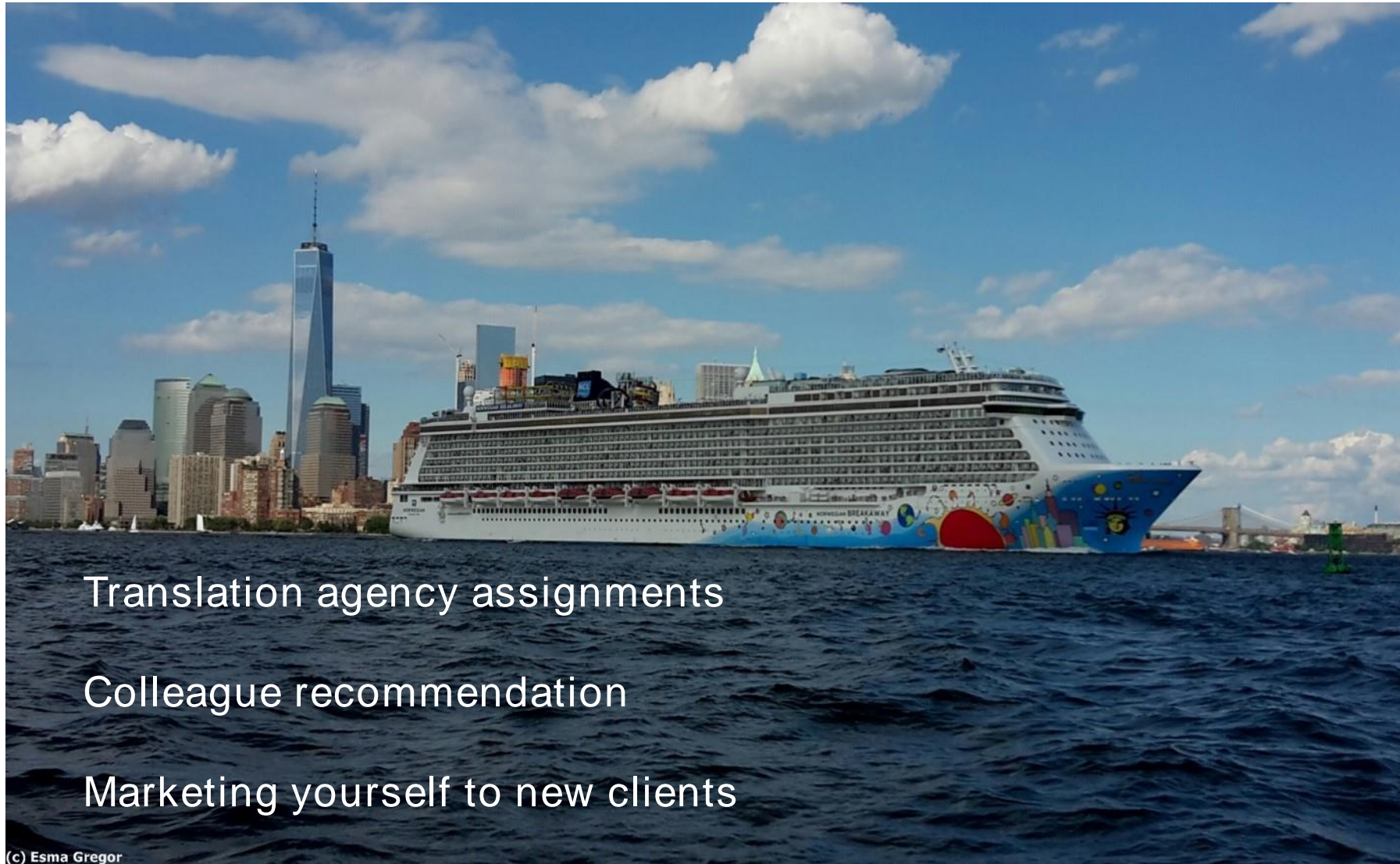
Subfield: Maritime Labour Convention (MLC)

- Adopted by International Labour Organisation (ILO) in 2006



Source (figure): <http://www.go-maritime.net/working-and-living-at-sea/maritime-labour-convention/Maritime-Labour-Convention.php>

Breaking into the Field



Translation agency assignments

Colleague recommendation

Marketing yourself to new clients

Questions? Comments?



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Thank you!

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