

Niche Supply Broad Base

There are 18 cruise lines with ships on order under 1,000 guests, totaling some 47 new vessels between now and 2027. That will add to the already 179 ships in service that are under the 1,000-passenger mark, being operated by 67 different brands.

Driving the purchasing decisions, key supply chain executives from some of the leading niche brands came together in Orlando at the recent Marine Hotel Association conference.

“The small market segment is extremely detailed and focused on the customer, the food, the destination and service. Training becomes paramount to get it right the first time,” said Philippe Faucher, vice president global business development and operations at Apollo, which handles various procurement, crewing and hotel functions for a number of cruise lines.

Catering to an extremely high-end clientele, Christine Fortier, director of supply chain, The World, said that 65 to 70 percent of provisioning was consolidated into containers, while the rest is handled somewhat locally.

“We have an extensive network of suppliers we work with globally to handle our local provisioning, our local fresh produce and our local fish purchases, and anything that may come up,” she said. “We manage similar challenges (to other cruise lines) where we have bespoke itineraries and challenging logistical opportunities glob-

► **Andrea Leistner, vice president of procurement and supply chain, Silversea**

“The small market segment is extremely detailed and focused on the customer, the food, the destination and service.

ally. What differentiates us is that we deal with the residential community, which is not a guest that departs the vessel. It’s a resident community that has finite and very high expectations we need to meet.”

Consistent Offering

At Silversea, the key is consistency across its nine ship fleet, which sails to just under 1,000 destinations annually on all seven continents.

“All our items are selected together with the chefs,” said Andrea Leistner, vice pres-

ident of procurement and supply chain at Silversea. “They will not accept a different quality in a different region. Locally, we are buying fresh produce and fish.”

Anthony Mauboussin, director of culinary operations at Viking Ocean Cruises, is overseeing a quickly expanding fleet, with 18 ocean ships planned by 2027.

“There are areas in the world you can get great fresh produce or seafood. But then there are other areas where it’s not possible,” he said. “Planning is always a difficult topic; you want to keep your product consistent.”

Start Up

Mark Lockwood, vice president of cruise hotel operations, The Ritz-Carlton Yacht Collection, is working on putting together the company’s procurement system ahead of a debut later next year. ►

▼ **Philippe Faucher, vice president global business development and operations, Apollo**



▼ **Bruce Tschampel, vice president of hotel operations, Lindblad Expeditions**



▲ **Anthony Mauboussin, director of culinary operations, Viking Ocean Cruises**

