



MHA Strategic Message 2019

Dear MHA Members,

We are looking forward to another exciting year in 2019 and wanted to take this opportunity to give all our membership an update and a look at what the future holds for the Marine Hotel Association.

The board of the MHA spent some time in 2018 on strategic planning and as a result developed a newly invigorated statement of mission and purpose;

Mission Statement

The MHA is a not-for-profit, international association run by and for the Cruise Industry and dedicated to enhancing the onboard Guest Experience

This will be achieved by:

- Providing active forums for open dialogue between the industry and a broad range of vendor partners
- Raising the level of cruise industry talent by creating opportunities for professional development and career growth.

We also took this opportunity to look at the significant strengths of the MHA and the value of its association. In its 34TH year of existence as a not-for-profit association run by and for the marine hotel industry, the MHA is a known and trusted partner in building strong relationships between the supplier community and marine hotel operations. Our annual conference and tradeshow is the only event of its kind specifically dedicated to the marine hotel sector and in with such a dedicated F&B area of focus. Our not-for-profit status makes our events accessible and affordable for every level of the marine hotel organization and provides an entry point for new suppliers to gain access to the sector without sacrificing any aspect of the experience. In fact, because we are run by a voluntary board of marine hotel executives and supplier companies, we pride ourselves on offering a truly exceptional conference and tradeshow mirroring the standards and quality we aspire to onboard all our respective vessels.

Everyone loves the MHA show and for many colleagues our 2+ days together are a highlight of the year. It's a chance to reconnect meeting new and old colleagues and to reinvigorate with fresh ideas straight from leading edge hospitality experts as well as tangibly experiencing exciting new products and concepts.

What makes it even more fulfilling for our members is the knowledge that every-penny from our memberships, sponsorships and tradeshow that is not directly funding the operations of the association is going toward our MHA Scholarship programs. Every member marine hotel organization has access for its staff to development programs through accredited institutions such as Cornell Hospitality School.

Over the years since MHA's scholarship programs were introduced over 8,000 shipboard and shoreside staff have benefited from attending these programs with their tuition covered by MHA Scholarship funds. We are working on introducing exciting new offerings to the Scholarship program for 2019 and hope to be announcing those at the upcoming show in March.

Other exciting elements to look forward to at the 2019 show in Naples, FL starting March 31st, include a unique Culinary Showcase featuring culinary talent from across the industry showcasing their talents with a range of concepts from around the globe. We will have key industry speakers and panels on new and innovative topics as well as announcements on future MHA events and programs.

If you haven't already registered for the 2019 Conference and Tradeshow, I strongly encourage you to do so at <https://mhaweb.org/conference/> as attendance is looking very busy from the marine hotel sector and from the supplier community and we have very few remaining exhibitor options in particular.

As we look forward to another incredibly busy year for the industry, I can assure you that the MHA is constantly striving to find new ways to use its structure, focus and experience to benefit the overall quality of the marine hotel product and ultimately the Guest experience onboard. I look forward to seeing everyone in Naples to share the passion, excitement and energy that is the hallmark of our Industry,

Yours sincerely,

John McGirl
Chief Operating Officer
The World, Residences at Sea
President, MHA Board of Directors

<https://mhaweb.org/about-mha/>

