



Dear Members:

As we approach the fall of 2019, the Marine Hotel Association is looking forward to ending another great year with its Conference at Sea to be held in December aboard the beautiful MSC Divina.

Calendared every other year, this will be the association's third such onboard event with what has proven to be a very successful program, in fact a game changer according to past attendees particularly on the supplier side. The format this year will include seminars and workshop discussions starting with an insider's perspective on the supply chain within the cruise industry including private tours "back of the ship" (galley, stores).

Other topics include issues around global sourcing; quality and innovation; sustainability and renewables as well as panels on culinary innovation and F&B concepts development.

We have a great line up of cruise industry professionals contributing as guest speakers and panel members including management from supply chain, hotel operations and culinary departments, including MSC, Alaskan Dream, CMI Leisure, Disney, Lindblad, NCLH, Windstar, Regent Seven Seas, Oceania, The World and The Apollo Group.

These programs get right to the heart of what matters for suppliers and industry professionals in the marine hotel sector and are only possible because of MHA's not-for-profit status. This uniquely makes the MHA run by and for the cruise industry and keeps the focus clearly on developing relationships to enhance the onboard guest experience.

Looking out to 2020, the MHA will celebrate 35 years of delivering the industry's premier Marine Hotel event with the its Anniversary Conference and Trade Show being held March 26-28 at the Hyatt Regency in Orlando.

Our not-for-profit status also makes this event accessible and affordable for every level of the marine hotel organization and provides an entry point for existing and 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, our only focus is on creating a truly exceptional conference and tradeshow experience, with the only beneficiary being the attendees.

This year, at the 2019 show in Naples, we launched a unique Culinary Showcase concept featuring culinary talent from across the industry showcasing their talents with a range of food concepts. This proved to be a huge success and we plan to build on that concept in 2020 and take it to whole new level; more to come on that!

As our industry grows and diversifies offering more and more opportunities globally, there has never been a more important time for associations like ours to add value.

The MHA continues to do this by building relationships in the Marine Hotel supply chain, and providing safe, no pressure forums for industry professionals and their supply chain partners to have open and meaningful dialogue on critical issues and get essential exposure to innovative new products and services.

We also continue to offer our Marine Hotel Association Scholarship programs, Over the years since MHA's scholarship programs were introduced over 8,200 shipboard and shoreside staff have benefited from attending these programs with their tuition covered by MHA Scholarship funds. These programs continue to make a difference every year in the professional development of our industry and the MHA membership is proud to support this mission.

Colleagues often ask me, who is the MHA, I mean who runs it? Well, the answer is we all do – there is no corporation or event management company behind it – it's the cruise industry, and it's been here for 35 years because we need it; we have exciting and busy times and ahead so stay involved, connected and participating – you don't want to miss this!

John McGirl
COO, *The World*, Residences at Sea
President, MHA Board of Directors
www.mhaweb.org
<https://mhaweb.org/about-mha/>



Conference & Trade Show