

CLIA CRUISE LINES TEAM UP WITH WELLNESS AND FITNESS EXPERTS TO OFFER INNOVATIVE SHIPBOARD PROGRAMS AND THEME CRUISES

Fitness, Wellness, Spa and Healthy Dining Programs Appeal to Mind, Body and Soul

For a growing number of travelers, a vacation is no time to leave health and fitness behind. For them, paradise includes a spa, fitness facilities and nutritious, healthy cuisine. Increasingly, that paradise is to be found on a cruise ship.

Among approximately 175 cruise ships belonging to members of Cruise Lines International Association (CLIA), the majority has been built since 2000 and almost all have health and fitness facilities, with full-sized luxury spas and shipboard sports facilities among the major features of the larger vessels. More important, virtually every CLIA member ship offers delicious “spa cuisine” or other healthy dining selections, often in a choice of restaurants and dining rooms, and innovative wellness, exercise and fitness programs. Many lines even offer theme cruises focusing on wellness and featuring some of the world’s top fitness, wellness and culinary experts. The result is exciting, new opportunities for travelers to go on vacation and rejuvenate their mind, body and soul.

In 2007 and 2008, many CLIA member lines will offer fitness, holistic or wellness programs – both onboard ships and on land – and themed cruises throughout the world, from the Caribbean and Europe to Asia, Scandinavia, the Pacific, Alaska and Canada. Here is a sampling:

CARNIVAL CRUISE LINES

Completely revamped “Spa Carnival Fare” culinary offerings incorporate the latest trends in gourmet preparation, ingredients and presentation to create the ultimate in healthy fine dining options. The new selections are featured on all dining room menus and include nearly 50 salads, appetizers, soups, entrees and desserts. In addition, Carnival and *Shape* and *Men’s Health* magazines have teamed up for the fourth annual “Mind/Body Cruise” on *Carnival Conquest*, departing from Galveston December 2. The seven-day voyage will include fitness and wellness seminars, cooking demonstrations and nutritional workshops.

COSTA CRUISES

Guests will experience a true mind and body overhaul on Costa’s “Holistic Holiday at Sea” aboard the *Costa Fortuna*. Departing from Fort Lauderdale on March 30, 2008, the seven-day cruise will feature world-renowned teachers and authors, more than 50 workshops on vegan and macrobiotic cooking, shiatsu massage, meditation, cancer prevention, heart disease and other topics. The Caribbean voyage includes stops in San Juan, St. Maarten, Tortola and Grand Turk.

CRYSTAL CRUISES

Crystal Serenity will offer a rejuvenating Caribbean journey for “Mind, Body and Spirit” over Thanksgiving this year. The 11-day voyage, departing from Miami on November 19, will feature renowned Tai Chi and yoga masters, fitness expert Debbie Rucker and a health specialist from the Cleveland Clinic as well as Crystal’s signature “Walk on Water” program and professional golf instruction. In 2008, a number of theme cruises will also address the topic of health and fitness, in addition to two “Mind, Body and Spirit” sailings, including three expanded golf cruises, and a ten-day transatlantic crossing in November featuring “Big Band & Ballroom Dancing.”

HOLLAND AMERICA LINE

Fitness and health are high priorities on all Holland America cruises, with each ship offering a comprehensive fitness program featuring such special activities as Pilates, spinning and yoga.

There is also a daily “Walk-a-Mile” program offered during every day at sea. Shipboard Greenhouse Spas and beauty salons offer a full menu of massage, skin therapy, body rituals and water therapies, and the ships’ Fitness Centers include Cardio Ki-Bo Circuit Training and Aquarobics. Fleet wide the onboard dining rooms offer healthy lifestyle options at every meal.

MSC CRUISES

Guests on MSC Cruises are offered numerous opportunities for cruises with wellness, fitness and organic food and wine themes. Among the shipboard programs are: in-depth study of massage techniques and beauty treatments, “well-being” packages with Balinese and Thai massage, reflexology and ayurveda, group fitness programs, special healthy menus, even “well-being” cocktails. This year, the *MSC Opera* will offer a wellness cruise from Copenhagen beginning September 13; the *MSC Lirica* will feature an organic food and wine theme on a seven-day sailing from Genoa on September 29, and *MSC Sinfonia* will feature fitness on its eight-day sailing from Buenos Aires on December 9. These themes will be repeated in 2008.

NORWEGIAN CRUISE LINE

“Healthy Cruising” on Norwegian Cruise Line encompasses dining, fitness and sports. Teaming up with *Cooking Light*, the line’s selection of world-class restaurants offer healthy menu options ranging from appetizers to desserts. In addition, the line’s “Freestyle Cruising” program enables passengers to dine in their choice of main restaurants, with great flexibility of timing, and enjoy cooked to order meals. The ships’ 24-hour state-of-the-art fitness centers, swimming pools and such facilities as basketball courts and putting greens are complemented by such activities as Pilates, aerobics, yoga and spinning. The “Sports Afloat” program adds such activities as cardio kickboxing, “Walk-a-Mile” sessions and nutrition lectures.

PRINCESS CRUISES

Princess Cruises offers passengers the opportunity to stay active during their vacation with an extensive selection of exercise classes, fitness programs and gym supervision. Specialized fitness opportunities include personal training and consultation sessions and a series of health and nutrition seminars. Classes include Step Xpress, Total Body Conditioning, Xpress Circuit, yoga, Pilates, pulse cycling, KickBoXpress, aerobic dance and power walking. More advanced options include one-on-one training, body composition analysis and a Chakra balancing capsule. In addition, shipboard restaurants offer a diverse selection of Lotus Spa menu selections.

REGENT SEVEN SEAS CRUISES

In addition to its shipboard **Carita Spas, which offer** an extensive range of physical regimens, including health and revitalization, Regent Seven Seas will offer two wellness themed cruises in 2008 on the *Seven Seas Voyager*. Departing May 19 and May 26, the Mediterranean itineraries will feature a “Circle of Interest” program led by the renowned wellness guru Oz Garcia and his brother Albert. Focusing on their specialty, anti-aging and longevity, the Oz brothers will offer personal consultations onboard and wellness-themed excursions onshore.

ROYAL CARIBBEAN INTERNATIONAL

Royal Caribbean gives cruisers a “total mind, body and soul vacation” through its new Vitality program introduced on the line’s newest ship, *Liberty of the Seas*. The program provides an integrated approach to wellness, offering guests more choices to foster a healthier lifestyle. It includes new fitness classes and spa treatments, and more dining choices to reinvigorate the body with energy bars, protein and green tea drinks, Tazo teas, juice bars, trans-fat free meals, all-natural ingredients and other options. The Vitality program also features lectures on stress and relaxation, weight management, health and fitness and land-based fitness activities, including a variety of themed shore excursions, New Balance self-guided maps and an extensive running

course on Labadee, the cruise line's private island in Haiti.

SEABOURN CRUISE LINE

"Pure Pampering" is a complimentary program of "shamelessly sybaritic services" on Seabourn yachts. The program includes a menu of five soothing and revitalizing Molton Brown therapeutic bathing experiences, with the option of having the bath drawn by the guests' personal suite stewardess. There is a Sensual Bath that is perfect for sharing; an invigorating Ginseng Bath featuring the restorative powers of Brazilian ginseng; a warming Eucalyptus Bath; the Yuan Zhi Peacemaker Bath for calming and soothing the mind; and the Oceanic Stress-Relieving Bath, with the healing properties of Dead Sea salts, seaweeds and horse chestnut extracts.

SILVERSEA CRUISES

Integrating classes in nutrition and exercise, fitness activities, spa therapies and healthy dining options, Silversea's new "Wellness Program" creates the opportunity for complete rejuvenation of mind, body and soul while at sea. The program is incorporated into the line's new "Spa at Silversea" concept, offering a more personalized and holistic spa experience that focuses on the guest's individual needs and lifestyle. In addition, the fitness centers aboard *Silver Shadow* and *Silver Whisper* have been expanded, adding 300 square feet for new cardiovascular training equipment. A comprehensive fitness regimen includes workout programs such as aerobics, Pilates, circuit training and yoga that are paired with a daily collection of light and low-carb menu selections created by Silversea's master chefs.

The best way to learn more about these wellness programs and theme cruises is to seek the professional counsel of a CLIA travel agent. To locate a CLIA member travel agency near you, use the Travel Agent Locator on CLIA's Web site at www.cruising.org.

About CLIA

The nonprofit Cruise Lines International Association (CLIA) is North America's largest cruise industry organization. CLIA represents the interests of 24 member lines and participates in the regulatory and policy development process while supporting measures that foster a safe, secure and healthy cruise ship environment. CLIA is also engaged in travel agent training, research and marketing communications to promote the value and desirability of cruise vacations and counts as members 16,500 travel agencies. For more information on CLIA, the cruise industry, and CLIA-member cruise lines and travel agencies, visit www.cruising.org

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