

NEW HORIZONS

CRUISE MANAGEMENT INTERNATIONAL AND CMI LEISURE MANAGEMENT

ISSUE 4



Behind Every Perfect Moment ...



... lies the work of an expert.



CMI-Leisure.com

CRUISE HOSPITALITY EXPERTS

Every day, around the world, perfection happens – thanks to the expertise of our team members. As cruise lines push the boundaries of where guests can travel, we're right alongside you – extending supply chains into extreme locations, delivering experiences that exceed expectations, and meeting the ever increasing demand for differentiation in niche cruising.

4770 Biscayne Blvd PH-D / Miami, FL 33137 / 786-522-7396
Email: DWertanzl@CMI-Leisure.com



TABLE OF CONTENTS

INSIDE

PRESIDENT'S MESSAGE	16
NEW INITIATIVES	18
CHEF'S CORNER	20
FEATURED HOTEL MANAGER	21



PRESIDENT'S MESSAGE

Knowledge has to be improved, challenged, and increased constantly, or it vanishes.”

— PETER F. DRUCKER

AS 2017 COMES TO AN END, WE LOOK AHEAD TO 2018.

“Time flies when you are having fun” is a saying many of us are familiar with. I have to say that the second full year of operations for our young company has certainly flown by. We had some fun along the way. Fortunately, 2017 gave us some steady growth; a trend that we are excited to share will continue in 2018.

Our long-standing highly anticipated annual corporate office holiday party was held on December 9th, 2017. It was an enormous success and many of our internal and external clients, suppliers and friends came and celebrated with us. Thank you to everyone who worked so hard to make it happen. In addition, we had our second annual board meeting at our office in Miami.

Looking back, it has been an eventful second half of the year. During the summer we had six ships in operation, the OD, SS, OAT, SE, Victory I, and the OED. The OAD was in dry dock and joined the fleet for our Antarctica season in November after her complete overhaul and refurbishment, including the dining room. She looks better than ever. We started operating the OAT during the summer season for Quark Expeditions and continued in December with our new partner Albatros Expeditions, also in Ushuaia for the Antarctica season. We managed a total of seven ships in 2017 as compared to six in 2016. All our clients had strong summer seasons and most of the ships enjoyed record bookings, which in turn helped our overall results for the year.

I am happy to report that our overall guest satisfaction scores have been on or above target. I would like to take this opportunity to thank again each one of you in the corporate office in Miami and onboard all our ships for their support and contribution to those results. Well done! Our hospitality and service culture is the cornerstone of our ongoing strategy to deliver memorable, once-in-a-lifetime experiences to our valuable clients and their guests onboard our ships. Please keep up the fine work; your contributions, on behalf of the company, are greatly appreciated. Our guests certainly noticed and appreciated it on every comment card we received.

Thank you.

I would like also to share with you some positive news and trends about the cruise industry and our market segment from the 2017 CLIA survey:

- 80% of travel agents say their cruise volume has increased in 2017
- Clients are spending more this year on water-based tourism
- Numbers have grown year over year to show a robust and healthy interest in and spending on, cruise-based travel
- A supermajority (81%) of travel agents say their cruise-based sales volume is up this year compared to 73% in 2016
- Value (98% of customers) & Service (96% of customers) are the most important factors in driving cruise guest satisfaction
- 62% of travel agents say their clients are becoming more interested in expedition & adventure travel
- Travelers are looking for something new and outside of the box
- A cruise’s reputation is the most important feature for travel agents
- Other important features: new & modern facilities (82%), technologies & spacious staterooms (76%), free dining (75%), internet access (74%)

Another trend we are seeing on most of our expeditions vessels is an increase in the number of international guests. The top 5 nationalities from 2017 are American (42%), Canadian (17%), Chinese (9%), German (7%), Danish (6%).

In response to this increase, we have a new hiring partner in China, Sinocrew Maritime Services Co., Ltd. We have started to hire Chinese speaking crew for the OAT and OAD. Welcome to the team onboard!

As mentioned in my previous issues, service is the key pillar of our hospitality culture and we need to continuously strive to engage all our new crew members and employees to embrace this philosophy upon joining our company. It is our recipe for success now and in the future.

All in all, we can be very satisfied with 2017 as a year in which we achieved most of our KPI's, enjoyed an improved reputation in the industry, and see that now translating into increased business opportunities moving forward.

The implementation of our new crew questionnaire format worked well. We used “Survey Monkey”, a digital format intended to be sent twice a year (summer and winter seasons). Your participation is greatly appreciated, and we believe this valuable feedback is the “Breakfast of Champions” so please do let us know your thoughts; it is a very helpful tool. We also implemented surveys for our clients and suppliers; information is key to delivering on expectations.

Our quality management approach served as well with the ISO 9001-2015 spring certification. The systems and processes are here to stay, assisting us on our path to continued success. Following the principals of a quality management system is a great tool to have, benefitting all parties involved. In February of 2018, we have our renewal audit for the ISO certification at our Miami office.

Looking ahead to 2018, we will be operating eight ships with the addition of Victory II during the summer. The ship will be refurbished, and we are looking forward to welcoming her to our fleet. Victory Cruise Lines will be embarking on their inaugural cruise to Cuba in May. We are very excited about this new destination and have prepared some special regional cuisine specialties and beverages for the itinerary.

It is time to wish you all a Happy New Year and prosperous 2018. We are a growing family and the future looks bright. Thank you to all for your continued professionalism, support, and dedication. You are what makes our success sustainable.

Dietmar

NEW INITIATIVES

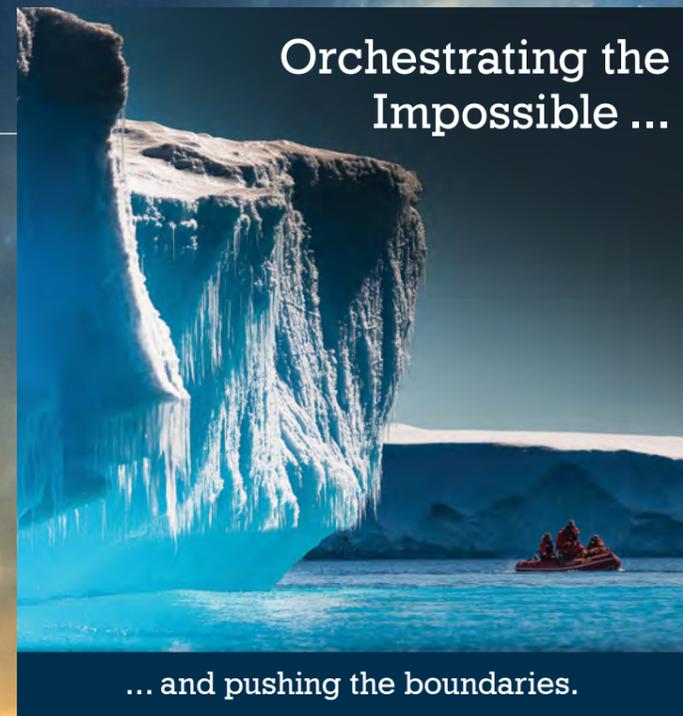


HOLIDAY PARTY

WE CELEBRATED THE END OF A SUCCESSFUL YEAR TOGETHER AT OUR ANNUAL HOLIDAY PARTY IN OUR CORPORATE OFFICE.

WINE LABELS

AS PART OF OUR NEW INITIATIVE, WE HAVE DESIGNED NEW WINE LABELS FOR OUR PRIVATE WINE SELECTION.



Orchestrating the Impossible ...

... and pushing the boundaries.



CRUISE HOSPITALITY EXPERTS

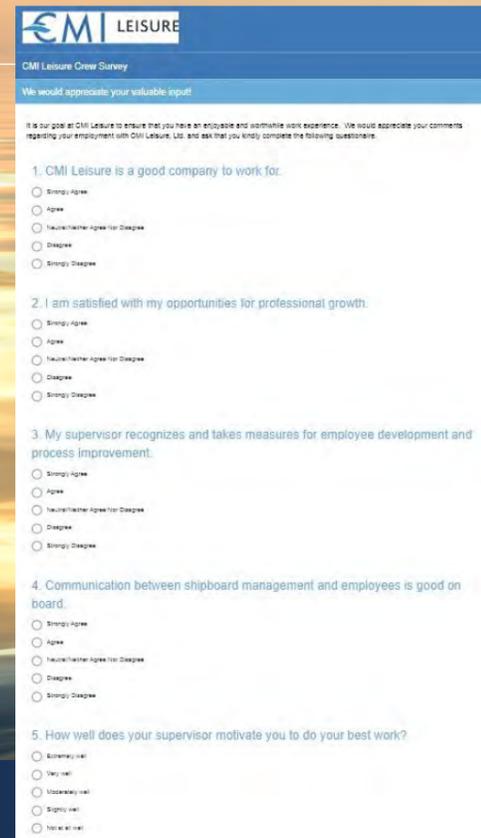
Every day, around the world, perfection happens – thanks to the expertise of our team members. As cruise lines push the boundaries of where guests can travel, we're right alongside you – extending supply chains into extreme locations, delivering experiences that exceed expectations, and meeting the ever increasing demand for differentiation in niche cruising.

CMI-Leisure.com

4770 Biscayne Blvd PH-D / Miami, FL 33137 / 786-822-7396
Email: DWestland@CMI-Leisure.com

AD

CHECK OUT OUR NEWEST ADVERT. CMI LEISURE MANAGEMENT – CRUISE HOSPITALITY EXPERTS



SURVEY SAMPLE

WE WANT TO HEAR FROM YOU! TOWARDS THE END OF THE SEASON, BE ON THE LOOKOUT FOR AN EXCLUSIVE CREW SURVEY FOR A CHANCE TO GET YOUR VOICE HEARD!

CHEF'S CORNER

PETER HOFLER
Corporate Executive Chef



INGREDIENTS

Marinade for Lamb:

- 8 pc. Lamb Shanks 1 ¼ lbs. each
- 3 oz. Garlic Cloves minced
- 3 ltr. Naranja Agria
- ½ oz. Oregano
- ½ oz. Cumin
- ½ oz. Black Pepper
- 1 bunch Cilantro coarsely chopped

Marinate the Lamb Shanks for 12 hours or overnight with the above Ingredients.

- 12 oz. Vegetable Oil
- 1 lbs. Flour
- 3 lbs. Onions cubed
- 3 lbs. Carrots peeled and cubed
- 1 oz. Annatto Oil
- ½ oz. Oregano
- ½ oz. Cumin
- 2 gal. Beef Stock
- 1 qt. Red Wine
- 12 oz. Tomato Paste
- 1.5 lbs. Tomatoes with juice (From the Can)
- Salt & Pepper

METHOD

1. Drain the lamb shanks and discard the marinade.
2. Pat the meat dry with a Paper towel.
3. Season heavily with salt and pepper.
4. Drench in the flour and shake off any excess.
5. In a large pot heat the vegetable oil.
6. Sear the shanks on all side nice and brown.
7. Take out of the pot and place the shanks in a 4-inch hotel pan.
8. Use the same pot from the shanks and add some more vegetable oil.
9. Sauté the onions and carrots for 5-10 minutes.
10. Add the tomato paste and continue to sauté over high heat.
11. Deglace with the red wine and reduce to almost dry.
12. Add the crushed tomatoes.
13. Add the beef stock, annatto oil, oregano & cumin.
14. Bring to a boil and pour over the lamb shanks.
15. Cover with foil and place in 350 degree pre heated oven.
16. Braise for 1- 1 ½ hours until shanks are tender.
17. Drain the liquid into a smaller pot and skim the fat of the top.
18. Cover shanks and keep warm.
19. Bring the braising liquid to a boil and reduce to the desired consistency. If sauce is still to thin add a little cornstarch.
20. Season with salt and pepper.



Estofado de Cordero

FEATURED

HOTEL MANAGER – Eckart Redlich



Eckart was born April 1966 in Sindelfingen, Germany where his father was a dental mechanic and his mother was a pediatric nurse. Eckart's passion for the hospitality industry blossomed at an early age while he was learning how to cook at his uncle's hotel.

During his time at school, Eckart wanted a career as a dancer; practiced often and danced in competitions until he had an accident while playing soccer. In the hospital, he decided that his new life mission was to explore different cultures and experiences around the world.

He started his journey of discovery as a line cook, working in one of his relatives' restaurants, the Ramada Renaissance Hotel Karlsruhe, a renowned hotel for good food and a great location - close to the French border. This guaranteed the influence of more refined cooking to his repertoire.

Eckart then worked as a waiter in Bavaria and worked his way up to a Sous Chef in La Rochelle, France. Eckart then proceeded to study at Heidelberg University majoring in Economics, Accounting, and Hotel Management.

During the search for an exciting job after Management School, Eckart received an offer as F&B Manager for a Swiss hotel group operating hotels, a cruise ship, aircraft, and a big fleet of jeeps and buses in Kenya. Since one of the main motivations to enter hospitality Industry was to see the world, he could not resist. When he came to Kenya the position had been cancelled and the Director of Hotel Operations decided to give him a Hotel Manager position at the Shanzu Beach Hotel, the smallest and most intimate of the group.

Over a period of nearly 5 years, Eckart worked his way up to manage the biggest and best hotel of the group, the famous Flamingo Beach Hotel featuring the biggest pool in western Africa and situated north of Mombasa. He had the opportunity to assist in the construction of the Crocodile Camp near the Galana river at Tsavo East National Park and the Twiga (Giraffe) Camp in the Kikambala Game reserve.

In 2001 Eckart had to leave Kenya due to political turmoil and chose to work on ships. Eckart was hired as a Senior Assist. Housekeeper by Carnival Cruise lines for their biggest ship at that time, the Carnival Victory. After 2 years, Eckart transitioned to river ships working as a Hotel Manager. He sailed through Northern Europe and Constanta, Romania in the Black Sea.

Within 3 Years, Eckart was sent to Russia to help develop the program and ship performances for Grand Circle Cruise line and was promoted to Senior Hotel Manager. Eckart gained experience on rivers in Russia, France, Portugal, the Adriatic waters between Croatia and Greece, and the Red Sea.

In 2015 he joined Fleetpro / CMI Leisure for its Expedition and boutique ships and has worked on Saint Laurent / VictoryI - The Great Lakes, MV Ocean Endeavor – Arctic, and is currently on MV Ocean Atlantic - Antarctica.

Eckart is happy with the adventures and challenges the small ships offer. They do not sail the same routine for years and have the flexibility to dock in special locations as destinations. Eckart will be seen for years to come in the exciting and remote places others only dream to go.



HOLIDAY PARTY

2017

