### PRESS RELEASE

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# Behind the Scenes – Safety on All Levels

The cruise industry is changing its course. In this fourth TDoS Webinar we get to know the important and necessary people behind and how their reactions and thoughts have developed during this new normal. This was the last webinar before the summer holiday and the following panelists attended.

**Edie Rodriguez** is a Member of the Board of Directors of RAND Corporation. She served as Americas Brand Chairman for PONANT Cruises, the world’s leading luxury yacht expedition cruise line from October 2017 through April 2020. Rodriguez has over 30 years of experience in executive roles in the cruise and travel industry and previously served as the CEO and President of Crystal Cruises, where she led the brand’s transformation during her tenure. She has also held leadership positions with brands from Carnival Corporation and RCCL Corporation.    
  
**Julian Hughes,** V Ships Leisure, Head of Ship management - Saga Fleet cell. V.Ships Leisure is the leading cruise ship management provider and part of V.Group, the world’s largest ship management and marine services company. Hughes is also an Independent consultant, expert witness and UKAS technical assessor for 4 years. He was previously at Carnival UK as Fleet Technical Director, having spent 7 years in shore management and 18 years as a sea going engineer on passenger vessels.  
   
**Hannes Lindthaler,** Founder & CEO of MarineXchange. MXP offers a complete suite of cruise and marine specific software solutions to optimize business processes and revenues across the entire organisation.

Together with host Fredrik Johansson, TDoS and co-host Per Eriksson, TDoS, the panelists shared their thoughts and ideas regarding hospitality post Covid-19. How can the cruise experience from a guest point of view be improved after a pandemic? What changes can be foreseen in the logistics onboard cruise ships and do we foresee an increased automation as a means to reduce cost were some question raised.

* Edie Rodriguez mentioned that modern persons of today will accept the new rules of engagement. Technology is not the complete answer to everything happening around us, interaction between people will need and want to emerge from this new world. Smile might be a luxury if everyone is wearing a mask.
* Julian Hughes mentions in his ideas for the future that technical innovation will have to expand especially with some sort of air purity system.
* Hannes Lindthaler estimates the ships programming will have to be adapted to planning and technology. Any food outlet or public space onboard will have to expand the hours by opening earlier and close later in order to deal with the current requirement of social distancing. The challenge is to make people spread out through the whole ship.

TDoS wants to thank all panelists for sharing their knowledge and making these webinars possible. We also would like to send a big thanks all attendees for your interest in our subjects.