

# Glacier Bay National Park model for sustainable cruise tourism



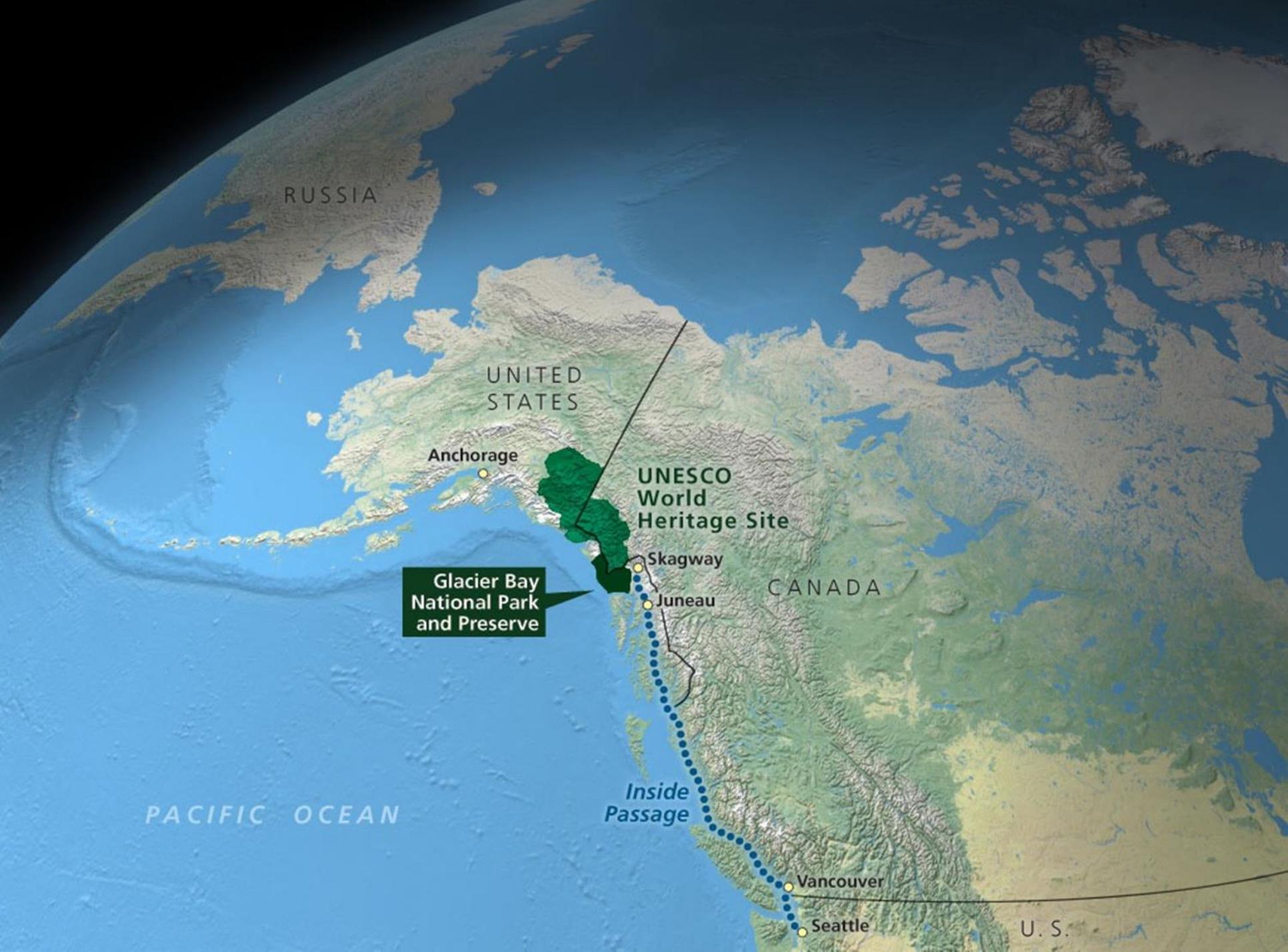
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# Outline and Caveats

- Introduction to Glacier Bay National Park
- Park management objectives
- 5 pillars of sustainable cruise visitation
- Focus for now: large cruise ships
  - Same principles apply to smaller ‘expedition’ sized ships with off-ship activities.
- What’s possible, not what’s feasible/necessary/effective/appropriate

# Cruise tourism issues

Issue	Glacier Bay	Other Areas
Uncertainty on ship locations or activities		X
Impacts to air quality, water quality, sound, wildlife, vis experience	X	X
Optimal ship volume and visitors	X	X
Off-ship activities/trampling, community disruption/capacity management		X
Impacts to culturally sensitive area	X	X
Local revenue capture		X
Connecting pax site values via interpretation/education	X	X
Poor communication with industry; differing objectives		X
Value passenger diversity, access, range of experiences	X	?
Impacts from local businesses servicing passengers (helicopters, whale watching, hiking, etc.)		X



RUSSIA

UNITED STATES

Anchorage

UNESCO World Heritage Site

Glacier Bay National Park and Preserve

Skagway

Juneau

CANADA

PACIFIC OCEAN

Inside Passage

Vancouver

Seattle

U. S.



# Wrangell-St.Elias/Kluane/Tatshenshini- Alsek/Glacier Bay World Heritage Site

**Wrangell-St. Elias National  
Park and Preserve**

**Kluane National  
Park and Preserve of Canada**

**Tatshenshini-Alsek Park**

**Glacier Bay National  
Park and Preserve**

**>9.800,000 ha**



Sources: Esri, GEBCO, NOAA, National Geographic, DeLorme, HERE, Geonames.org, and other contributors

# Glacier Bay NP&P Water Area

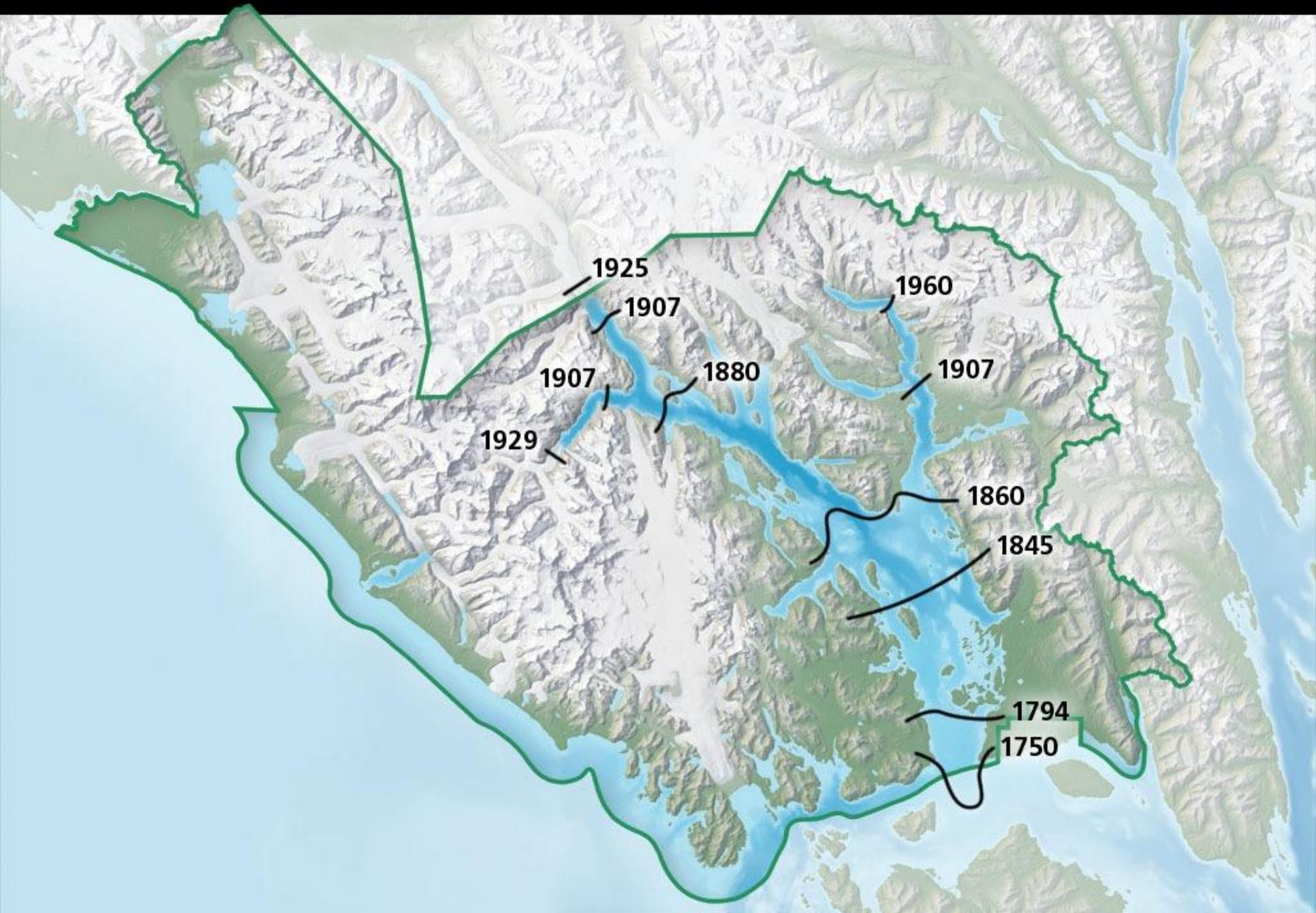
Total Marine Water:  
2,456 Sq. Kilometers

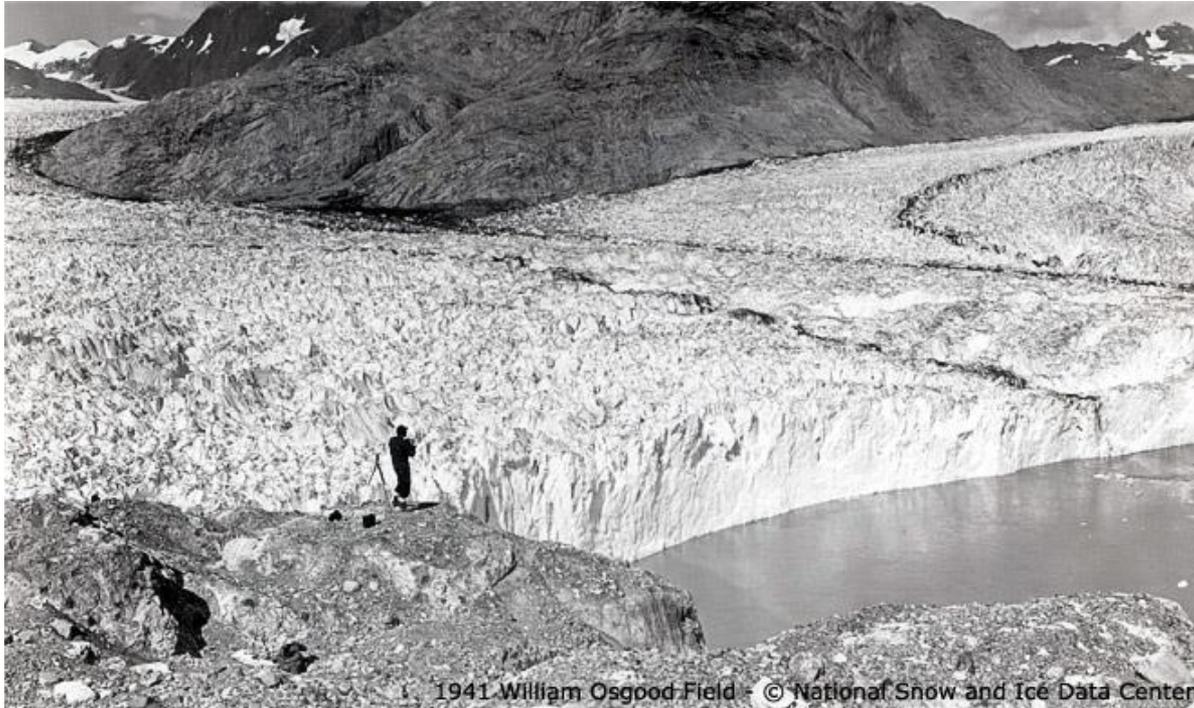
N. PACIFIC OCEAN





# Glacial retreat





1941 William Osgood Field - © National Snow and Ice Data Center



2013 © Fabiano Ventura









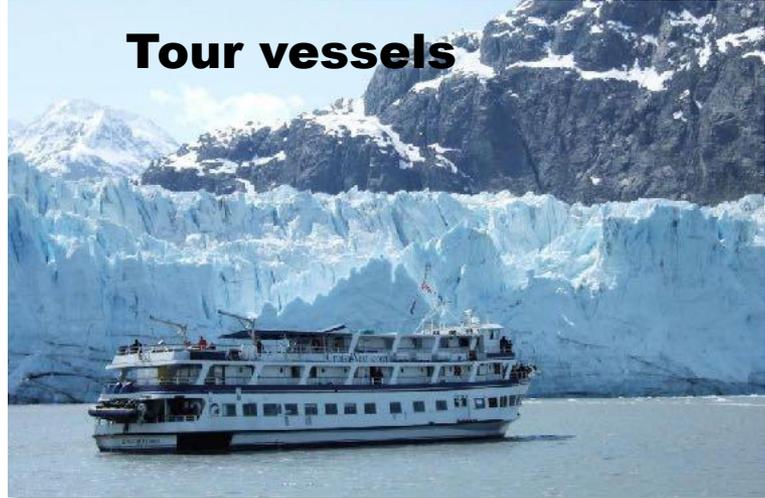


# How do people visit Glacier Bay National Park?

**Private vessels**



**Tour vessels**



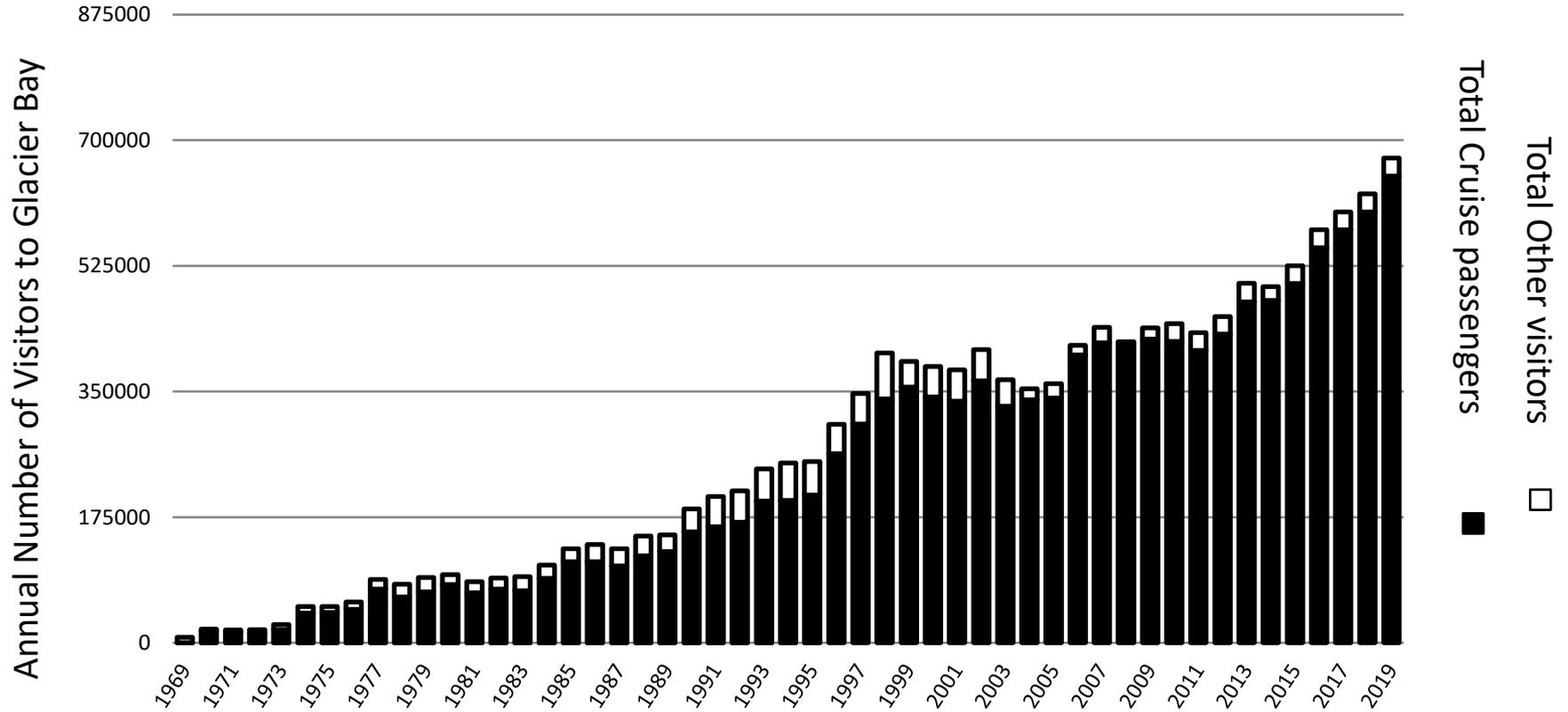
**Cruise ships**

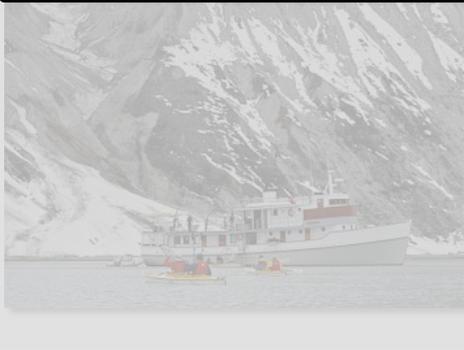


**Charter vessels**



# Visitation to Glacier Bay





## – Regulation

- Vessel quotas and operating conditions

## – Competition

- Market-based tool

## – Education

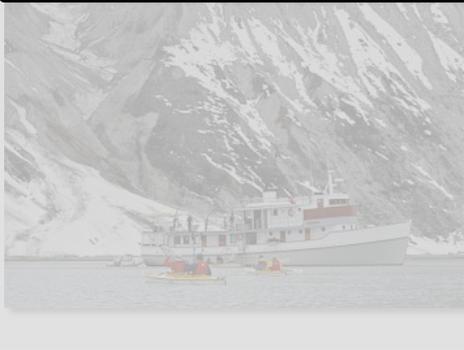
- Interpretation/education to visitors

## – Monitoring/Research

- Identify shared objectives with industry and other stakeholders

## – Partnerships

- Shared objectives with industry and other stakeholders



## – Regulation

- Vessel quotas and operating conditions

## – Competition

- Market-based tool

## – Education

- Interpretation/education to visitors

## – Monitoring/Research

**Maximum of 2 ships in park per day**

**Seasonal quota (June-August): 153 total ship entries**

## – Partnerships

- Shared objectives with industry and other stakeholders

## – Regulation

- Vessel quotas and operating conditions

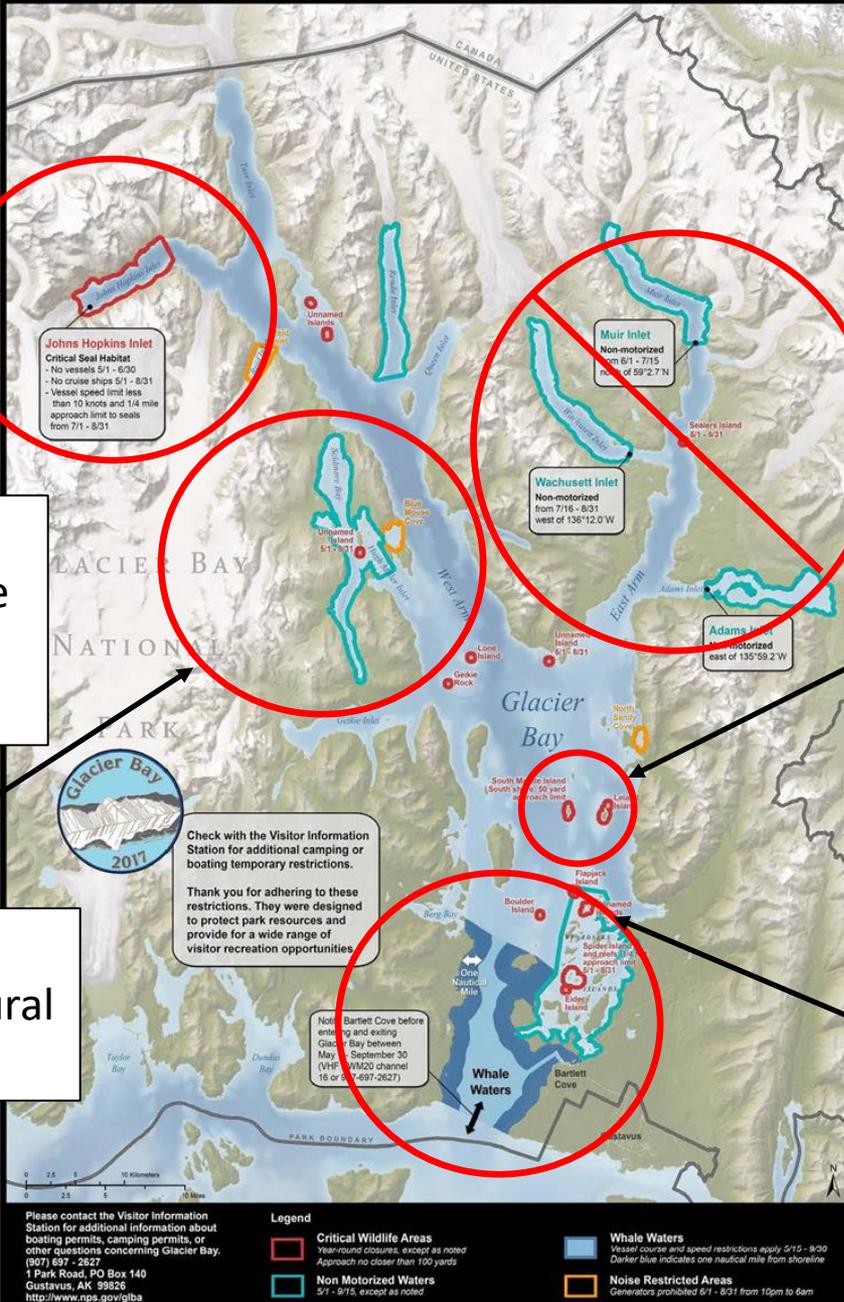


**Can regulate: Speeds, Area Closures, Approach Distances**

# Guide to Park Waters

For Boaters, Kayakers, and Campers

Glacier Bay National Park & Preserve  
National Park Service  
U.S. Department of the Interior



**Johns Hopkins Inlet**  
Critical Seal Habitat  
- No vessels 5/1 - 8/30  
- No cruise ships 5/1 - 8/31  
- Vessel speed limit less than 10 knots and 1/4 mile approach limit to seals from 7/1 - 8/31.

**Muir Inlet**  
Non-motorized from 6/1 - 7/15  
north of 59°2.7' N

**Wachusett Inlet**  
Non-motorized from 7/16 - 8/31  
west of 138°12.0' W

**Adams Inlet**  
Non-motorized east of 135°59.2' W



Check with the Visitor Information Station for additional camping or boating temporary restrictions.  
Thank you for adhering to these restrictions. They were designed to protect park resources and provide for a wide range of visitor recreation opportunities.

Note: Bartlett Cove before entering and exiting Glacier Bay between May - September 30 (VHF Channel 20 (VHF) 16 or 1667-2627)

Please contact the Visitor Information Station for additional information about boating permits, camping permits, or other questions concerning Glacier Bay. (907) 697 - 2627  
1 Park Road, PO Box 140  
Gustavus, AK 99826  
<http://www.nps.gov/giba>

### Legend

- Critical Wildlife Areas  
Year-round closures, except as noted  
Approach no closer than 100 yards
- Non-Motorized Waters  
5/1 - 9/15, except as noted

- Whale Waters  
Vessel course and speed restrictions apply 5/15 - 9/30  
Darker blue indicates one nautical mile from shoreline
- Noise Restricted Areas  
Generators prohibited 6/1 - 8/31 from 10pm to 6am

No large cruise ships for kayakers and private vessels

No ships until 1 September to minimize disturbance to harbor seals

91m approach distance to minimize disturbance to seabird colony

Non-motorized areas for kayakers and natural sounds

13 knot speed limit to protect humpback whales

## – Regulation

- Vessel quotas and operating conditions



Can regulate: Speeds, Area Closures, Approach Distances

**Can't regulate: Standards related to air, oil or water**



## – Regulation

- Vessel quotas and operating conditions

## – **Competition**

- Market-based tool

## – Education

- Interpretation/education to visitors

## – Monitoring/Research

- Identify shared objectives with industry and other stakeholders

## – Partnerships

- Shared objectives with industry and other stakeholders

# Cruise Companies (2019)

- AIDA Cruises
- AmaWaterways
- American Cruise Lines
- Avalon Waterways
- Azamara Club Cruises
- Bahamas Paradise Cruise Line
- Birka Line
- Carnival Cruise Line
- CDF Croisières de France
- Celebrity Cruises
- Celestyal Cruises
- Compagnie du Ponant
- Costa Cruises
- Cruise & Maritime Voyages
- Crystal Cruises
- Cunard Line
- Disney Cruise Line
- European Waterways
- Fred. Olsen Cruise Lines
- Hapag-Lloyd Cruises
- Holland America Line
- Hurtigruten
- Kristina Cruises
- Majestic International Cruises
- The Majestic Line
- Mano Maritime
- MSC Cruises
- Norwegian Cruise Line
- Oceania Cruises
- Orion Expedition Cruises
- P&O Cruises
- P&O Cruises Australia
- Paul Gauguin Cruises
- Peter Deilmann Cruises
- Phoenix Reisen
- Polar Star Expeditions
- Portside
- Poseidon Expeditions
- Princess Cruises
- Pullmantur Cruises
- Quark Expeditions
- Regent Seven Seas Cruises
- Royal Caribbean International
- Saga Cruises
- Seabourn Cruise Line
- SeaDream Yacht Club
- Silversea Cruises
- Star Cruises
- Swan Hellenic
- Thomson Cruises
- Transocean Tours
- TUI Cruises
- Uniworld River Cruises
- Un-Cruise Adventures
- Viking Cruises
- Windstar Cruises



## – Regulation

- Vessel quotas and operating conditions

## – Competition

- Market-based tool

## – Education

**Maximum of 2 ships in park per day**

**Seasonal quota (June-August): 153 total ship entries**

## – Partnerships

- Identify shared objectives with industry and other stakeholders

Concessions prospectus issued by Glacier Bay for 'cruise ship services' to the park for 153 seasonal (June-Aug) visits/summer for 10 years. Prospectus includes **Selection Factors** that increases sustainability of ship visits



Cruise companies respond with proposals in response to **Selection Factors**. Proposals are ranked by an independent committee based on park objectives.



Companies with highest scores are awarded 10-year contracts for cruise ship services.



For 10 years, companies have 'exclusive' access to Glacier Bay National Park/Glacier Bay World Heritage Site. Can use this 'brand' for marketing

**PRINCIPAL SELECTION FACTOR 1.** THE RESPONSIVENESS OF THE PROPOSAL TO THE OBJECTIVES, AS DESCRIBED IN THE PROSPECTUS, OF **PROTECTING, CONSERVING, AND PRESERVING RESOURCES** OF THE PARK. (0-5 POINTS)

**PRINCIPAL SELECTION FACTOR 2.** THE RESPONSIVENESS OF THE PROPOSAL TO THE OBJECTIVES, AS DESCRIBED IN THE PROSPECTUS, OF **PROVIDING NECESSARY AND APPROPRIATE VISITOR SERVICES AT REASONABLE RATES.** (0 - 5 POINTS)

**PRINCIPAL SELECTION FACTOR 3.** THE **EXPERIENCE AND RELATED BACKGROUND** OF THE OFFEROR, INCLUDING THE PAST PERFORMANCE AND EXPERTISE OF THE OFFEROR IN PROVIDING THE SAME OR **SIMILAR VISITOR SERVICES** AS THOSE TO BE PROVIDED UNDER THE CONCESSION CONTRACT. (0-5 POINTS)

**PRINCIPAL SELECTION FACTOR 4.** **THE FINANCIAL CAPABILITY** OF THE OFFEROR TO CARRY OUT ITS PROPOSAL. (0-5 POINTS)

**PRINCIPAL SELECTION FACTOR 5.** THE AMOUNT OF THE PROPOSED **MINIMUM FRANCHISE FEE** AND OTHER FORMS OF FINANCIAL CONSIDERATION TO THE DIRECTOR. (0-4 POINTS)

**SECONDARY SELECTION FACTOR 1.** THE QUALITY OF THE OFFEROR'S PROPOSAL TO CONDUCT ITS OPERATIONS IN A MANNER THAT FURTHERS THE PROTECTION, CONSERVATION, AND PRESERVATION OF THE PARK AND OTHER RESOURCES THROUGH ENVIRONMENTAL MANAGEMENT PROGRAMS AND ACTIVITIES, INCLUDING, WITHOUT LIMITATION, **ENERGY CONSERVATION, WASTE REDUCTION, AND RECYCLING.** (0-3 POINTS)

- a. reductions in greenhouse gases;
- b. specific energy and water efficiency practices or standards;
- c. minimizing solid waste production;
- d. maximizing recycling of waste products; and
- e. using environmentally preferable products and supplies.

**SECONDARY SELECTION FACTOR 2.** THE QUALITY OF THE OFFEROR'S PROPOSAL TO FURTHER THE **PROTECTION OF THE PARK WILDLIFE.** (0-2 POINTS)

- 1) Describe your commitments, while operating in the Park, to reduce wake and minimize effects on concentrations of wildlife, including marine mammals hauled out on land or ice.
- 2) Please describe equipment, technology, training and operational methods you will use to minimize the risk of whale strikes for vessels you will operate in the Park.

**SECONDARY SELECTION FACTOR 3.** THE QUALITY OF THE OFFEROR'S PROPOSAL TO **REDUCE THE UNDERWATER NOISE PRODUCED BY THE SHIP OPERATIONS** FOR THE PROTECTION OF THE PARK WILDLIFE. (0-1 POINTS)

Describe your operational methods, including but not limited to equipment, you will use to minimize underwater noise aboard each vessel operating in the Park. A better proposal would demonstrate knowledge of and compliance with the International Maritime Organization's 2014 guidelines for the reduction of underwater noise (MEPC.1/Circ.833) and performance indicators developed for the Green-Marine.org environmental program for each vessel proposed to operate in the Area.

# Proposal responses form the company's Operating Plan

1. Oil Spills
  - Ships will develop “Rapid Oil Spill Response Plan” for Glacier Bay
2. Noise
  - Ships will limit side and reverse maneuvers, and operate at lower shaft RPMs while maneuvering
  - Ships will avoid use of auxiliary engines, pumps, power equipment, tools, and avoid deck maintenance work or heavy equipment while in the park.
  - Unnecessary sounding or whistles, horns and bells will be avoided
  - Ships will submit to acoustical signature testing
  - Helicopters will not be used within or over the park other than for medical evacuation
  - Use of Public Address systems while in the park will be limited
3. Air and Water Quality
  - Incinerators will not be operated in the park
  - Gas turbine engines will be utilized on ships so equipped
  - Marine Gas Oil will be the only fuel used while in the park
  - Exhaust opacity alarms will be set at 15% opacity or below
  - Wastewater, treated or untreated sewage, grey water, ballast water, bilge water, hazardous materials or solid waste will not be discharged in the park

# continued....

## 4. Waste/Hazardous Substances

- No trash or other objects will be discarded while in the park
- No Styrofoam, plastic or paper products are permitted on the outer decks while in the park
- Concessioner will not discharge wastewater, treated or untreated sewage, grey water, ballast water, bilge water, hazardous materials or solid waste while in Glacier Bay.
- Immediate written notice to the Director must be given regarding any discharge, release or threatened release within or at the vicinity of the park of hazardous or toxic substances, material, or waste including asbestos, any contaminant, pollutant, petroleum, petroleum product or by-product.

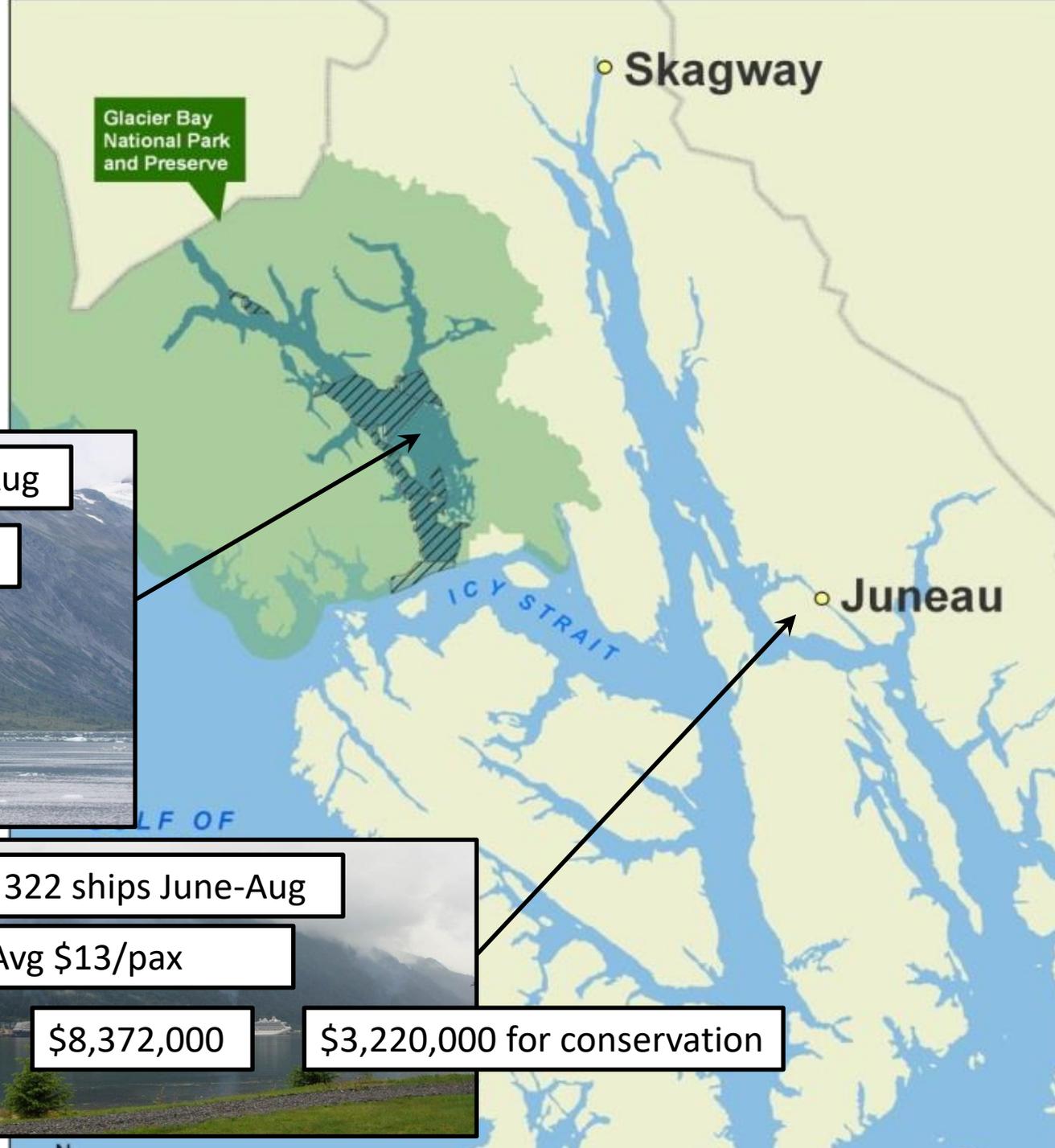
## 5. Visitor Experience

- Park brochures will be distributed to all passenger cabins the night before entry into the park
- Ships will spend at least 4 hours in glacier viewing areas
- No shipboard events will be scheduled while in the park other than Glacier Bay Interpretive Programs
- Interpretive commentary will be broadcast in open pool decks, pool areas, non-formal dining areas, and all lounges offering outside viewing
- Ships will provide an information station area where passengers congregate and interpretive commentary can be heard, where Glacier Bay exhibits can be mounted/displayed, and where passengers can ask questions of NPS interpretive staff.
- Ships will schedule a Glacier Bay junior ranger program
- Ships will provide extensive Alaska reference materials relevant to Glacier Bay that passengers can access while on board.

## 6. Monitoring/Research

- Concessioner agrees to pay a franchise fee of the greater of \$500 or ~~\$XX~~ per passenger (\$18-38 was bid).

Does more ships  
= more revenue??



Maximum 153 ships June-Aug

Avg \$24.42/pax

\$8,088,000



N = 322 ships June-Aug

Avg \$13/pax

\$8,372,000

\$3,220,000 for conservation



Contact me for copies of concessions prospectus  
or contracts: [Scott\\_Gende@nps.gov](mailto:Scott_Gende@nps.gov)



## – Regulation

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# Glacier Bay Cruise Ship Concession Prospectus: Page 8

## **PARTICIPATION IN THE GLACIER BAY NATIONAL PARK AND PRESERVE INTERPRETIVE PROGRAM**

The National Park Service has determined that the Interpretive Program described in the Operating Plan, Attachment A, is the minimum acceptable program for cruise ship services in Glacier Bay. The Offeror may either elect to provide the interpretive services itself or participate in the NPS Interpretive Program on a cost recovery basis.

**Will you participate in the cost recovery NPS Interpretive Program?** If not, the Offeror is required to submit a full description of your proposed interpretive program addressing all elements listed in Attachment A. Minimum criteria for the Interpretive Program must be met to obtain the Superintendent's approval.

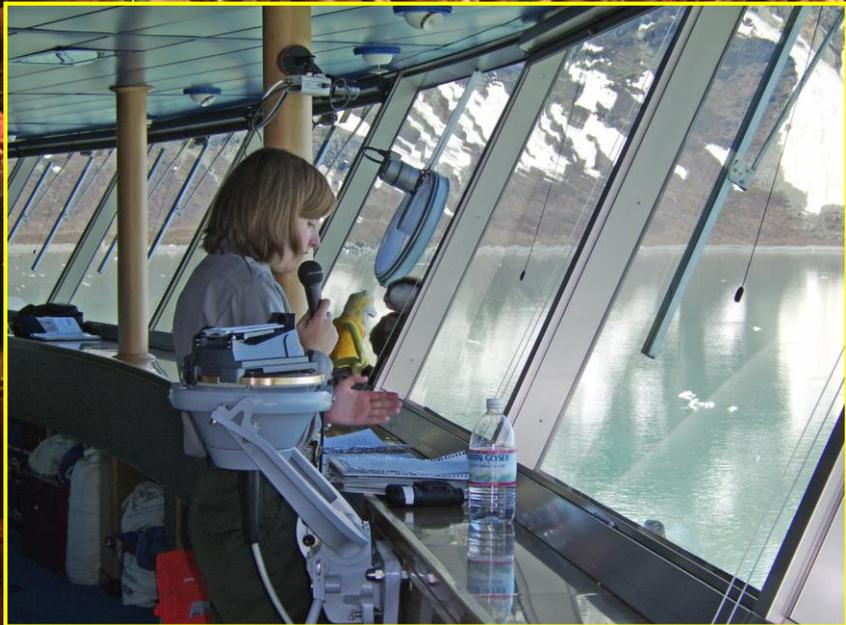
Yes

No

# Cruise companies pay 100% of costs....









# Why does it work?

- Coveted sites to visit
  - World Heritage/National Park ‘brand’
  - Profit margins are top % of filled ships
- Visitor experience is very high
- Fees are small relative to total visitor expenditures (\$25 of \$2,600 - \$11,000)
- Nothing asked of companies that is not technologically possible
- Competition

# After 21 years...some observations

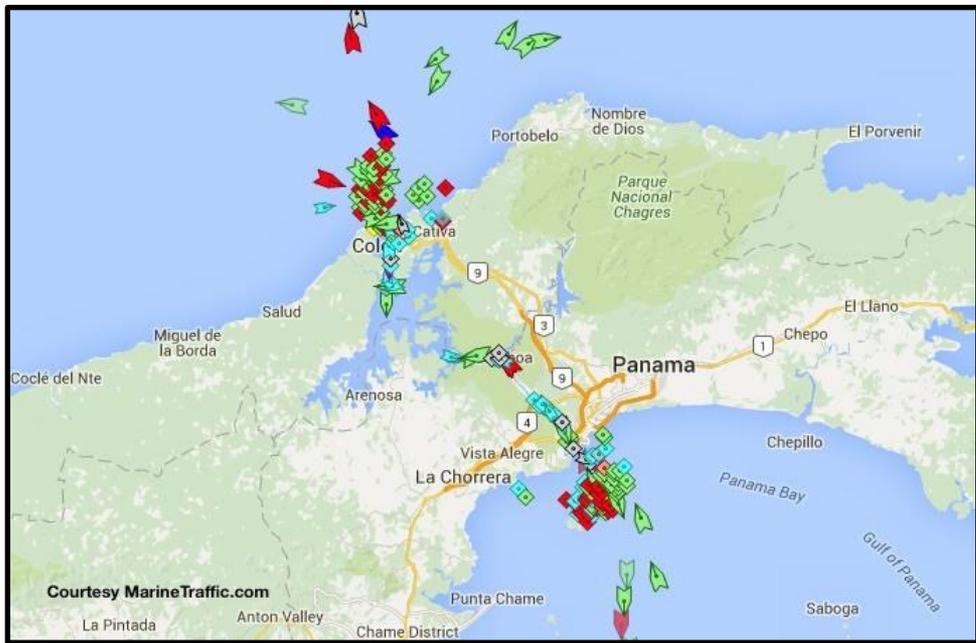
- System works best when companies compete for ports rather than ports compete for companies
- National level...ports or all parks
- Cruise corridors
  - Vertical
  - Commis
- Cruise associations
- Don't wait
  - Threats to go elsewhere

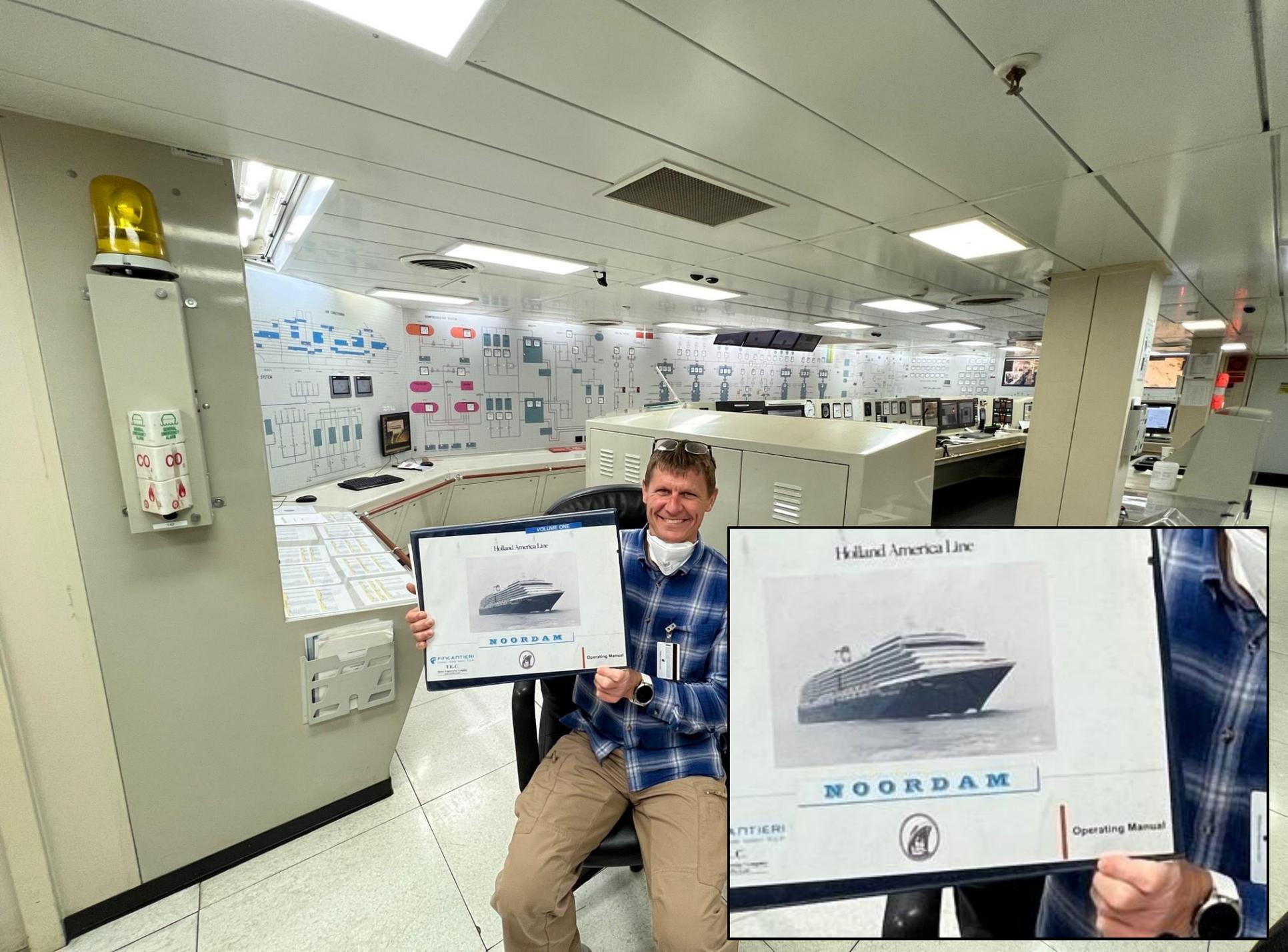


# After 21 years...some observations

- Marine Protected Areas: SLOSS (single large, several small)
- Cruise Tourism: SLOMMS (Single large or many, many small)







**Thank you!**