



# Mr. Jurgan Bailom

## President and CEO, Waterways Leisure Tourism

In his role as President and CEO of Waterways Cruises, Mr. Bailom is spearheading the launch of this world-class cruise experience in India. Being an industry veteran, he has played an instrumental role in the selection of the first ship, its refurbishment, bringing on board like-minded partners, ensuring the first cruise is ready to set sail, and making the experience one-of-its-kind for Indian travellers - amongst others.

With a career spanning over 30 years in the cruise and hospitality industry, Mr. Bailom has been President & CEO of Grupo Vidanta Cruises before his current role. He has also held senior Corporate Director positions within several of Royal Caribbean's brands, such as SKY SEAS, TUI and Celebrity Cruises, Island Cruises, and most recently as the Chief Operating Officer & Vice-President of Royal Caribbean Cruise Lines Pullmantur. He has also been Vice-President of The Maho Group, Sonesta Collection Resorts, Casinos, Spa & Real Estate, to name a few.

With an MBA in Business & Tourism and a Diploma in Business Administration & Language, Mr. Bailom is a Certified Hotel Administrator (CHA) from the Hotel & Tourism School of Vienna & WIFI (Institute for Executives), Austria. In addition, he is the Founder of the JB Foundation, a non-profit Cancer Foundation (Ironman4Cancer). He is also an author, entrepreneur, community leader, and Ironman athlete.

By Payal Sahni

**Q** What measures do you take to minimise your environmental impact?

Cordelia Cruises is committed to reducing greenhouse gas emissions and complies with international and local maritime organisations by using very low sulphur fuel oils. We prioritise energy efficiency by optimising ship routes based on weather and currents, minimising power consumption. Extensive research is conducted on technologies like solar power, wind power, biofuels, natural gas, fuel cells, biomass, and shore power.

Clean Waves is a Cordelia Cruises

program that focuses on protecting the environment and the oceans, both in port and at sea to deliver great vacations responsibly.

Cordelia places great importance on compliance with internationally recognized standards and regulations, such as the ISM Code, SOLAS, and MARPOL, going above and beyond to ensure safety, quality, and environmental management systems are in place. We implement waste management practices, including sorting recyclables on board, reducing packaging materials, and participating in container return programs.

Cordelia Cruises actively seeks to reduce single-use plastics and responsibly

manages chemicals used in its operations. Water management is prioritised, with 100% freshwater produced on board through desalination and reverse osmosis while water conservation measures are implemented. Wastewater treatment plants are installed to avoid untreated discharge into the ocean, and ballast water is treated to prevent the introduction of non-native species.

We also ensure compliance with regulations for recreational water and greywater discharge, even exceeding the required distances. Overall, Cordelia Cruises goes above and beyond to promote sustainability, waste reduction, responsible

chemical and water management, and support for local economies while meeting or surpassing international standards and regulations.

**Q** What steps has Cordelia Cruise taken to ensure that your company supports the local economy and community where you operate?

Cordelia Cruises recognizes the importance of supporting and positively impacting local economies and communities in the port destinations we visit.

Across departments - hospitality, entertainment, deck, and engine - 94% of the crew onboard is Indian. The food and beverage offerings span across a wide variety of authentic vegetarian and non-vegetarian, Indian and international fare, all of the produce, ingredients, and packaging which is sourced locally. Cordelia has made sure that the people of India do not have to move out of their home countries to experience the cruise work life. They can encounter international exposure here in India itself yet stay connected to their roots.

Cordelia Cruises believes in giving back to the communities that welcome us.

**How do you ensure that your employees**

**and partners are trained and informed about sustainable tourism practices, and what kind of training programs do you offer?**

We at Cordelia Cruises conduct regular training programs to educate our crew members about sustainable practices, waste management, and environmental conservation. We make sure that the crew is aware of the international agreements and guidelines for cruising. A continuous quality check is done to make sure that no harm is done to the environment.

We consider sustainability to be an ongoing commitment rather than a one-time effort. We stay up to date with emerging trends and best practices in sustainable tourism and integrate them into our training programs. By continuously improving our knowledge and practices, we strive to be at the forefront of sustainable cruising and set an example for the industry.

**Q** Can you describe Cordelia Cruise's approach to waste management and reduction on your vessels and at your destinations?

Cordelia Cruises recognizes the importance of protecting the ecosystem. One of our

core focuses is sustainable cruising, where we strictly avoid the use of plastic on board and prioritise the use of reusable materials throughout our ships. To conserve water resources, we have implemented advanced water management systems on board, enabling us to convert sea water into drinking water, ensuring a sustainable supply for our guests and crew.

**Q** How does Cordelia Cruise differentiate itself from other cruise companies in terms of its travel and tourism promotions strategy?

We at Cordelia take pride in offering exceptional dining options that cater to a diverse range of tastes. From authentic Indian cuisine to international delicacies, our onboard restaurants ensure a memorable culinary journey for our guests. To keep our passengers entertained throughout their voyage, we curate a vibrant lineup of Indian and international entertainment.

One of our standout marketing strategies is to highlight our exceptional dining options, entertainment, enriching activities, and immersive cultural experiences. Even though our services are international, we always maintain the essence of Cordelia which is the Indianness or the feeling of having a home away from home.

**Q** Can you share any specific marketing campaigns or initiatives that Cordelia Cruise has undertaken to promote its brand and attract more customers?

We executed our recent brand campaign in April - May, which turned out to be fruitful for us. This was a Pan India - 360-degree

**First indulge in the onboard cuisines. From authentic South Indian dishes to tasty Continental food for breakfast, the Food court has everything to serve every taste bud! Try the exotic pan-asian cuisines at Chopstix for dinner or pizzas and burgers at the International Grill to satisfy your midnight cravings in the middle of the ocean. One can never miss the onboard entertainment on Cordelia. The Indian family drama "Balle Balle" makes everyone leave the Marquee Theater with zeal.**

media campaign that utilised print, digital, OOH, radio, transit media across 30+ major cities, metros and airports. As a result, we saw an organic lift across all brand matrices.

We also recognize the importance of a strong online presence in today's digital age. We utilise various digital marketing channels, including social media platforms, to engage with our target audience.

Overall our focus has always been on techniques and strategies that will aid the Indian cruise category to flourish. We take utmost pride in paving the way for the

Indian cruise industry, and to maintain the same, our efforts are focused with new and relevant strategies to keep connecting with our customers and partners.

**Q** What are your top 5 picks/suggestions the way we should

**all enjoy cruises?**

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Try the exotic pan-asian cuisines at Chopstix for dinner or pizzas and burgers at the International Grill to satisfy your midnight cravings in the middle of the ocean. One can never miss the onboard entertainment on Cordelia. The Indian

family drama "Balle Balle" makes everyone leave the Marquee Theater with zeal.

The ardour of the Indian Cinematic show leaves one speechless, adding to that the Magic show by Tejas, the burlesque show, are one of the most captivating experiences one can witness when sailing onboard the Empress. Apart from shows, one can sit at the Chairman's club with their

partner and enjoy live music performances, whereas the music never stops at the Dome for the party animals. Adventure seekers can enjoy the rock climbing wall on the topmost deck, and the mesmerising sunset with the infinite skyline leaves one in awe.

If you're one of those seeking a calm day, the spa is always open for a calming and relaxing experience. The destinations, the cuisines, the onboard experiences, the relaxation, the homeliness, and the overall feeling of Cruising one experiences with Cordelia is rare in itself. [u](#)

