

PRESSKIT



WHAT IS CSMART HOTEL ALMERE

On Sunday the 3th of July, CSMART Hotel Almere in Almere Duin opened its doors for the first guests.

Carnival Corporation & plc., world's largest cruise operator, trains her deck crew and engineers at the Center for Simulator Maritime Training (CSMART) in Almere. To upgrade and expand the training facilities in Almere, Carnival commissioned the construction of a brand new training centre, the Arison Maritime Center. Next to the new CSMART training facilities, CSMART Hotel Almere was built to accommodate all 6.500 trainees of Carnival's 10 global cruise line brands, during their annual trainings and assessments in safety. This new hotel in Almere Duin features 14 floors, 2 subterranean floors serving as parking lot and storage, a ground floor including a gym, a life-cooking restaurant and cocktail bar and 11 storeys consisting of 176 rooms.

The beautiful location of the hotel and its modern design created by architect Paul de Ruiter make CSMART Hotel Almere a great place to stay. The large windows on each floor provide a wonderful view on the beach of Almere and the lake IJmeer. The green environment surrounding the hotel gives guests the opportunity to enjoy the Dutch landscape after a long day of training and studying.

The pre-opening process, the procurement of the hotel's interior and the hotel management is organized by Hospitality Support Group and Hospitality Support Group Procurement & Projects.

HOTEL FACILITIES

The shiny glass building, 11 storeys above the dunes, is a real eye catcher on the waterfront of Almere Duin. This hotel is the first hotel in the Netherlands that is directly attached to a training academy and the first hotel owned by Carnival Cruise Lines.

ROOMS



All 176 rooms in CSMART Hotel Almere are unique due to their ginormous floor to ceiling windows. These windows are even present in the bathroom! The spacious and natural environment surrounding the hotel provide every single room with an amazing view on the beach and the lake or at the dunes and Almere Duin.

The warm interior with natural colours creates a relaxing atmosphere. To facilitate a place to sleep well and study smart each hotel room features high quality beds, a large smart TV screen and a spacious study desk.

RESTAURANT

In the live-cooking restaurant the chef and kitchen crew prepares healthy, fresh and delicious meals. Our daily fresh menus include seasonal products, provided by our local suppliers. Trainees staying at CSMART Hotel Almere enjoy their breakfast, lunch and dinner in our cozy restaurant. The changing menus take into account all different nationalities and food cultures of trainees by providing a great variety of dishes.



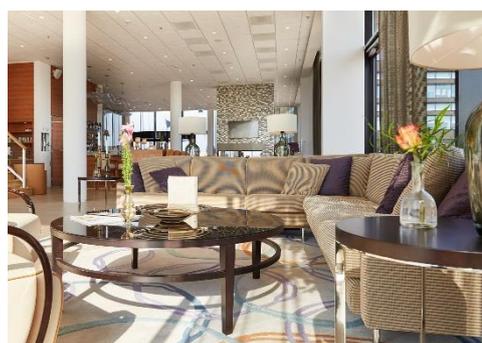
BAR AND RELAXING AREA

The hotel bar on the ground floor is the ideal place for a relaxing evening drink. The bar is open every day until midnight and serves the most delicious wines, whiskey's and cocktails. In addition, a wide variety of Dutch beers and local bites are served. The bartenders create daily specials to keep surprising our guests.



To enhance the health of our guests the bar serves multiple vitamin drinks and even homemade protein shakes to revitalize the body after a sport session in the gym.

The ground floor of the hotel breathes the atmosphere of a large comfortable living room. Multiple lounge sets and a large fire place provide great comfort to our guests.



The library that possesses books, games and magazines for guests to freely use. The ground floor of the hotel is connected to the CSMART training facility by subterranean corridor.

GYM AND SHOP

Our gym offers state-of-the-art fitness and exercise equipment, ideal for our guests to clear their minds after a long training day. Our gym is open 24 hours per day.

To make sure all guests are provided with everything they need, the CSMART shop offers a range of products, varying from snacks to presents to take home.



MEDIA COVERAGE

ONLINE NEWS WEBSITES

- Het Parool: [Cruise Shipping: New Centre in Almere, the Netherlands to Train Deck and Engineering Officers](#)
- Telegraaf: [Carnival Cruises sets up base in Almere](#)
- Cruise Industry News: [Carnival Opens New Arison Maritime Training Center](#)
- eHotelier: [Carnival Corporation opens Arison Maritime Center to deliver safety training](#)
- Dichtbij: [CSmart Hotel wil Almeerders aan het werk](#)
- ArchitecteurNL: [CSMART Hotel in Almere Duin](#)
- Duurzaamvastgoed: [CSMART Hotel in Almere Duin begint eindelijk vorm te krijgen](#)

PICTURES

Are you looking for some high resolution imagery of CSMART Hotel Almere? Please send an email to info@csmart-hotel.com.

CONTACT

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Het Parool Vrij, Overveerd

Cruise shipping: new centre in Almere, the Netherlands to train deck and engineering officers

Het Parool

By Bart Van Zoelen

July 15, 2016

The 220-degree 3D screen that surrounds the cockpit shows images of the storied White Cliffs of Dover on the starboard side – with grey English weather to match. A dense fog is settling in and a gusty wind is blowing aloft, making the cruise ship dance along the waves. ‘You guys better be sailors,’ says instructor and former cruise captain Mauro Muratore.

The four bridge simulators of the training centre operated by US-based cruise operator Carnival – which officially opened its doors yesterday – are used to replicate the operation of cruise ships, including all the control panels and safety procedures involved.

Muratore describes it as ‘an environment that is so true-to-life that it feels every bit like the real experience.’

He adds: ‘We may no longer use stellar positions as a navigation aid, but even those are rendered realistically.’

We hear an alarm system blasting inside one of the four simulators in front of the engine room. It turns out this is only part of a demo, but the naval officer seems to be on high alert. Methodically rushing through the emergency scenario he has memorised, he tells the crew member with whom he’s communicating on the radiotelephone system which buttons he has pushed.

Clutching a virtual, console-like controller, his colleague is meanwhile checking the diesel generators, which have only just been extinguished. On the screen we still see the firewater splashing across the floor, and the light even flickers momentarily when one generator is switched off. ‘We put our trainees under quite a bit of pressure here. Hopefully they’ll never have to use these skills on the job, but if they do, they’ll at least be trained in emergency response,’ says David Christie, Senior Vice President of Maritime Quality Assurance.

True-to-life simulations

Officially opened yesterday, the Arison Maritime Center in Almere, the Netherlands is a training facility used by the ten cruise line brands owned by the Carnival Corporation (including Princess, Holland America Line, Costa and Aida) to provide annual training to their officers. The objective is to promote safety, as many other cruise operators train their people only once every five years. The centre’s true-to-life simulators help to enhance and enrich the training experience.

‘There are certain scenarios – including man overboard or the ship getting stranded – for which you cannot train people on board,’ says course director Staffan Persson.

According to Carnival CEO Arnold Donald – who has travelled to the Netherlands especially for the occasion – this additional training was not prompted by any incidents or accidents.

Carnival opened its first training facility in Almere back in 2009, well before the 2012 Costa Concordia disaster.

‘Our people find a week of training here at the centre infinitely more challenging and intense than a week spent at sea,’ he says.

The company was exploring ideas at the time for reducing the responsibilities of the captain, similar to trends seen in aviation.

Persson: 'The captain traditionally made all the decisions, while the other officers relied on his judgment. The mere presence of the captain would give them a sense of security and relief, and his decisions were never really challenged. Crew members would simply reckon: "There must be something he knows about that we don't."'

At the Arison Maritime Center, crew are trained to adopt an entirely new approach. The number of crew members involved in an exercise increases when high-risk situations are simulated. Out on the high seas, one helmsman standing guard on the bridge is sufficient, but during manoeuvring exercises in the harbour, you've got six people all taking their own position and correcting each other if necessary. These types of safety practices could arguably have prevented the disaster involving the Costa Concordia – with its overconfident captain Francesco Schettino – from escalating.

Adjacent hotel

The captains need some time to settle into their new roles and stand on the bridge watching over the helmsmen's shoulders.

Persson: 'They told us they feel degraded and that I should be the one operating the ship, but we convinced them that the best place for the captain is at the stern – he can keep track of everything that's going on from there, similar to a football manager overseeing the pitch.'

Carnival Corporation, which invested a total of €75 million in the training centre, decided to set up a base in the Netherlands on the strength of the presence of Amsterdam Airport Schiphol and the country's excellent infrastructure. Besides the brand-new, 5-storey complex on the IJmeer lake – double the size of the existing training facility – Carnival has also opened its own adjacent 12-storey, 176-room hotel in Almere. CEO Arnold Donald: 'We wanted to create a place that people enjoy visiting, so they will feel even more motivated in doing their training.'

De Telegraaf

Carnival Cruises Sets up base in Almere

De Telegraaf

By Stan Huygens

July 15, 2016

One of the largest US companies has definitely landed in the Dutch town of Almere. The Carnival Corporation (120,000 employees and a fleet of 101 cruise liners) yesterday opened its €75 million Arison Maritime Center and the adjacent 176-room hotel in Almere's new DUIN district on the IJ waterway.

The company's top executives had all travelled to the Netherlands to attend the official opening of the state-of-the-art training centre, where the roughly 6,500 cruise ship officers employed by the company will be trained. Among those in attendance was the immensely wealthy Israeli-American businessman Micky Arison, chairman and largest shareholder of the Carnival Corporation and owner of the celebrated basketball team The Miami Heat. He had sailed from New York to Portsmouth, England on the Queen Elizabeth II before boarding a jet to the Netherlands.

Arison has an estimated net worth of around €7 billion.

The brand-new maritime training centre, which uses replicas of naval bridges and engine rooms, was named after Arison's family, who founded the Carnival Corporation in 1972. 'I took over the company from my father, Ted Arison, back in 1979. We operated three cruise ships at the time. We now have a fleet of 101 ships, with another 16 currently under construction. The Chinese market, in particular, is expected to grow rapidly,' he explained.

He said his company operates the third-largest fleet in terms of tonnes after the US and Russian naval forces. He was also proud to show off a massive ring, tangible evidence of his team's status as a three-time winner of the NBA Finals. 'Carnival is my job, whereas basketball is my hobby – albeit a very expensive one,' he laughed. The top players in his sport easily earn tens of millions of dollars a year. The company's CEO, Arnold Donald, confirmed that the cruise operator is poised to expand: 'We'll be growing by between three and six percent over the next few years. Our ten cruise line companies, including Holland America Line, carry 12 million of the 24 million passengers we as an industry transport annually,' Donald explained.

Almere Mayor Franc Weerwind is extremely proud of the multinational's arrival in his city, informing us that its population is now set to increase from 200,000 to 350,000. It was the powers of persuasion of his predecessor Annemarie Jorritsma, currently a member of the Dutch Senate for the VVD party, which finally helped clinch their decision to choose Almere over Italy, Croatia and Amsterdam's Haarlemmermeer district. Other assets include the city's close proximity to Amsterdam Airport Schiphol and Dutch people's fluency in English.

Property developer Wienke Bodewes of Amvest, an Amsterdam-based fund management company of property funds with a €3.3 billion annual construction portfolio and real estate holdings worth €3.3 billion, said the maritime centre and hotel (designed by architect Paul de Ruiter) could accommodate a 45,000-square-metre expansion in the future. Hotel manager Jan Roersma of the Hospitality Support Group checked in the first officers right after lunch, which was served with fine wine from California's Bernardus winery, courtesy of Dutch vintner Ben Pon.

Carnival Opens New Arison Maritime Training Center

Cruise Industry News

By Staff

July 14, 2016

Carnival today opened the new Arison Maritime Center (i.e. CSMART), to providing safety training for its bridge and engineering officers responsible for the navigation and operation of the company's fleet.

The new facility was built at a cost of 75 million euro and is located in Almere, Netherlands.

"The opening of the new Arison Maritime Center and expansion of our CSMART Academy is a major milestone in our company's history and an exciting day for all of us at Carnival Corporation," said David Christie, senior vice president of maritime quality assurance for Carnival Corporation. "The safety and comfort of our guests and crew is our most important priority, and the Arison Maritime Center underscores the depth of our commitment to making sure our ships sail as safely as possible. Our bridge and engineering officers are the heart and soul of our ship operations, and this center takes to a new level our dedication to providing our officers with the maritime industry's most comprehensive and progressive safety training."

Added Christie: "With 10 cruise line brands sailing 11 million guests a year to over 700 ports around the world, we take tremendous pride in having a team of highly trained, skilled and prepared officers operating the bridges and engine rooms on our ships. With the new Arison Maritime Center and CSMART Academy officially up and running, our tradition of excellence and continuous improvement in safety training is stronger than ever."

At 110,000 square feet, the facility is more than double the size of the company's current facility, allowing Carnival Corporation to provide annual training to over 6,500 officers and engineers across the company's 10 cruise line brands. It will also include an advanced medical center and an 11-story, 176-room hotel for Carnival Corporation trainees.

Following a speech by Carnival Corporation's CEO Arnold Donald at today's ceremony, the center was dedicated to honor the legacy of the Arison family.



The Global Portal for Hospitality Professionals

Carnival Corporation opens Arison Maritime Center to deliver safety training

eHotelier

By eHotelier editor

July 15th, 2016

Carnival Corporation & plc has announced the official opening of the Arison Maritime Center, its world-class facility dedicated to providing rigorous safety training for its bridge and engineering officers responsible for the navigation and operation of the world's largest fleet of cruise ships.

The new 75-million-euro facility in Almere, Netherlands, just outside Amsterdam, was celebrated with a ceremony honoring long time board chairman Micky Arison and his father Ted, founder of the company, that was attended by the company's global leaders, board members and government, community and business officials.

The centerpiece of the seven-acre campus is a new and more than two-times-larger Center for Simulator Maritime Training Academy (CSMART), Carnival Corporation's world-renown maritime training, professional development and research facility that began operations in Almere in 2009. The center will feature bridge and engine room simulators that utilize the most innovative technology and training solutions in the maritime industry, modeled closely after the technology and practices used in the airline and other industries.

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At 110,000 square feet, the environmentally friendly facility is more than double the size of the company's current facility, allowing Carnival Corporation to provide annual training to over 6,500 officers and engineers across the company's 10 cruise line brands. It will also include an advanced medical center and an 11-story, 176-room hotel for Carnival Corporation trainees.

Training specs

The CSMART Academy will feature four full-mission bridge simulators and four full-mission engine room simulators designed to provide a wide array of programming and simulated exercises that can recreate an extensive range of maritime scenarios. The new five-story facility will also include 24 part-task engine simulators, eight debriefing rooms and eight part-task bridge simulators — all designed to provide participants access to the visual elements of 60 ports around the world including Los Angeles, New York, Miami, Copenhagen, Stockholm, Singapore and Glacier Bay, Alaska.

The state-of-the-art technology provides high-quality maritime training services that reflect real-world scenarios and sea conditions including ship traffic, aircraft interference, weather events and wildlife circumvention. Modeled after the newly designed bridge of the Koningsdam from the company's Holland America Line, CSMART Academy's full-mission bridge simulators provide an authentic shipboard experience for participants to build skills in navigating complex control and automation systems.

Like the bridge simulators, the full-mission engine room simulators are based on actual ship layouts and systems, scaled to size and representing a diesel electric engine room comprising six diesel generators and two propulsion motors, along with ancillary and auxiliary equipment. The simulators allow trainees to navigate their way around the actual engine room of a ship to operate and repair equipment, with the genuine sights, sounds and even temperatures found in a cruise ship's engine room.

The new facility and team of highly experienced CSMART Academy instructors have developed a curriculum that sets the industry standard for safety and maritime training and keeps pace with advances in ship technology, fostering critical thinking, problem solving, decision-making and confidence.

The CSMART Academy has played a leading role in developing and refining a function- and team-based bridge and engine room management system on a large scale. This approach is based on roles rather than ranks, with officers operating as a coordinated team, with each officer assigned a role for specific functions. It also includes encouraging team members of all ranks and seniority to speak up to challenge or question a decision.

In keeping with the faculty team's leadership, the Arison Maritime Center will provide the additional space needed to implement the industry's first Proficiency Training and Assessment (PTA) program. The week-long course is based on a specially developed curriculum that annually refreshes and then evaluates each of the corporation's maritime officers.

With its scale, technology and equipment, and innovative training approach, the new facility will be the most progressive maritime center of its kind in the world for training and continually improving industry-wide safety and excellence.

Honoring the ongoing legacy of the Arison family

Following a speech by Carnival Corporation's CEO Arnold Donald at today's ceremony, the center was dedicated to honor the legacy of the Arisons, the first family of cruising. Micky Arison has been chairman of the board of directors for Carnival Corporation & plc since 1990. He began his career at Carnival Cruise Line in 1972 and was appointed chairman of Carnival Corporation in 1990, a title he still holds today. Considered one of the most respected leaders and experts in the cruise industry, Arison's vision and leadership played the central role in building Carnival Corporation into the world's largest cruise company and helping grow cruising from a niche holiday to one of the most popular vacation experiences available.

His late father, Ted Arison, founded the company in 1972 with one ship with the firm belief that cruising is one of the best ways to enjoy a vacation and a commitment to making cruising available to people from all walks of life. Referred to by The New York Times as "the godfather of the modern cruise industry," he is credited with building cruise operations that give travelers the opportunity to enjoy a cruise vacation with prices that range from affordable to upscale. Today, the company has 101 ships, over 120,000 employees and welcomes 11 million guests annually. About one of every two travelers who go on a cruise vacation do so on a Carnival Corporation ship.

An investment in the Netherlands

The official grand opening of the center was commemorated today with a ceremony, tours and a celebration at the facility attended by Carnival Corporation's global leadership team and board members as well as government officials, including Maarten Camps, secretary general of the ministry of economic affairs for the Netherlands, and Franc Weerwind, Mayor of Almere.

Carnival Corporation worked with Dutch property group AMVEST Vastgoed B.V. to purchase the seven-acre plot of land in Almere Poort called the DUIN, a planned business and residential community in Almere, one of Europe's newest and fastest growing cities. The center's campus and buildings were designed by Dutch architect Paul de Ruiters, and the Dutch construction company Dura Vermeer built the CSMART Academy and hotel. The design and construction were built to meet rigorous environmental and sustainability standards that will achieve "LEED Gold" certification, and the campus will fit aesthetically into the Duin environment, per AMVEST'S original plan for the development.

Carnival Corporation and the Arison Maritime Center, including the CSMART Academy, produce a significant economic impact in Almere and the greater Amsterdam region. It is estimated that Carnival Corporation and the Arison Maritime Center will generate an annual estimated economic impact of up to 17.5 million euros for the local community and region.



CSmart Hotel wil Almeeders aan het werk

Dichtij

by Dichtbij editor

March 15th, 2016

ALMERE - Het CSmart Hotel Almere in Almere Poort krijgt inmiddels duidelijke contouren en manager Riemer Wierda hoopt dan ook de deuren van het luxe vijfsterrenhotel te openen in juli. Almeeders zullen er over het algemeen niet overnachten, maar Wierda hoopt wel dat stadgenoten er komen werken.

Overnachten behoort voor Almeeders dus niet tot de mogelijkheden omdat het CSmart Hotel Almere samenwerkt met het naastgelegen opleidingscenter CSmart. Daar worden voornamelijk officieren opgeleid om op een cruiseschip te kunnen varen. „En dat zijn dus ook de mensen die tijdens hun opleiding bij ons zullen overnachten. Per officier in opleiding zal dat vaak neerkomen op een nachtje of zes, misschien zeven. Er zullen ongeveer zeventuizend officieren worden opgeleid.”

Het hotel bestaat onder andere uit een restaurant, een gym, een lounge en 176 luxe kamers. „Tijdens hun opleiding werken de officieren met hele luxe techniek. Dat voeren wij door in ons hotel. Zo kunnen tablets en telefoons direct op tv's worden aangesloten, hebben we moderne temperatuurregelaars en razendsnelle wifi. En in plaats van twee eenpersoonsbedden, plaatsen wij een tweepersoonsbed op de kamers. Ook dat maakt het geheel een stuk chiquer.”

Lokale werknemers

Terwijl de bouw van het CSmart Hotel Almere op dit moment in volle gang is, zal het hoogste punt op 30 maart worden bereikt. Inmiddels is Wierda druk bezig met het werven van personeel en daarbij richt hij zich voornamelijk op de Almeerse markt. „We hebben ongeveer vijftig tot zestig mensen nodig, voor verschillende functies. Al onze werknemers krijgen doorgroeimogelijkheden. Hopelijk komen er veel Almeeders bij ons werken. Wij gaan dolgraag aan de slag met lokale werknemers. Binding met de regio vinden we ontzettend belangrijker.” De meeste beschikbare functies zullen verschijnen op www.werkenineenhotel.nl.

Voor Riemer zelf zijn het vooral hectische en drukke weken. „We zoeken personeel, proberen vergunningen rond te krijgen en voeren gesprekken met de gemeente, het UWV en lokale partners. We zijn aan het kijken wat we voor elkaar kunnen betekenen. Ik kan in ieder geval niet wachten tot het juli is en we onze deuren kunnen openen.”



CSMART Hotel in Almere Duin

ArchitectuurNL
Petra Starink
March 30th, 2016

Vandaag 30 maart vindt de viering van het hoogste punt van het CSMART Accommodation & Parking plaats op de CSMART Campus in Almere. Paul de Ruiter Architects heeft samen met Dura Vermeer in een Design & Build de hele campus met BIM vormgegeven. De met LEED Gold gecertificeerde trainingscampus voor Carnival Corporation & PLC, het bedrijf voor cruisevakanties, ligt in het landschapsgebied DUIN in Almere.

Het trainingscentrum en het hotel vormen de start van de campusontwikkeling. Het hotel stijgt 50 meter boven zeeniveau uit. In een later stadium kunnen er nog twee gebouwen aan worden toegevoegd. Het CSMART Accommodation & Parking is nauw verbonden met het trainingscentrum via een ondergrondse corridor en een bovengronds duinpad. Het 5-sterren hotel is opgebouwd uit vijftien lagen met 176 hotelkamers. Alle faciliteiten, zoals een restaurant en gym, zijn dicht bij elkaar in hetzelfde gebouw ondergebracht voor extra comfort.

Vierkante vorm van kamers

Bijzonder aan de hotelkamers is de bijna vierkante vorm. De kamers hebben een ruime opzet en altijd uitzicht over het duingebied. Het hotel ademt transparantie dankzij een volledig glazen gevel die van plafond tot vloer rondom het hele gebouw loopt. De

aluminium luifelzonwering die bij het trainingscentrum is toegepast is ook hier aanwezig waardoor er natuurlijk daglicht aanwezig is in alle ruimtes. De campus wordt naar verwachting in juni 2016 opgeleverd.



CSMART Hotel in Almere Duin begint uiteindelijke vorm te krijgen

Duurzaamvastgoed

Moniek van Dillen

April 4th, 2016

De CSMART Campus in Almere Duin bevindt zich in de laatste fase van het bouwproces en begint zijn uiteindelijke vorm te krijgen. Het CSMART Trainingscentrum bereikte het hoogste punt al in oktober vorig jaar. Nu is ook het hotel zo ver: op woensdag 30 maart vindt de feestelijke viering van het hoogste punt van het CSMART Accommodation & Parking plaats op het bouwterrein. Het hotel stijgt 50 meter boven zeeniveau uit.

LEED Gold

De met LEED Gold gecertificeerde trainingscampus voor Carnival Corporation & PLC, het grootste bedrijf ter wereld in cruisevakanties, ligt midden in het nieuwe Almeerse landschapsgebied DUIN. Paul de Ruiter Architects kreeg de unieke kans om in een Design & Build met Dura Vermeer de hele campus met BIM vorm te geven. Het trainingscentrum en het hotel vormen de start van de campusontwikkeling. Later kunnen er nog twee gebouwen aan worden toegevoegd.

Over CSMART Accommodation & Parking

Het CSMART Accommodation & Parking is nauw verbonden met het trainingscentrum via zowel een ondergrondse corridor als een bovengronds duinpad. Het 5-sterren hotel is opgebouwd uit vijftien lagen met 176 hotelkamers. Alle faciliteiten, zoals een restaurant en gym, zijn dicht bij elkaar in hetzelfde gebouw ondergebracht voor extra comfort en rust na een intensieve trainingsdag.

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