



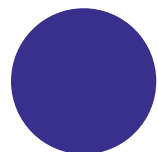
Hawai'i Tourism Conference  
Hawai'i Cruise Update  
December 9, 2022



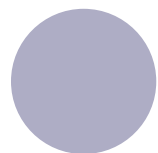
# State of the Cruise Industry



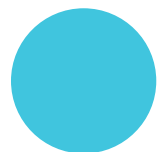
Until the pandemic struck, the industry had been on a steady growth course since the 1960's



The entire cruise fleet is expected to resume service by the end of 2022 in at least the main sailing regions and markets



All major cruise conglomerates expect to be cash-flow positive by the end of 2022



The industry is returning stronger with newer and more efficient ships, leaner operations and expanded guest experiences



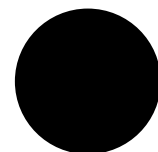
As of November 2022, there are 85 brands operating 375 ships. Sailing cruise fleet expected to grow to 449 vessels



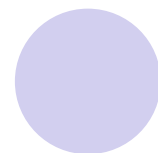
Market projections call for an estimated capacity of 29.7 million passengers in 2022, up from 27.9 in 2019 (Actuals will be lower due to reduced onboard capacities.)



75 new cruise ships are on order for deliveries through 2027



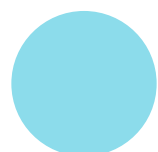
Forecasters expect the industry to carry 37 million cruise passengers by 2024 & more than 40 million by 2027



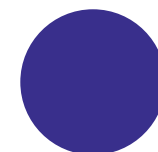
The new ship trend has been larger for the contemporary brands which bring economies of scale. There has been a diversification of smaller brands.



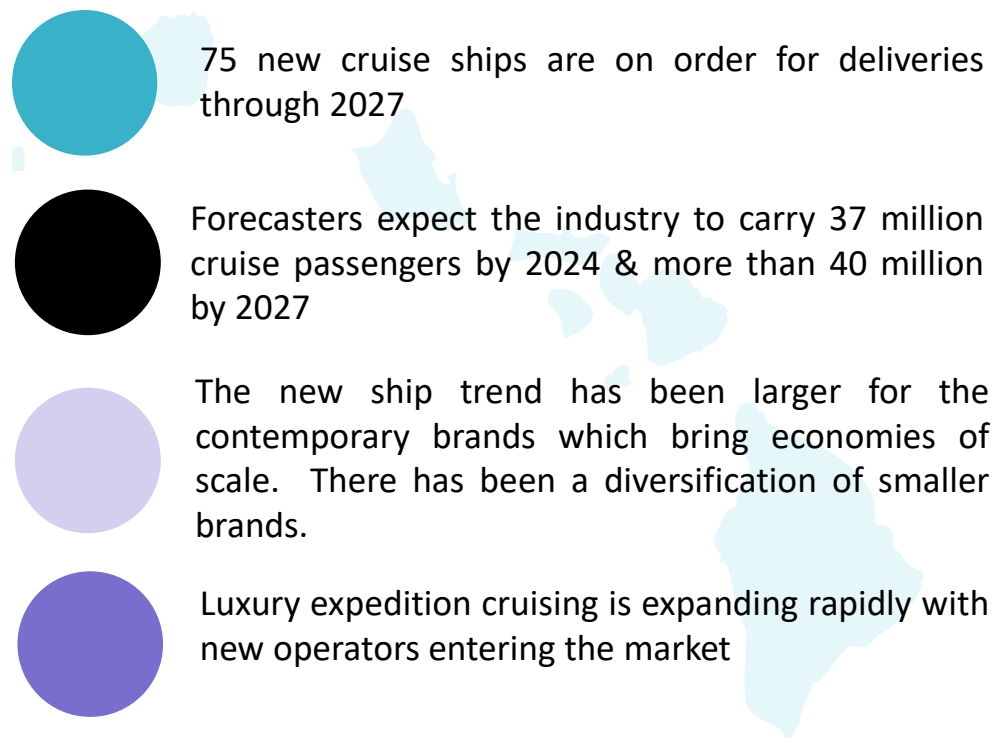
Luxury expedition cruising is expanding rapidly with new operators entering the market



Investments into a state-of-the-art fleet with a record number of new vessels along with new technologies, making ships greener and their operations more sustainable

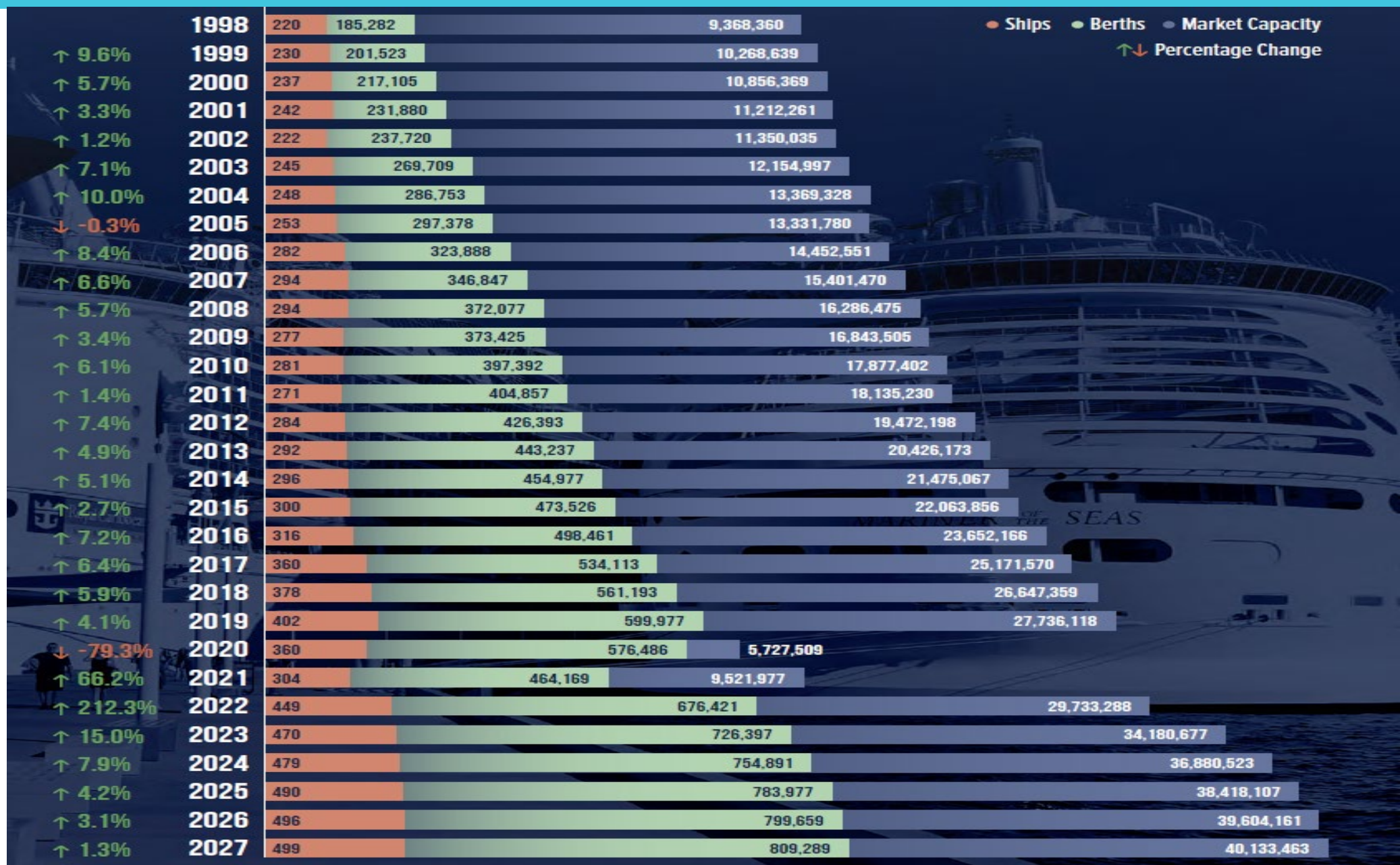


All signs point to a full recovery of the cruise industry





# Growth of World Cruise Fleet





# Major Cruise Conglomerates

<b>Carnival Corporation</b>	<b>Ships</b>	<b>Berths</b>	<b>Capacity</b>	<b>Market Share</b>	<b>Hawai'i Share</b>
Carnival	26	79,456	4,619,628	16.1%	2.5%
Costa	12	41,876	1,739,712	6.1%	0.2%
Princess	15	46,380	1,561,950	5.4%	30.4%
AIDA	14	35,854	1,379,348	4.8%	0.0%
Holland America	11	22,660	792,500	2.8%	7.4%
P&O	7	23,955	639,210	2.2%	0.7%
P&O Australia	3	7,198	372,132	1.3%	0.0%
Cunard Line	4	9,712	254,740	0.9%	0.6%
Carnival China Cruise Shipping	2	4,200	252,000	0.9%	0.0%
Seabourn Cruises	6	2,822	84,550	0.3%	0.4%
<b>Total:</b>	<b>100</b>	<b>274,113</b>	<b>11,695,770</b>	<b>40.8%</b>	<b>42.2%</b>
<b>Royal Caribbean Group</b>	<b>Ships</b>	<b>Berths</b>	<b>Capacity</b>	<b>Market Share</b>	<b>Hawai'i Share</b>
Royal Caribbean	26	90,344	5,045,252	17.6%	12.9%
Celebrity	15	31,542	1,218,694	4.2%	1.6%
TUI	7	17,684	654,260	2.3%	0.0%
Silversea	10	3,934	111,866	0.4%	0.0%
Hapag-Lloyd	5	1,614	43,308	0.2%	0.0%
<b>Total:</b>	<b>63</b>	<b>145,118</b>	<b>7,073,380</b>	<b>24.7%</b>	<b>14.5%</b>
<b>MSC</b>	<b>Ships</b>	<b>Berths</b>	<b>Capacity</b>	<b>Market Share</b>	<b>Hawai'i Share</b>
MSC	21	73,436	3,105,730	10.8%	0.8%
<b>Total:</b>	<b>21</b>	<b>73,436</b>	<b>3,105,730</b>	<b>10.8%</b>	<b>0.8%</b>
<b>NCL Holdings</b>	<b>Ships</b>	<b>Berths</b>	<b>Capacity</b>	<b>Market Share</b>	<b>Hawai'i Share</b>
Norwegian Cruise Line	18	54,345	2,349,955	8.2%	38.6%
Oceania	6	5,256	144,468	0.5%	0.2%
Regent	5	3,410	101,510	0.4%	0.0%
<b>Total:</b>	<b>29</b>	<b>63,011</b>	<b>2,595,933</b>	<b>9.0%</b>	<b>38.9%</b>
<b>SUMMARY</b>	<b>Ships</b>	<b>Berths</b>	<b>Capacity</b>	<b>Market Share</b>	<b>Hawai'i Share</b>
<b>Four Companies:</b>	<b>213</b>	<b>555,678</b>	<b>24,470,813</b>	<b>85.3%</b>	<b>96.4%</b>



# Hawai'i Cruise Market

**NCLA**  
38.6 % Cruise Capacity  
Considered Contemporary

NCLA's *Pride of America* traditionally supplies 40% of all cruise capacity to the Hawaiian Islands.

Down 3.4% from 42% in 2019.

**Contemporary Brands**  
16.4 % Cruise Capacity  
55% if you include NCL

The contemporary brands have the largest vessels at sea. These brands all frequent the Hawaiian Islands and Hawai'i will continue to support them for their marketing and logistical needs. Includes Royal Caribbean, Carnival Cruise Line & MSC Cruises.

Total contemporary brand capacity down 5% from 60% in 2019

International down 1.6% from 18% in 2019

U.S. International Vessels ..... 56%  
U.S. Flagged ..... 39%  
International Vessels ..... 3%

97% of the cruise brands visiting Hawai'i are from North America

Contemporary Brands ..... 55%  
Premium Brands ..... 41.5%  
Luxury & Niche Brands ..... 3.5%

The cruise industry for Hawai'i is broken into 4 key markets. Our focus has been to increase quality visitations by growing the Premium & Luxury market segments.

**Luxury & Specialty**  
3.5% Cruise Capacity

The luxury and specialty brands are a small piece of cruising in Hawai'i. Vessels are small and guests pay premium prices. Tour penetration is high and special events are frequent.

Up .5% from 2019

**Premium Brands**  
41.5% Cruise Capacity

Continue to foster relations with the premium brands which can be accommodated within the current port infrastructure. The premium brand vessels are traditionally smaller than their contemporary sisters, yet they offer repetitive itineraries.

Up 4.5 % from 37% in 2019



# Hawai'i Cruise YTD (Jan. – Oct. 2022)

Month	Visitors Arrivals	Vessel Arrivals	Total Spend	Visitor Arrivals by Air	Visitor Arrivals by Air	Total Cruise Visitors
	International Cruise Ships	International Cruise Ships	International Vessels (Million)	For Pride of America	International	International & Pride of America
January	7,004	7	\$ 2.0	-	-	7,004
February	6,956	4	\$ 2.4	-	-	6,956
March	3,216	2	\$ 1.1	-	-	3,216
April	8,656	5	\$ 3.1	4,395		13,051
May	2,231	2	\$ 0.8	4,440	3,984	10,655
June	1,118	1	\$ 0.5	4,225	999	6,342
July	-	-	\$ -	5,350		5,350
August	-	-	\$ -	4,422		4,422
September	11,476	5	\$ 4.9	5,200		16,677
October	31,123	16	\$ 14.8	7,832	2,783	41,738
November						
December						
<b>Total 2022</b>	71,781	42	\$ 29.7	35,865	7,766	115,411

- Does not include crew spend
- Does not include ship services spend: Security, Stevedoring, Fueling, etc.



# Hawai'i Cruise Forecast

Port	2018	2019	2020	2021	2022	2023	2024
Hilo	220,153	257,213	55,935	0	137,378	287,700	249,784
Honolulu	268,331	271,930	68,321	0	152,410	357,422	300,081
Kona	138,246	176,596	32,793	0	89,614	202,019	196,025
Kahului	127,680	151,724	26,850	0	111,204	181,449	166,010
Lahaina	141,809	115,420	30,109	0	25,676	155,795	123,184
Kaua'i	211,419	214,676	53,876	0	114,026	260,971	224,668
<b>Maui Total</b>	<b>269,489</b>	<b>267,144</b>	<b>56,959</b>	<b>0</b>	<b>136,880</b>	<b>364,648</b>	<b>289,194</b>

- Data collected from Hawai'i.PortCall.com
- 2022 forecast data calculated at 60% of ship capacity
- 2024 forecast data incomplete for Q4 2024 - Cruise brands still placing bookings



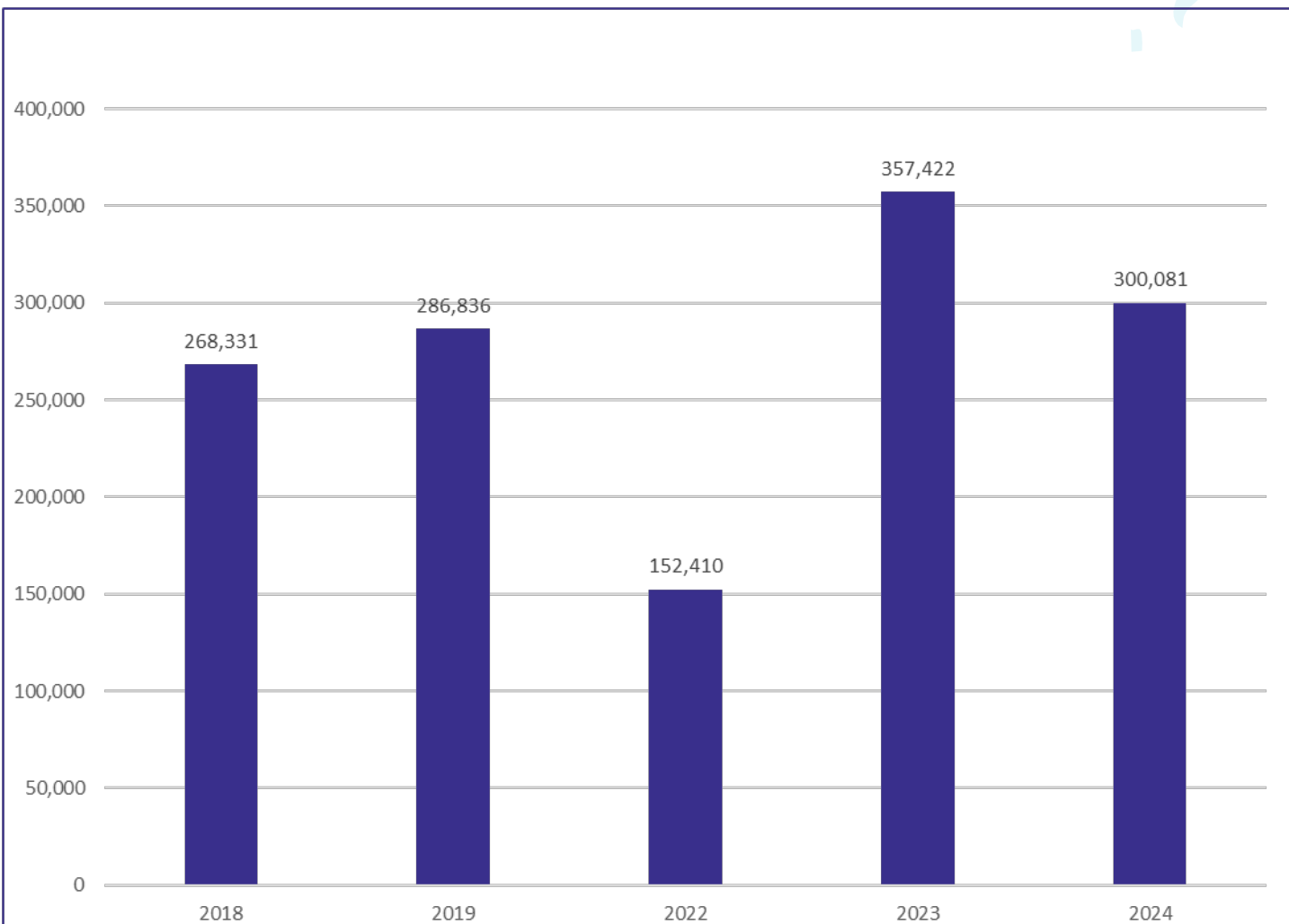
# Hawai'i Cruise Brands Scheduled

<b>2023 Honolulu</b>		
<b>Cruise Line</b>	<b>Pax</b>	<b>Market Share</b>
Carnival Cruise Line	8,800	2.5%
Carnival Plc	2,388	0.7%
Celebrity Cruises Inc	5,673	1.6%
Costa Crociere SpA	650	0.2%
Cunard Line Ltd	2,250	0.6%
Fred Olsen Windcarrier AS	1,825	0.5%
Holland America Line NV	26,606	7.4%
Integrated Maritime Management	9,088	2.5%
MSC Crociere SpA	3,013	0.8%
NCL Bahamas Ltd	138,073	38.6%
NYK Cruises Co Ltd	600	0.2%
Oceania Cruises S de RL	824	0.2%
PONANT	460	0.1%
Princess Cruise Lines Ltd	108,767	30.4%
Royal Caribbean Cruises Ltd	46,075	12.9%
Seabourn Cruise Line Ltd	1,386	0.4%
Viking Ocean Cruises Ltd	944	0.3%





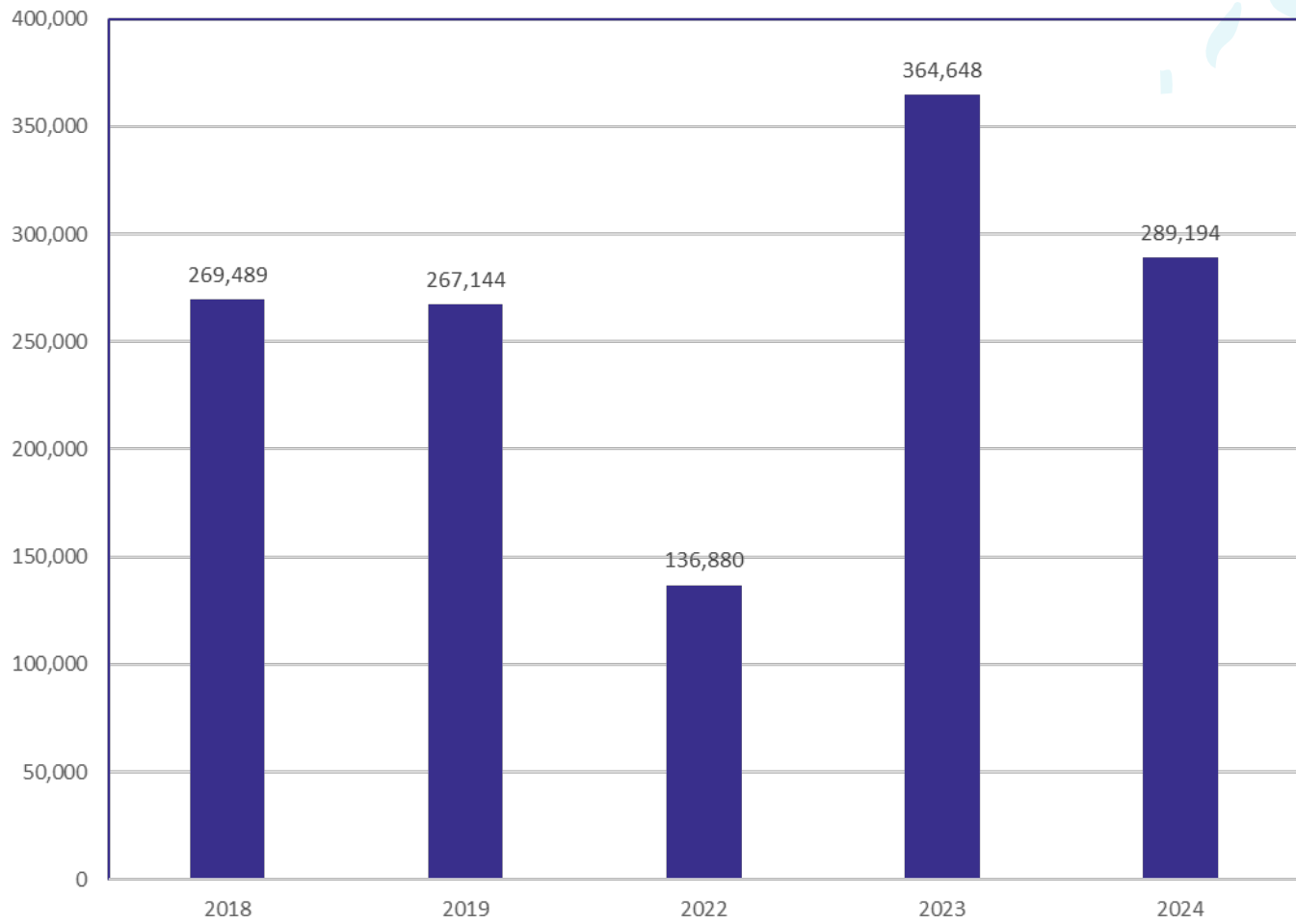
# Honolulu Cruise Passengers & Port Calls



Month	2018	2019	2022	2023	2024
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	12	12	8	12	12
February	11	12	4	14	15
March	13	10	5	9	11
April	14	14	12	18	24
May	9	8	8	10	7
June	7	6	5	5	7
July	5	4	5	8	5
August	4	5	4	5	6
September	11	9	7	8	8
October	7	15	23	24	13
November	10	14	9	9	6
December	15	12	10	12	6
<b>Total Calls</b>	<b>118</b>	<b>121</b>	<b>100</b>	<b>134</b>	<b>120</b>



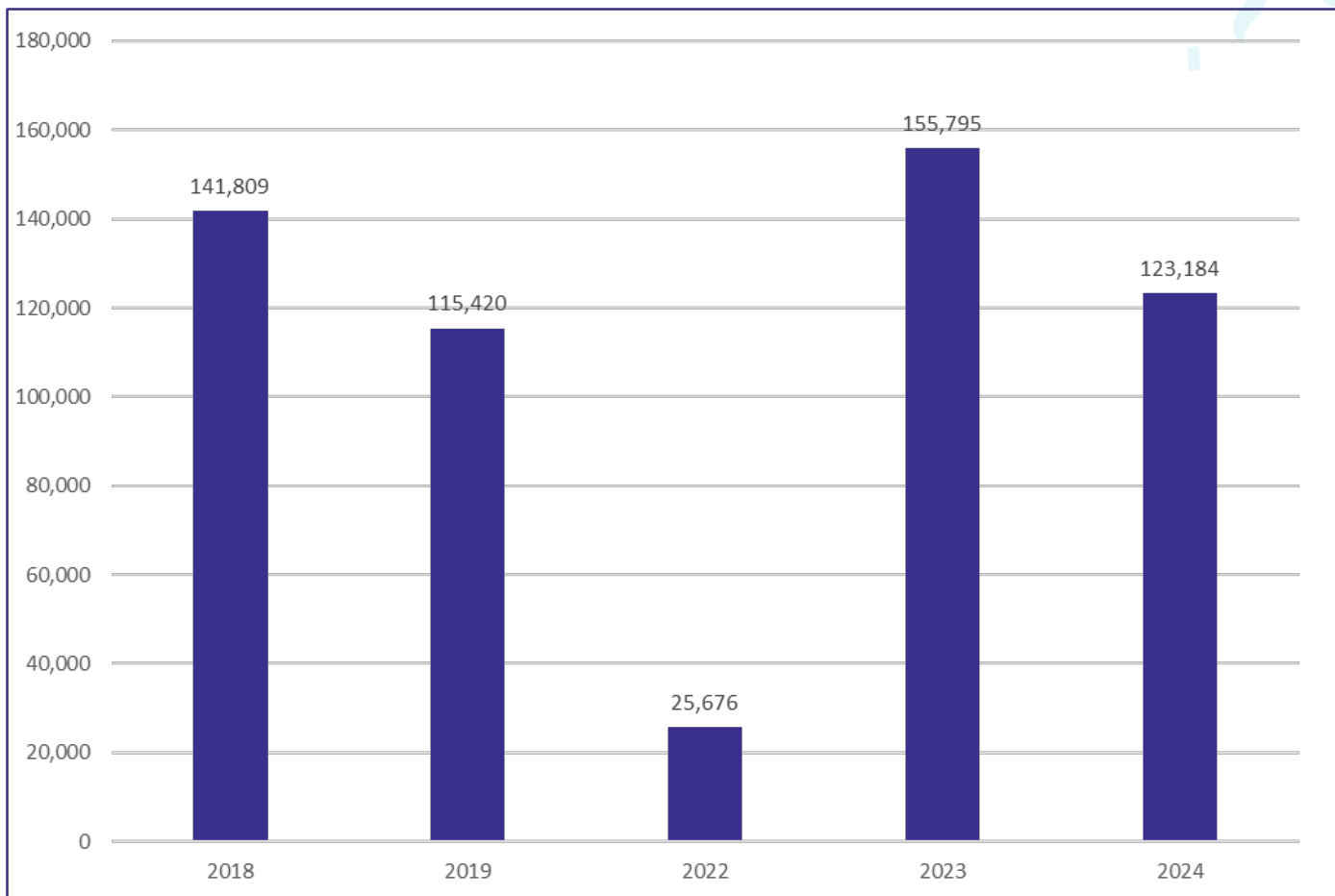
# Maui Cruise Passengers & Port Calls



Month	2018	2019	2022	2023	2024
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	11	10	8	10	10
February	7	7	4	13	14
March	12	7	2	8	9
April	13	13	6	17	23
May	11	8	10	15	8
June	6	6	6	5	8
July	6	4	5	6	5
August	4	4	4	5	5
September	10	8	7	11	9
October	13	15	21	19	10
November	10	13	9	10	5
December	12	12	9	8	7
<b>Total Calls</b>	<b>115</b>	<b>107</b>	<b>91</b>	<b>127</b>	<b>113</b>



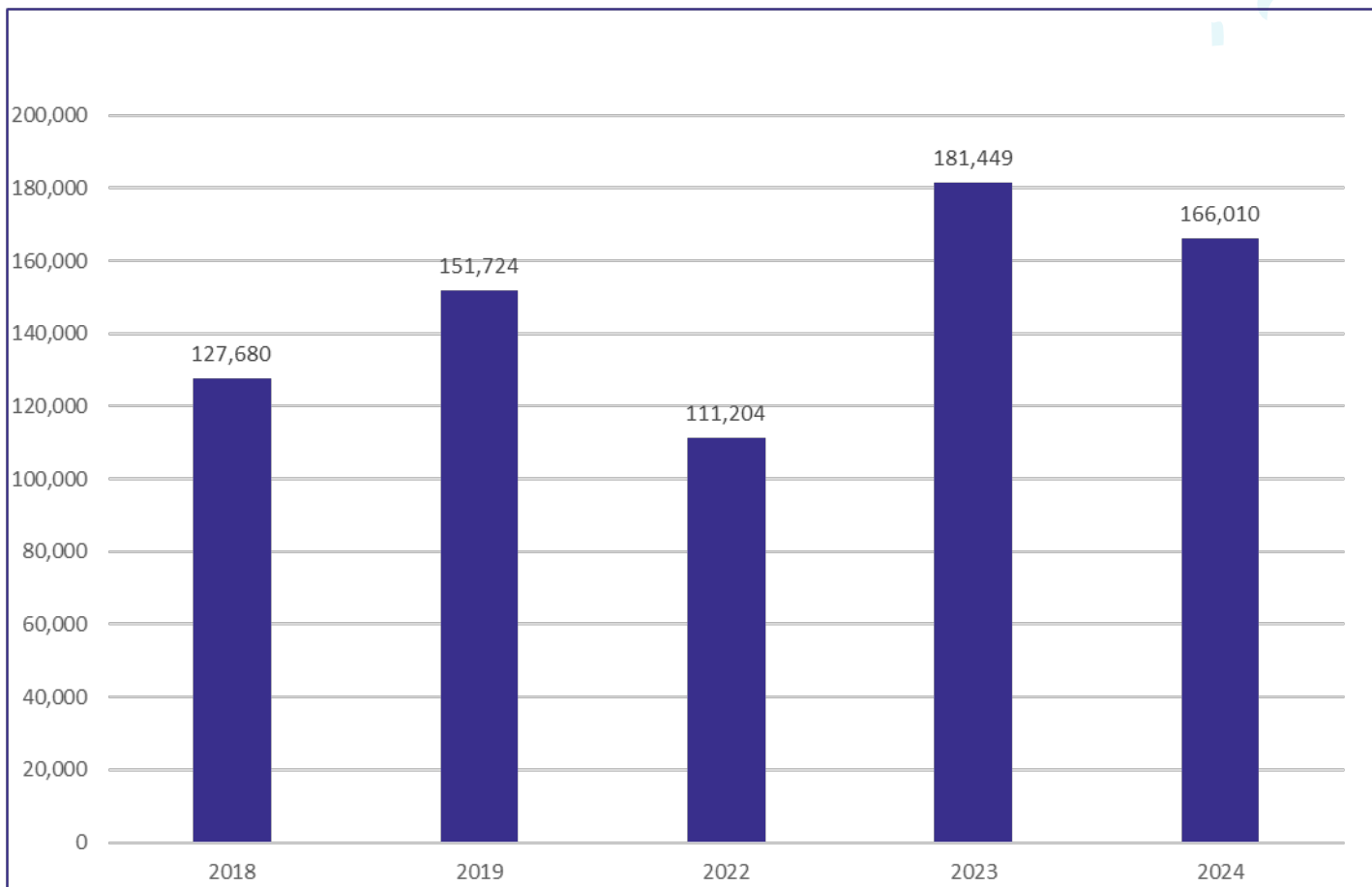
# Lahaina Cruise Passengers & Port Calls



Month	2018	2019	2022	2023	2024
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	7	4	2	4	4
February	2	4	0	7	6
March	5	2	0	4	4
April	7	8	0	8	16
May	7	3	2	7	2
June	2	1	0	1	1
July	1	0	0	1	1
August	0	0	0	1	1
September	3	3	1	2	2
October	7	6	9	10	3
November	5	7	1	1	
December	6	4	2	4	1
<b>Total Calls</b>	<b>52</b>	<b>42</b>	<b>17</b>	<b>50</b>	<b>41</b>



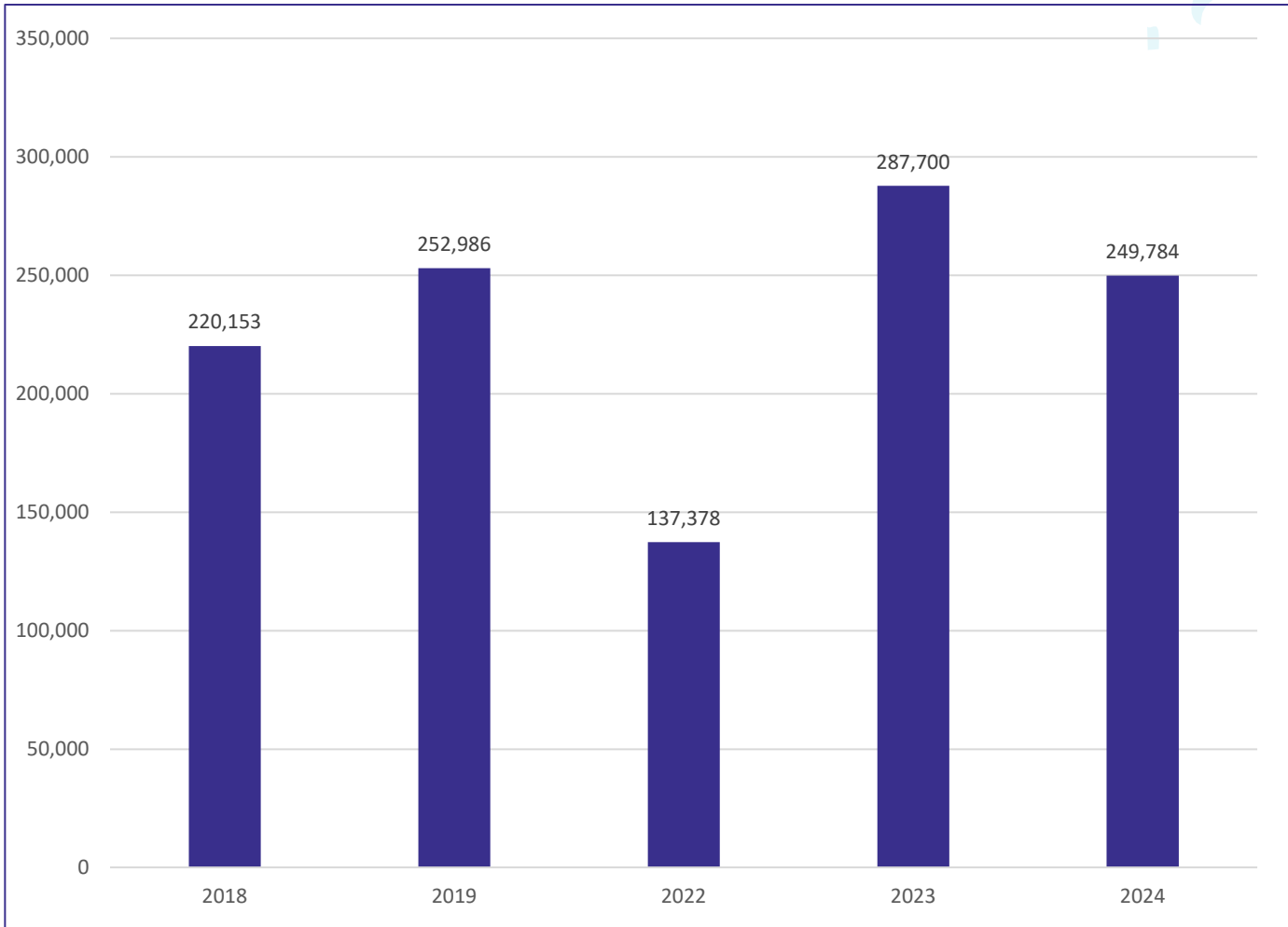
# Kahului Cruise Passengers & Port Calls



Month	2018	2019	2022	2023	2024
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	4	6	6	6	6
February	5	3	4	6	8
March	7	5	2	4	5
April	6	5	6	9	7
May	4	5	8	8	6
June	4	5	6	4	7
July	5	4	5	5	4
August	4	4	4	4	4
September	7	5	6	9	7
October	6	9	12	9	7
November	5	6	8	9	5
December	6	8	7	4	6
<b>Total Calls</b>	<b>63</b>	<b>65</b>	<b>74</b>	<b>77</b>	<b>72</b>



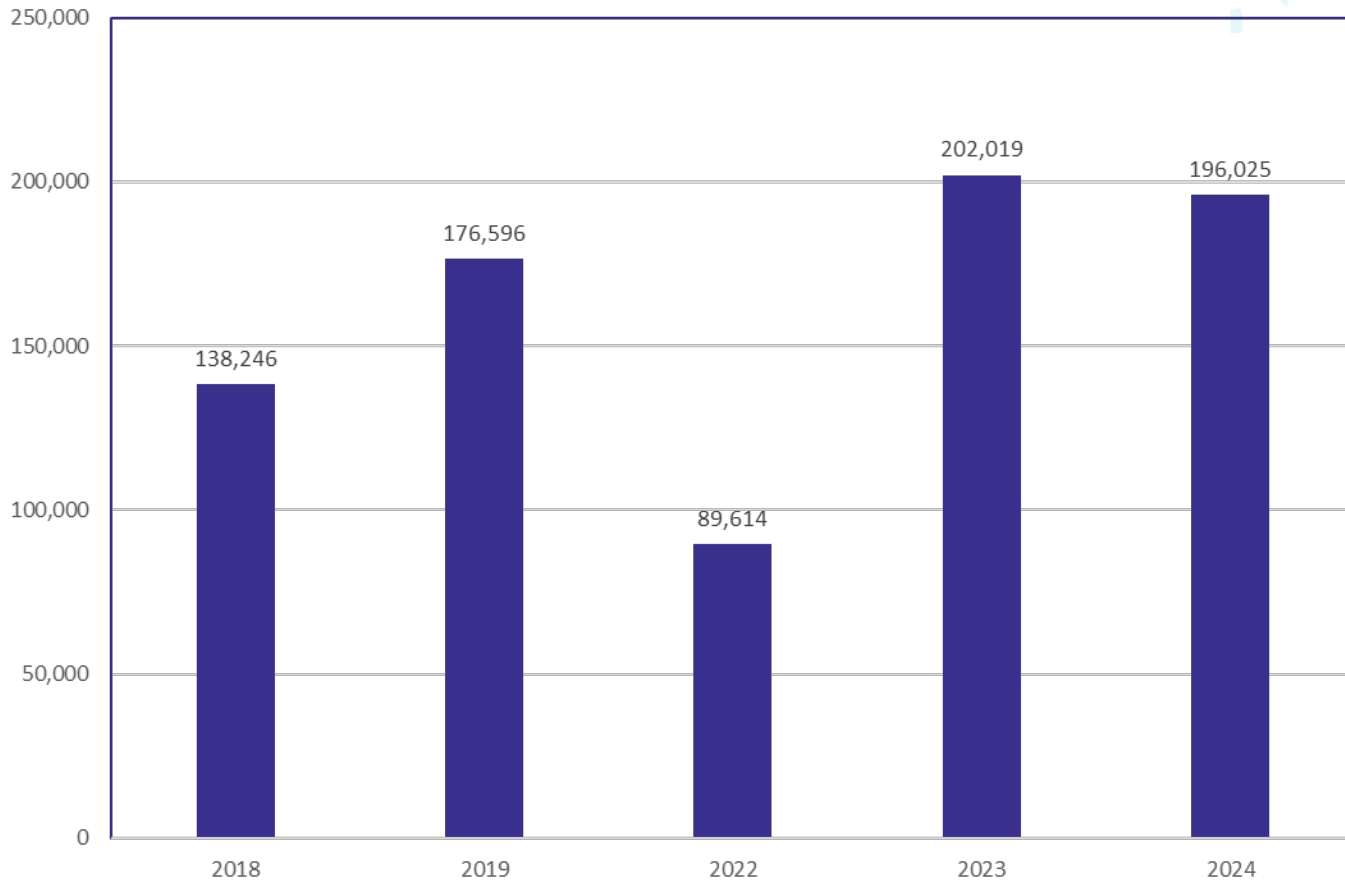
# Hilo Cruise Passengers & Port Calls



Month	2018	2019	2022	2023	2024
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	11	9	6	9	10
February	10	8	3	10	13
March	11	11	2	6	8
April	10	14	8	14	18
May	2	7	9	13	8
June	3	6	6	5	7
July	6	5	4	5	6
August	4	4	5	7	5
September	7	10	7	9	8
October	12	15	19	16	9
November	10	13	11	10	4
December	10	10	7	11	6
<b>Total Calls</b>	<b>96</b>	<b>112</b>	<b>87</b>	<b>115</b>	<b>102</b>



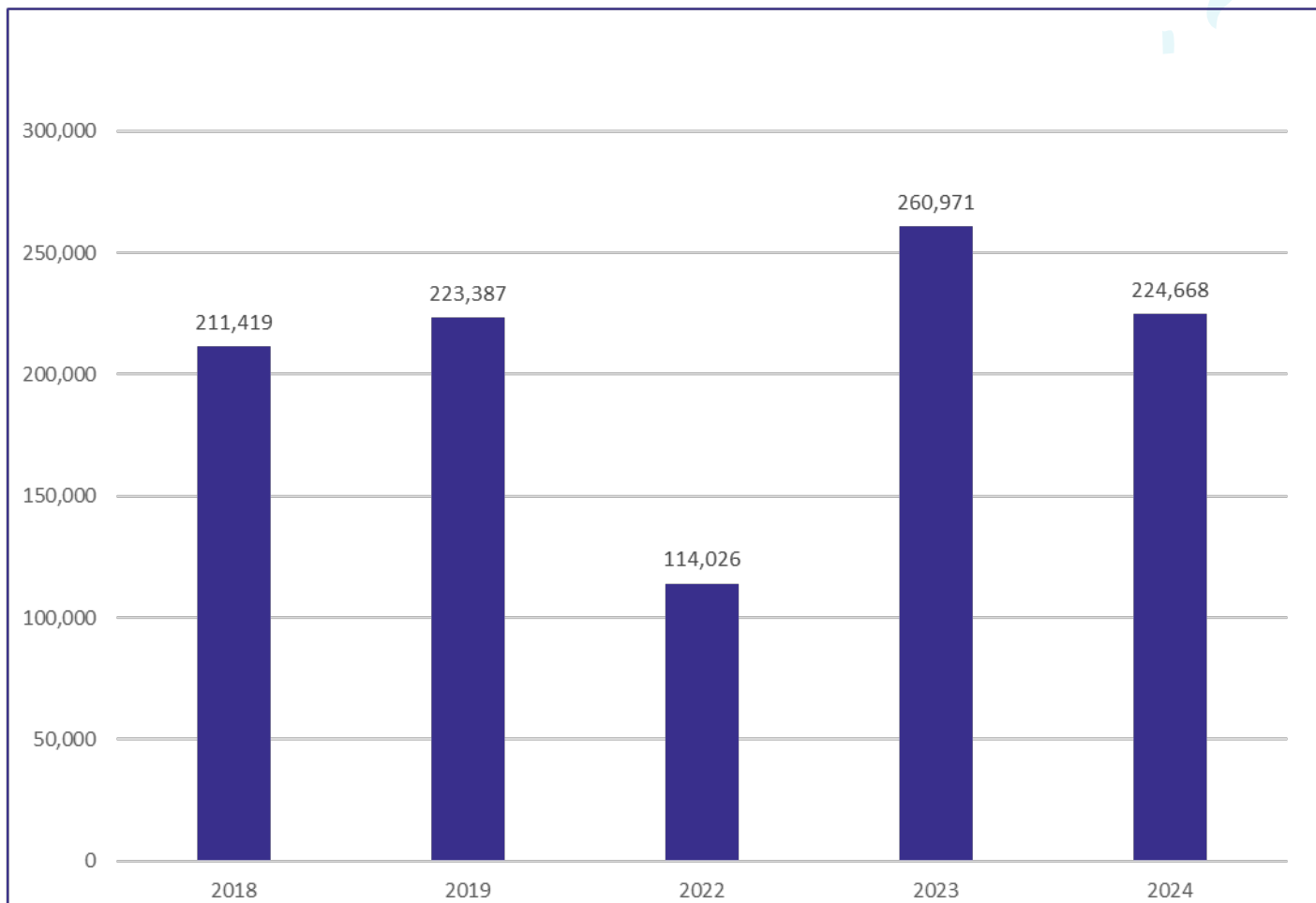
# Kailua-Kona Cruise Passengers & Port Calls



Month	2018	2019	2022	2023	2024
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	5	5	3	6	8
February	4	4	2	7	8
March	5	5	1	7	5
April	6	8	4	10	12
May	6	7	7	10	8
June	3	4	4	4	4
July	5	5	4	4	5
August	5	4	5	5	4
September	7	8	8	6	7
October	8	11	9	13	9
November	5	7	7	5	4
December	7	7	7	8	6
<b>Total Calls</b>	<b>66</b>	<b>75</b>	<b>61</b>	<b>85</b>	<b>80</b>



# Kaua'i Cruise Passengers & Port Calls



Month	2018	2019	2022	2023	2024
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	9	8	4	10	11
February	6	7	3	10	11
March	11	8	1	6	7
April	11	11	7	12	16
May	7	7	8	10	8
June	5	5	7	6	7
July	4	4	4	5	5
August	5	5	4	7	6
September	7	7	5	9	7
October	10	9	18	13	7
November	9	10	9	10	4
December	8	9	7	7	6
<b>Total Calls</b>	<b>92</b>	<b>90</b>	<b>77</b>	<b>105</b>	<b>95</b>



# Key Strategies for Hawai'i Cruise



## Tradeshow & Events

Hawai'i is represented at multiple events throughout the year including Seatrade Global, Seatrade Europe, multiple CLIA Summits, FCCA Conferences, Canada New England Conference and Cruise Europe. These are great events for targeting premium, luxury & niche market brands.



## America Cruise Line

American Cruise Line is a small family-owned and U.S. flagged cruise line. ACL places emphasis on small vessel cruising allowing them to know their guests and the importance of their onboard programming. Educating guests on the history and culture of the destinations is a key component to their success.



## Fam Trips

Fam trips are an ideal way to build and strengthen relationships with the premium and luxury brands.



## Growing Luxury & Expedition

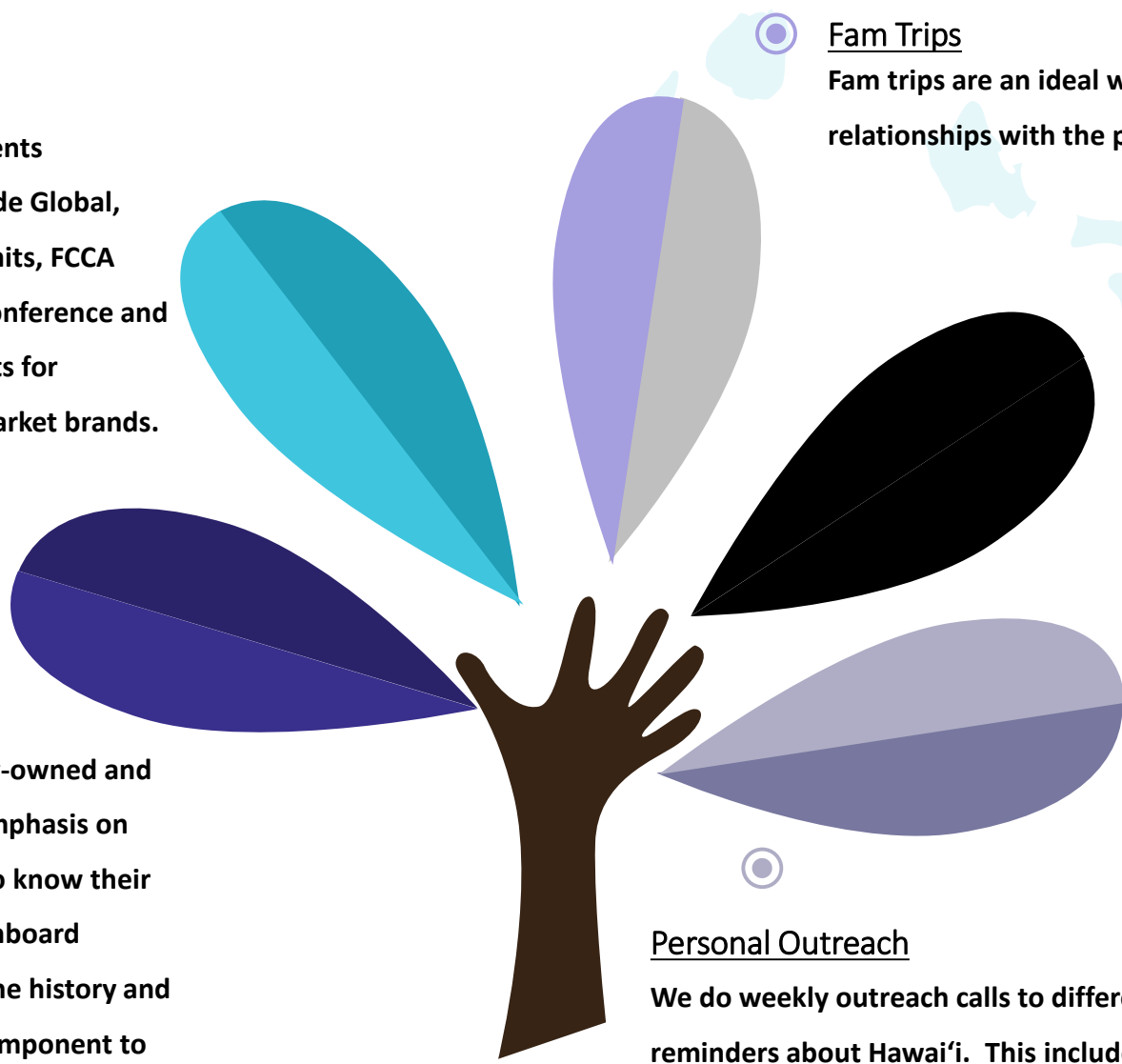
There is an emphasis placed on attracting luxury & niche market cruise lines. These guests traditionally have a higher spend and a desire for emersion into the local culture. Onboard cultural programming in a highlight on these vessels.

This market segment is growing significantly with new brands being added including Ritz Carlton, Four Seasons and Explora Journeys.



## Personal Outreach

We do weekly outreach calls to different individuals with reminders about Hawai'i. This includes Mālama Hawai'i programs for our existing cruise partners.







# Mālama Hawai'i

## Avenues to pursue Mālama Hawai'i programs

- Water refill stations
- Elimination of harmful sunscreen
- Onboard community events
- Luxury brands want branded experiences

- Incorporation of Mālama programs into specific tour products
  - MC & A
  - PolyAd
  - Hawai'i Tour Consultants

- Educational Programs
- Pier Programs
- Community involvement

- U.S.S. Missouri
- Fishpond
- Maui Ocean Center
- Beach Clean Up

- Modify standardized programs to fit cruise guest profile
  - Maui Ocean Center
  - U.S.S. Missouri

Cruise Brands

Tour Operators

Passengers

Crew

Local Attractions

There are countless ways to accomplish implementing Mālama Hawai'i programs with the cruise industry. It is a matter of collaborating between the cruise brands, tour operators and local community to bring new programs to life. We have worked with Explora Journeys to brand their own experience.



# Questions

