



HAWAII WELCOMES THE RESPONSIBLE RETURN OF NORWEGIAN CRUISE LINE TO MAUI

-NCL's Pride of America Cruise Ship to Return to Kahului, Maui Beginning Sept. 3, 2023-

HONOLULU (August 30, 2023) – Norwegian Cruise Line (NCL) today announced its return to Kahului, Maui, with the guidance and encouragement of the Maui community, Hawai'i State Governor Josh Green and the Hawai'i Tourism Authority.

NCL's Pride of America, which has an 18-year history of cruising the Hawaiian Islands year-round, will recommence its weekly overnight calls to Kahului beginning Sept. 3, 2023. Earlier this month, the cruise line paused its calls to Maui, to avoid stressing local resources due to the devastating wildfires in Lahaina on the island's west side.

"We have a strong connection with the people and islands of Hawai'i and long history of bringing guests from all over the world year-round to this paradise in the Pacific," said David J. Herrera, president of Norwegian Cruise Line. "When we heard of the tragic wildfires, we were quick to mobilize our network to support local recovery efforts in Maui. We temporarily adjusted our itineraries to avoid stressing the destination further, we donated \$50,000 to Maui United Way, and together alongside our partners have collected and will be donating over \$150,000 in supplies such as food, clothing and mattresses. We look forward to returning to this incredibly special destination soon with the guidance and support of the local community, Hawai'i Tourism Authority and Governor Green."

Hawai'i State Governor Josh Green, M.D. said, "We appreciate the continued partnership with Norwegian Cruise Line, and the support it has recently provided to aid the recovery of the residents of Lahaina. While travel to West Maui is restricted to returning residents and emergency responders, we are working with our tourism partners, such as Norwegian Cruise Line, and encouraging them to make a steady return to other areas of the island and throughout the rest of the state."

"The damaging effects of the recent wildfires to the Lahaina community has been heartbreaking," said Kalani Ka'anā'anā, chief brand officer of the Hawai'i Tourism Authority. "As recovery efforts are underway, the island of Maui is dependent now more than ever on the return of mindful, respectful visitation which keeps our residents employed and businesses open. We are encouraging travelers and visitor industry companies, such as Norwegian Cruise Line, to make a responsible return to the island, visiting the many areas that were not impacted by the fires and are welcoming travelers back."

To learn about the latest Maui emergency management and recovery information, and to kōkua (help) the people of Maui, please visit mauistrong.hawaii.gov. For information about the areas of Maui that remain open and are welcoming visitors, visit gohawaii.com/maui.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Ku'u Home – care for our beloved home. For more information about HTA, visit www.hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), Threads and [Twitter](#).

About Norwegian Cruise Line

As the innovator in global cruise travel, Norwegian Cruise Line has been breaking the boundaries of traditional cruising for 56 years. Most notably, the cruise line revolutionized the industry by offering guests the freedom and flexibility to design their ideal vacation on their preferred schedule with no assigned dining and entertainment times and no formal dress codes. Today, its fleet of 19 contemporary ships sail to 400 of the world's most desirable destinations, including Great Stirrup Cay, the company's private island in the Bahamas and its resort destination Harvest Caye in Belize. Norwegian Cruise Line not only provides superior guest service from land to sea, but also offers a wide variety of award-winning entertainment and dining options as well as a range of accommodations across the fleet, including solo-traveler staterooms, club balcony suites, spa-suites and The Haven by Norwegian®, the company's ship-within-a-ship concept. For additional information or to book a cruise, contact a travel professional, call 888-NCL-CRUISE (625-2784) or visit www.ncl.com. For the latest news and exclusive content, visit the NCL Newsroom and follow Norwegian Cruise Line on Facebook, Instagram, Tik Tok and YouTube @NorwegianCruiseLine; and Twitter @CruiseNorwegian.

Norwegian Cruise Line is a wholly owned subsidiary of Norwegian Cruise Line Holdings Ltd. (NYSE: NCLH). To learn more, visit www.nclhld.com.

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