

American Association of Port Authorities Cruise Seminar 20 February 2019



Hornblower Marine Services

Hornblower Marine Services

- 1994 Marine Management for Casino Vessels & Ferry Operations
- John Waggoner & Terry MacRae Hornblower Dining & Events
- Initially no hard assets

Hornblower Marine Services/Global Maritime HMSGM

- 2010 with the acquisition of Seaward Services
- Marine management & crewing for US Military Vessels

American Queen Steamboat Company

- Created 2011 with the purchase of the American Queen
- Overnight riverboat cruise operations
- 3 overnight riverboats 4 by 2020

Victory Cruise Lines

- Began January 2019
- Created with the purchase of Victory 1 & Victory II

HMS/GM - Family of Companies



Ferries Division



Government Services Division



Consulting Division



Overnight Cruise Division





Passenger Profile

Our typical passenger at American Queen Steamboat Company:

- > Age 55+, 65 average
- Educated: Bachelors or Graduate Degree
- Married
- > Income varies from \$50-75K to over \$250K
- Discretionary spend of \$20-30K to \$60-70K
- ➤ Homeowners, living in current residence for 10-14 years
- Interests include: Gourmet Cooking, Music, Outdoors, Fitness & Cultural Arts



American Queen



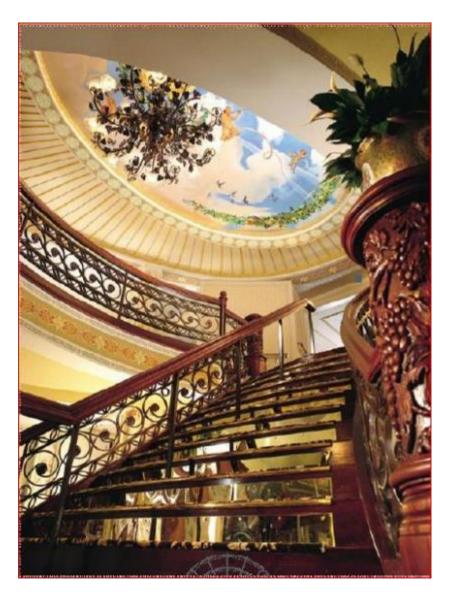
American Queen – Pride of the Fleet

- Historic Décor of the grand era of steamboating with all the modern amenities
- Registry: United States
- > Built By: McDermott Shipyard, Morgan City, LA 1995
- > 481' Long x 95' Wide
- > Tonnage: 3,707 tons
- Maximum Speed: 10 knots
- Decks: 6
- Passengers: 436
- Crew Size: 180
- Public Rooms: 10
- Certified by the United States Coast Guard



Dining Room & Grand Stairs





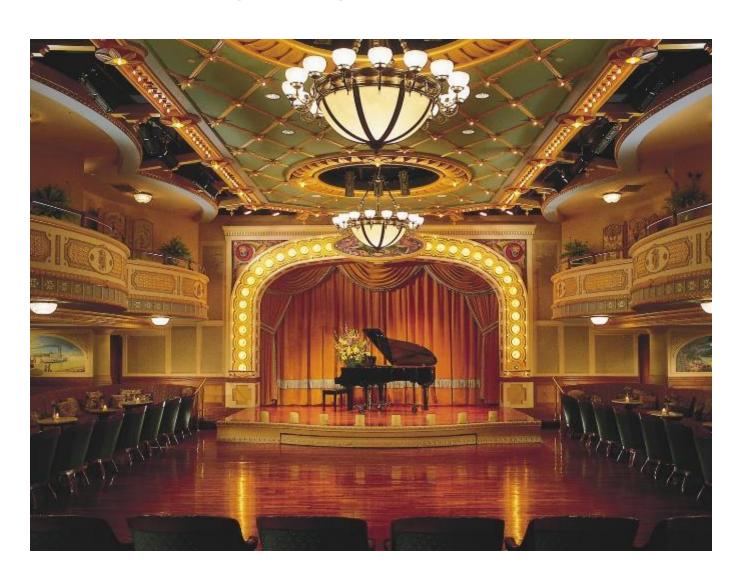


JM White Dining Room





Grand Saloon

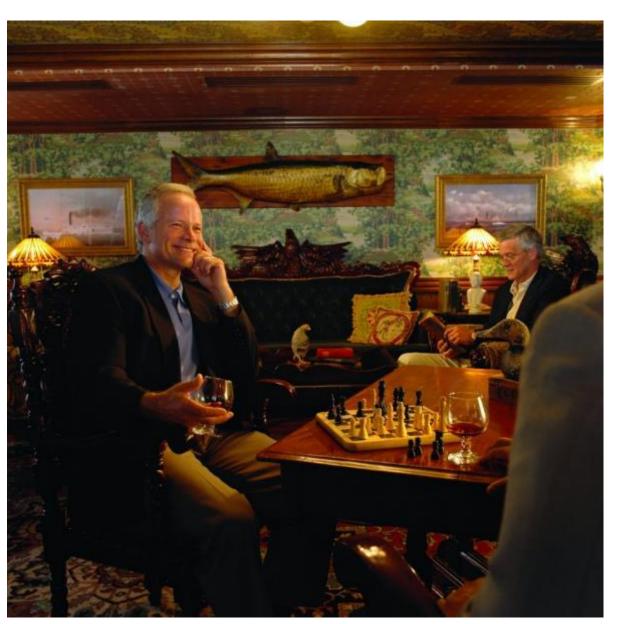




Lady's Parlor



Men's Card Room





Mark Twain Gallery





Luxury Suite w Private Veranda





American Queen Cabin



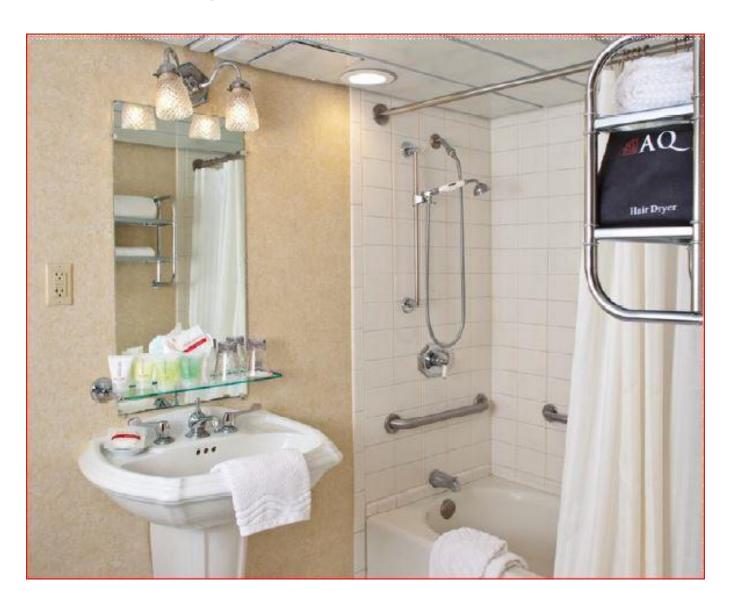


American Queen Cabin





Standard Bathroom





Added Suites by Combining Cabins



American Queen - Amenities

- Spacious Staterooms
- World Class Entertainment w a Variety of Musical Themes
- > Four Bars and Lounges
- Movie Theatre
- Gift Shop
- > Elegant and upscale dining experiences that celebrate the regional cuisine
- Onboard 'Riverlorian'
- Educational Opportunities
- On-Board Gym, Spa & Pool
- ➤ Hop On Hop Off Motor Coach tours included

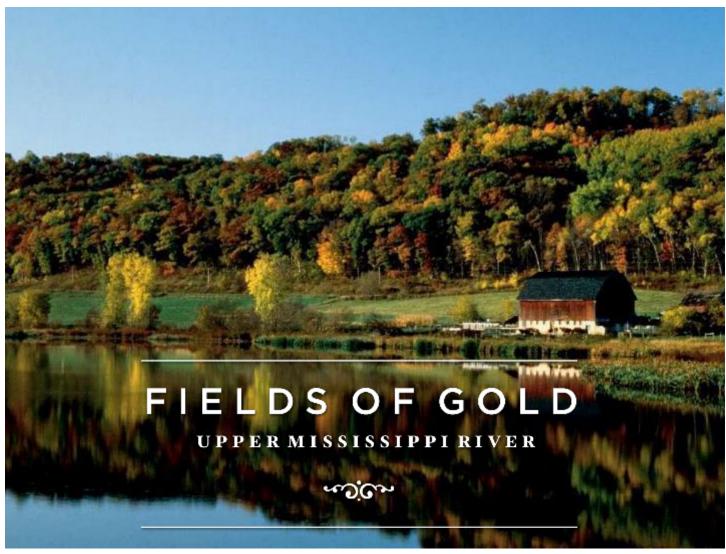
American Queen Itineraries

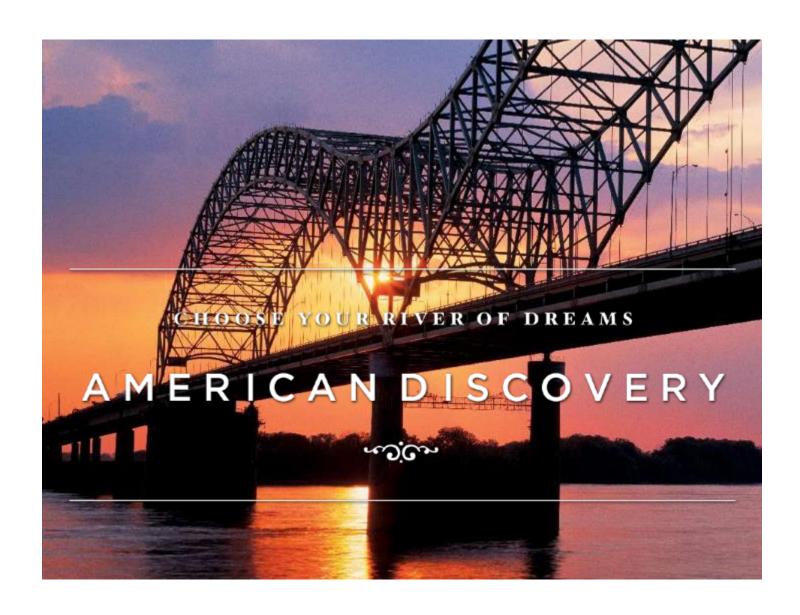
- November June
 - Lower Mississippi
- ➤ July October
 - Ohio, Upper Mississippi, Cumberland & Tennessee Rivers

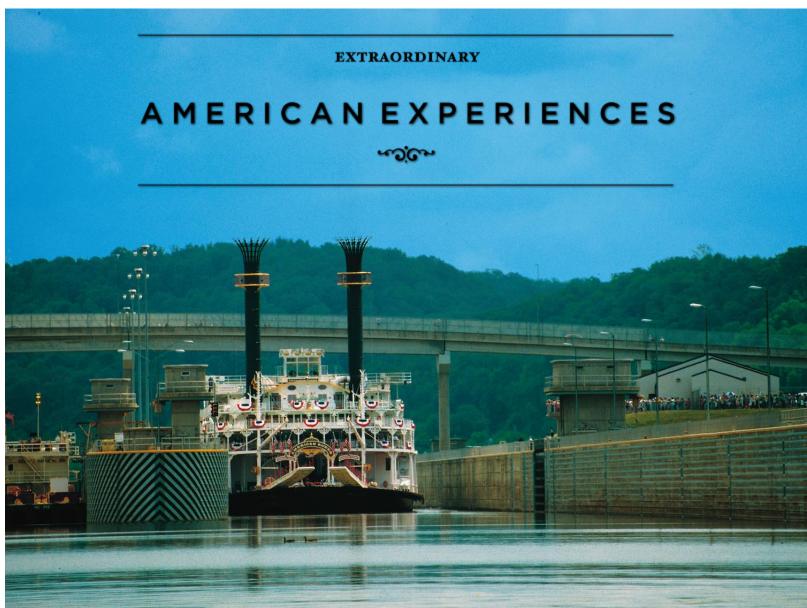
Themes – Vary w Each Cruise

- > Big Band Mardi Gras Southern Culture
- Gardens of the River Civil War
- Elvis Tribute Good Old Summertime -
- Music of the 50s & 60s Baseball Legends
- Bourbon & Bluegrass Fall Colors -
- Country Music Thanksgiving
- Old-Fashioned Holidays · New Year's Celebration













American Empress – Pacific Northwest



American Empress

- > Historic Pacific Northwest décor with modern comforts & amenities
- Registry: United States US Coast Guard Inspected
- > Built By: Nichols Brothers Boat Builders, Whidbey, Island, WA 2003
- > 360' long x 65' wide
- > Tonnage: 5,975 tons
- > Speed: 14 knots
- Decks: 4
- Passengers: 223 Crew 80
- ➤ Public Rooms: 3
- Hop On Hop Off Motor Coach tours included

American Empress

- Season: March through December
- > 9-Day Itineraries between Portland, OR & Clarkston, WA
- Ports:

Astoria, OR Stevenson, WA
The Dalles, OR Richland, WA Sacajawea State Park

- > Every voyage offers
 - Lewis and Clark Historical Tours
 - Mt. Hood Timberline Lodge
 - Bonneville Dam & Fish Ladders
 - Wide variety of local wines & vineyards
 - Breathtaking views of the Columbia River Gorge & Snake River Canyon



American Empress



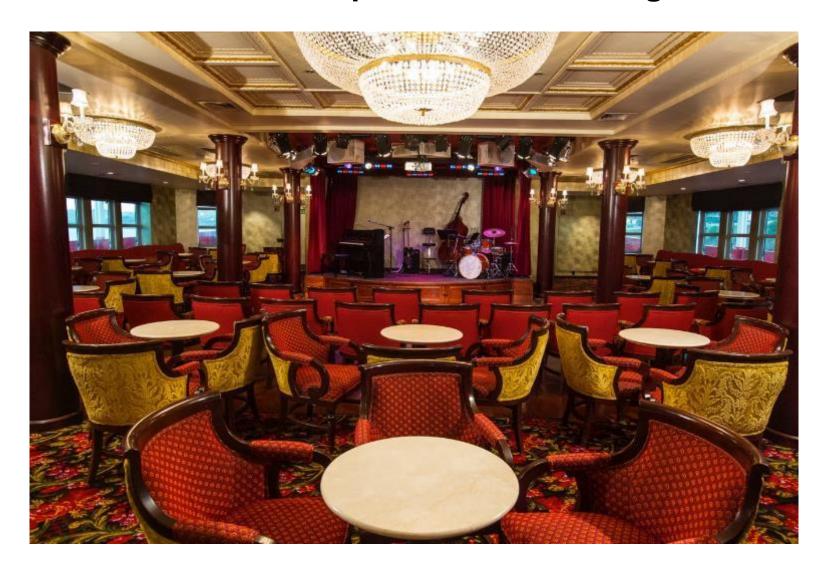


American Empress - Standard Cabin



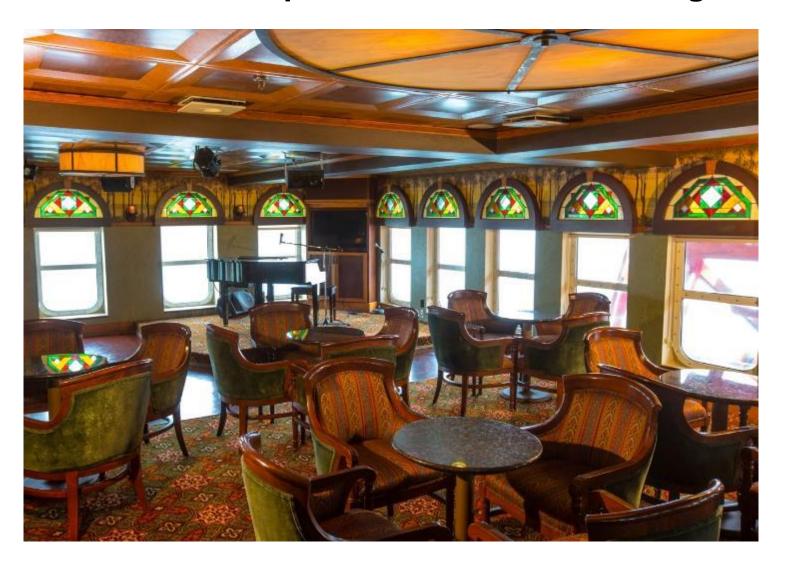


American Empress – Show Lounge





American Empress - Paddlewheel Lounge





American Empress Route





American Duchess





American Duchess

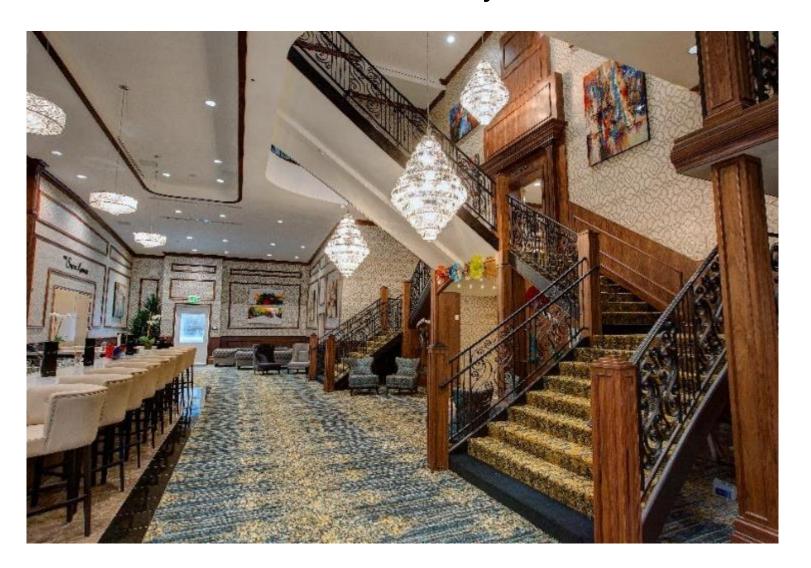


American Duchess Amenities

- Modern upscale décor
- Spacious Staterooms with Verandas
- Variety of Entertainment
- Three Bars and Lounges
- Dining room with floor to ceiling windows seats all passengers
- 2 Level loft suites
- Elegant and upscale dining experiences that celebrate the regional cuisine
- Onboard Historian/Riverlorian
- ➤ Hop On Hop Off Motor Coach tours included

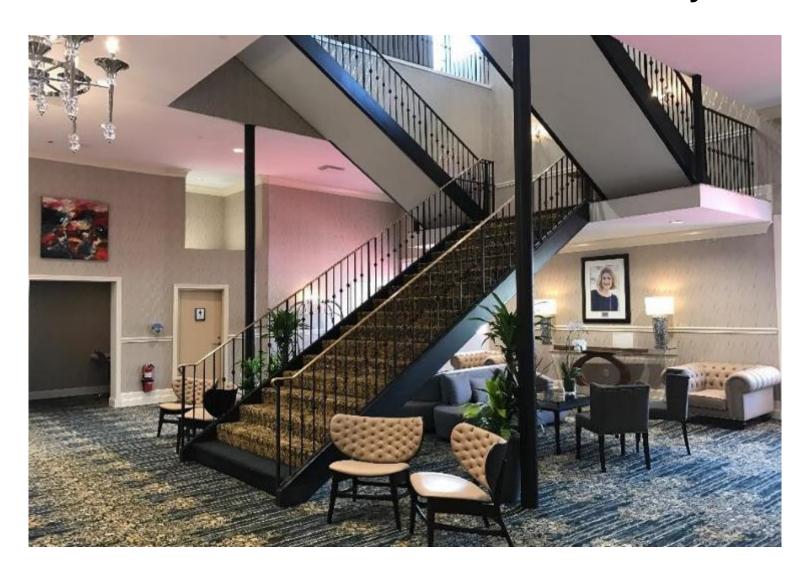


Grand Lobby Bar





American Duchess – Main Lobby





American Duchess – Lincoln Library





American Duchess – Loft Suite





American Duchess – Owner's Suite



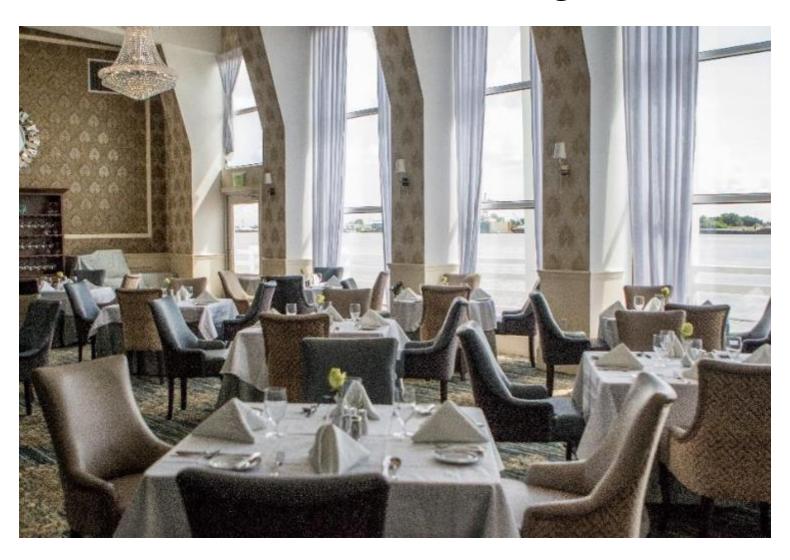


American Duchess - Bath





American Duchess - Dining Room



American Countess – April 2020



260 Passengers - 120 Crew



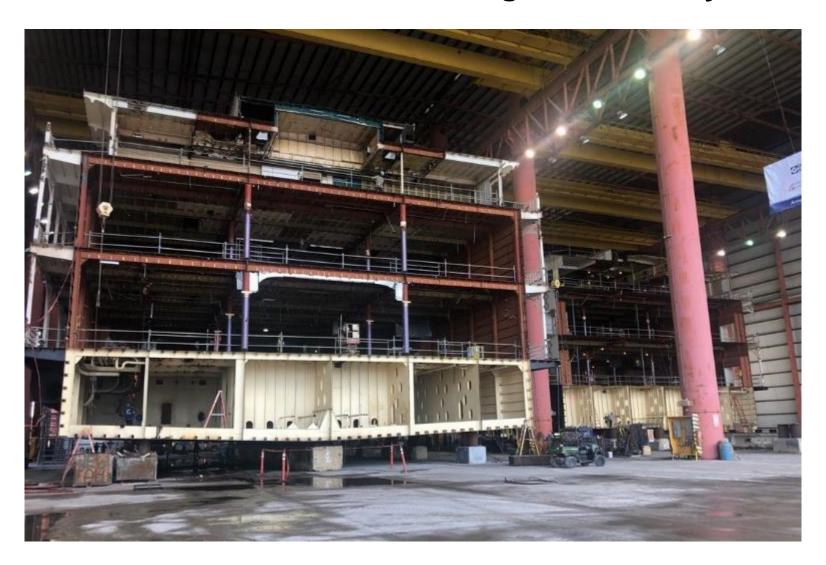


American Countess – Standard Cabin





American Countess - Adding 60' Mid-body







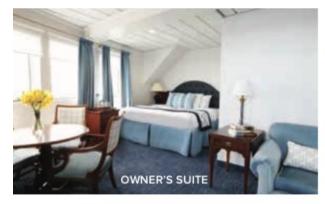
Victory I and Victory II - Sister Ships







Victory I and II – Cabins













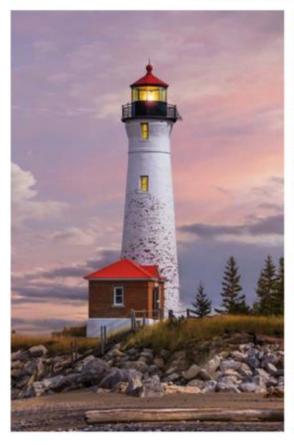
Victory Ships – Great Lakes Route



America's Great Lakes

Spectacular views, old world elegance & resort Islands

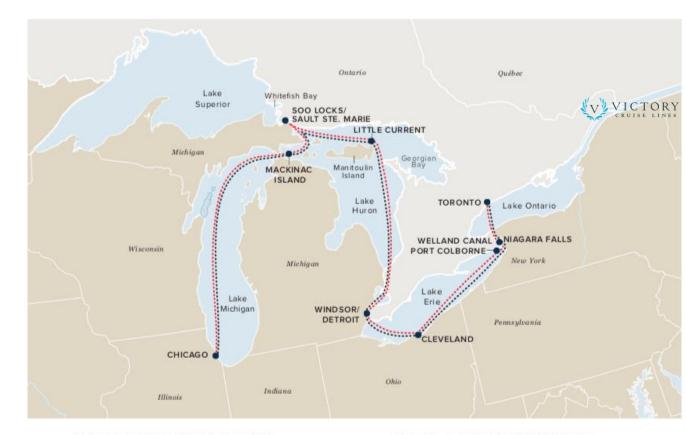
· ABOARD THE M/V VICTORY I ·







Victory Ships – Great Lakes Itinerary



10 DAYS	TORONTO TO CHICAGO	10 DAYS	CHICAGO TO TORONTO
DAY	PORT	DAY	PORT
Day 1	Toronto, Canada (Embark)	Day 1	Chicago, Illinois (Embark)
Day 2	Port Colborne/Niagara Falls/Welland Canal	Day 2	Scenic Sailing of Lake Michigan
Day 3	Cleveland, Ohio	Day 3	Mackinac Island
Day 4	Windsor, Ontario/Detroit Michigan	Day 4	Soo Locks/Sault Ste. Marie/
Day 5	Scenic Sailing Lake Huron		Scenic Sailing Lake Superior
Day 6	Little Current	Day 5	Little Current
Day 7	Soo Locks/Sault Ste. Marie/	Day 6	Scenic Sailing Lake Huron
	Scenic Sailing Lake Superior	Day 7	Windsor, Ontario/Detroit Michigan
Day 8	Mackinac Island	Day 8	Cleveland, Ohio
Day 9	Scenic Sailing of Lake Michigan	Day 9	Port Colborne/Niagara Falls/Welland Canal
Day 10	Chicago, Illinois (Disembark)	Day 10	Toronto, Canada (Disembark)



Port Needs & Relations

- > Passengers want 6 stops on a 7 day cruise
- Our vessels are capable of pulling into the riverbank without the need for a formal dock – challenge is the next step
- Few of our stops are at official port facilities
- Most are landings on the riverfront
- Desire is for passengers to disembark and walk to the community
- Docking Agreements
 - Often executed by non port personnel e.g. Parks Superintendent
 - Some communities have no formal agreement
 - Conflicts at times are to be resolved by the boats

Deviations & Itinerary Changes

- Deviation any change to the published schedule often requires very quick action
- Causes
 - Navigational Conditions
 - Low Water High Water
 - Ports Inaccessible
 - Bridge Clearance Limitations
 - Lock or Bridge Closures
 - Schedule conflicts with shoreside amenities
 - Dredging/river construction
- Port inaccessible or unavailable
- Internal review to improve guest experience
 - More time on scenic river stretches
 - New shoreside attractions



Columbia River Closed 2017





Bridge Clearances & Deviations





Keys to our Success

- Experienced extra friendly full time crew
- Great entertainment
- Excellent food & regional cuisine
- Educational Shore Excursions
- Hop On/Hop Off Motor Coach support at every stop at no extra charge
- Experienced "Riverlorian" onboard to provide educational presentations, narration for points of interest and a few tall tales of life on the river
- AQSC Vessels are American Flagged, with all American Crew

Keys to our Success

- All AQSC vessels have fully functional paddlewheels in addition to Z Drives for safe dependable navigation
- ➤ American Queen is not only the largest river steamboat ever built but she is a real STEAMBOAT 2,500 HP Paddlewheel
- A one of a kind floating piece of history
- One can always see the river bank no sea sickness involved here
- No long flights overseas low hassle factor
- Can drive to some boarding locations
- Ready access to US Doctors and Hospitals if one needs it
- Many passengers prefer to the safe travel offered in the US



Challenges

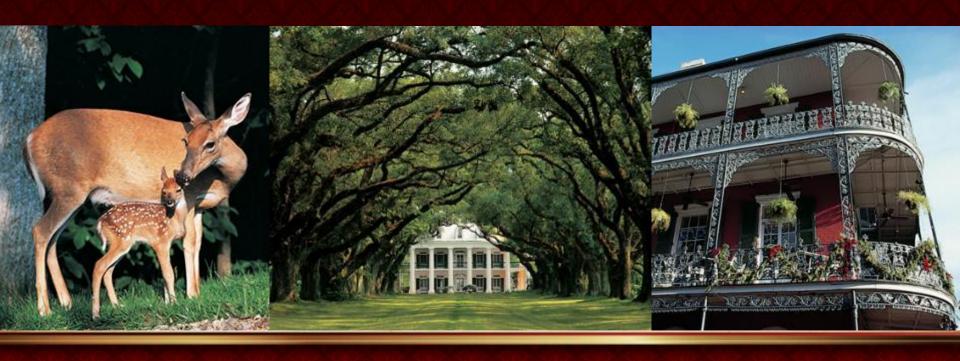
- Ever increasing vessel traffic and limited number of approved landing/docking sites
- Increased passenger volume and limitations for shoreside attractions to be able to accommodate all
- Deteriorating infrastructure with the Lock & Dam Systems
- > Ever demanding schedules leave little room for delay

The Market

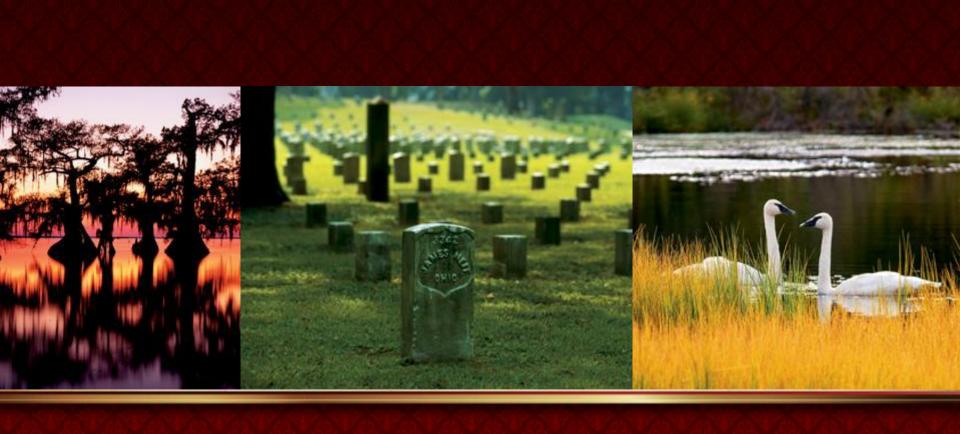
- ➤ In 2017 23,000,000 people took a cruise world -wide
- Of these 23,000,000 17,000,000 were from North America
- ➤ Of these 17,000,000, 700,000 went on a river cruise, mostly European River Cruises
- Of these 700,000, 56,000 took a US River Cruise.
- Only 35% of the population reportedly winds I won't be
- We need 32,000 passengers annually to be 100% full
- We are trying to convince the 650,000 passengers that are currently living in North America and traveling over to Europe to take a cruise, to stay home and explore America.



3000 Miles of America's Waterways



35 Cities in 13 States



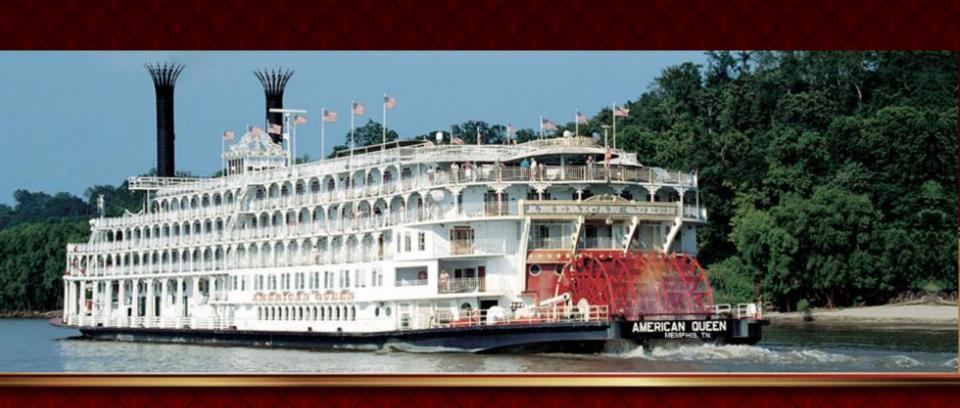
All Add Up To One Reason



Travel with American Queen Steamboat Company



Steamboating is back & it is here to stay!



And it's here to stay...

