

CRYSTAL MORGAN

Market Planning, Princess Cruises

AAPA – Mazatlan, Mexico

February 18, 2009



Topics

- ▶ Princess Fleet
- ▶ Deployment
- ▶ Home Ports
- ▶ Itinerary Planning



Princess Fleet

- ▶ 17 Ships: 3,100 to 710 passengers
- ▶ Average Age of Fleet = 7.9 years
- ▶ Newest ship, Ruby Princess



Princess Fleet

SHIP CLASS	LOA	GRT	DRAFT	PAX (lower berth)
Caribbean Class (Ruby, Emerald, Crown, Caribbean)	290 m	113,600	8.5 m	3,100
Diamond Class (Sapphire, Diamond)	288 m	115,900	8.6 m	2,600
Grand Class (Golden, Star, Grand)	290 m	109,000	8.5 m	2,600
Coral Class (Island, Coral)	294 m	91,600	8.3 m	1,974
Sun Class (Sea, Dawn, Sea)	261 m	77,500	8.1 m	2,000
Pacific Class (Royal, Tahitian, Pacific)	180 m	30,300	5.6 m	710

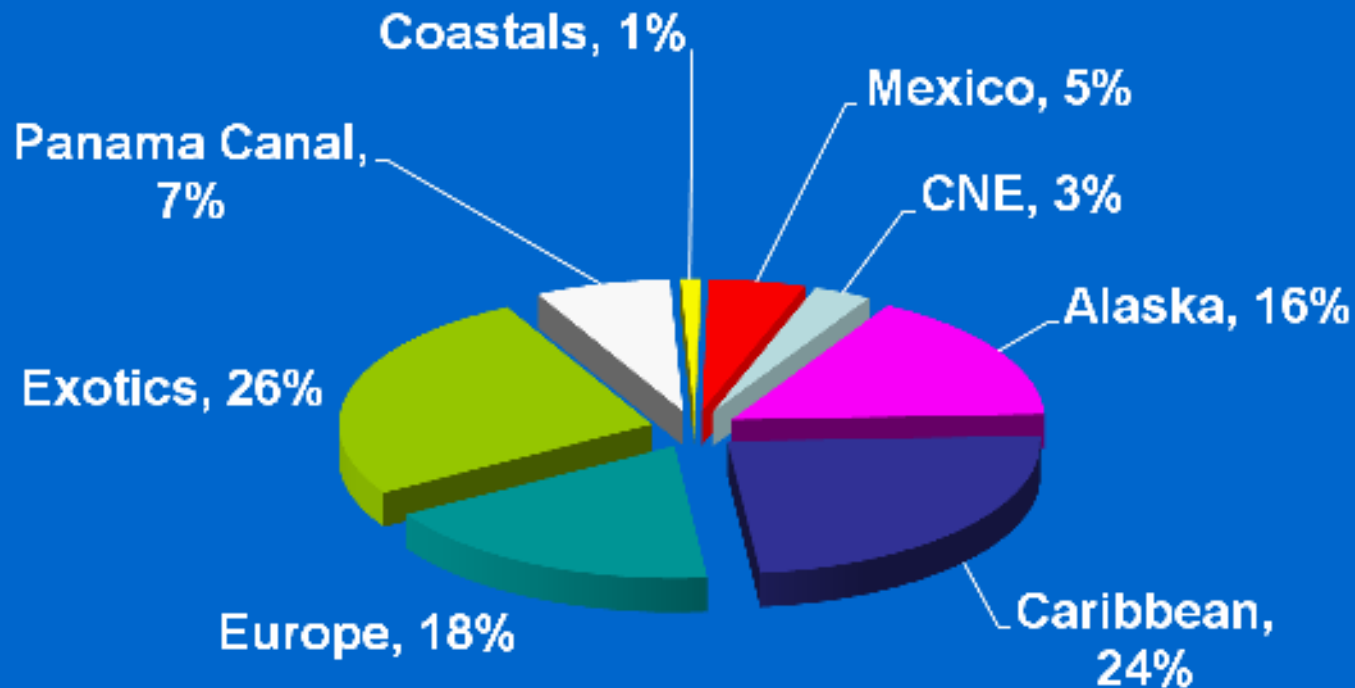


Deployment

- ▶ Global Deployment
- ▶ Destination Trades
- ▶ Over 350 Ports of Call on over 90 itineraries
- ▶ Carry over 1.3 million passengers
- ▶ Average cruise length is 10.1 days
- ▶ NCL = 7.5 RCI = 6.7 CCL = 5.6



% of Passenger Bed Days

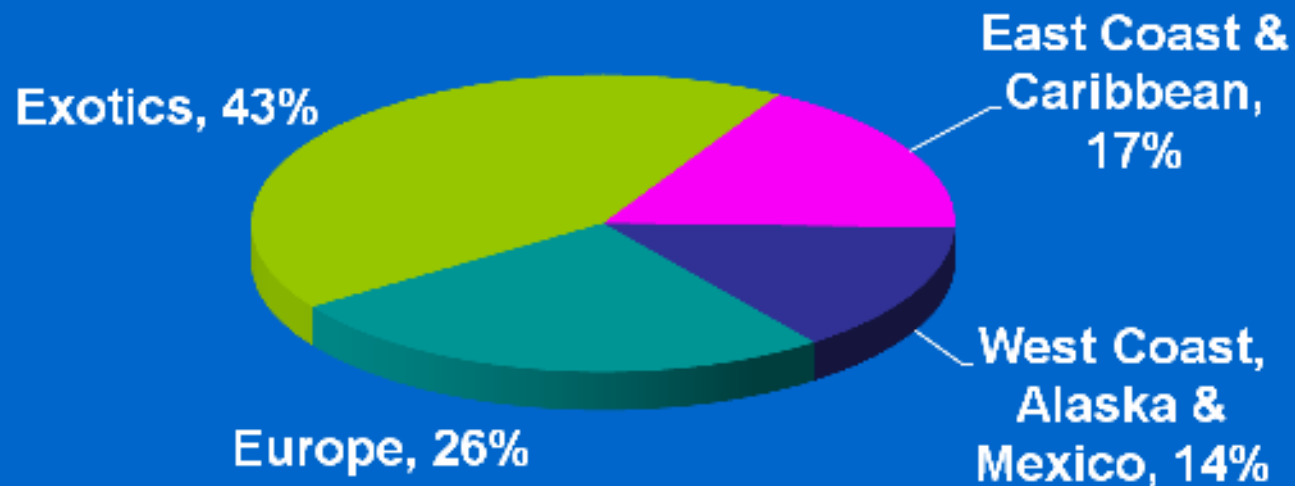


Home Ports

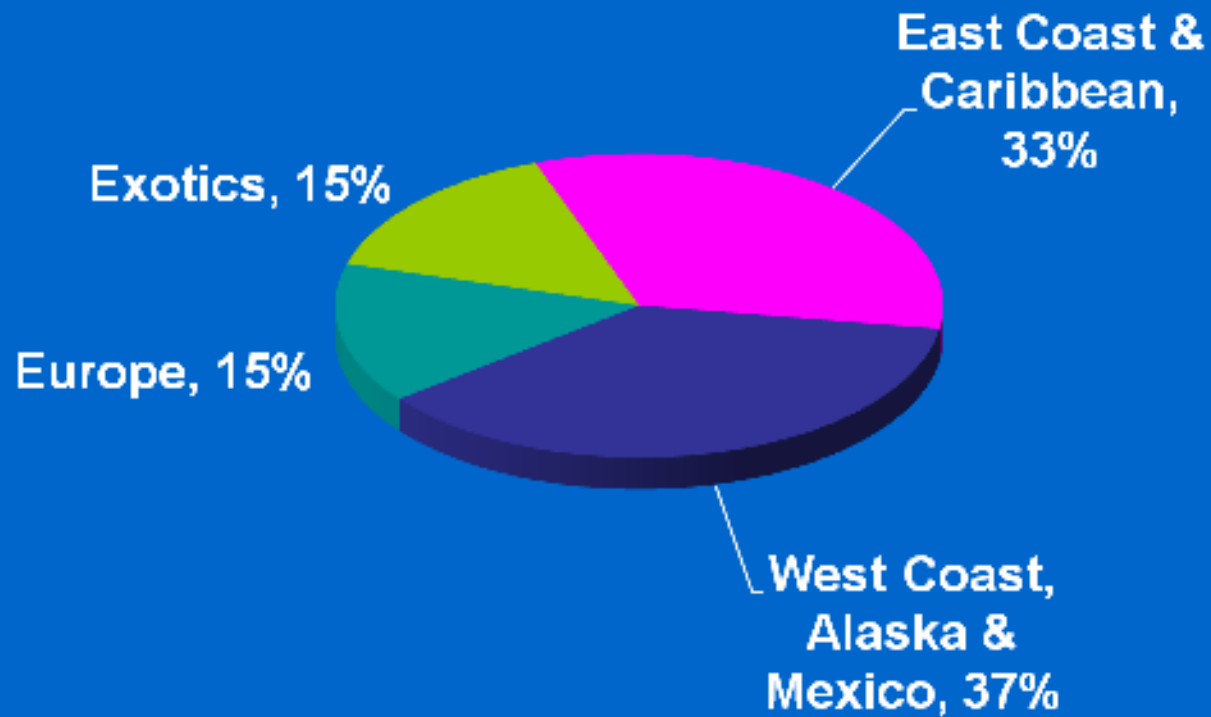
- ▶ Anchor to Commercially Appealing Itinerary
- ▶ Geography
- ▶ Air Lift and Infrastructure
- ▶ Source Market
- ▶ Over 35 Turnaround ports in 24 countries



Turnaround Ports

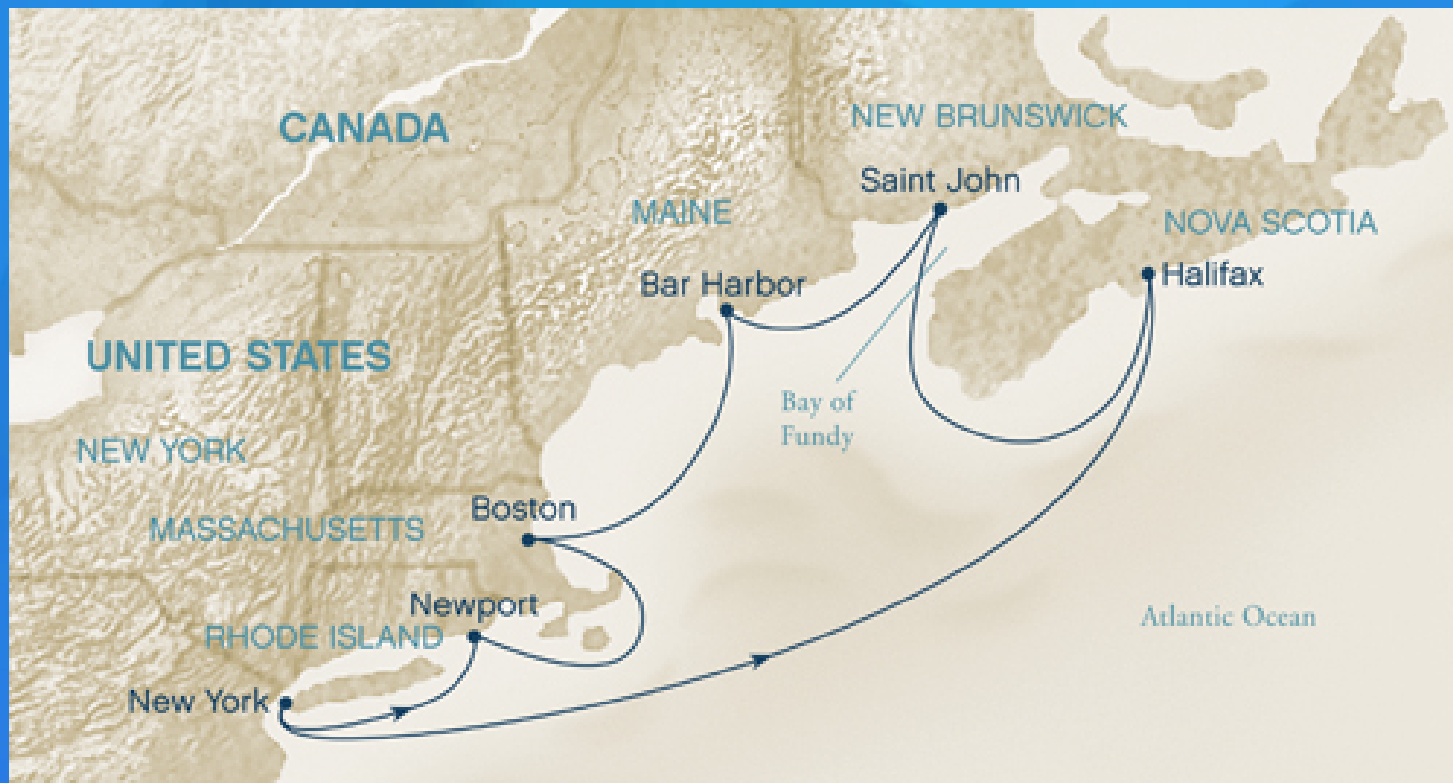


Frequency of Calls

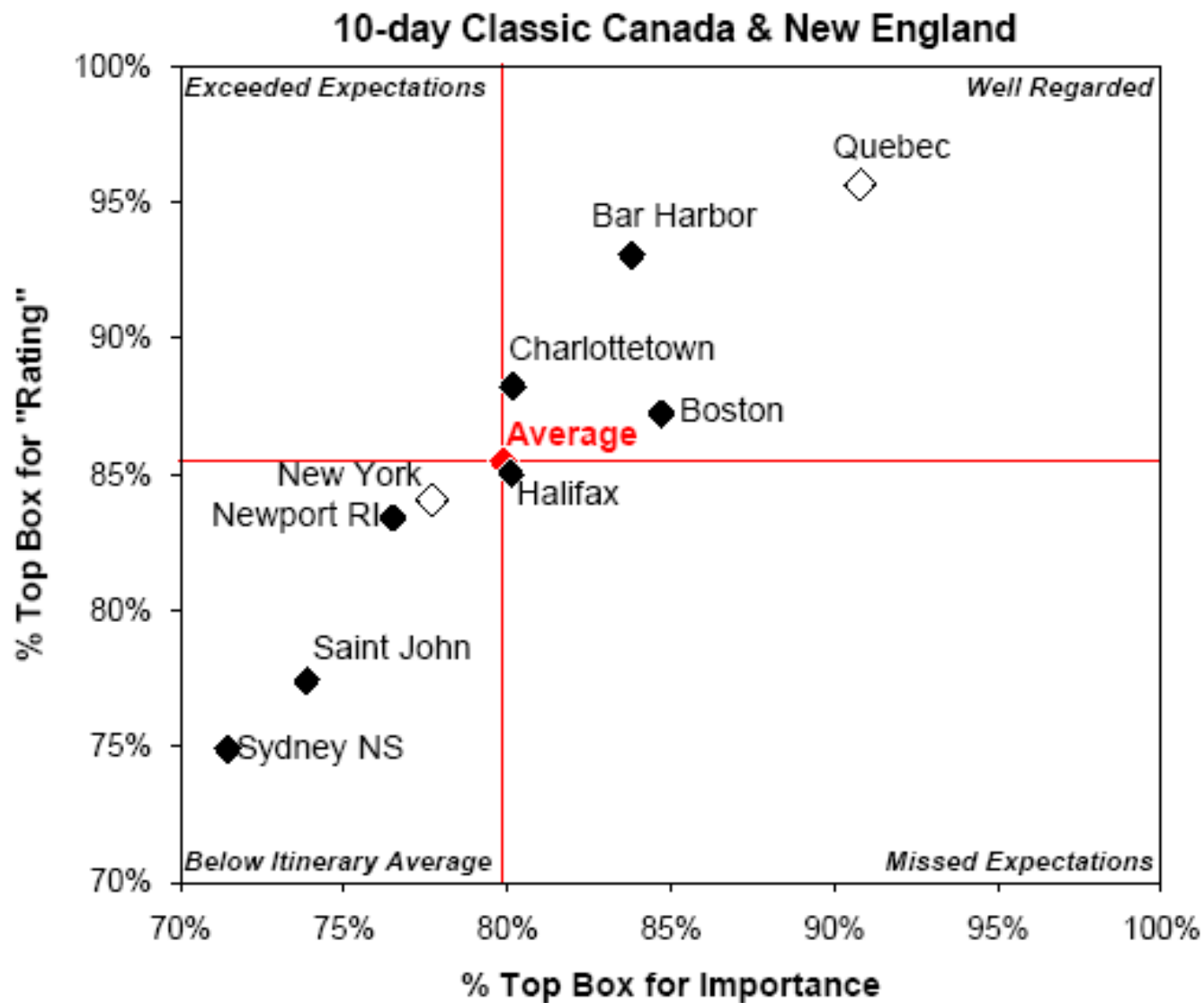


Itinerary Planning

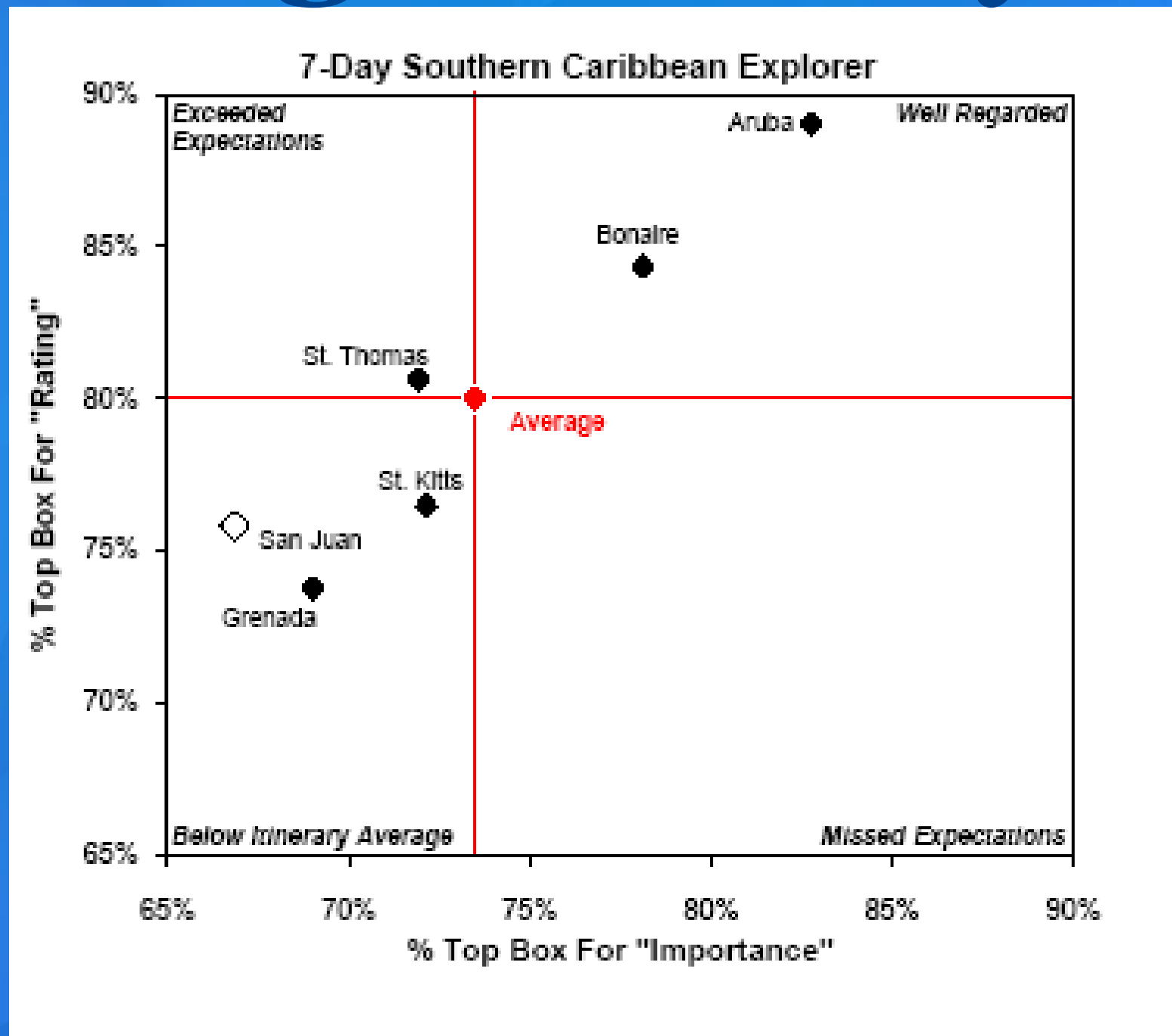
- ▶ Consumer Awareness & Appeal
- ▶ Historical Yields



Passenger Survey



Passenger Survey



Itinerary Planning

- ▶ Operations
- ▶ Geography
- ▶ Mix of Experiences
- ▶ Costs and Revenues
- ▶ Fuel



Growth

- ▶ Steady Market
- ▶ Stimulate Demand
- ▶ New Builds
- ▶ Opportunities for new itineraries



Thank you

