



**AAPA Cruise Seminar
San Francisco April 24, 2013**



Regional Cruising ?



**98% of cruise
passengers are
engaged in are
“Regional Cruising”**

Hawaii, Alaska



NE, Bahamas, Bermuda



S. America, Antarctica, Arctic



Iberian Peninsula, West Med



Red, Black & Arabian Seas



Baltic, British Isles, Norway



East Med, Greek Isles



Australia/NZ, Pacific Islands

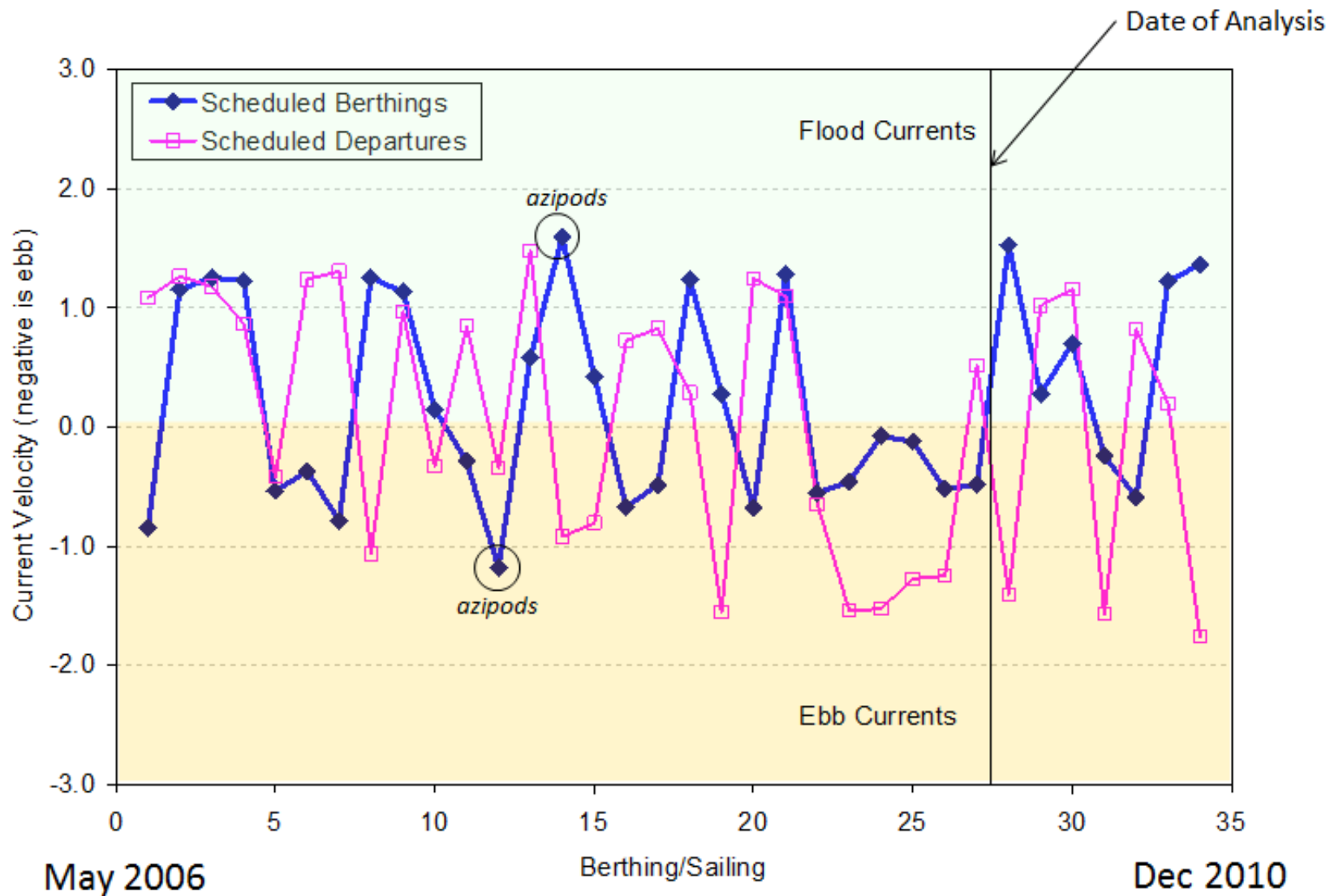


Asia, Yellow Sea, Indochina



Key drivers in Regional Cruising

- **Market demand**
- Accessibility to the source market
- Itinerary choices
- Homeport choices
- Maritime conditions
- Geopolitical issues
- Regulatory environment
- A profitable deployment (Ports)





Thank You !