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

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

- Exotics, 26%
- Caribbean, 24%
- Alaska, 16%
- Europe, 18%
- Panama Canal, 7%
- Mexico, 5%
- Coastals, 1%
Home Ports

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

- Exotics, 43%
- Europe, 26%
- East Coast & Caribbean, 17%
- West Coast, Alaska & Mexico, 14%
Frequency of Calls

- **East Coast & Caribbean**: 33%
- **West Coast, Alaska & Mexico**: 37%
- **Europe**: 15%
- **Exotics**: 15%
Itinerary Planning

- Consumer Awareness & Appeal
- Historical Yields
Passenger Survey

10-day Classic Canada & New England

% Top Box for "Rating"

Exceeded Expectations

Well Regarded

Below Itinerary Average

Missed Expectations

% Top Box for Importance

New York

Newport RI

Saint John

Sydney NS

Bar Harbor

Charlottetown

Boston

Quebec

Halifax

Average
Passenger Survey

7-Day Southern Caribbean Explorer

% Top Box for "Rating"

% Top Box for "Importance"

Exceeded Expectations

Well Regarded

Below Itinerary Average

Missed Expectations

San Juan

Grenada

St. Kitts

St. Thomas

Bonaire

Aruba
Itinerary Planning

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

- Steady Market
- Stimulate Demand
- New Builds
- Opportunities for new itineraries
Thank you