



CLIA 2023 ASIA MARKET REPORT



Asian markets, with three exceptions, have been the slowest to recover from the dramatic downturn caused by the pandemic that hit the global cruise industry in March 2020.

But the passenger figures for 2023 (obtained from all cruise lines drawing on Asian markets) show a promising recovery. They prove Asian residents too are resilient, respond to capacity deployed locally and embrace the opportunity to take cruise vacations.

2023's standout source markets are three. Retaining top two rankings achieved in 2022, are Singapore (almost doubling in size and accounting for a third of all Asia) and India (with 16% share and an impressive 86% growth on the prior year). Third placed Malaysia with 15% share generated almost 5 times as many passengers as in 2022. The first two benefited particularly from the deployment of local capacity. (Singapore, at 817K passengers, has achieved a penetration figure, never-before seen globally, of 13.9%!).

Pre pandemic, 2019, Singapore and India each accounted for around 8.5% and Malaysia 3.2% of the total whereas mainland China was the dominant Asian source with 51% share. But China was effectively closed for cruise until August last year, hence its small 7% share in this report. China's future growth is assured as capacity returns to its homeports.

While Japan is still 31% and South Korea 5% below pre-pandemic (2019) levels, most smaller markets are larger than they were then. But Hong Kong SAR, and Taiwan region, like China mainland, are still rebuilding. Limited deployment was a significant influence on demand in East Asia.

(Note that for most Asian markets, huge percentage growth figures are almost meaningless, being calculated on very small passenger numbers in 2022). In all, Asia generated almost 2.4 million passengers in 2023, 3 times its 2022 volume but still 1.4m short of the 2019 result and 1.9m less than its all-time high in 2018 (when mainland China was at 2.4million).

Regional Overview: Asia 2019 to 2023, (2020 Omitted)

Passenger Volume (K)

2019	2021	2022	2023
3,738	626 (-83.2% ▼)	791 (26.3% ▲)	2,353 (197.5% ▲)

Average Duration, in Days

2019	2021	2022	2023
4.3	2.3	2.9	3.0

Average Age

2019	2021	2022	2023
46.2	35.4	39.2	48.0

Passenger Volume (K) from Top Source Markets (Ranked by 2023)

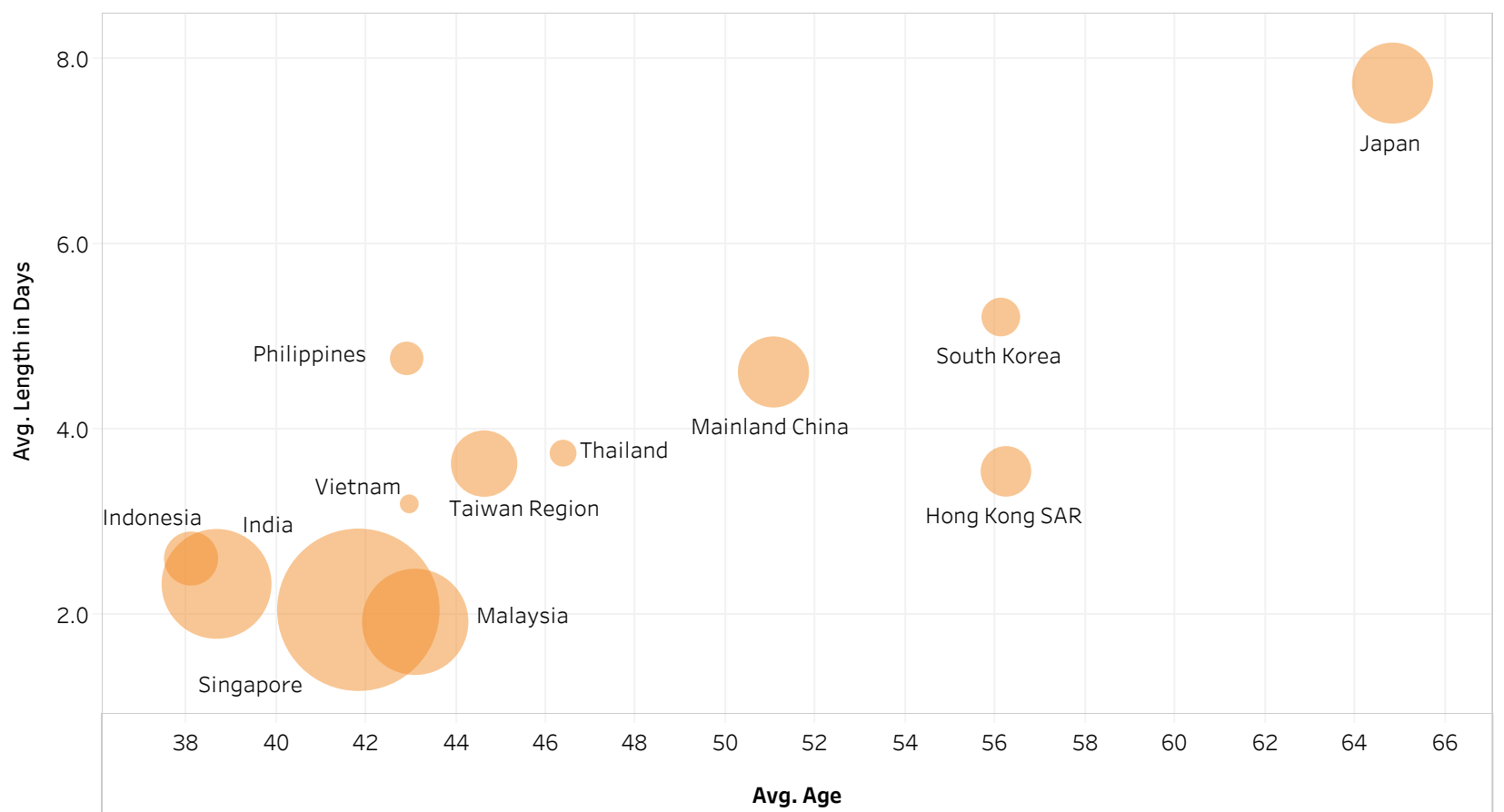
	2019	2021	2022	2023
Singapore	325	360 (10.8% ▲)	425 (17.8% ▲)	817 (92.4% ▲)
India	313	123 (-60.8% ▼)	201 (63.8% ▲)	374 (86.2% ▲)
Malaysia	121	25 (-79.6% ▼)	74 (202.5% ▲)	350 (370.4% ▲)
Japan	296	12 (-96.1% ▼)	42 (263.7% ▲)	203 (380.5% ▲)
Mainland China	1,919	6 (-99.7% ▼)	2 (-72.4% ▼)	157 (9418.4% ▲)
Taiwan Region	389	23 (-94.0% ▼)	1 (-94.8% ▼)	137 (11314.5% ▲)
Indonesia	62	0 (-99.8% ▼)	16 (14596.3% ▲)	91 (465.8% ▲)
Hong Kong SAR	191	77 (-60.0% ▼)	4 (-94.3% ▼)	79 (1732.3% ▲)
South Korea	49	0 (-99.7% ▼)	6 (4459.8% ▲)	46 (700.3% ▲)
Philippines	29	0 (-98.7% ▼)	7 (1803.9% ▲)	35 (376.9% ▲)
Thailand	20	0 (-99.5% ▼)	6 (5666.3% ▲)	22 (282.7% ▲)
Vietnam	7	0 (-99.4% ▼)	3 (6956.8% ▲)	11 (251.9% ▲)

Passenger Share from Top Asian Source Markets

	2019	2021	2022	2023
Singapore	8.7%	57.6%	53.9%	35.2%
India	8.4%	19.6%	25.5%	16.1%
Malaysia	3.2%	3.9%	9.5%	15.1%
Japan	8.0%	1.9%	5.4%	8.8%
Mainland China	51.6%	1.0%	0.2%	6.8%
Taiwan Region	10.5%	3.7%	0.2%	5.9%
Indonesia	1.7%	0.0%	2.0%	3.9%
Hong Kong SAR	5.1%	12.2%	0.5%	3.4%
South Korea	1.3%	0.0%	0.7%	2.0%
Philippines	0.8%	0.1%	0.9%	1.5%
Thailand	0.5%	0.0%	0.7%	1.0%
Vietnam	0.2%	0.0%	0.4%	0.5%

Average Age and Cruise Length from Top Source Markets, 2023

Bubble size indicates relative passenger volume

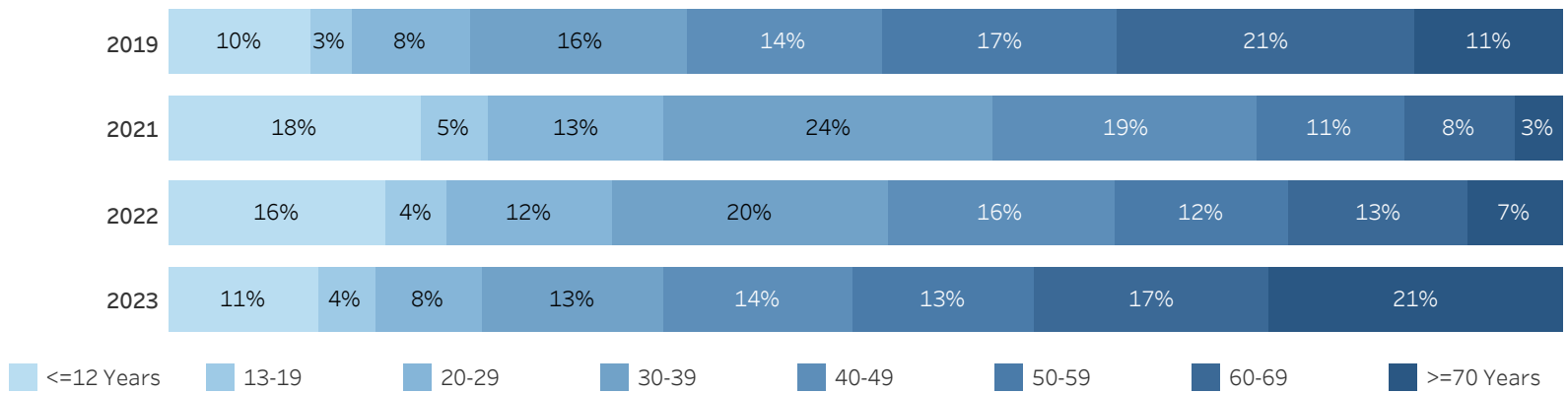


Regional Overview: Asia (Continued)

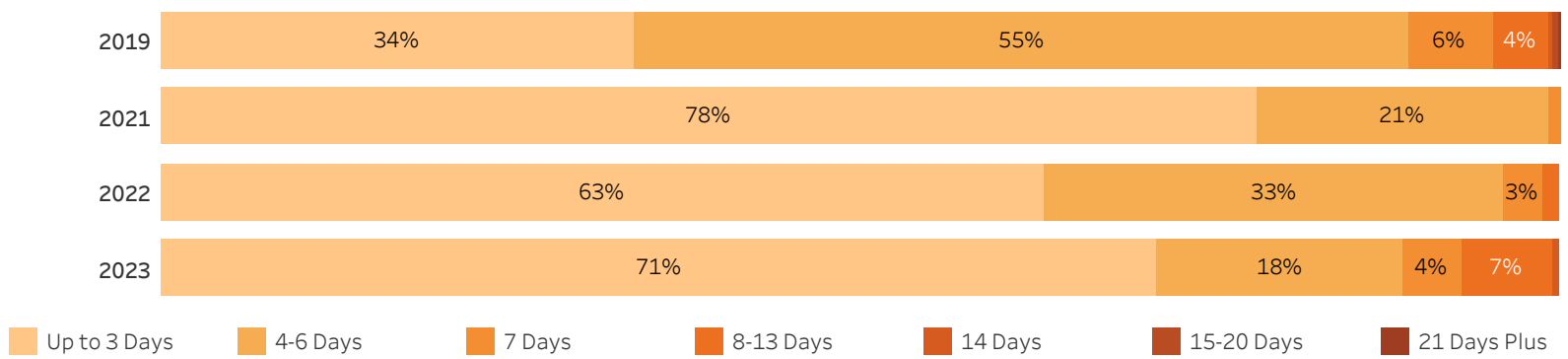
Average Age and Cruise Length by Destination / Trade Route, 2023



Average Passenger Age Groups

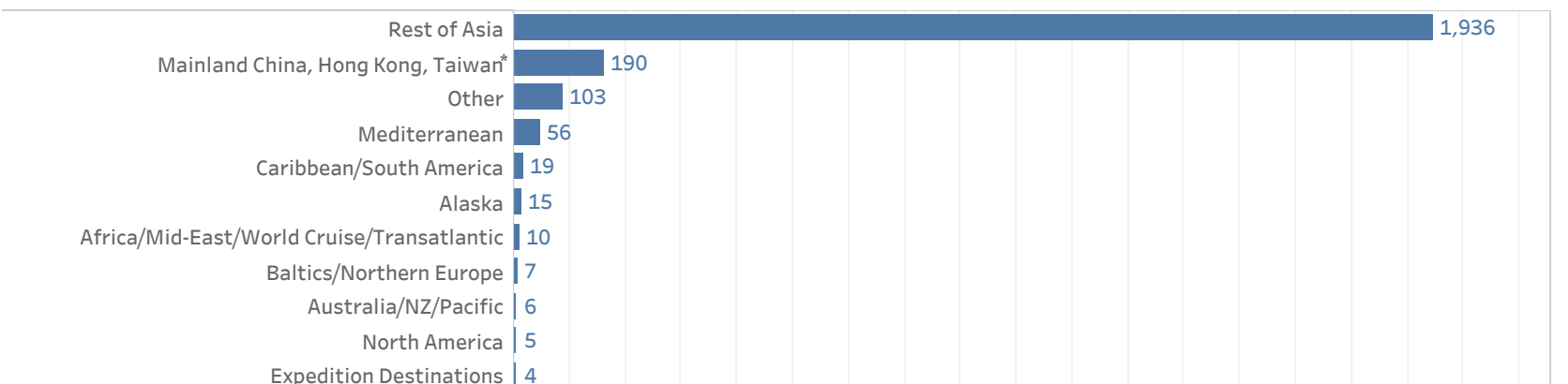


Average Cruise Duration



Volume of Passengers (K) by Destination/ Trade Route, 2023

At least 4K Passengers per Destination



*China, HKG, Taiwan counts passengers departing from their ports. All others count passengers where the ship is predominantly sailing.

Regional Overview: Asia (Continued)

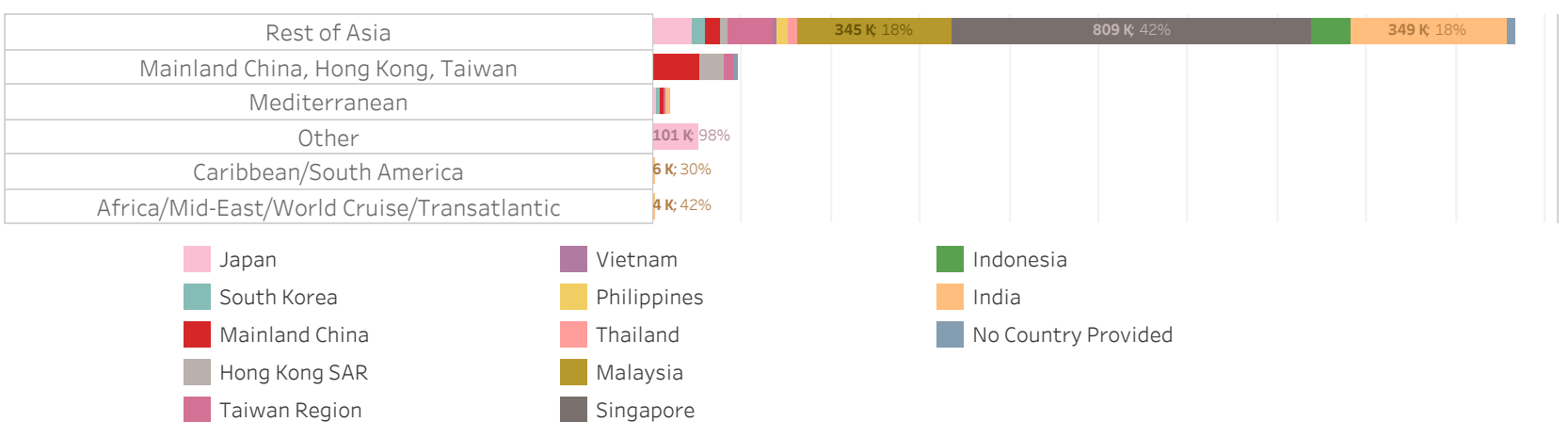
Passenger Volume (K) by Destination/Trade Route

	2019	2021	2022	2023
Rest of Asia	1,571	519 (-67% ▼)	748 (44% ▲)	1,936 (159% ▲)
Mainland China, Hong Kong, Taiwan*	1,904	106 (-94% ▼)	(-100% ▼)	190
Other	18	(-100% ▼)		103
Mediterranean	89	(-100% ▼)	13	56 (329% ▲)
Caribbean/South America	48	(-100% ▼)	11	19 (80% ▲)
Alaska	25	(-100% ▼)		15
Africa/Mid-East/World Cruise/Transatlantic	21	(-100% ▼)		10
Baltics/Northern Europe	22	(-100% ▼)		7
Australia/NZ/Pacific	14	(-100% ▼)		6
North America	10	(-100% ▼)	5	5 (11% ▲)
Expedition Destinations	11	(-100% ▼)		4

*China, HKG, Taiwan counts passengers departing from their ports. All others count passengers where the ship is predominantly sailing.

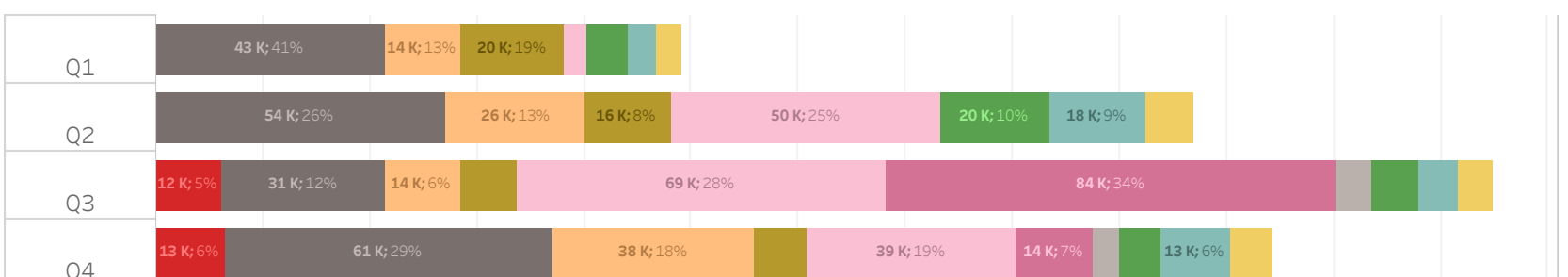
Passenger Volume (K) by Destination/Trade Route with Source Market Share, 2023

Each row represents the volume to the listed destination; color represents source market
(Not showing data points for source markets below 2K)



Passenger Volume (K) by Quarter with Source Market Share, 2023

Each row represents the volume by quarter; color represents source market
(Not showing data points for source markets below 2K)



Passenger Volume (K) for Other Source Markets

	2019	2021	2022	2023
Kazakhstan	2	(-100.0% ▼)	1	2 (185.1% ▲)
Pakistan	2	(-100.0% ▼)	1	1 (-3.2% ▼)
Cambodia	1	(-100.0% ▼)		1
Sri Lanka	2	(-100.0% ▼)		
Nepal	1	(-100.0% ▼)		
Myanmar	2	(-100.0% ▼)		
Macau Region	2	(-100.0% ▼)		
Bangladesh	1	(-100.0% ▼)		
Afghanistan	1	(-100.0% ▼)		

Source Market: Singapore

Passenger Volume (K)

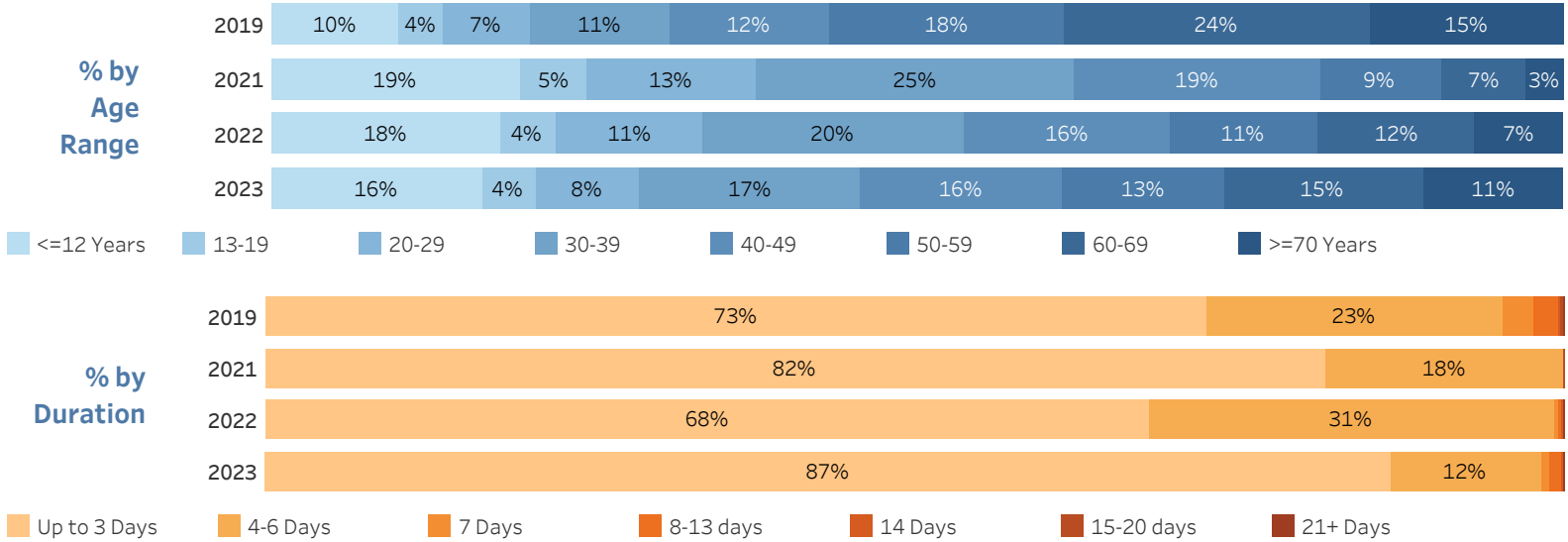
2019	2021	2022	2023
325.4	360.5 (10.8% ▲)	424.7 (17.8% ▲)	817.1 (92.4% ▲)

Average Duration, in Days

2019	2021	2022	2023
2.7	2.1	2.7	2.0

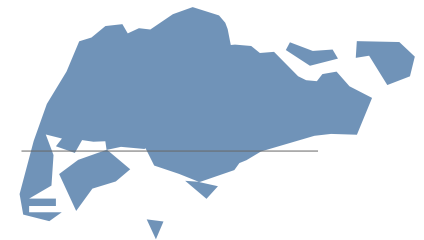
Average Age

2019	2021	2022	2023
48.9	34.1	38.3	41.8



Passenger Percentages by Destination/Trade Route

	2019	2021	2022	2023
Rest of Asia	96.2%	100.0%	99.2%	99.0%
Alaska	0.8%		0.2%	0.3%
Mediterranean	0.7%		0.3%	0.3%
Caribbean/South America	0.3%		0.1%	0.1%
Australia/NZ/Pacific	0.2%		0.1%	0.1%
Baltics/Northern Europe	0.3%		0.1%	0.1%
Exploration Destinations	0.3%			0.0%
North America	0.1%			
Mainland China, Hong Kong, Taiwan	0.8%			
Other	0.1%			



Passenger Volume & YOY Change by Age Group

	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
<=12 Years	32	28	42	31	-11%	50%	-27%	
13-19	11	8	10	8	-34%	37%	-25%	
20-29	22	19	27	15	-12%	43%	-45%	
30-39	35	36	48	32	3%	35%	-33%	
40-49	40	28	38	30	-30%	37%	-23%	
50-59	58	13	27	24	-77%	101%	-13%	
60-69	76	10	29	29	-87%	205%	-1%	
>=70 Years	48	4	16	21	-91%	284%	25%	

Passenger Volume & YOY Change by Duration

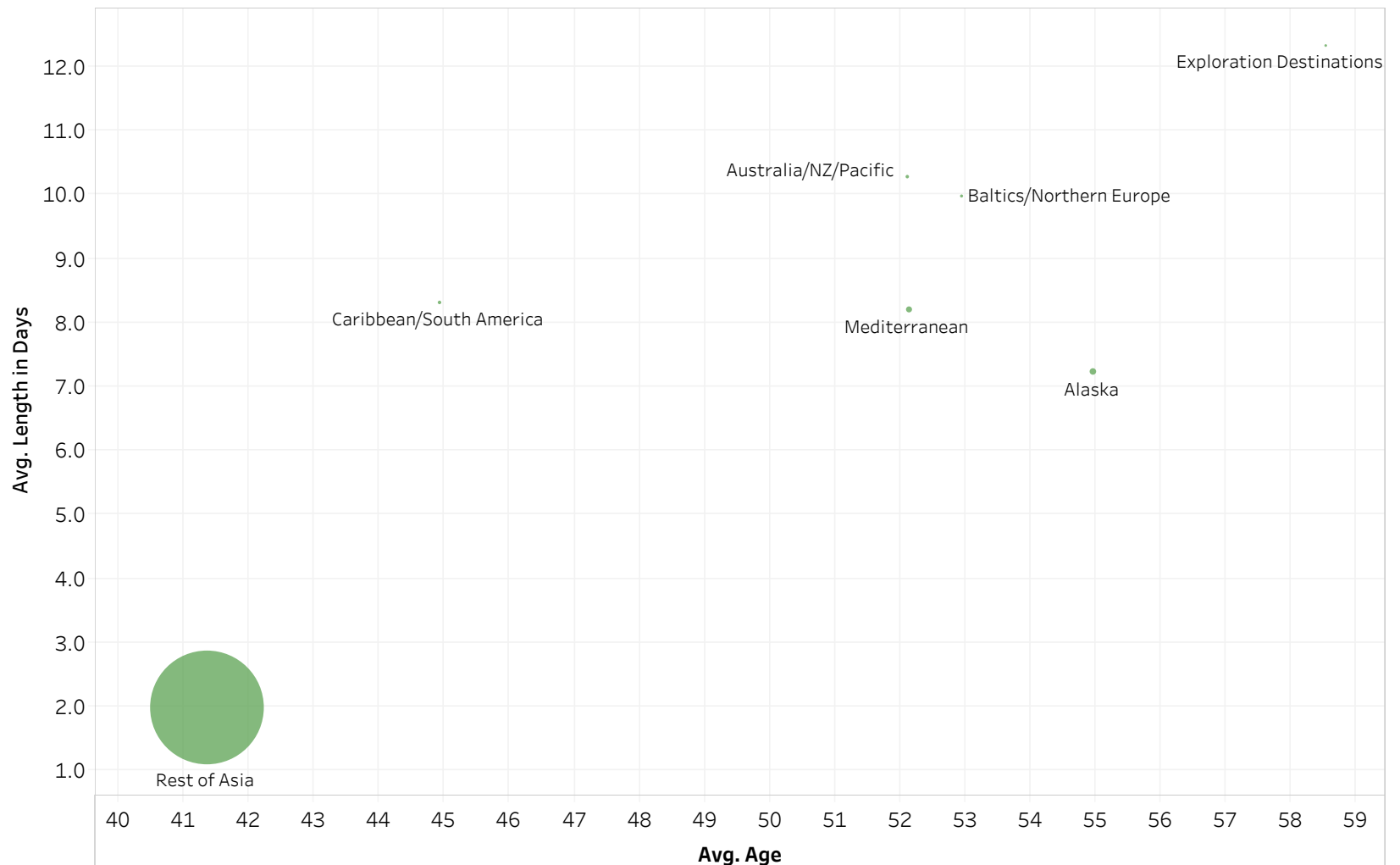
	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Up to 3 Days	236	294	290	708	25%	-2%	144%	
4-6 Days	74	66	132	95	-11%	100%	-28%	
7 Days	8		2	5		6032%	181%	
8-13 Days	6		1	8		7050%	619%	
14 Days	1			0			79%	
15-20 Days	0		0	0		6500%	49%	

Source Market: **Singapore** (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Rest of Asia	313	360	421	809		15%	17%	92%
Alaska	3		1	3				184%
Mediterranean	2		1	2				105%
Caribbean/South America	1		0	1				85%
Australia/NZ/Pacific	1		0	1				85%
Baltics/Northern Europe	1		0	1				96%
Exploration Destinations	1			0				181%
Other	0							
North America	0							
Mainland China, Hong Kong, Taiwan	2							

Singapore, Average Age and Cruise Length by Destination/ Trade Route, 2023



Data Points with Values Below 2,000 Passengers are not Displayed in the above Visuals and Tables.

Some Data Points in the following dimensions were not captured, and were ignored from the corresponding tables and visuals: Age Group, Duration Group, and Trade Name; these exclusions account for, on average, 1% of each display in normal years, but are exaggerated in 2020 and 2021 due to impacts from the Covid-19 pandemic.

Source Market: India

Passenger Volume (K)

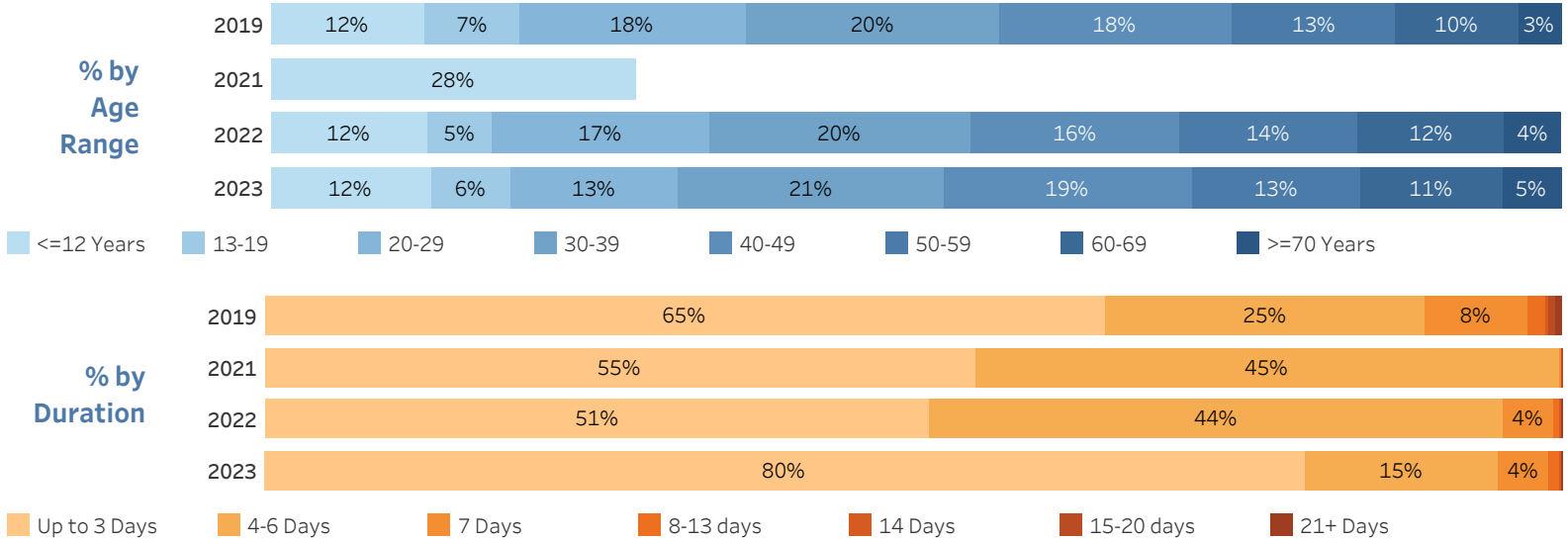
2019	2021	2022	2023
312.6	122.6 (-60.8% ▼)	200.8 (63.8% ▲)	373.9 (86.2% ▲)

Average Duration, in Days

2019	2021	2022	2023
3.2	3.1	3.3	2.3

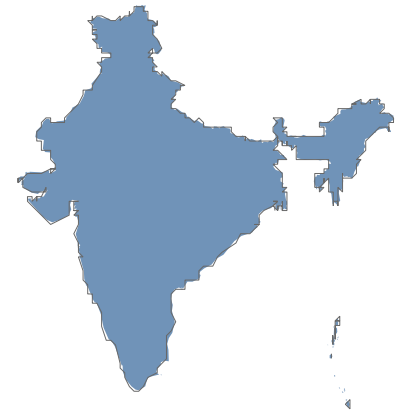
Average Age

2019	2021	2022	2023
37.0	30.8	38.5	38.7



Passenger Percentages by Destination/Trade Route

	2019	2021	2022	2023
Rest of Asia	80.1%	99.7%	93.3%	93.4%
Mediterranean	3.0%		1.8%	2.3%
Caribbean/South America	3.6%		2.2%	1.5%
Africa/Mid-East/World Cruise/Transatlantic	5.2%		1.4%	1.2%
Alaska	1.6%		0.4%	0.6%
Baltics/Northern Europe	1.6%		0.2%	0.4%
North America	0.5%		0.3%	0.3%
Exploration Destinations	0.1%		0.2%	0.1%
Australia/NZ/Pacific	0.1%			0.1%
Mainland China, Hong Kong, Taiwan	2.1%			
Other	2.0%			



Passenger Volume & YOY Change by Age Group

	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
<=12 Years	24	0	5	11				140%
13-19	15		2	6				190%
20-29	36		7	12				82%
30-39	40		8	19				139%
40-49	37		6	18				180%
50-59	26		5	12				123%
60-69	20		4	10				125%
>=70 Years	7		2	4				146%

Passenger Volume & YOY Change by Duration

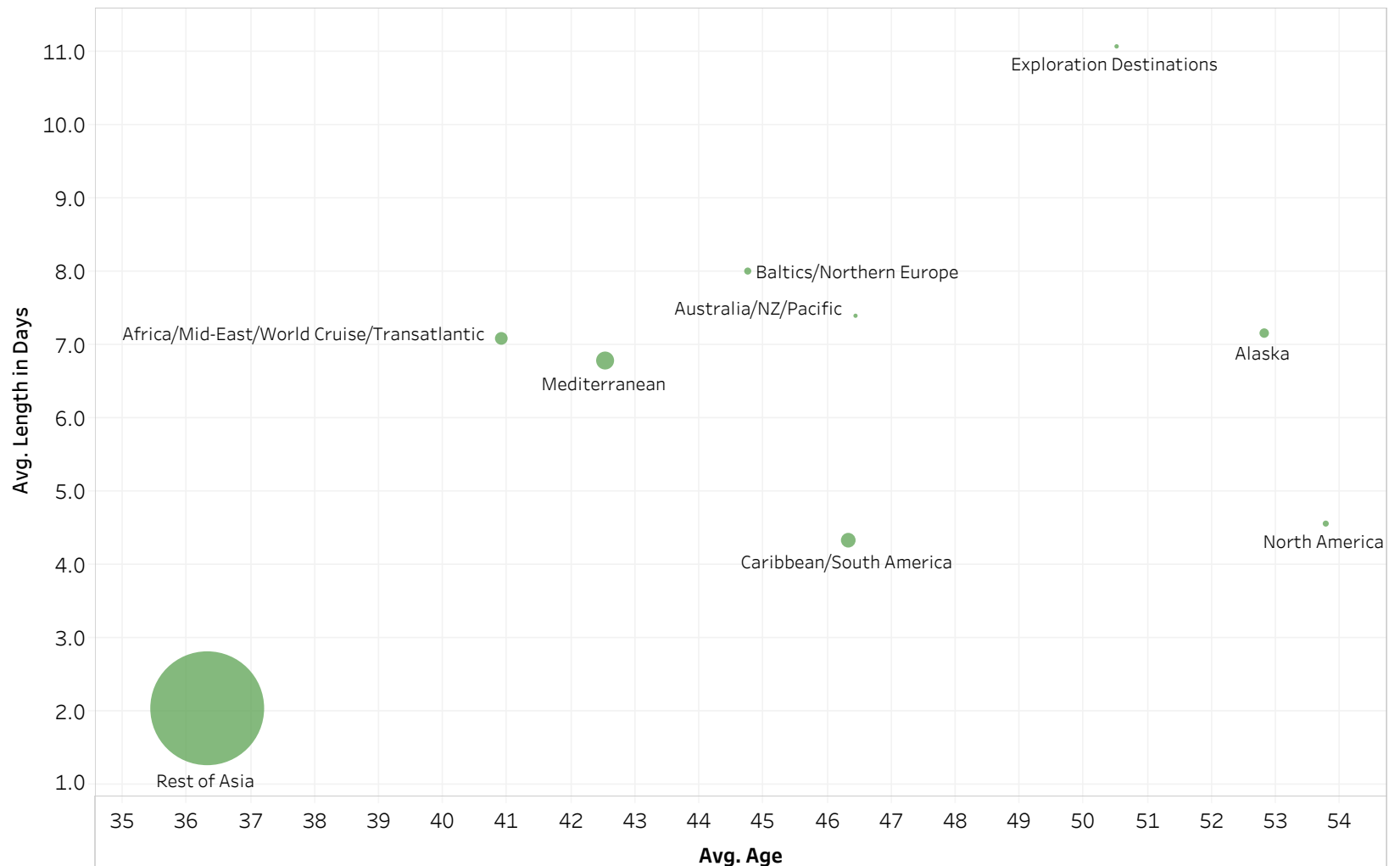
	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Up to 3 Days	202	67	103	300		-67%	53%	191%
4-6 Days	77	55	89	56		-28%	61%	-37%
7 Days	25		8	15				94%
8-13 Days	4		1	3				162%
14 Days	1			0				381%
15-20 Days	1							
21+ Days	2							

Source Market: **India** (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K				YOY Change		Variance	
	2019	2021	2022	2023	2019	2021	2022	2023
Rest of Asia	250	122	187	349		-51%	53%	86%
Mediterranean	9		4	9				137%
Caribbean/South America	11		4	6				32%
Africa/Mid-East/World Cruise/Transatlantic	16		3	4				59%
Alaska	5		1	2				193%
Baltics/Northern Europe	5		0	1				180%
North America	2		1	1				71%
Exploration Destinations	0		0	1				19%
Australia/NZ/Pacific	0			0				205%
Other	6							
Mainland China, Hong Kong, Taiwan	7							

India, Average Age and Cruise Length by Destination/ Trade Route, 2023



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Source Market: Malaysia

Passenger Volume (K)

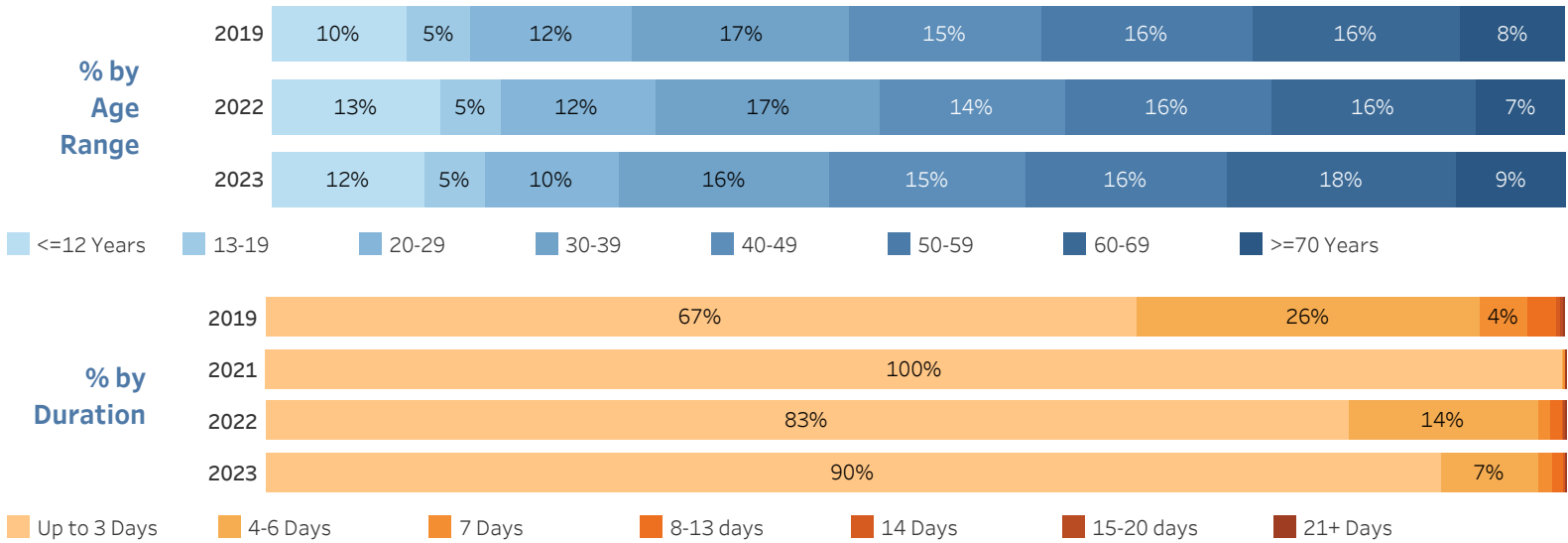
2019	2021	2022	2023
120.7	24.6 (-79.6% ▼)	74.5 (202.5% ▲)	350.2 (370.4% ▲)

Average Duration, in Days

2019	2021	2022	2023
2.9	1.5	2.2	1.9

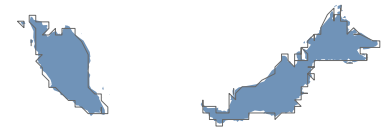
Average Age

2019	2021	2022	2023
42.7	37.1	41.3	43.1



Passenger Percentages by Destination/Trade Route

	2019	2021	2022	2023
Rest of Asia	91.7%	99.8%	97.7%	98.4%
Mediterranean	2.1%		1.3%	0.6%
Alaska	0.6%			0.5%
Baltics/Northern Europe	0.8%			0.1%
Caribbean/South America	0.5%			0.1%
Australia/NZ/Pacific	0.3%			0.1%
Africa/Mid-East/World Cruise/Transatlantic	0.2%			
North America	0.3%			
Exploration Destinations	0.3%			
Mainland China, Hong Kong, Taiwan	2.9%			



Passenger Volume & YOY Change by Age Group

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
<=12 Years	12	3	7			126%
13-19	6	1	3			145%
20-29	15	3	6			118%
30-39	20	4	9			132%
40-49	18	3	9			164%
50-59	20	4	9			144%
60-69	19	4	10			177%
>=70 Years	10	2	5			207%

Passenger Volume & YOY Change by Duration

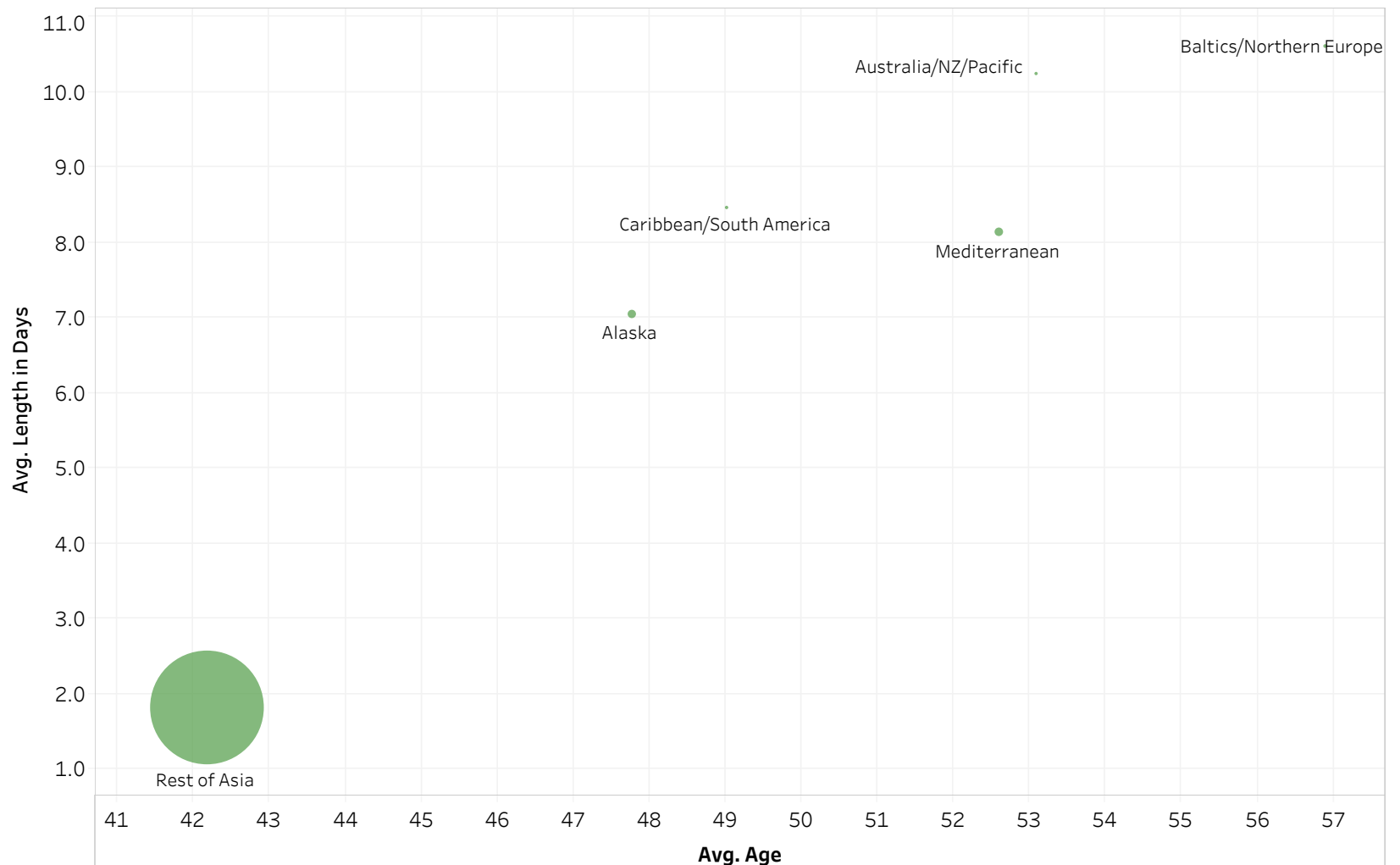
	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Up to 3 Days	81	25	62	317		-70%		410%
4-6 Days	32		11	26				141%
7 Days	4		1	4				429%
8-13 Days	3		1	3				386%
14 Days	0			0				207%
15-20 Days	0							

Source Market: **Malaysia** (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K				YOY Change			Variance 2023
	2019	2021	2022	2023	2019	2021	2022	
Rest of Asia	111	25	73	345		-78%	196%	374%
Mediterranean	3		1	2				105%
Alaska	1			2				2599%
Baltics/Northern Europe	1			0				105%
Caribbean/South America	1			0				110%
Australia/NZ/Pacific	0			0				144%
North America	0							
Mainland China, Hong Kong, Taiwan	4							
Exploration Destinations	0							
Africa/Mid-East/World Cruise/Transatlantic	0							

Malaysia, Average Age and Cruise Length by Destination/ Trade Route, 2023



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Source Market: Japan

Passenger Volume (K)

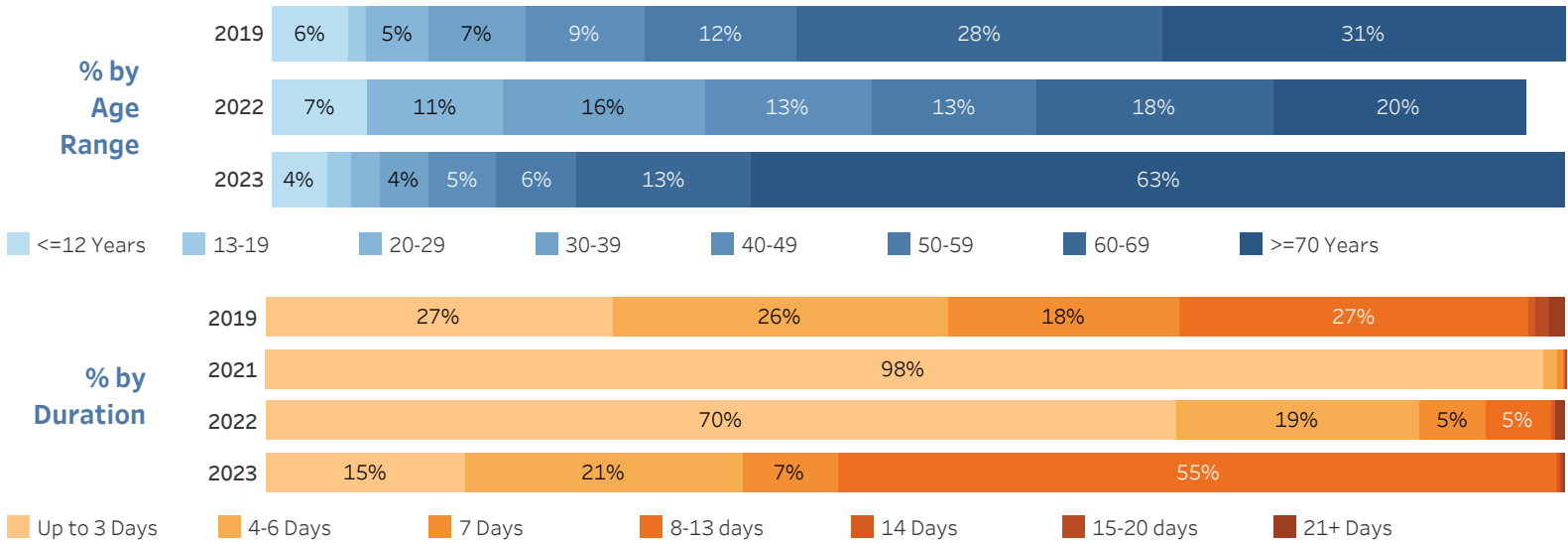
2019	2021	2022	2023
296.5	11.6 (-96.1% ▼)	42.3 (263.7% ▲)	203.3 (380.5% ▲)

Average Duration, in Days

2019	2021	2022	2023
6.4	1.6	3.1	7.7

Average Age

2019	2021	2022	2023
57.1	42.5	48.6	64.8



Passenger Percentages by Destination/Trade Route

	2019	2021	2022	2023
Other	0.6%			49.5%
Rest of Asia	79.1%	99.1%	92.4%	43.1%
Mediterranean	9.9%		2.6%	3.8%
Caribbean/South America	3.5%		2.2%	1.3%
Alaska	0.8%			0.4%
Baltics/Northern Europe	0.9%			0.4%
Mainland China, Hong Kong, Taiwan	1.9%			0.3%
Hawaii	0.6%			0.3%
North America	0.6%			0.2%
Africa/Mid-East/World Cruise/Transatlantic	0.5%		0.7%	0.2%
Australia/NZ/Pacific	1.2%			0.2%
Exploration Destinations	0.6%			



Passenger Volume & YOY Change by Age Group

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
<=12 Years	11	0	7			
13-19	2		3			
20-29	9	0	4			
30-39	13	1	6			
40-49	16	0	8			
50-59	21	0	10			
60-69	50	1	22			
>=70 Years	56	1	102			

Passenger Volume & YOY Change by Duration

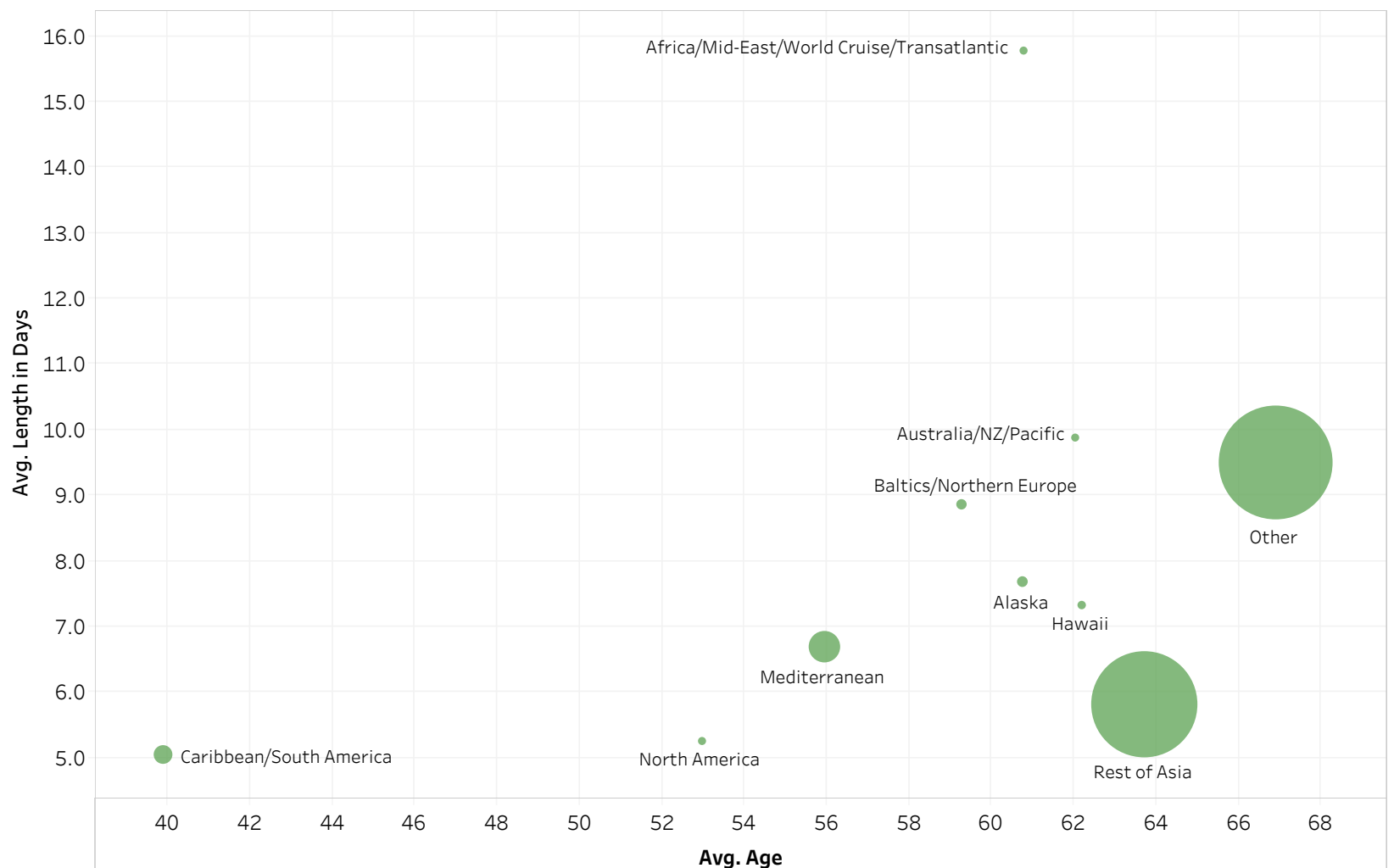
	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Up to 3 Days	79	11	30	31		-86%	159%	6%
4-6 Days	76		8	43				
7 Days	53		2	15				
8-13 Days	80		2	113				
14 Days	2			0				
15-20 Days	3			0				
21+ Days	4		0	0				

Source Market: **Japan** (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K				2019		2021		2022		2023		Variance 2023
	2019	2021	2022	2023	2019	2021	2022	2023	2019	2021	2022	2023	
Other	2			101									
Rest of Asia	234	12	39	88									124%
Mediterranean	29		1	8									594%
Caribbean/South America	10		1	3									192%
Alaska	2			1									398%
Baltics/Northern Europe	3			1									540%
Mainland China, Hong Kong, Taiwan	6			1									
Hawaii	2			1									206%
North America	2			1									210%
Africa/Mid-East/World Cruise/Transatlantic	2		0	1									60%
Australia/NZ/Pacific	3			0									296%
Exploration Destinations	2												

Japan, Average Age and Cruise Length by Destination/ Trade Route, 2023



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Source Market: Mainland China

Passenger Volume (K)

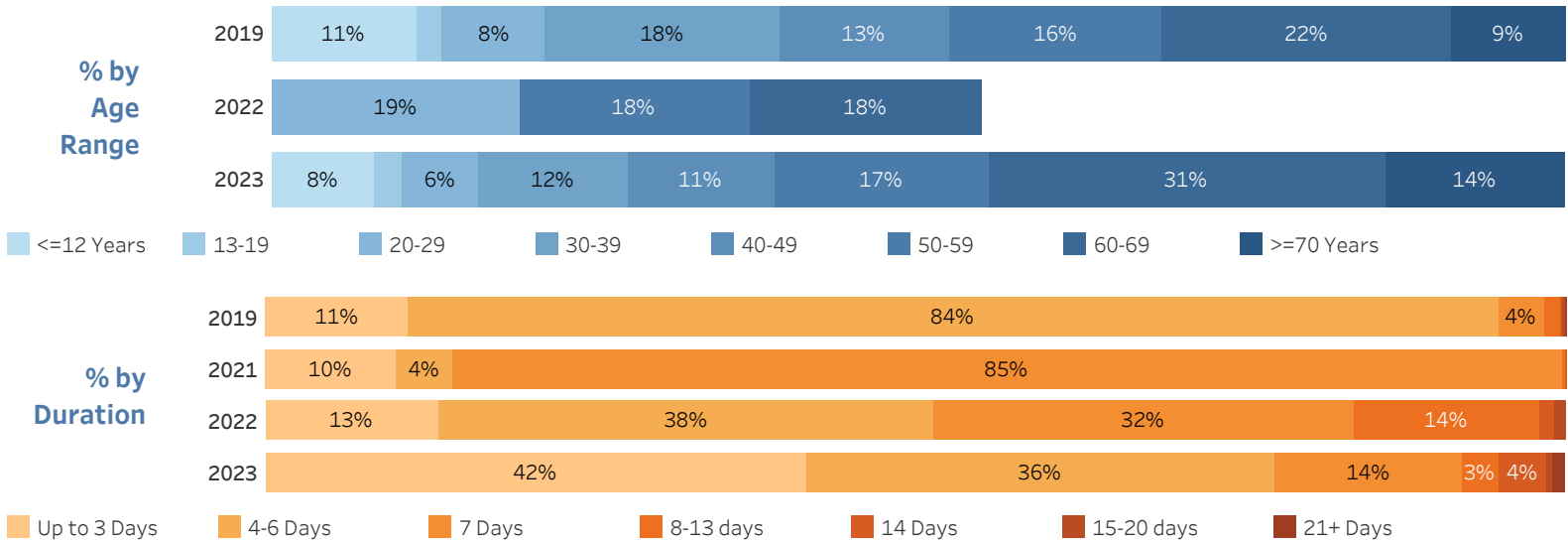
2019	2021	2022	2023
1,919.5	6.0 (-99.7% ▼)	1.6 (-72.4% ▼)	156.8 (9418.4% ▲)

Average Duration, in Days

2019	2021	2022	2023
4.8	6.4	6.2	4.6

Average Age

2019	2021	2022	2023
45.5	38.9	44.1	51.1



Passenger Percentages by Destination/Trade Route

	2019	2021	2022	2023
Mainland China, Hong Kong, Taiwan	71.4%	97.9%		67.3%
Rest of Asia	26.2%			21.5%
Mediterranean	0.7%			5.2%
Africa/Mid-East/World Cruise/Transatlantic	0.1%			1.8%
Caribbean/South America	0.6%		39.2%	1.4%
Exploration Destinations	0.3%			0.9%
Australia/NZ/Pacific	0.1%			0.6%
Baltics/Northern Europe	0.2%			0.4%
North America	0.1%			0.3%
Other	0.2%			0.3%
Alaska	0.1%			0.2%
Hawaii	0.0%			



Passenger Volume & YOY Change by Age Group

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
<=12 Years	205		2			
13-19	35		1			
20-29	148	0	2		106%	
30-39	335		4			
40-49	241		3			
50-59	302	0	5		139%	
60-69	412	0	9		240%	
>=70 Years	162		4			

Passenger Volume & YOY Change by Duration

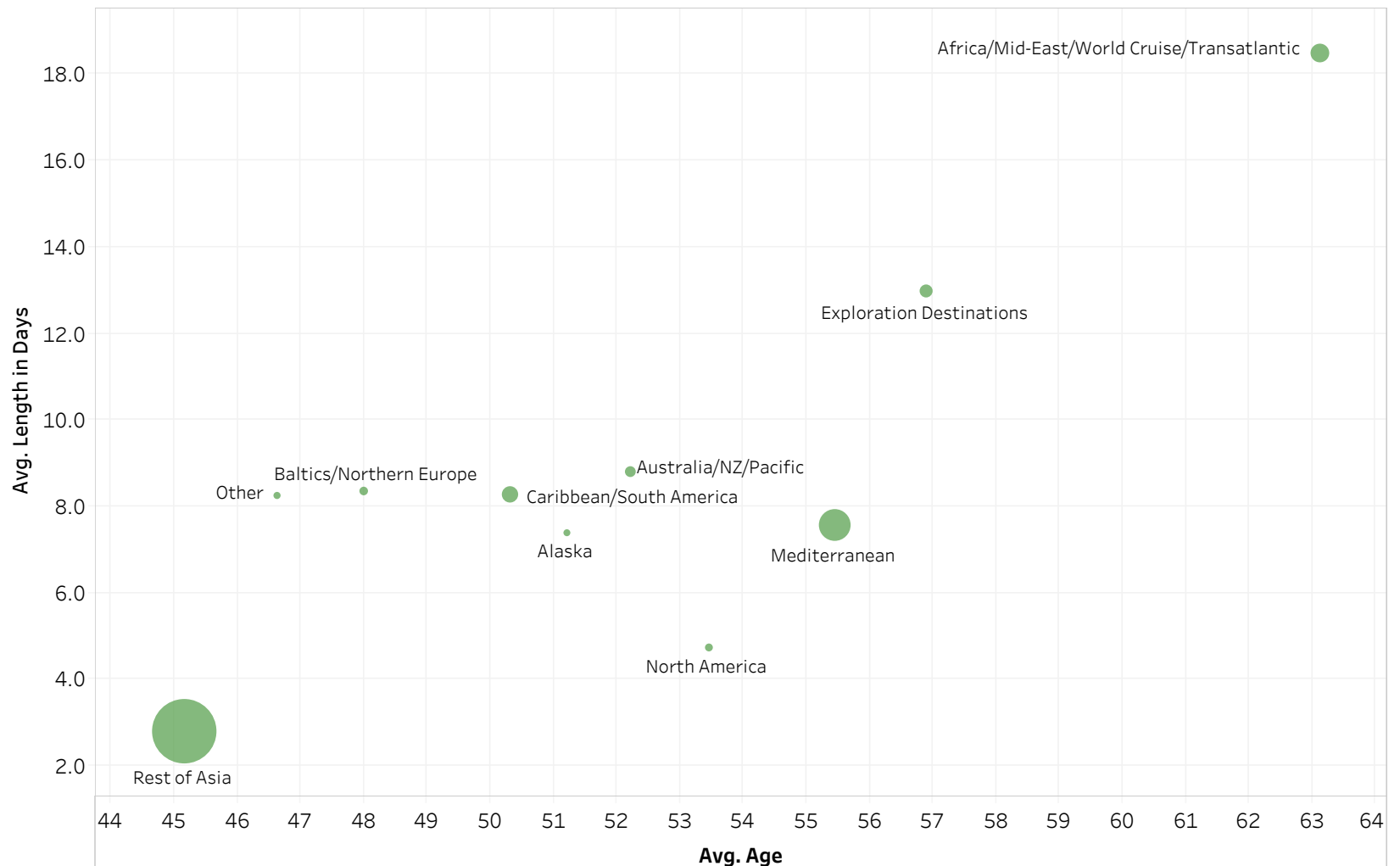
	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Up to 3 Days	211	1		65		-100%		
4-6 Days	1,605	0	1	56		-100%	140%	
7 Days	68	5	1	23		-93%	-90%	
8-13 Days	25			4				
14 Days	3			6				
15-20 Days	3			1				
21+ Days	1			1				

Source Market: **Mainland China** (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K				YOY Change		Variance	
	2019	2021	2022	2023	2019	2021	2022	2023
Mainland China, Hong Kong, Taiwan	1,371	6		105		-100%		
Rest of Asia	503			34				
Mediterranean	14			8				
Africa/Mid-East/World Cruise/Transatlantic	1			3				
Caribbean/South America	11		1	2				
Exploration Destinations	5			1				
Australia/NZ/Pacific	2			1				
Baltics/Northern Europe	3			1				
North America	2			1				
Other	4			0				
Alaska	2			0				
Hawaii	1							

Mainland China, Average Age and Cruise Length by Destination/Trade Route, 2023



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Source Market: Taiwan Region

Passenger Volume (K)

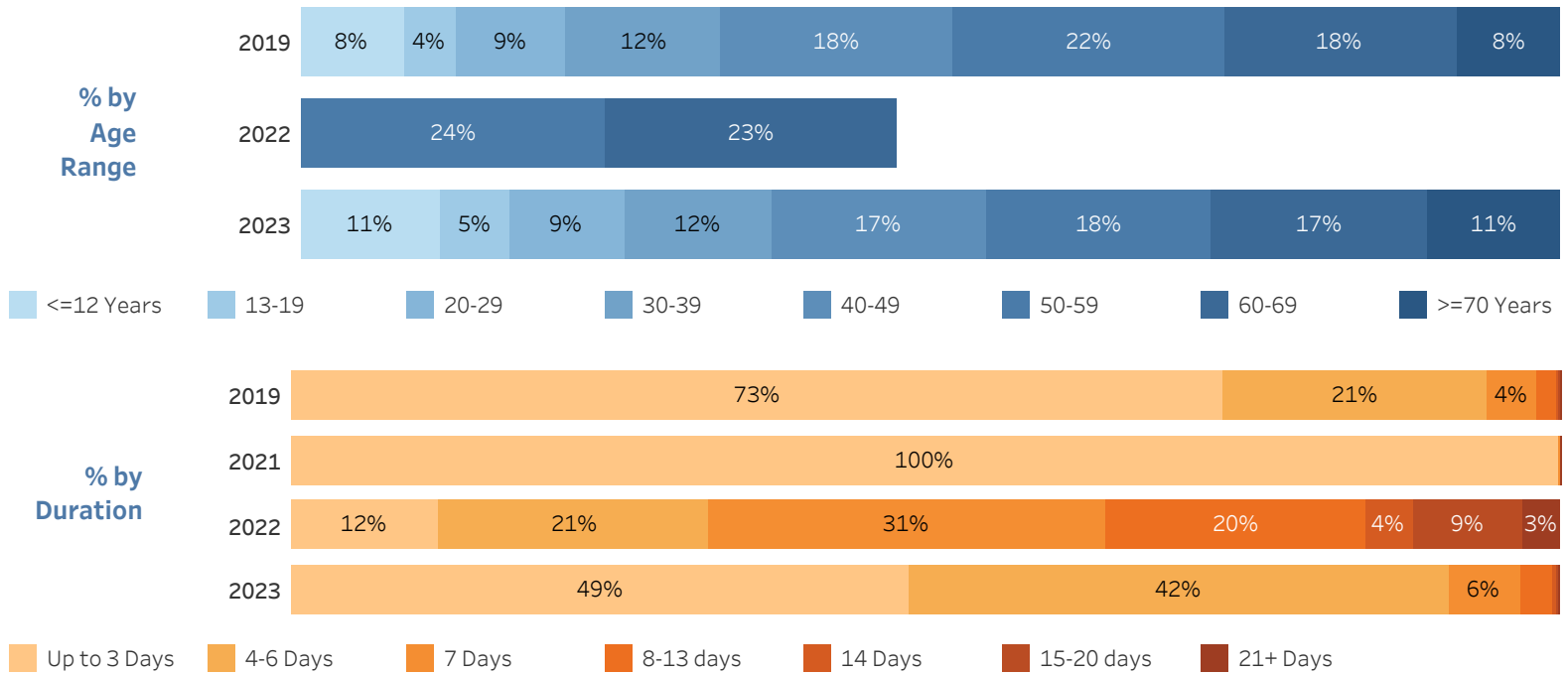
2019	2021	2022	2023
389.5	23.2 (-94.0% ▼)	1.2 (-94.8% ▼)	136.7 (11314.5% ▲)

Average Duration, in Days

2019	2021	2022	2023
2.6	1.5	8.5	3.6

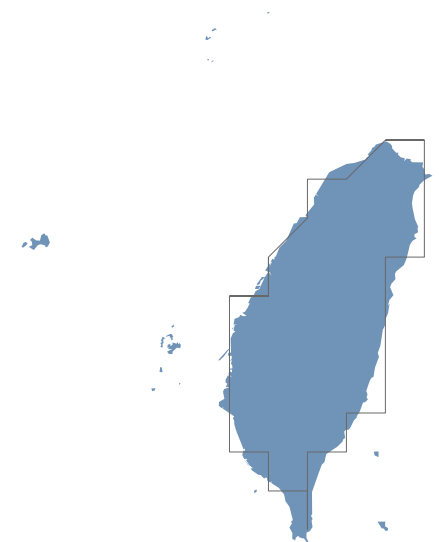
Average Age

2019	2021	2022	2023
46.1	44.8	49.8	44.6



Passenger Percentages by Destination/Trade Route

	2019	2021	2022	2023
Rest of Asia	2.3%			73.2%
Mainland China, Hong Kong, Taiwan	94.0%	99.7%		18.4%
Mediterranean	1.6%			4.4%
Alaska	0.6%			1.3%
Caribbean/South America	0.7%		28.0%	0.7%
Africa/Mid-East/World Cruise/Transatlantic				0.4%
Exploration Destinations	0.1%			0.4%
Baltics/Northern Europe	0.2%			0.4%
North America	0.2%			0.3%
Australia/NZ/Pacific	0.2%			0.2%



Passenger Volume & YOY Change by Age Group

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
<=12 Years	32		12			
13-19	16		6			
20-29	34		10			
30-39	48		12			
40-49	71		18			
50-59	83	0	19			
60-69	71	0	18			
>=70 Years	32		11			

Passenger Volume & YOY Change by Duration

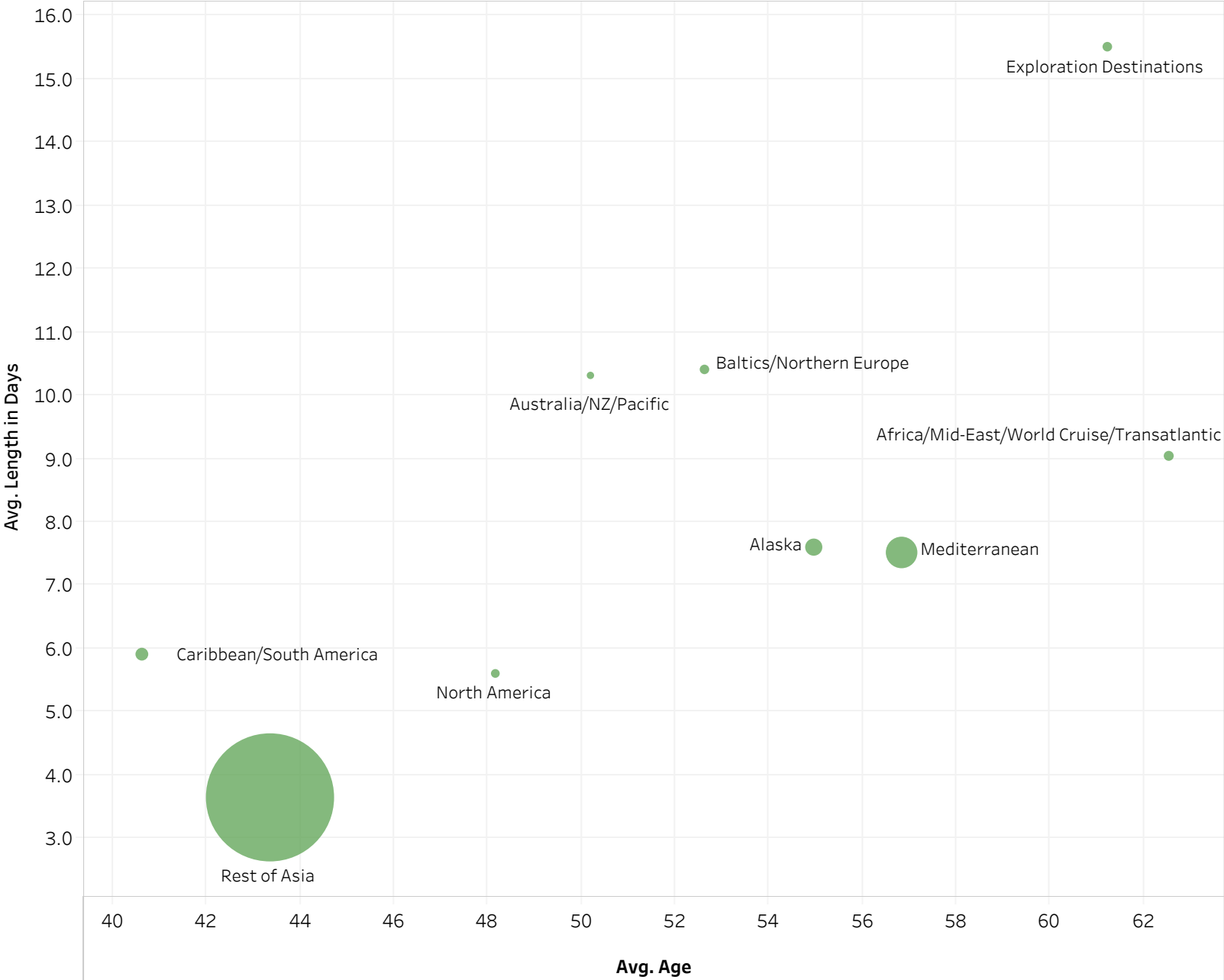
	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Up to 3 Days	286	23		67				
4-6 Days	81		0	58				
7 Days	16		0	8				
8-13 Days	6			3				
14 Days	1			0				
15-20 Days	1			0				

Source Market: Taiwan Region (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Rest of Asia	9			100				
Mainland China, Hong Kong, Taiwan	366	23		25				
Mediterranean	6			6				
Alaska	2			2				
Caribbean/South America	3		0	1				
Africa/Mid-East/World Cruise/Transatlantic				1				
Exploration Destinations	0			1				
Baltics/Northern Europe	1			1				
North America	1			0				
Australia/NZ/Pacific	1			0				

Taiwan Region, Average Age and Cruise Length by Destination/ Trade Route, 2023



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Source Market: Indonesia

Passenger Volume (K)

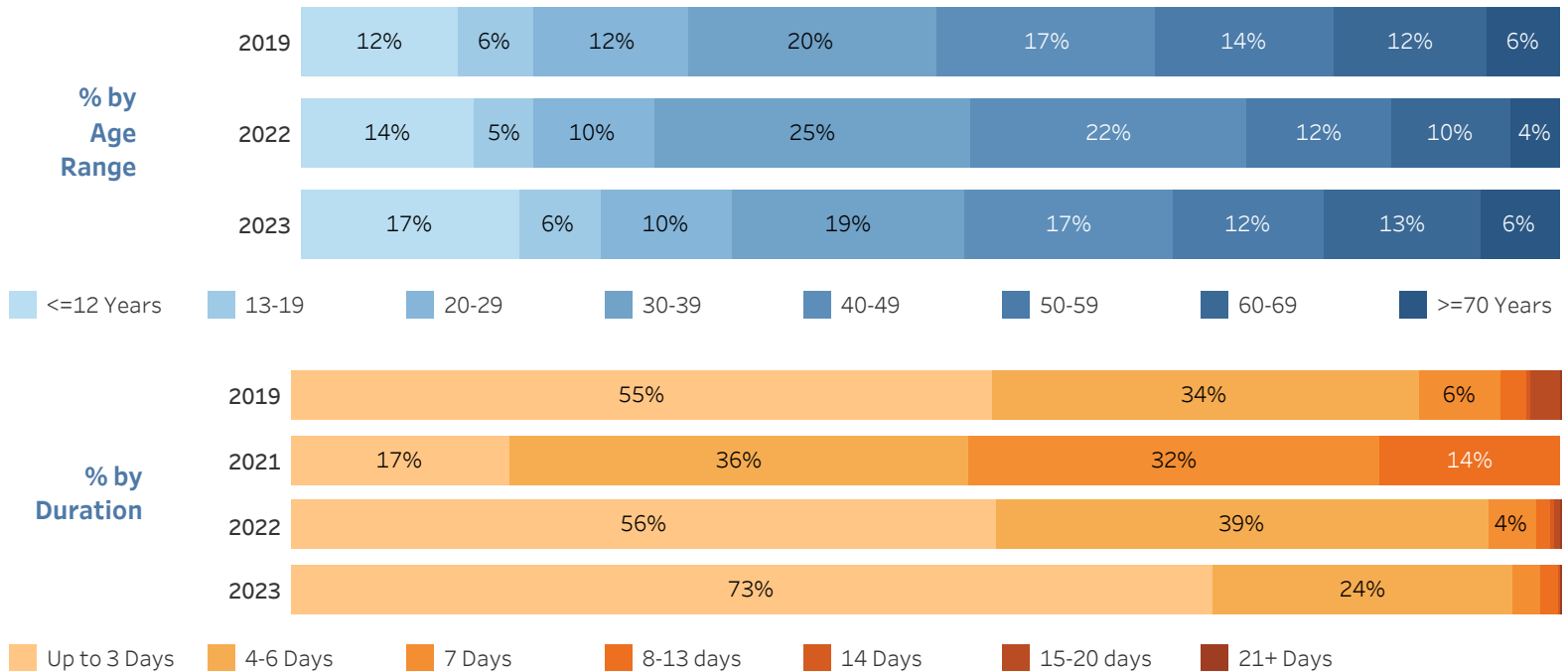
2019	2022	2023
62.1	16.0 (-74.2% ▼)	90.6 (465.8% ▲)

Average Duration, in Days

2019	2021	2022	2023
3.6	5.8	3.3	2.6

Average Age

2019	2021	2022	2023
39.6	41.5	38.1	38.1



Passenger Percentages by Destination/Trade Route

	2019	2022	2023
Rest of Asia	86.7%	93.0%	96.9%
Mediterranean	2.5%	1.9%	1.0%
Alaska	2.6%		0.9%
Caribbean/South America	1.2%	2.1%	0.4%
Mainland China, Hong Kong, Taiwan	2.7%		
Baltics/Northern Europe	0.6%		
North America	0.5%		
Australia/NZ/Pacific	2.8%		



Passenger Volume & YOY Change by Age Group

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
<=12 Years	8	2	8			257%
13-19	4	1	3			271%
20-29	8	2	5			208%
30-39	12	4	8			108%
40-49	11	3	7			111%
50-59	9	2	5			191%
60-69	7	2	6			271%
>=70 Years	4	1	3			354%

Passenger Volume & YOY Change by Duration

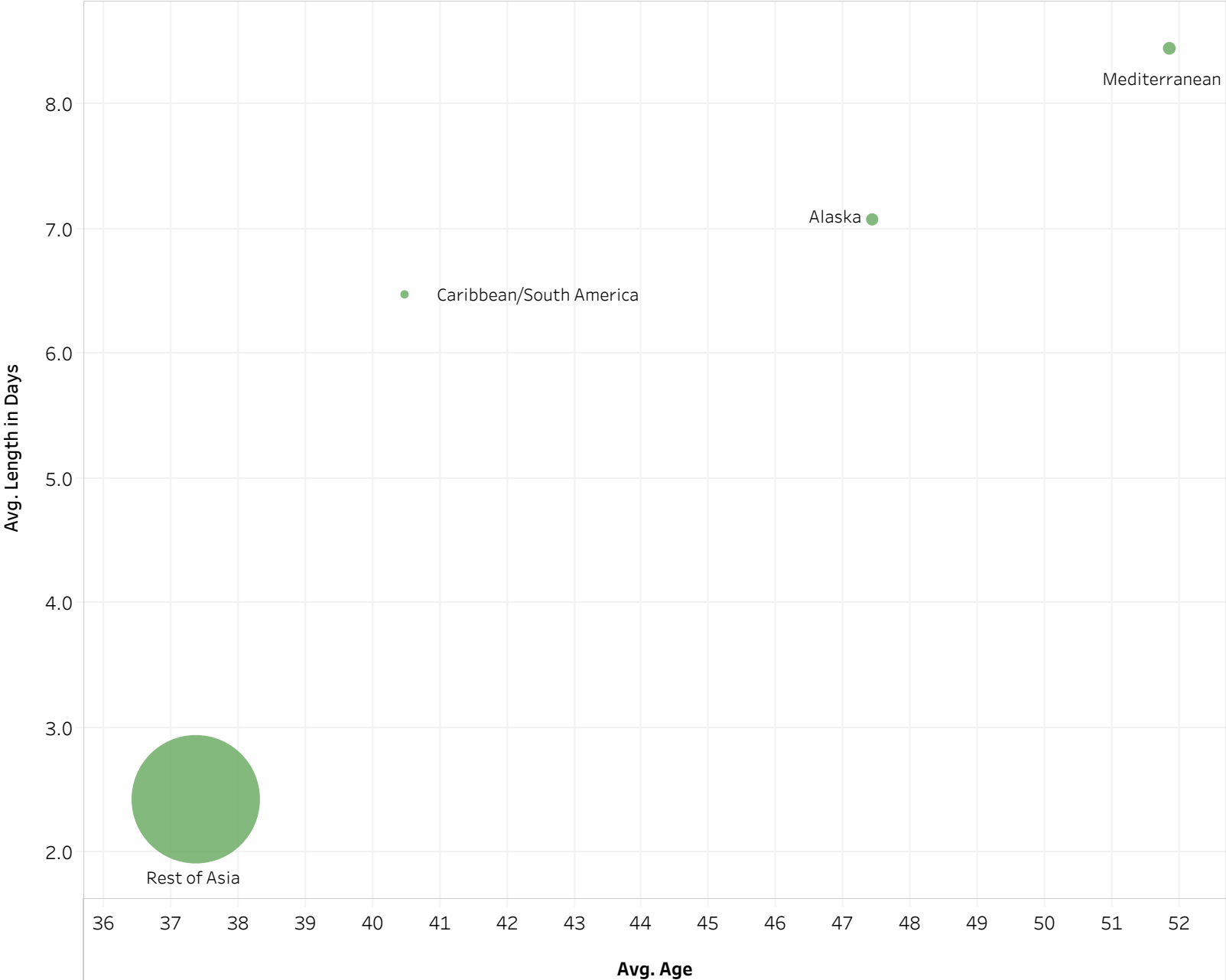
	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
Up to 3 Days	34	9	66			
4-6 Days	21	6	21			245%
7 Days	4	1	2			221%
8-13 Days	1		1			
15-20 Days	1					

Source Market: **Indonesia** (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
Rest of Asia	54	15	88			
Mediterranean	2	0	1			184%
Alaska	2		1			
Caribbean/South America	1	0	0			13%
North America	0					
Mainland China, Hong Kong, Taiwan	2					
Baltics/Northern Europe	0					
Australia/NZ/Pacific	2					

Indonesia, Average Age and Cruise Length by Destination/ Trade Route, 2023



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Source Market: Hong Kong SAR

Passenger Volume (K)

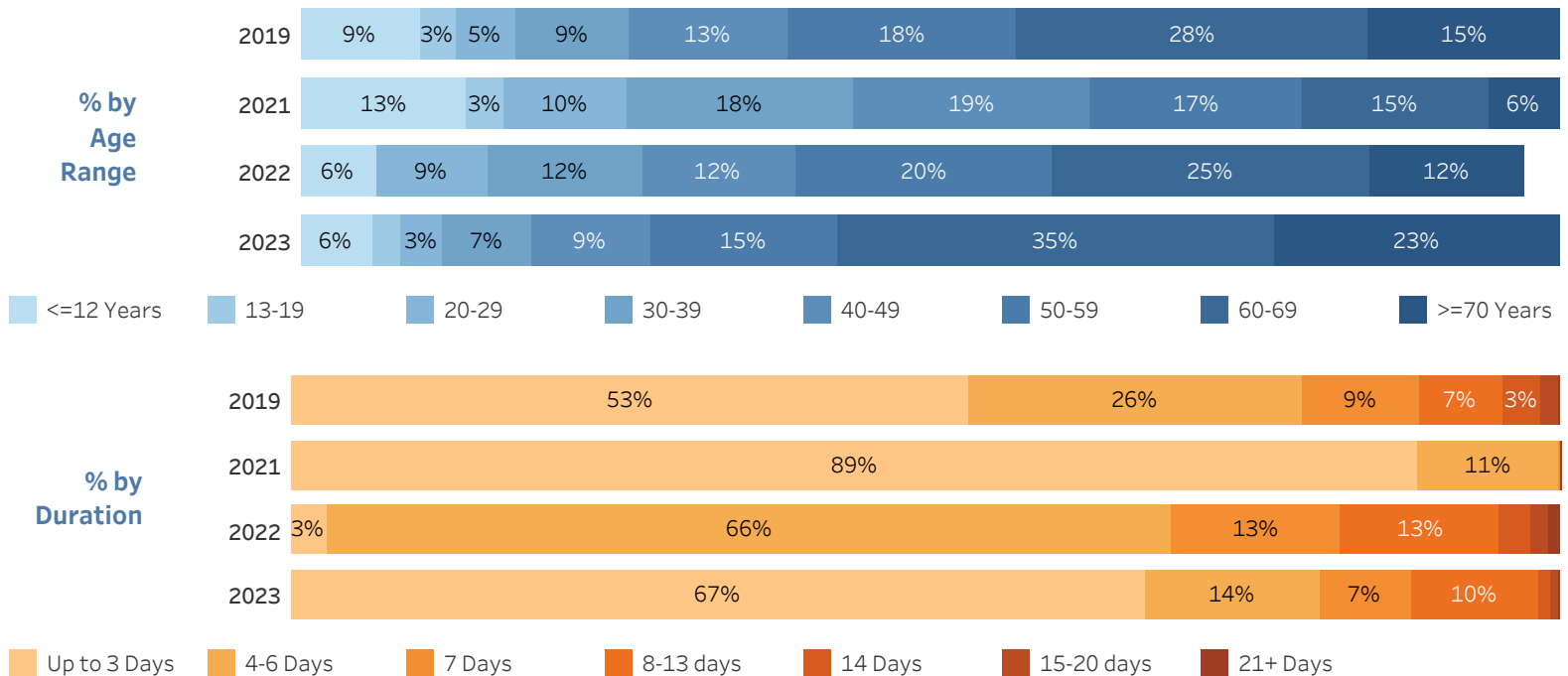
2019	2021	2022	2023
191.2	76.6 (-60.0%▼)	4.3 (-94.3%▼)	79.3 (1732.3%▲)

Average Duration, in Days

2019	2021	2022	2023
4.2	1.9	6.5	3.5

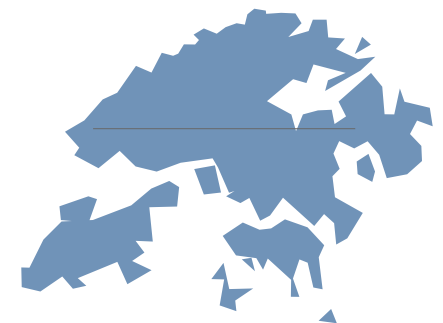
Average Age

2019	2021	2022	2023
50.8	41.7	49.7	56.2



Passenger Percentages by Destination/Trade Route

	2019	2021	2022	2023
Other	2.7%			
Rest of Asia	13.7%		9.5%	21.3%
Mediterranean	5.1%		12.3%	4.9%
Alaska	1.4%			1.1%
Caribbean/South America	1.3%		6.5%	1.1%
Mainland China, Hong Kong, Taiwan	71.1%	99.9%	55.7%	66.6%
Africa/Mid-East/World Cruise/Transatlantic	0.4%			1.2%
Exploration Destinations	0.7%			0.6%
Baltics/Northern Europe	2.1%			1.7%
North America	0.3%			0.4%
Australia/NZ/Pacific	1.3%			0.9%



Passenger Volume & YOY Change by Age Group

	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
<=12 Years	18	4	0	1	-79%	-93%	280%	
13-19	5	1		0	-84%		233%	
20-29	9	3	0	1	-68%	-86%	57%	
30-39	17	5	1	1	-70%	-90%	136%	
40-49	23	5	1	2	-77%	-90%	221%	
50-59	34	5	1	3	-86%	-82%	198%	
60-69	52	4	1	6	-92%	-74%	463%	
>=70 Years	28	2	1	4	-94%	-67%	662%	

Passenger Volume & YOY Change by Duration

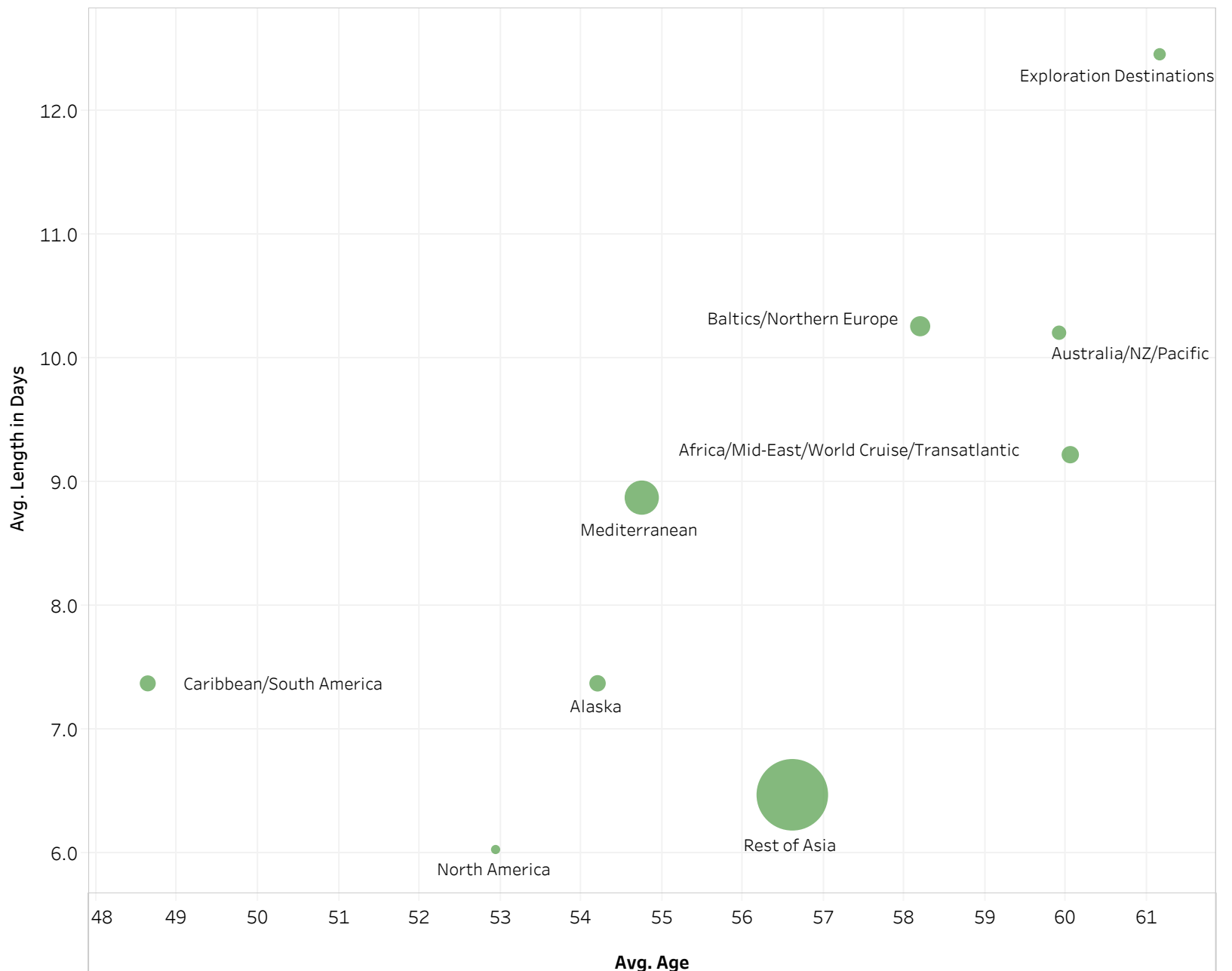
	Passenger in K				Variance			
	2019	2021	2022	2023	2019	2021	2022	2023
Up to 3 Days	100	68		53				-32%
4-6 Days	49	9	3	11				
7 Days	17		1	6				
8-13 Days	12		1	8				
14 Days	5			1				
15-20 Days	3			0				
21+ Days	0							

Source Market: **Hong Kong SAR** (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K				Variance	
	2019	2021	2022	2023	2019	2021
Mainland China, Hong Kong, Taiwan	136	76	2	53	-44%	
Rest of Asia	26		0	17		
Mediterranean	10		1	4		
Baltics/Northern Europe	4			1		
Africa/Mid-East/World Cruise/Transatlantic	1			1		
Alaska	3			1		
Caribbean/South America	2		0	1		
Australia/NZ/Pacific	2			1		
Exploration Destinations	1			1		
North America	1			0		
Other	5					

Hong Kong SAR, Average Age and Cruise Length by Destination/Trade Route, 2023



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Source Market: South Korea

Passenger Volume (K)

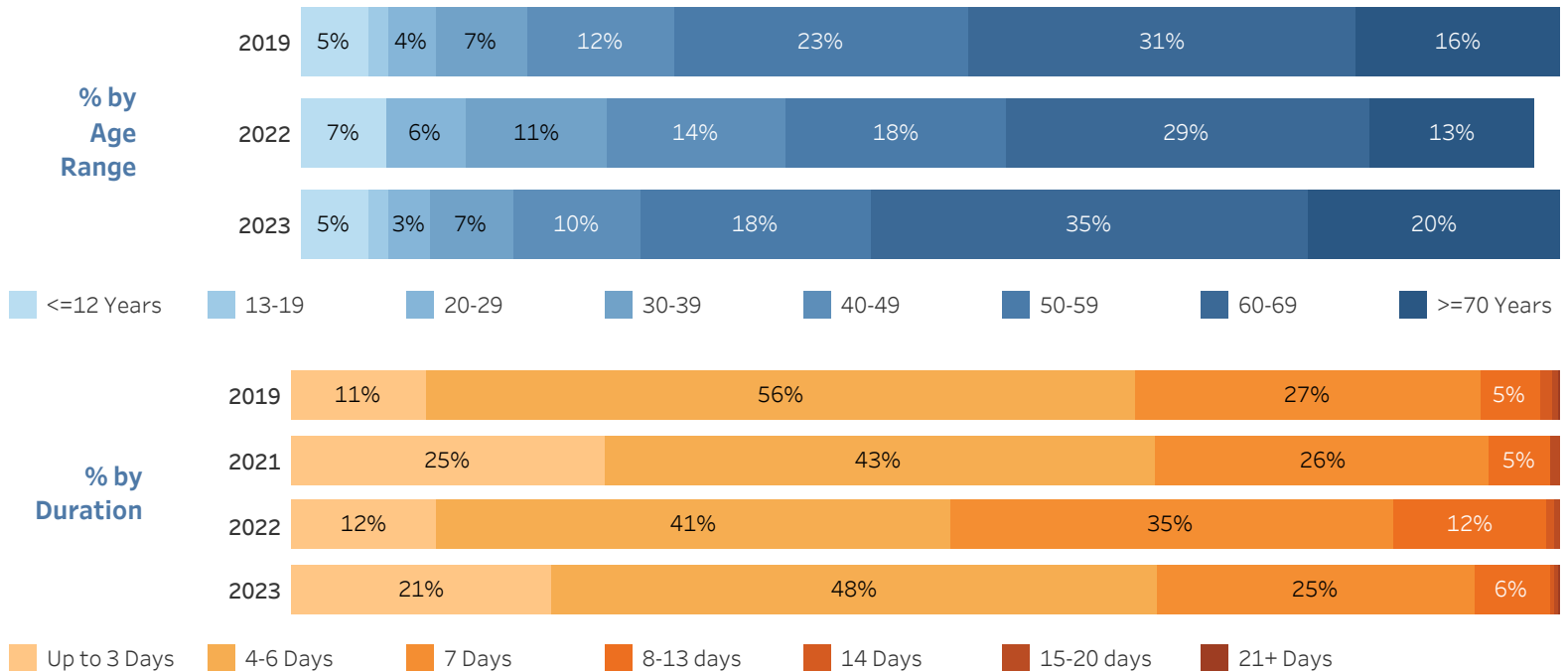
2019	2022	2023
48.7	5.8 (-88.1% ▼)	46.3 (700.3% ▲)

Average Duration, in Days

2019	2021	2022	2023
5.6	5.0	6.1	5.2

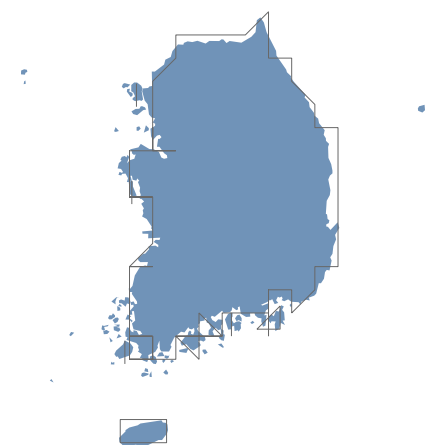
Average Age

2019	2021	2022	2023
54.5	44.7	51.0	56.1



Passenger Percentages by Destination/Trade Route

	2019	2022	2023
Rest of Asia	63.7%	37.5%	65.7%
Mediterranean	13.5%	27.7%	18.9%
Caribbean/South America	5.3%	13.5%	4.5%
Alaska	5.9%	5.6%	4.3%
North America	2.0%	5.0%	1.9%
Hawaii	1.0%		0.9%
Australia/NZ/Pacific	0.8%		0.9%
Africa/Mid-East/World Cruise/Transatlantic			0.9%
Baltics/Northern Europe	2.0%	4.4%	0.9%
Other			0.7%
Mainland China, Hong Kong, Taiwan	4.9%		



Passenger Volume & YOY Change by Age Group

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
<=12 Years	3	0	2			
13-19	1		1			
20-29	2	0	1			
30-39	4	1	3			
40-49	6	1	4			
50-59	11	1	8			
60-69	15	2	15			
>=70 Years	8	1	9			

Passenger Volume & YOY Change by Duration

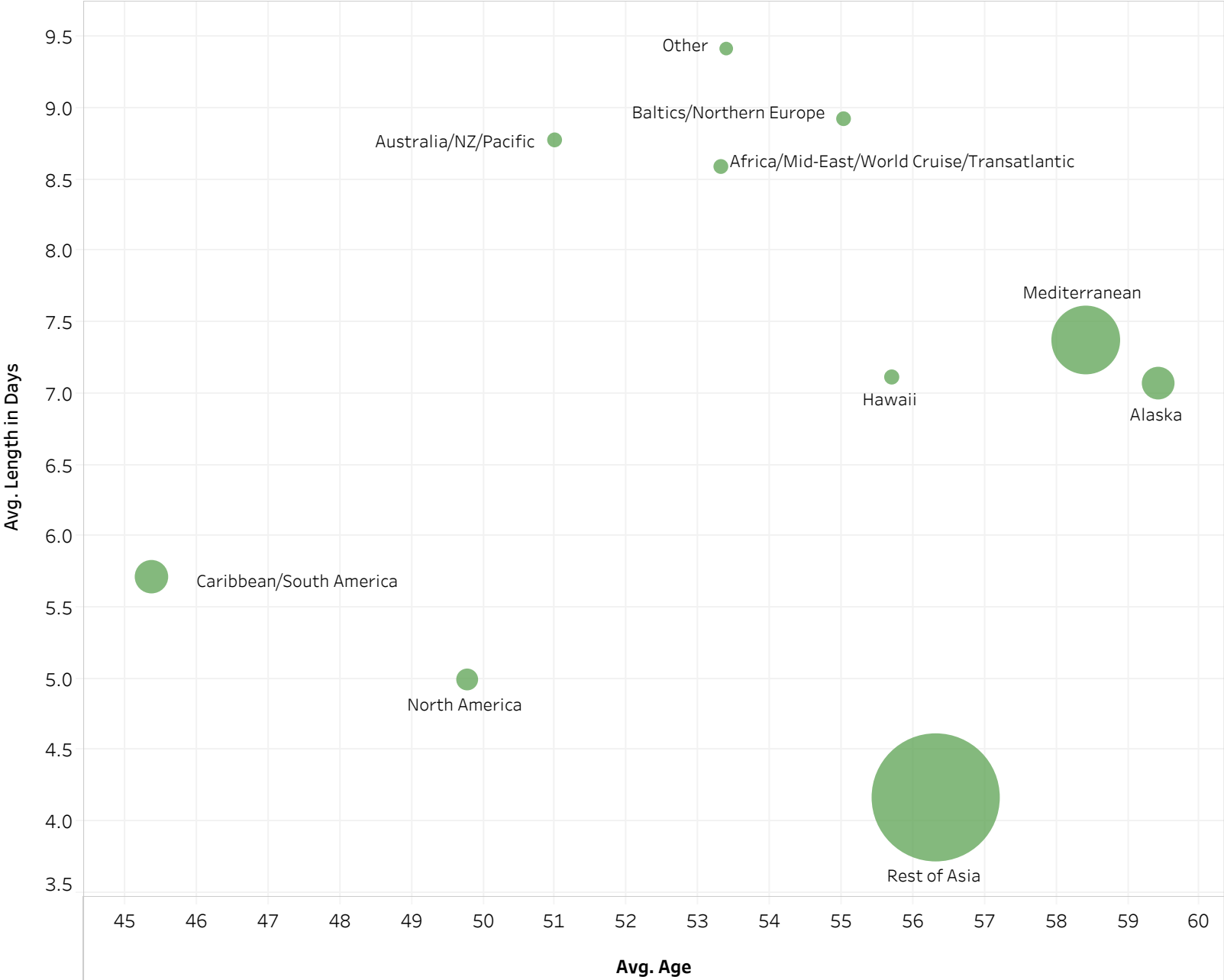
	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
Up to 3 Days	5	1	10			
4-6 Days	27	2	22			
7 Days	13	2	12			
8-13 Days	2	1	3			
14 Days	0					

Source Market: South Korea (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
Rest of Asia	31	2	30			
Mediterranean	7	2	9			
Caribbean/South America	3	1	2			165%
Alaska	3	0	2			
North America	1	0	1			208%
Hawaii	0		0			216%
Australia/NZ/Pacific	0		0			
Africa/Mid-East/World Cruise/Transatlantic			0			
Baltics/Northern Europe	1	0	0			60%
Other			0			
Mainland China, Hong Kong, Taiwan	2					

South Korea, Average Age and Cruise Length by Destination/Trade Route, 2023



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Source Market: Philippines

Passenger Volume (K)

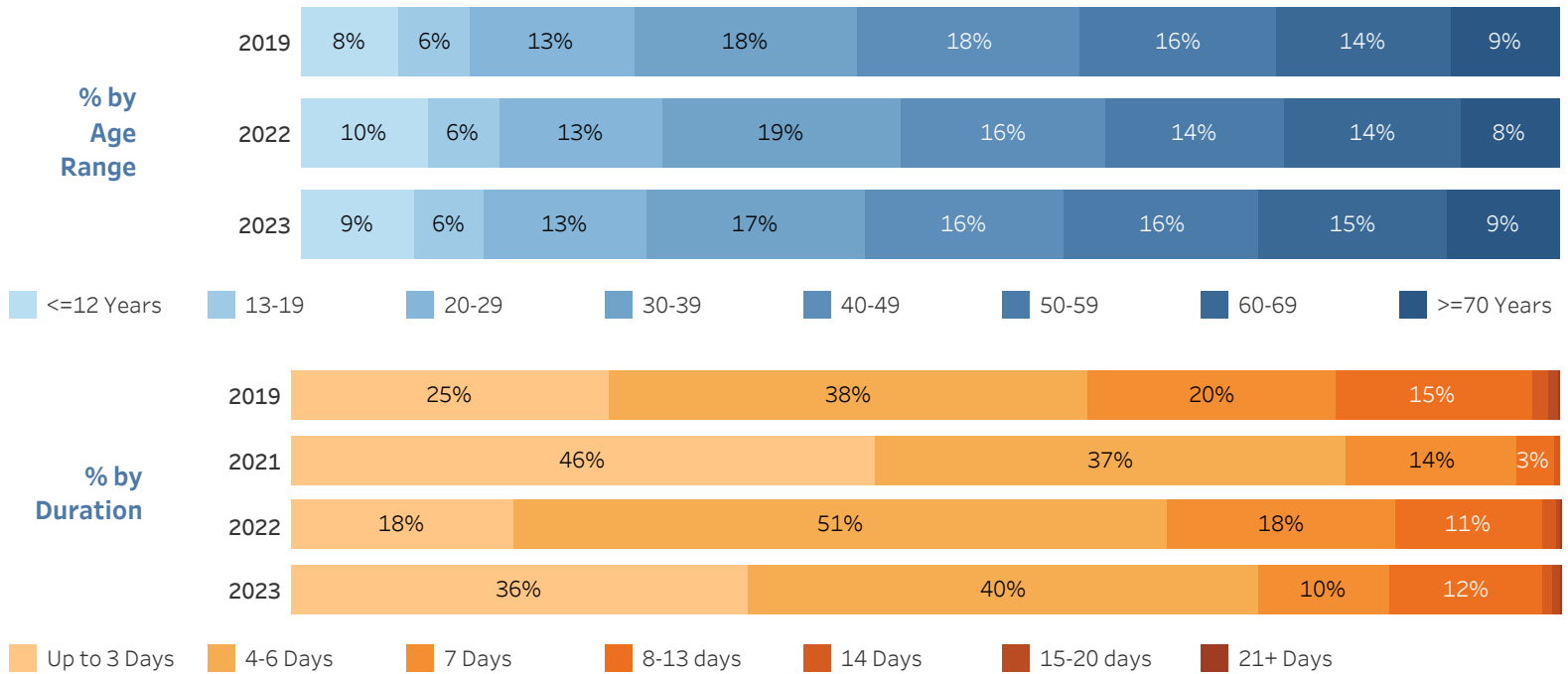
2019	2021	2022	2023
29.5	0.4 (-98.7% ▼)	7.3 (1803.9% ▲)	34.8 (376.9% ▲)

Average Duration, in Days

2019	2021	2022	2023
5.6	3.9	5.5	4.8

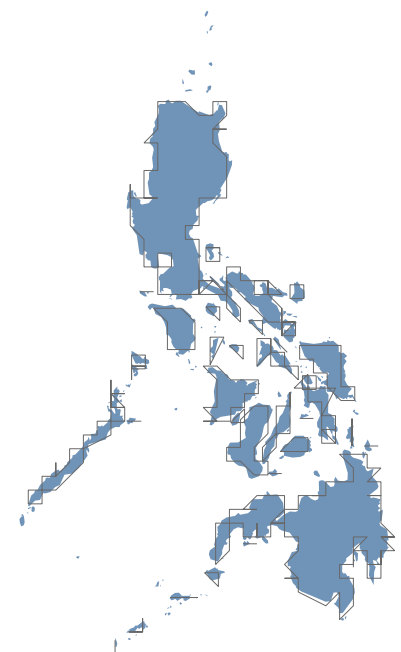
Average Age

2019	2021	2022	2023
43.0	38.9	41.6	42.9



Passenger Percentages by Destination/Trade Route

	2019	2022	2023
Rest of Asia	51.5%	55.1%	77.5%
Mediterranean	10.6%	19.5%	9.5%
Caribbean/South America	6.0%	9.4%	3.6%
Alaska	5.5%		2.3%
North America	3.4%	7.4%	2.1%
Baltics/Northern Europe	5.3%		1.9%
Australia/NZ/Pacific	2.6%		1.5%
Exploration Destinations			0.7%
Mainland China, Hong Kong, Taiwan	13.0%		



Passenger Volume & YOY Change by Age Group

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
<=12 Years	2	1	2			
13-19	2	0	2			
20-29	4	1	3			
30-39	5	1	5			
40-49	5	1	4			
50-59	4	1	4			
60-69	4	1	4			
>=70 Years	2	1	2			

Passenger Volume & YOY Change by Duration

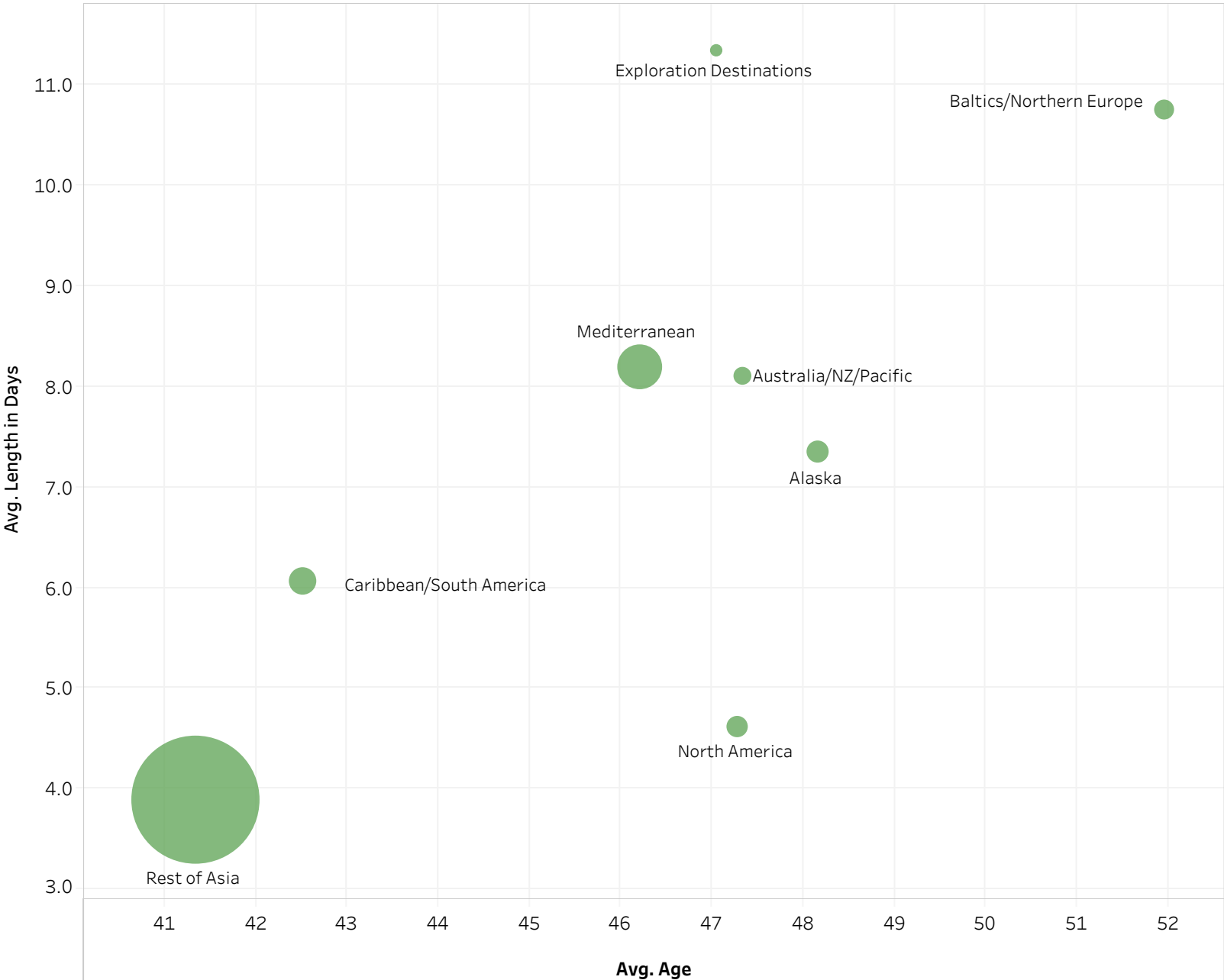
	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
Up to 3 Days	7	1	12			
4-6 Days	11	4	14			
7 Days	6	1	4			
8-13 Days	5	1	4			
14 Days	0		0			

Source Market: **Philippines** (Continued)

Passenger Volume & YOY Change by Destination/Trade Route

	Passenger in K			Variance		
	2019	2022	2023	2019	2022	2023
Rest of Asia	15	4	27			
Mediterranean	3	1	3			132%
Caribbean/South America	2	1	1			82%
Alaska	2		1			
North America	1	1	1			39%
Baltics/Northern Europe	2		1			
Australia/NZ/Pacific	1		1			
Exploration Destinations			0			
Mainland China, Hong Kong, Taiwan	4					

Philippines, Average Age and Cruise Length by Destination/ Trade Route, 2023



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Research and Analysis by: **CHART Management Consultants**

CHART assists senior management to understand complex issues, to develop strategic solutions to problems and to devise innovative approaches to capitalizing on the growth of the cruise industry. The firm brings unique experience, analytical rigor, strong communication and implementation skills and exceptional client service to every project.

In recent years the firm's focus is mostly to Asia and the Pacific. The firm created the highly successful Cruise Tourism Strategy for Papua New Guinea, the National Cruise Tourism Development Strategy for the Philippines, the Pacific Cruise Market Research and Intelligence project and a Development Strategy for South Pacific Tourism.

CHART's recent analytical, research and strategic advice projects in Asia include: a new port development in China; financing newbuilds for Asia; private investment in a new Asian cruise operation; operational and market assessment for a new cruise port development in Vietnam; due diligence on and investment in the Asian river cruise industry; evaluating entry of, and preparing strategy for, a new niche ocean cruise product.

CHART Principal, Ted Blamey, is a regular speaker and moderator at major cruise conferences in Asia. The firm designed and delivered the 2013 Asia Cruise Association White Paper as well as all Asia Cruise Trends reports and the subsequent Asia Cruise Deployment & Capacity Reports published by CLIA.

For more information: www.CHARTmgmtconsultants.com

About CLIA

Cruise Lines International Association (CLIA) is the preeminent cruise association providing a unified voice for the industry as the leading authority of the global cruise community. The association has representation in North and South America, Europe, Asia, and Australasia. CLIA represents member lines which comprise 95% of global cruise passenger capacity, including the world's most prestigious ocean, river, and specialty cruise lines, as well as business services providers and the largest network of travel professionals who specialize in cruise travel.



Data collection of non-CLIA data, plus
commentary provided by:

