

Asia Cruise Trends

2014 Edition

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CHART MANAGEMENT CONSULTANTS PTY LTD
CRUISE SHIPPING AND TOURISM STRATEGY & EXECUTION

About Cruise Lines International Association (CLIA) – One Industry, One Voice

Celebrating its 40th Anniversary in 2015, Cruise Lines International Association (CLIA) is the unified voice and leading authority of the global cruise community. As the largest cruise industry trade association with 15 offices globally, CLIA has representation in North and South America, Europe, Asia and Australasia. CLIA's mission is to support policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 23 million passengers who cruise annually, as well as promote the cruise travel experience. Members are committed to the sustained success of the cruise industry and are comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and other cruise industry partners, including ports, destinations, ship developers, suppliers, business services and travel operators. For more information, visit www.cruising.org, www.cruiseforward.org or follow Cruise Lines International Association on the CLIA [Facebook](#) and [Twitter](#) fan pages.

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About 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 rigour, strong communication and implementation skills and exceptional client service to every project.

CHART's clients span the globe. In recent years the firm's focus has moved more to Asia and the Pacific. The firm created the strategy for Papua New Guinea, resulting in many cruise ships now visiting its ports and island destinations. CHART designed and delivered both the 2013 Asia Cruise Association White Paper and the current CLIA Asia Cruise Trends project. It recently also conducted the Pacific Cruise Market Research and Intelligence project.

CHART Principal, Ted Blamey, a Harvard MBA and McKinsey and Co. consultant was appointed Managing Director Sitmar Cruises Australasia at age 33 and global President/CEO 8 years later. After initiating the first cruise industry consolidation by sale of Sitmar to P&O/Princess he served as Port Authority Chair and Retail Travel Group CEO. He founded CHART in 1997. CHART's Associates have all held senior executive positions in cruise lines.

Website: www.CHARTmgmtconsultants.com

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INTRODUCTION

The cruise industry in Asia is growing rapidly. As many cruise lines deploy more capacity to the region, including some of the most modern cruise ships, cruise lines and industry stakeholders need to understand the trends, monitor guest source markets and the overall potential for cruise tourism growth. To achieve this goal, Cruise Lines International Association Southeast Asia commissioned CHART Management consultants to undertake an in-depth market analysis of Asia Cruise Trends.

With the collaboration of 13 international and regional cruise brands, which account for nearly 90 percent of regional capacity, this project set out to study the ocean cruise segment (2+ nights) and accomplish key objectives:

- Provide industry stakeholders with actionable, meaningful information, in particular
 - Develop trending data on key drivers of cruise activity such as capacity, deployment, and destinations
 - Compile data on the size of Asia guest source markets
- Provide a tool to work with governments and the private sector to identify the longer-term benefits for local economies and specifically to
 - Assist authorities in forming cruise industry-specific policies and regulations
 - Provide analysis to inform investment and infrastructure decisions

The following report outlines capacity and destination trends between 2013 and 2015, based on planned itineraries for 2015. Key capacity metrics, like ship counts, cruises, operating days and passenger capacity, are analyzed. Additional destination metrics such as port calls and passenger destination days describe the deployment trends.

It also provides an historical overview of passenger source volume from 12 Asian markets between the 2012 and 2014 travel years, reviewing metrics such as passenger source volume, types of cruises and ship segments selected, length of cruises taken, destinations visited, and passenger ages.

As Asia is a rapidly growing and dynamic market, three-year trends are typically analyzed using a compound annual growth rate to identify underlying trends against the year over year variability in markets.

Throughout this report, and consistent with the 2013 Asia White Paper all analysis and information exclude one-night cruises.

KEY FINDINGS

THE TRENDS

Cruise tourism in Asia is growing at double-digit rates – both in capacity deployed in the region and as a passenger source market.

- Between 2013 and 2015, **cruise capacity has increased across all metrics.**
- The number of ships deployed in Asia grew at a 10 percent compound annual growth rate.
- Similarly, the volume of cruises and voyages within and through Asia increased 11 percent.
- Operating days expanded 16 percent.
- Passenger capacity in Asia increased 20 percent.

Global deployment patterns have shifted in favor of Asia.

- **Asia had the greatest gain in share of global capacity deployment** (2.4 percentage points) among all regions.
- **Asia ascended from seventh to fourth in ranking** of share of available bed days between 2013 and 2015.

The cruise industry is bringing **more cruise visits to destinations in Asia.**

- There will be 980 more port calls in 2015, an increase of 34 percent in absolute volume from 2013.
- Destinations with the greatest growth in total port calls are Japan and Malaysia, with 238 and 197 additional calls, respectively. Other destinations with total port call growth include Hong Kong (101), Singapore (84), and South Korea (68).

As a source market for cruise tourism worldwide, **the absolute volume of cruise travelers sourced from Asia has nearly doubled since 2012.**

- Between 2012 and 2014, passenger volume grew from 775,000 to nearly 1.4 million passengers, **a 34 percent compound annual growth rate.**
- **China is a main driver of passenger growth in Asia**, adding 480,000 more cruise travelers since 2012 – a nearly 80 percent compound annual growth rate.
- Other markets with leading, double-digit growth include Hong Kong (74 percent), India (36 percent), Japan (20 percent), and Taiwan (14 percent).

Among the nearly 1.4 million cruise passengers from Asia, **China accounted for nearly half of the regional passenger volume in 2014.**

- An estimated 679,000 passengers came from mainland China compared to 700,000 sourced from the rest of Asia.
- Other leading source markets include Singapore (163,000), Taiwan (137,000), and Japan (119,000).

KEY FINDINGS

Asia cruise passengers travel close with short sailings.

- The majority (91 percent) of **Asian cruisers sailed within the region** in 2014.
- **Europe (60 percent) was the leading destination among the long-haul cruisers that sailed outside of Asia**, followed by Alaska/Canada/New England (20 percent) and Caribbean/Western U.S./Hawaii (14 percent) destinations.
- The majority (84 percent) sailed on the Contemporary ship segment followed by the Premium/Upscale segment (15 percent).
- Shorter sailings were more likely, with the greatest share of passengers sailing 4 to 6 nights (48 percent) followed by 2 to 3 nights (38 percent).

THE 2015 OUTLOOK

The momentum of cruise tourism continues with 26 brands serving the market in 2015.

- 52 ships will be deployed.
- More than 1,000 cruises and voyages are scheduled.
- **Passenger capacity is estimated at more than 2 million.**

In 2015, there will be variation in the ship product mix.

- Most ships will be mid-size with 22 deployed in 2015.
- Small ships will be seen in the market with 14 deployed.
- Large (10) and mega ships (1) will also host passengers.
- The Expedition niche will have 5 ships deployed.

Asia to Asia cruises and short sailings will dominate itineraries in 2015.

- 981 cruises are scheduled followed by 86 voyages through the region.
- The majority of cruises will be 2-3 night (48 percent) and 4-6 night (37 percent) cruises.

The cruise industry will have a potential to **bring 7 million passenger destination days across local communities** in the region.

- With nearly 4,000 port calls scheduled, itineraries will touch 168 destinations across 19 markets.
- **Japan and Malaysia will welcome the most port calls**, 646 and 580 respectively.
- **Top ports with over 200 total calls** in 2015 include **Singapore (374), Jeju Island, South Korea (217), and Hong Kong (200)**.
- In terms of potential for tourist visits, **Japan and Korea will host the most passenger destination days** with approximately 1.2 million passengers scheduled in each market.

CAPACITY

The prospects and opportunities for cruise tourism in Asia are inspired by the notable growth in travel volume sourced from countries across the region. To illustrate, based on World Tourism Organization statistics, outbound tourism from China grew nearly 20 percent annually between 2009 and 2013.

The cruise industry has taken action with a noticeable growth in capacity to the region. Between 2013 and 2015, the number of ships deployed in Asia grew at a 10 percent compound annual rate, followed by an 11 percent increase in the volume of cruises and voyages. With an added 16 percent increase in operating days, passenger capacity increased 20 percent.

With a focus on increasing capacity in Asia, global deployment patterns have shifted – Asia had the greatest gain in global share of available bed-days (2.4 percentage points) among all regions and ascended from seventh to fourth in ranking between 2013-2015.

The intent, among the study group, is to deploy 26 brands between 2014 and 2015, accounting for 52 ships in 2015. These brands will provide 1,065 cruise products (981 Asia-to-Asia cruises and 84 voyages). Overall, there is a planned capacity for 2.17 million passengers in 2015.

Capacity: 2015 Outlook

In 2015, 52 ships are scheduled to sail in Asian waters with a variety of product offerings. Mid-sized ships will account for most of the fleet (22 ships) followed by 14 small ships and 10 large ships. An additional five expedition ships and one mega ship will host passengers in 2015.

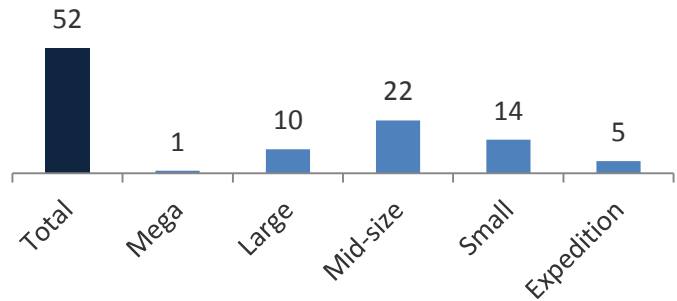
Cruise lines will cater mainly to the premium and contemporary segments with 10 lines in the Asia market. Another seven cruise lines will be in upscale followed by four luxury lines and four expedition lines.

The vast majority of cruises scheduled are within the region with 981 Asia-to-Asia itineraries and a smaller volume of longer voyages (84) that touch the region at some point in the itinerary. In total, 1,065 cruises are scheduled in 2015.

Short cruises will dominate the itineraries in Asia. Cruises of 2-3 nights will account for the highest share of all cruises, 43 percent, followed by 4-6 night offerings representing 37 percent of all cruises.

The allocation of ships and cruise itineraries will result in 5,824 operating days in Asia for 2015 providing a total capacity for 2.17 million passengers.

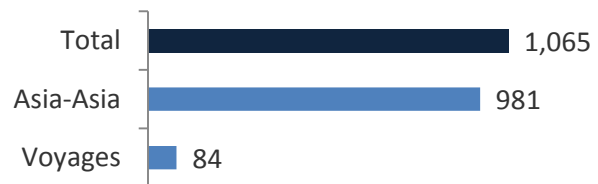
Ships in Asia by Size, 2015



Cruise Ship Segments, 2015

Cruise Ship Segment	# Lines
Premium & Contemporary	10
Upscale	7
Luxury	4
Expedition	4

Cruises Offered by Type, 2015



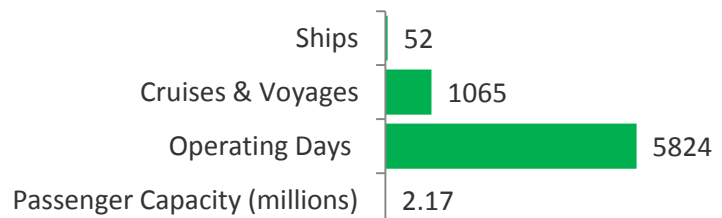
Length of Cruises Offered, 2015



■ 2-3 nights ■ 4-6 nights ■ 7 nights ■ 8-10 nights ■ 11-13 nights ■ 14 nights ■ 15-19 nights ■ 20+ ■ Voyages

The allocation of ships and cruise itineraries will result in 5,824 operating days in Asia for 2015 providing a total capacity for 2.17 million passengers.

Capacity Summary: 2015



Capacity: 2015 Outlook, Brand Deployments

In 2015, 26 brands will offer cruise products in the Asia region. Star, Costa, and Royal Caribbean will host the greatest share of sailings, 33 percent, 20 percent and 16 percent respectively, and will also lead in the number of Asia-to-Asia itineraries. In the voyage space, Princess will offer the greatest volume of long-haul cruises, scheduling 18 through the region.

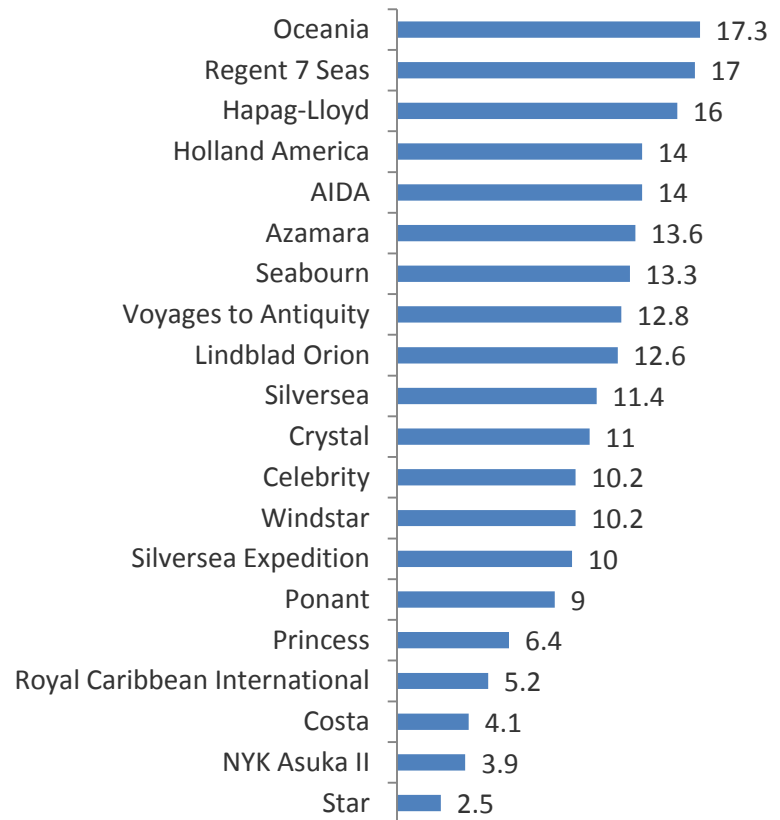
Regional cruise lines will be more likely to offer short duration cruises. On average, Star and NYK will offer the shortest duration cruises, 2.5 and 3.9 nights respectively. Alternatively, Oceania and Regent 7 Seas will offer the longest cruises with 17.3 and 17.0 nights on average.

With planned passenger capacity up to 2.17 million passengers, Costa will have the ability to host the greatest share of passengers in Asia, accounting for nearly 29 percent of passenger capacity. Royal Caribbean and Star brands will follow with over 25 percent each.

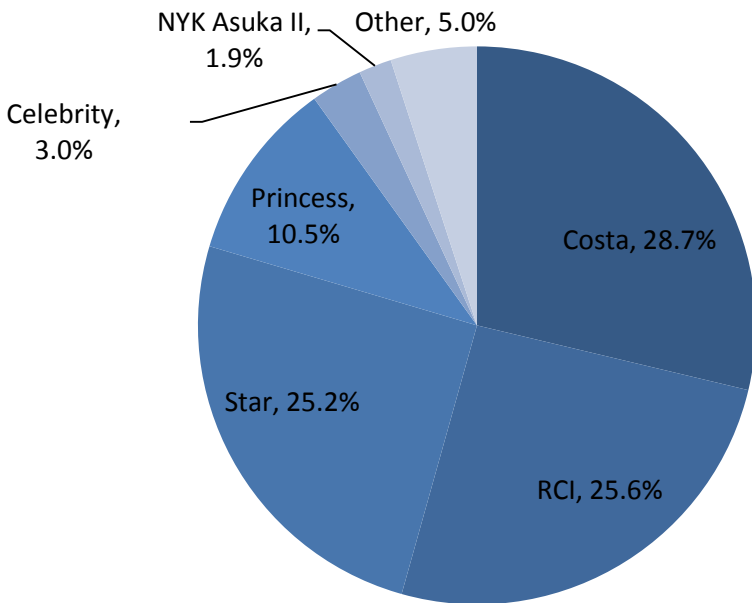
Cruise and Voyages Offered in Asia by Top 10 Brands: 2015

Brand	Asia-Asia		Total Sailings
	cruises	Voyages	
Star	352		352
Costa	211	4	215
RCI	166	7	173
Princess	73	18	91
NYK	46	2	48
Celebrity	26	5	31
Silversea	18	3	21
Holland America	10	6	16
Windstar	12	2	14
Oceania	6	8	14

Avg Length of Cruise (nights)



Share of Passenger Capacity, 2015



■ Costa ■ RCI ■ Star ■ Princess ■ Celebrity ■ NYK Asuka II ■ Other

Capacity: Trends

Between 2013 and 2015, cruise industry capacity had double-digit growth across all capacity metrics. The volume of ships deployed grew 10 percent annually from 43 ships in 2013 to 52 in 2015, expanding across all ship size categories.

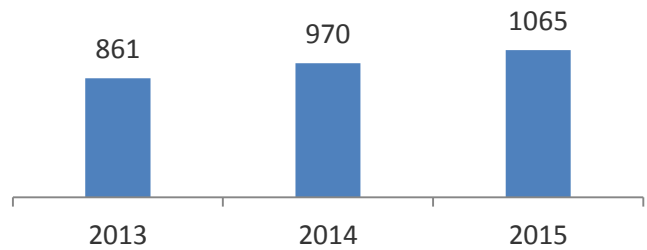
Sailings in and through Asia had strong growth, increasing 11 percent annually from 861 cruises and voyages in 2013 to 1,065 in 2015. Both cruise types drove the overall growth with Asia-to-Asia cruises increasing 10.6 percent and voyages increasing 19 percent, annually.

While the short cruises dominate itineraries, the mix of cruise durations has shifted slightly. Cruises of 4-6 nights grew the most, increasing from 263 sailings in 2013 to 367 in 2015, followed by longer 8-10 night cruises, up from 36 to 71.

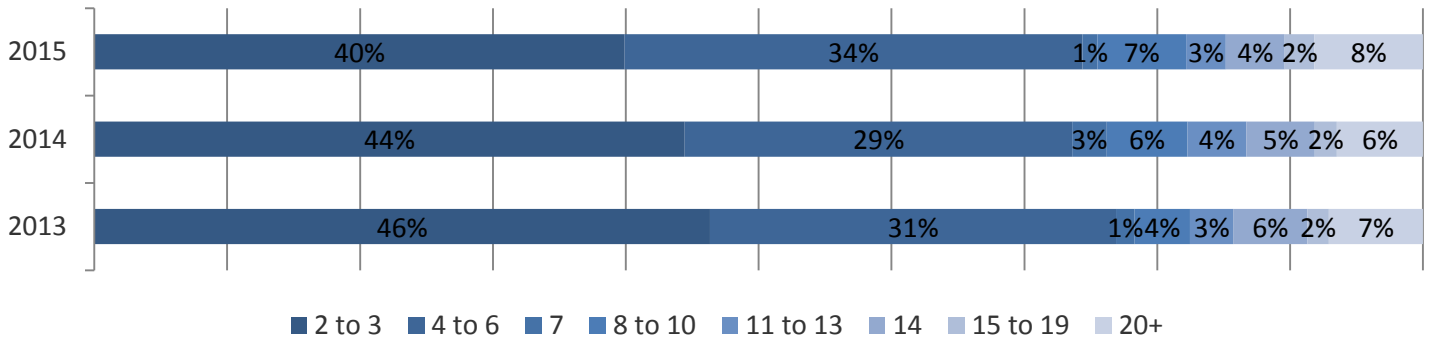
Cruise Ships Deployed by Type, Asian Region

	Expedition	Small	Midsize	Large	Mega	Total
2013	2	14	19	8	0	43
2014	5	15	21	9	0	50
2015	5	14	22	10	1	52

Cruise Activity in Asia, Total Cruises

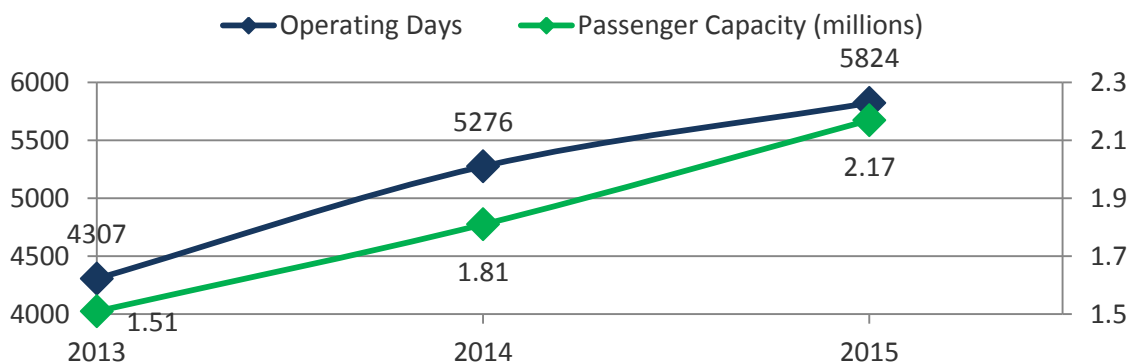


Duration of Cruise (nights)



These product trends brought operating days up 16.3 percent annually from 4,307 operating days in 2013 to 5,824 in 2015. Overall, the opportunity to host passengers in Asia grew 20 percent in this timeframe, from a passenger capacity of 1.51 million in 2013 and exceeding the two million mark in 2015 (2.17 million).

Capacity Growth 2013-2015



Capacity: Trends by Brand

The growth in total sailings in the region has been driven by many international brands. While Star hosts the largest number of Asia-to-Asia cruises, the volume of scheduled cruises decreased from 420 in 2013 to 352 in 2015.

Conversely, international brands Costa and Royal Caribbean increased their number of sailings. In 2013, Costa had 116 scheduled Asia-to-Asia cruises with an increase to 211 in 2015. Similarly, Royal Caribbean increased Asia-to-Asia cruise volumes from 106 to 166 in the same timeframe. The Princess brand also had notable growth in regional cruises, starting from 5 in 2013 to 73 in 2015.

While voyages comprise a smaller portion of Asia cruises, three brands had notable growth in voyages through the region. Princess increased Asia voyages from 11 to 18, followed by Oceania and Royal Caribbean which added 6 and 3 more voyages over the 2013-2015 timeframe.

In terms of passenger capacity trends, leading brands with greatest capacity had mixed patterns. Star reduced capacity 11 percent annually, from 688,000 passengers to 545,000 in 2015. Meanwhile, the Costa and Royal Caribbean brands increased passenger capacity 44.5 percent and 29.8 percent, respectively.

Asia to Asia Cruises by Top 5 Brands

<u>Brand</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Star	420	365	352
Costa	116	169	211
Royal Caribbean International	106	120	166
Princess	5	86	73
NYK Asuka II	47	42	46

Voyages through Asia by Top 5 Brands

<u>Brand</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Princess	11	14	18
Oceania	2	3	8
Royal Caribbean International	4	1	7
Holland America	5	5	6
Silversea	6	8	6

Passenger Capacity By Top 5 Brands

<u>Brand</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>
Star	688,178	577,198	545,376
Costa	297,364	431,722	620,440
Royal Caribbean International	328,674	376,794	553,870
Princess	33,044	239,020	228,010
Celebrity	28,418	44,384	65,106

CRUISE DESTINATIONS

The expansion of cruise capacity naturally impacts the volume of visits across destinations in Asia. Between the 2013-2015 study timeframe, 980 more port calls were added in the region. Destinations benefiting from this trend includes Japan, with 238 more calls, and Malaysia, with 197 more calls since 2013.

In 2015, cruises will visit 168 destinations across 19 countries. Japan will welcome the most port calls, hosting 646 total calls. Malaysia follows and will welcome 580 total calls . Top ports include Singapore (374), Jeju Island, South Korea (217), and Hong Kong (200). In total, 2015 will bring 3,909 total port calls to Asia.

The cruise industry activity in 2015 will also have a positive impact by bringing passengers to destinations across the region. With the combination of added ships, volume of cruises, and length of port call visits, the cruise industry will bring 7 million passenger destination days to localities across Asia.

Cruise Destinations: Regional Overview, Continued

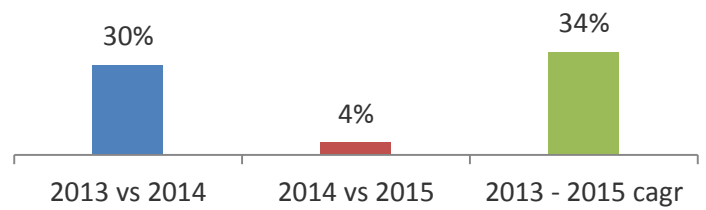
The volume of total port calls planned throughout Asia in 2015 will reach 3,909 calls. Since 2013, port calls increased 34 percent with an influx of calls in 2014 (increasing 30 percent) and a 4 percent increase scheduled in 2015. The moderation in 2015, versus 2014, was driven by deployment changes of two lines - Star cruises moving capacity out of East Asia for 2015, and Princess Cruises redeploing from East to Southeast Asia and reducing overall Asian presence in 2015.

Most recently in 2014, the key countries hosting port calls were led by Japan, with 626 total calls, Malaysia, and South Korea with over 400 calls. (Fig 2). Singapore, Shanghai, and Jeju Island, South Korea led in total port calls, each hosting over 200 calls in 2014.

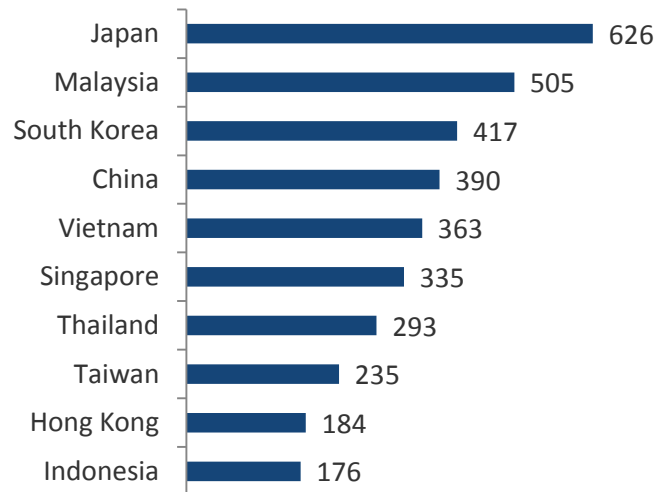
In terms of turnaround ports, Singapore and Shanghai had the most turnaround calls, hosting 267 and 202, respectively. Ho Chi Minh City, Vietnam, Hong Kong, and Singapore greeted the most overnight calls, all receiving between 40-50 calls in 2014.

Overall, with 3,814 calls in 2014, the cruise industry brought 6.5 million passenger destination days to the Asia region, concentrated mostly in the East Asia region which led in hosting the most port calls and passenger destination days..

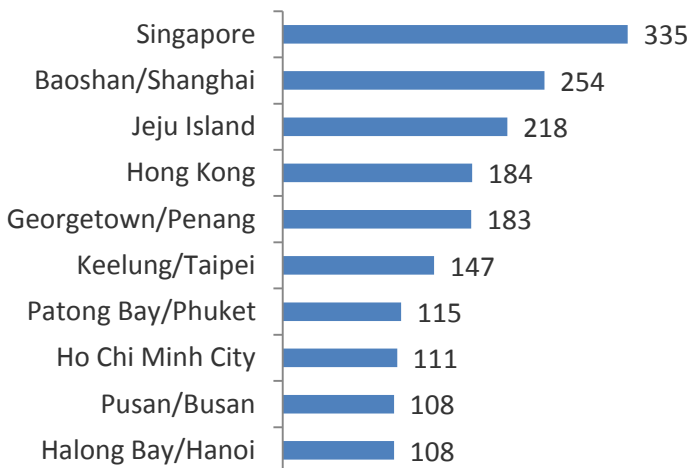
Growth in Total Port Calls



Top 10 Countries by Total Port Calls, 2014



Top 10 Ports by Total Port Calls, 2014



Key Destination Metrics by Region, 2014

	Ports	Calls	Passenger Destination Days (000s)
East Asia	60	1,853	3,935
Southeast Asia	63	1,768	2,413
South Asia	17	193	159
Total Asia	140	3,814	6,508

Cruise Destinations: Regional Overview

2015 Outlook

Primary countries set to host the greatest volume of calls in 2015 include Japan, Malaysia, South Korea, Singapore, and Thailand, all planning to receive over 300 calls.

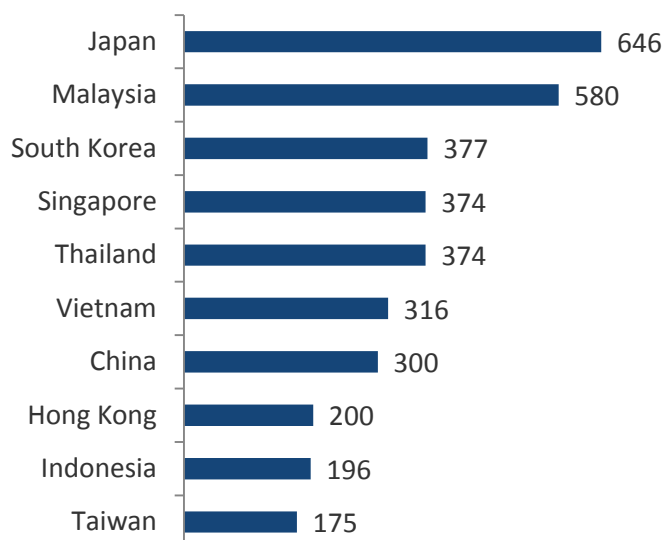
Similarly, 9 ports in Asia will host over 100 total calls. Singapore is scheduled to have the most total calls, reaching 374, with Jeju Island, South Korea, ranking second, 217. Hong Kong and Shanghai follow in ranking with 200 and 183 total calls, respectively.

There will be 30 turnaround ports, with Singapore hosting the vast majority (308). Shanghai and Hong Kong will also host a notable volume with 143 and 142 turnarounds scheduled, respectively.

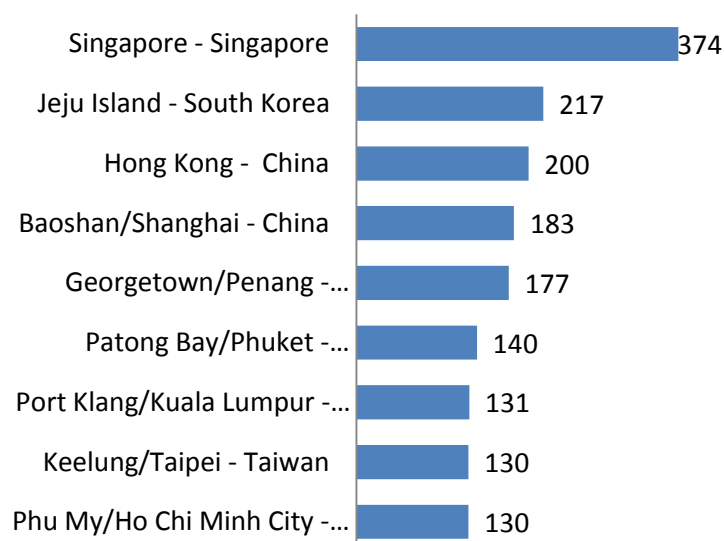
Overnight calls are scheduled across 37 ports in 2015. Yangon, Myanmar will host the most overnight calls (48), followed by Singapore (41), Phu My/Ho Chi Minh City, Vietnam (38), Hong Kong (37) and Laem Chabang/Bangkok, Thailand (36).

Overall, port calls will shift and be concentrated in the Southeast Asia region, accounting for 50 percent of all calls. Yet, East Asia will continue to host the most passenger destination days. In terms of cruise passenger potential, the region is set to host 7 million passenger destination days in 2015, an eight percent increase over 2014.

Top 10 Markets by Total Port Calls, 2015 Outlook



Top 10 Ports by Total Port Calls, 2015 Outlook



Key Destination Metrics by Region, 2015

	<u>Ports</u>	<u>Calls</u>	<u>Passenger Destination Days (000s)</u>
East Asia	95	1,698	3,895
Southeast Asia	61	1,973	2,885
South Asia	12	238	225
Total Asia	168	3,909	7,005

Cruise Destination: China

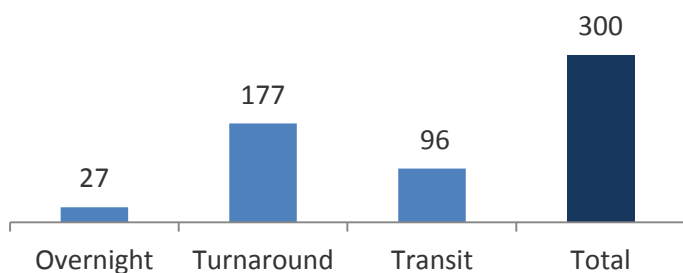
China, as a destination, is scheduled to welcome 300 port calls in 2015. While over half of the calls will be turnaround (177 calls), 96 transit calls are also scheduled. This will bring a potential for 807,000 Passenger Destination Days to the market.

Growth Trends:

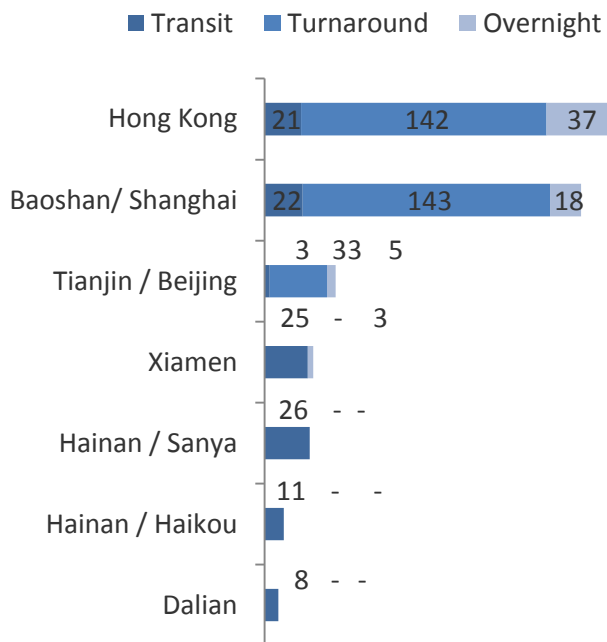
- While China, as a source market, remains the growth powerhouse for the Asian Cruising economy, as a destination cruise calls shifted away in 2015. Total calls declined by 23 percent in 2015 relative to 2014, reflecting both the strong capacity growth in 2014, and deployment adjustments in 2015.
- In absolute volume, there was a 6 percent growth in China port calls over the 2013-2015 period, for a combined annual growth rate of 3 percent.

2015 Outlook

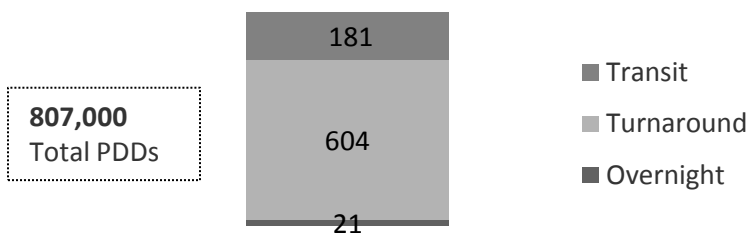
2015 Port Calls



Top Ports 2015

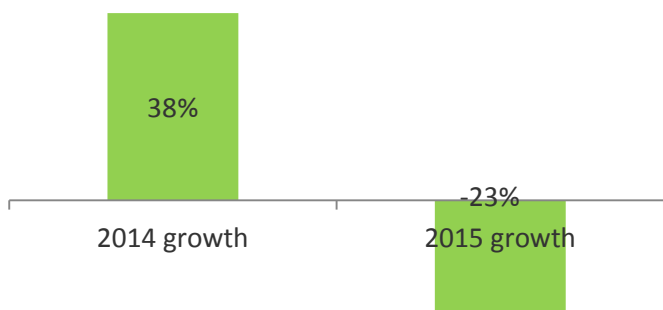


2015 Passenger Destination Days (000s)

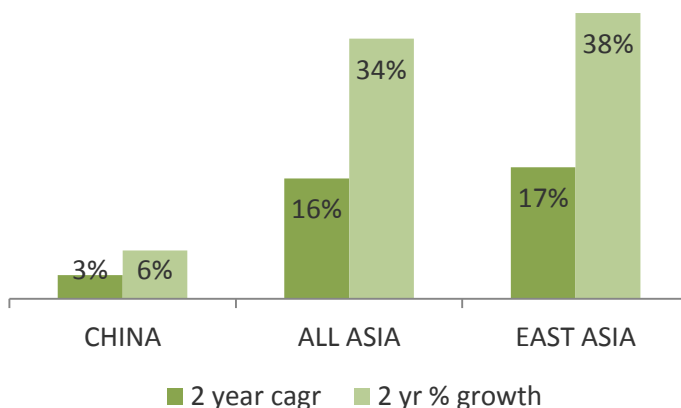


Growth Trends

China: Yr-Yr Growth Rate Port Calls



2013-15 Growth Trends: Port Calls (CAGR, Total Growth Rate)



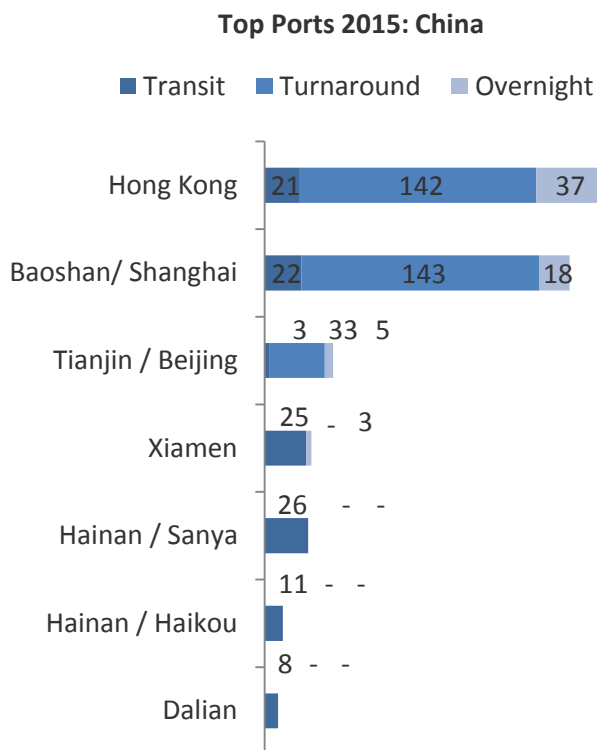
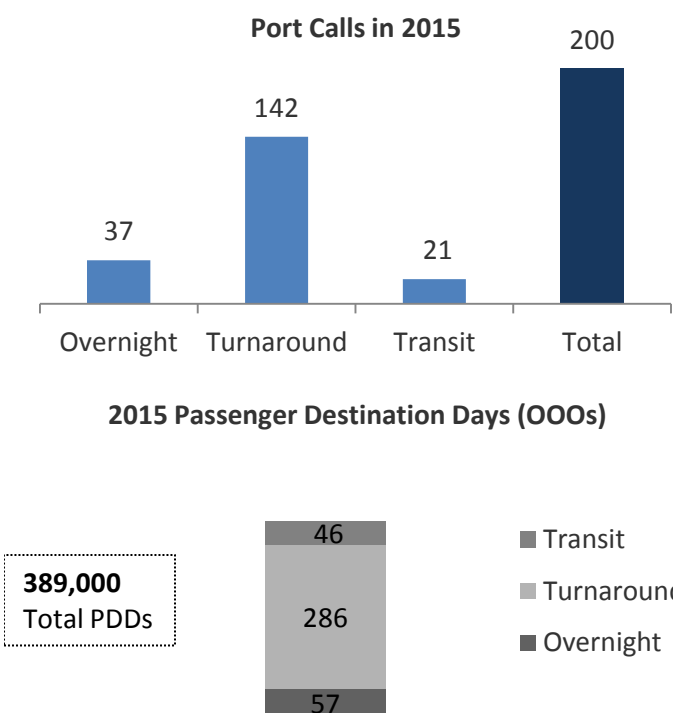
Cruise Destination: Hong Kong

When compared to ports in mainland China, Hong Kong is expected to lead in the volume of total port calls, with 200 calls in 2015 scheduled to date. Mainly a turnaround port, accounting for 70 percent of call volume, the destination will host up to 389,000 Passenger Destination Days in 2015.

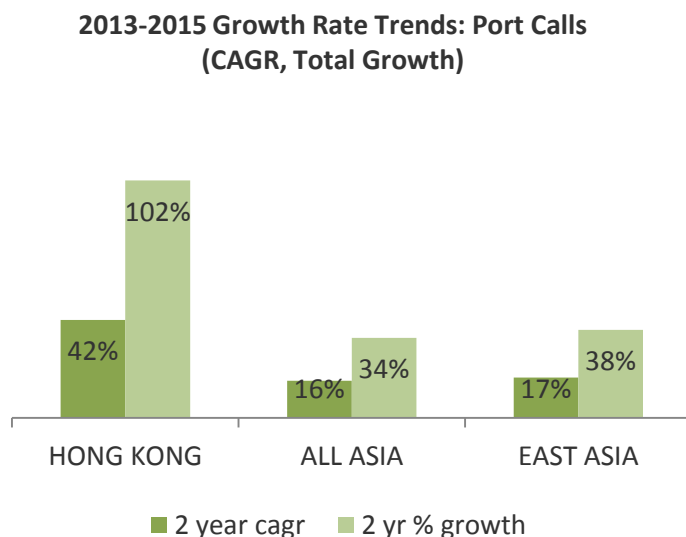
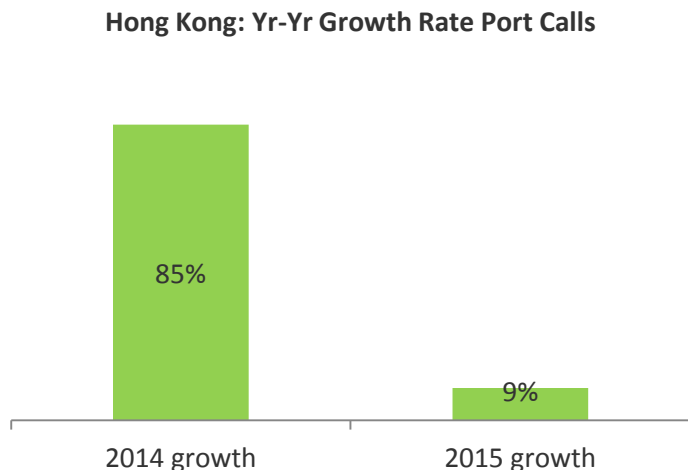
Growth Trends:

- Destination port call volume is anticipated to grow 9 percent in 2015
- Since 2013, Hong Kong had a 102 percent growth in the absolute volume of calls, for a combined annual growth rate of 42 percent.

2015 Outlook



Growth Trends



Cruise Destination: Japan

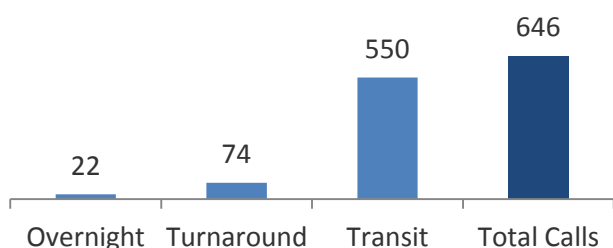
To date, Japan will have the most scheduled port calls in 2015 among all Asia markets, with 646 total calls scheduled. Predominantly transit calls (550), these visits will result in a potential for over 1.2 million Passenger Destination Days in the market.

Growth Trends:

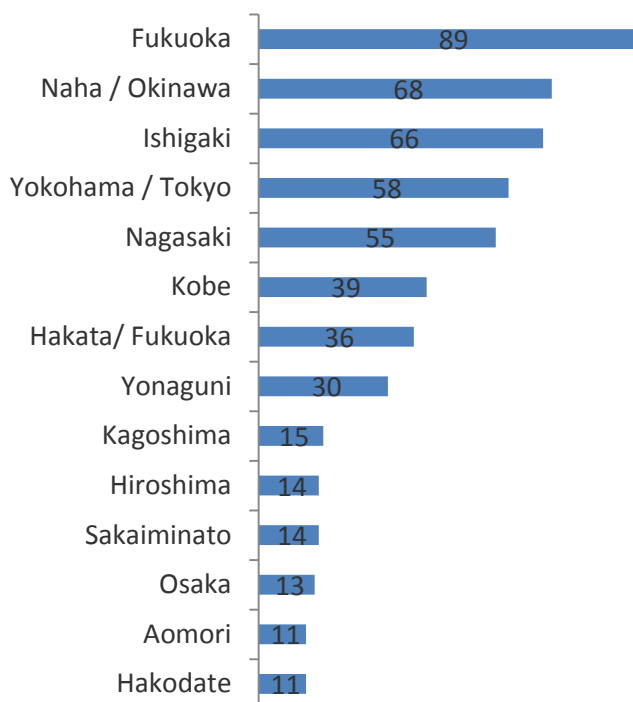
- In 2015, Japan will keep pace with the average port call growth across the entire Asia region, while call volume contracts in the East Asia sub-region.
- Since 2013, there was 72 percent absolute growth in Japan port calls, for a combined annual growth rate of 31 percent.

2015 Outlook

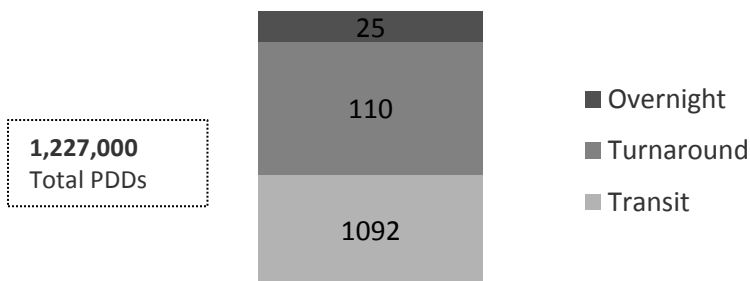
2015 Port Calls



Top Ports (Total Calls) 2015

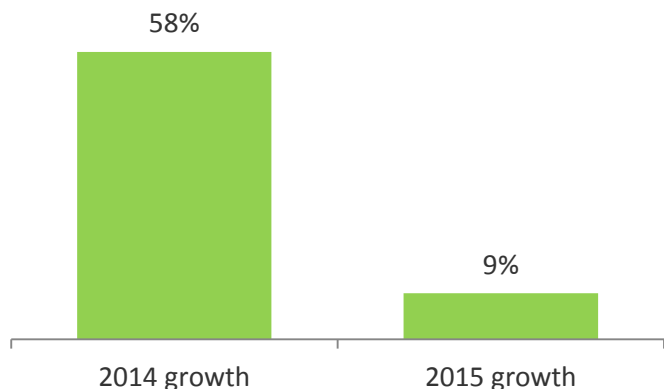


2015 Passenger Destination Days (000s)

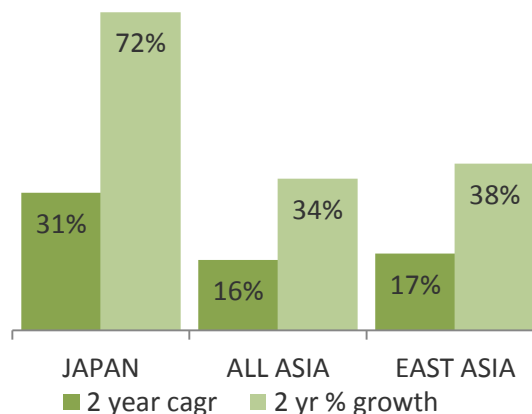


Growth Trends

Japan: Year-over-year Growth Rate



2013-2015 Growth Rate Trends: Port Calls (CAGR, Total Growth)



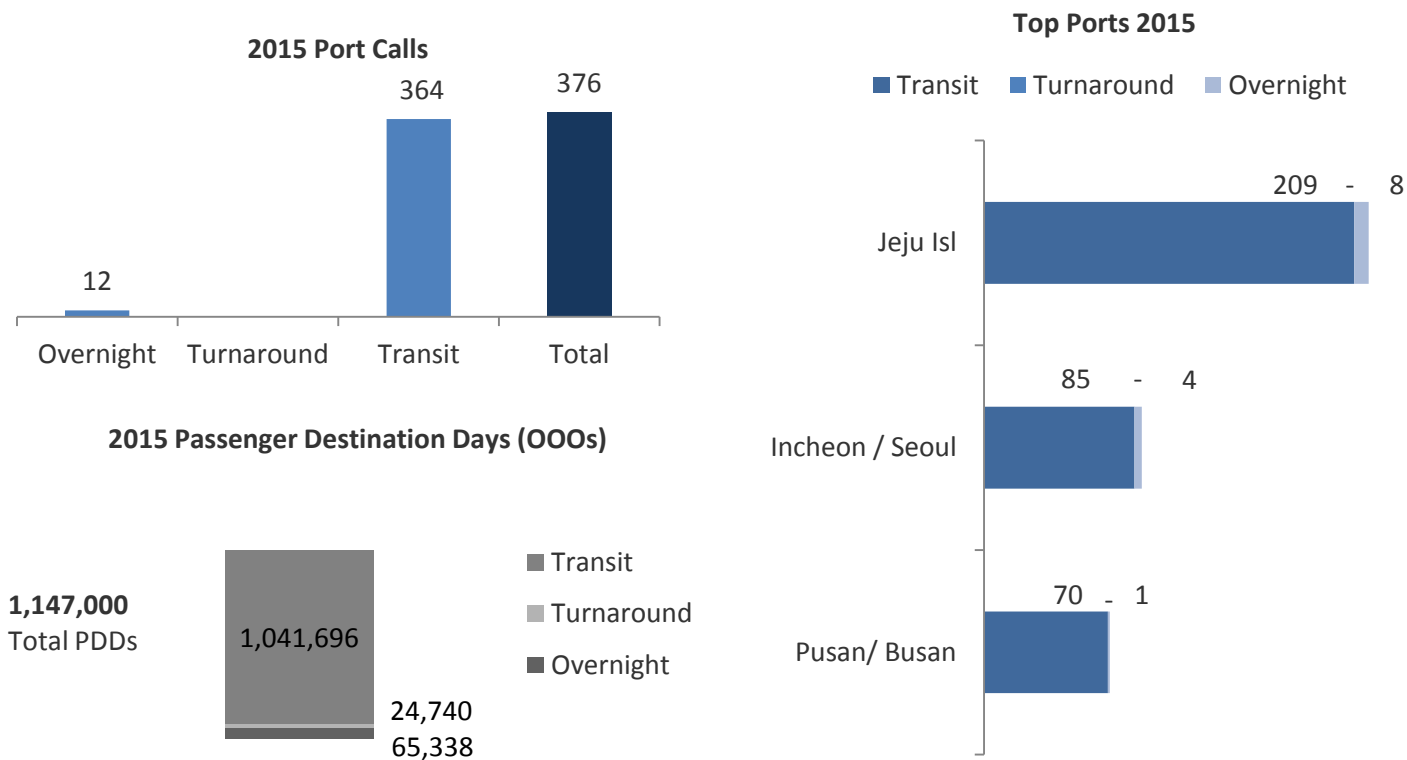
Cruise Destination: South Korea

In 2015, South Korea is anticipated to remain predominantly a transit destination with 364 transit calls out of 376 total calls scheduled. The destination is scheduled to host over 1.1 million Passenger Destination Days in 2015.

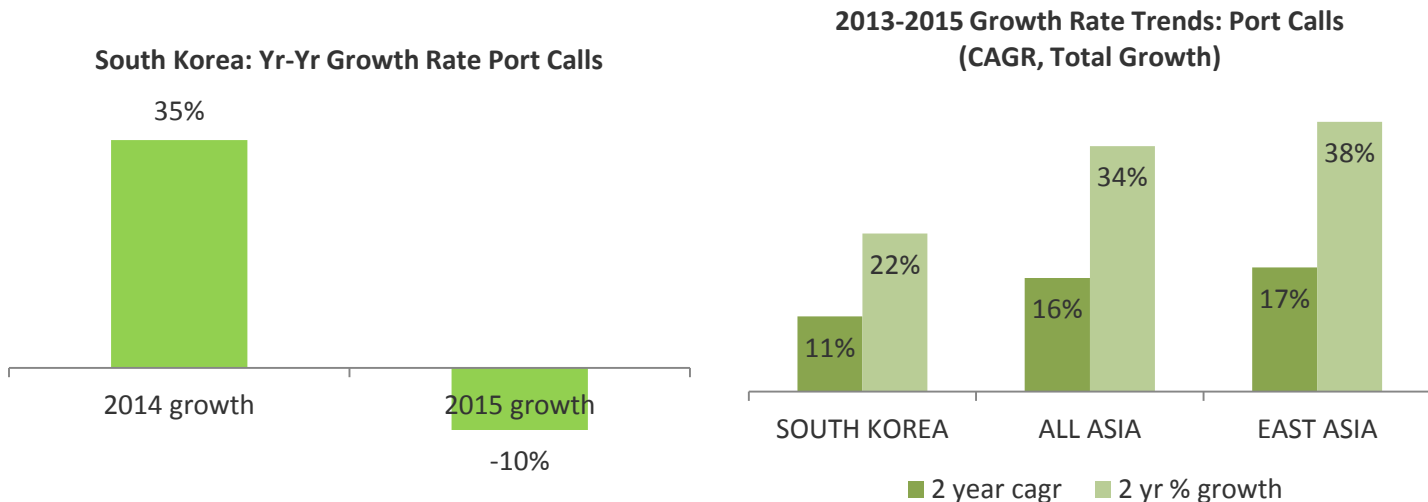
Growth Trends:

- The East Asia sub-region is scheduled to have modest decline of port call volume in 2015, similarly, South Korea is slated to experience a 10 percent drop in port calls over 2014.
- Since 2013, there was an absolute increase of 22 percent in total port calls to South Korea, giving the destination a combined annual growth rate of 11 percent.

2015 Outlook



Growth Trends



Cruise Destination: Taiwan

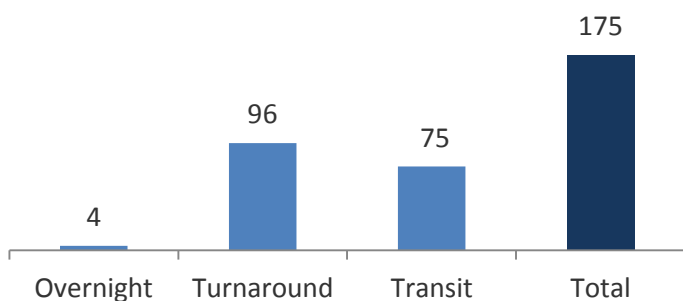
In terms of call activity, Taiwan is diversified among transit and turnaround port calls and is scheduled to welcome 175 total calls in 2015. Keelung/Taipei will lead in port calls, with 84 percent of calls scheduled in Taiwan. The destination will host 325,000 Passenger Destination Days in 2015.

Growth Trends:

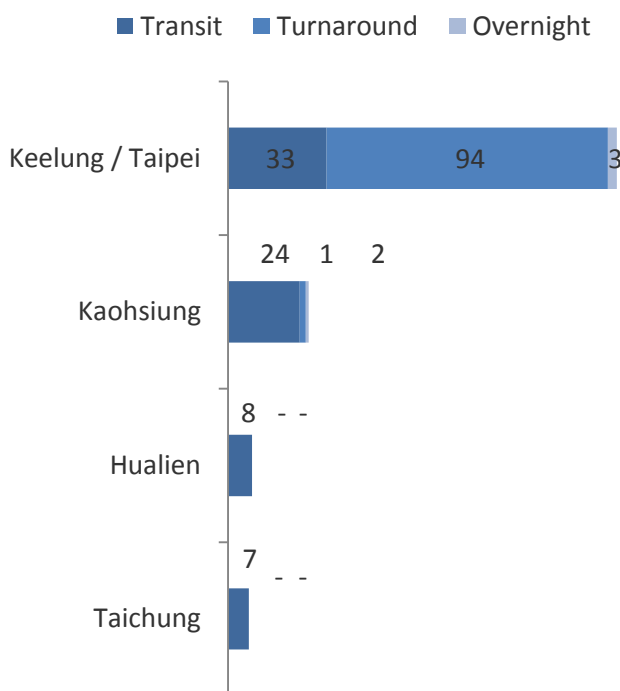
- With a 50 percent rise in call volume to Taiwan in 2014, itinerary plans in 2015 result in a 25 percent reduction of calls.
- Longer-term growth trends reveal that, in absolute volume, port calls to Taiwan grew 12 percent since 2013, for a combined annual growth rate of 6 percent.

2015 Outlook

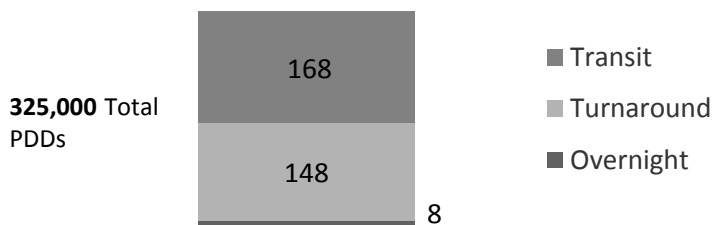
2015 Port Calls



Top Ports 2015

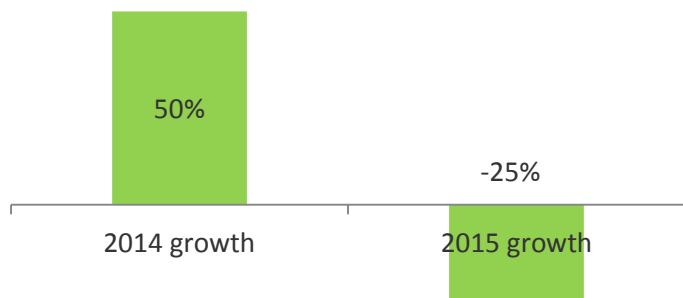


2015 Passenger Destination Days (000s)

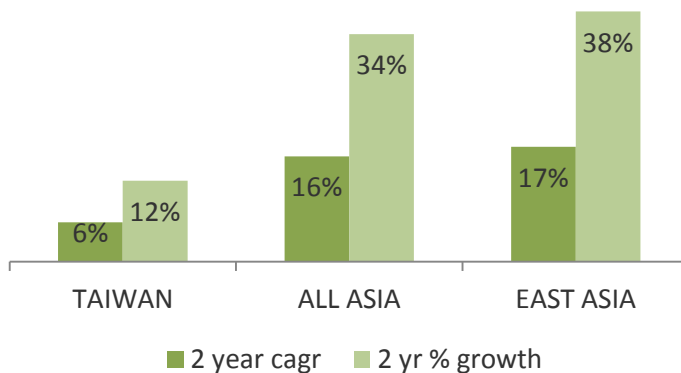


Growth Trends

Taiwan: Yr-Yr Growth Rate Port Calls



2013-2015 Growth Rate Trends: Port Calls (CAGR, Total Growth)



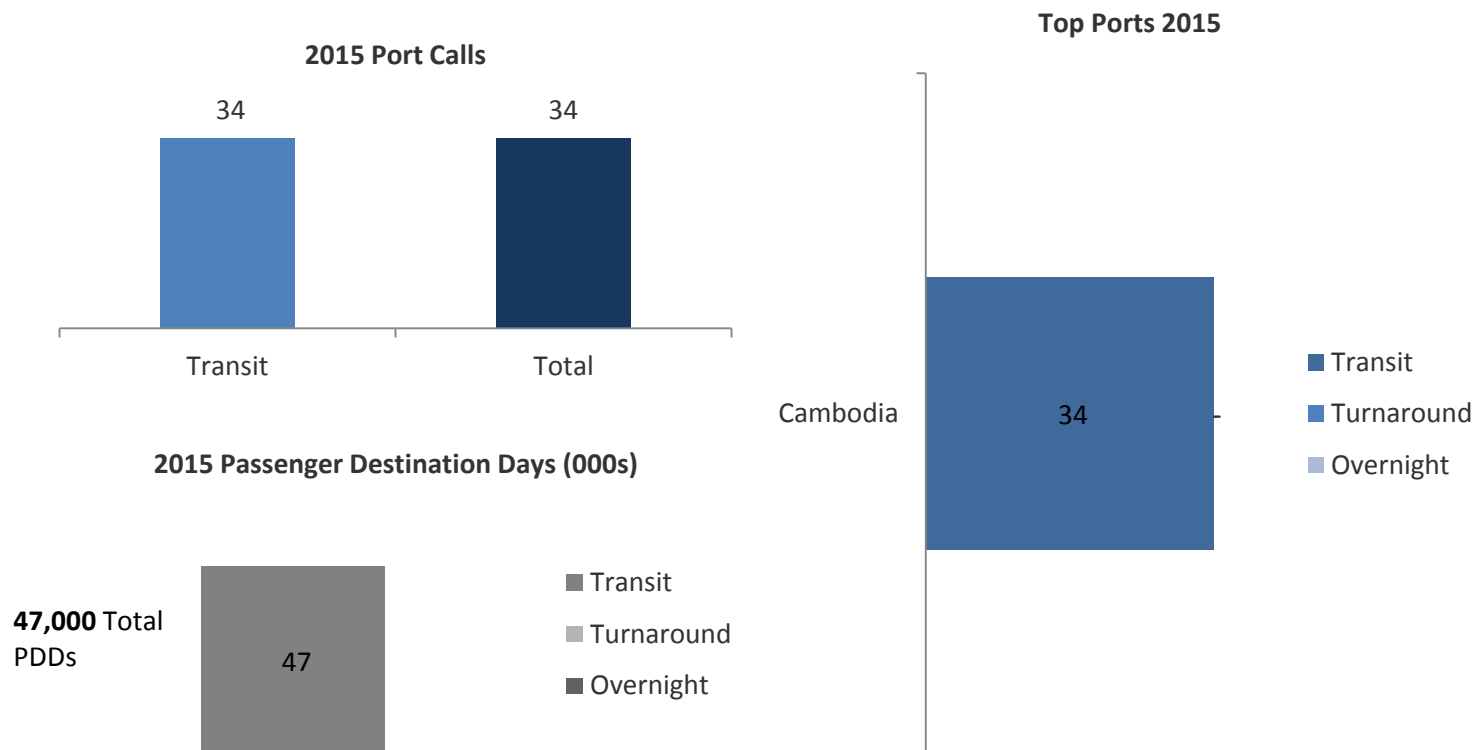
Cruise Destination: Cambodia

Cambodia's 34 transit (and total) port calls and 47,000 Passenger Destination Days in 2015 were a part its strong two year growth in cruising. Port calls remain a transit operation.

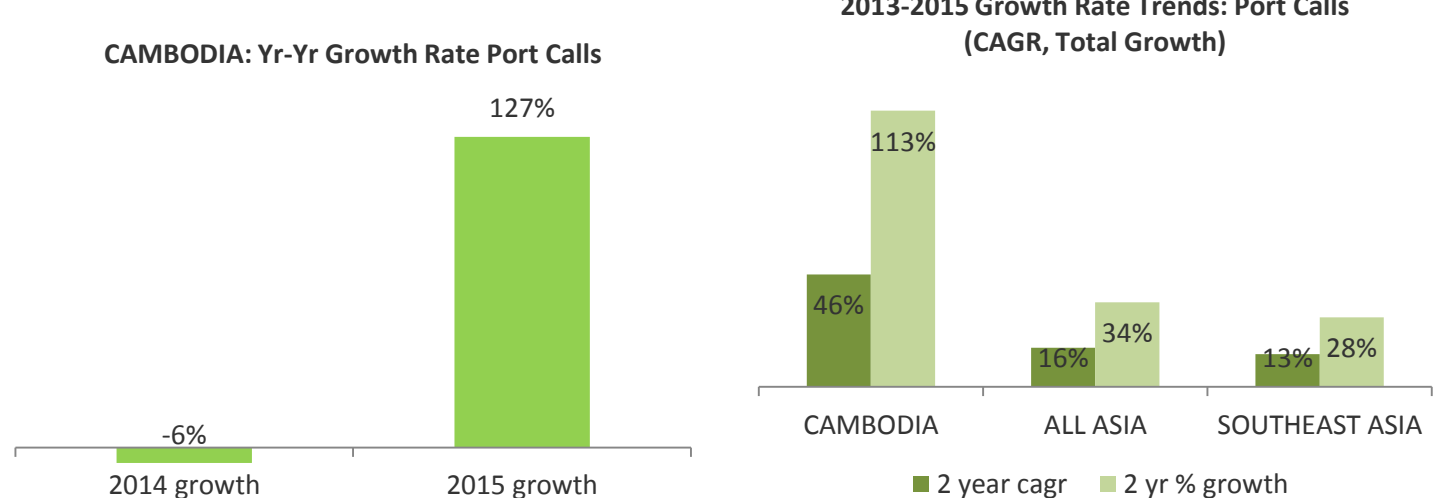
Growth Trends:

- Beginning from a small base, 2015 will reverse a reduction in call volume to the destination in 2014 and double volume in 2015.
- Since 2013, absolute port call volume grew 113 percent in Cambodia over the 2013-2015 period, for a combined annual growth rate of 46 percent.

2015 Outlook



Growth Trends



Cruise Destination: Malaysia

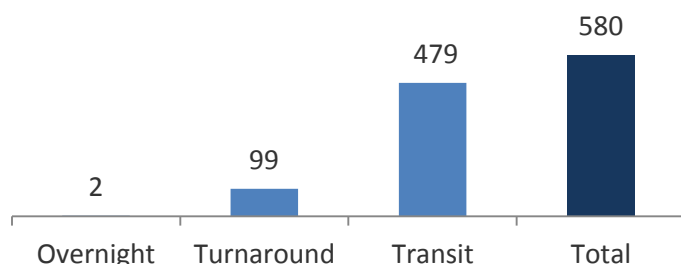
Malaysia, second in call volume among markets in Asia, is scheduled to welcome 580 port calls in 2015, the majority as transit calls (84 percent). Georgetown/Penang and Kuala Lumpur will lead Malaysia in calls, with a combined 46 percent of the market. The destination will have a potential to host 871,000 Passenger Destination Days in 2015.

Growth Trends:

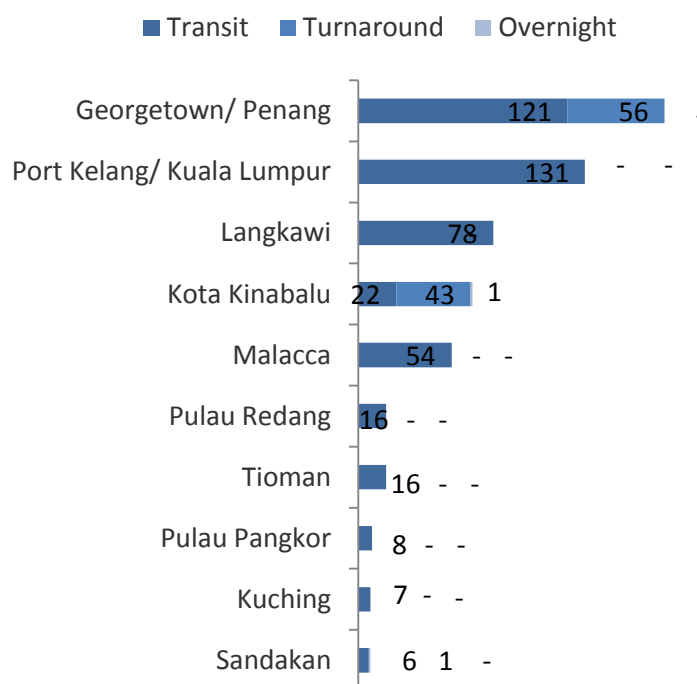
- 2015 will continue the growth trend in Malaysia, where call volume will increase 15 percent over 2014.
- Since 2013, port calls grew 52 percent in absolute volume, for a combined annual growth rate of 23 percent, higher than Southeast Asia's rate of 13 percent.

2015 Outlook

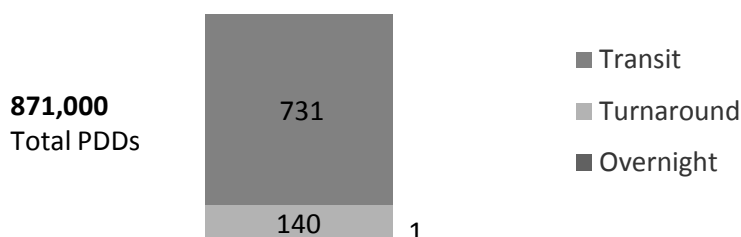
2015 Port Calls



Top Ports 2015

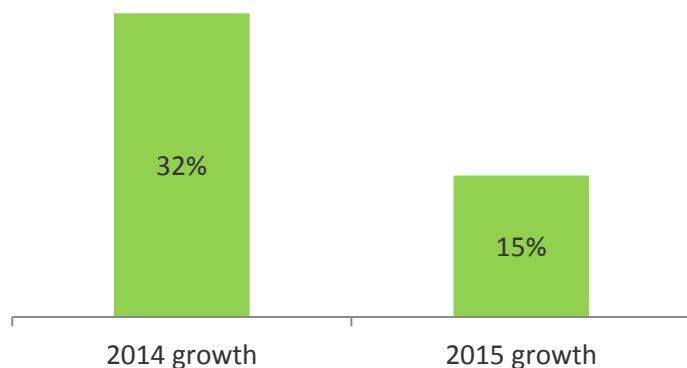


2015 Passenger Destination Days (000s)

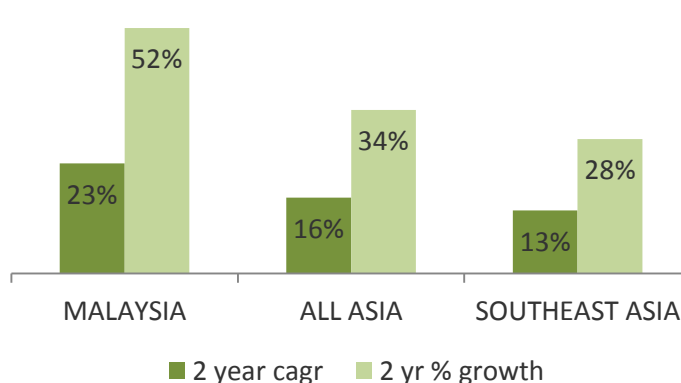


Growth Trends

MALAYSIA: Yr-Yr Growth Rate Port Calls



2013-2015 Growth Rate Trends: Port Calls (CAGR, Total Growth)



Cruise Destination: Philippines

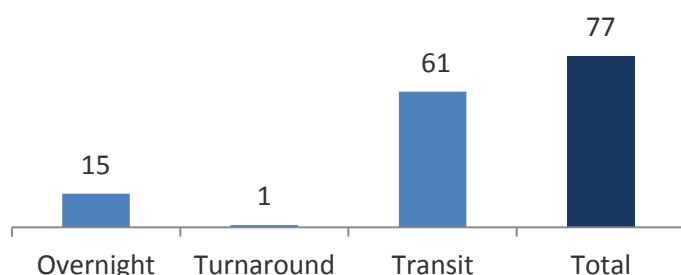
The Philippines will host 77 port calls in 2015. Transit traffic will be the majority of calls and passenger destination days, at 79% and 75% of total, respectively. The destination will host nearly 100,000 Passenger Destination Days in 2015.

Growth Trends:

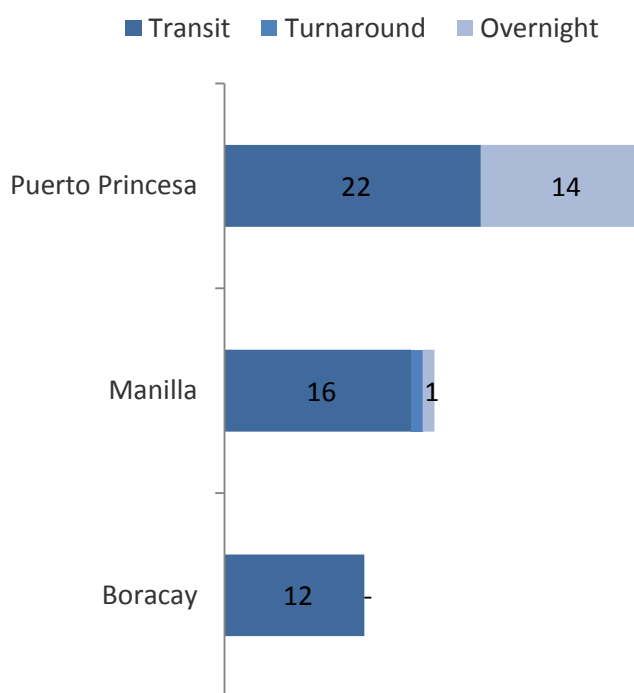
- The Philippines as a destination grew tremendously over the 2013-2015 period. While starting from a small base, there was 450 percent growth in absolute call volume to the Philippines, for a combined annual growth rate of 135 percent.

2015 Outlook

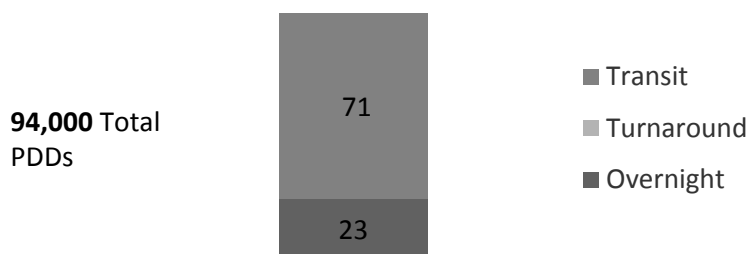
Port Calls in 2015



Top Ports 2015

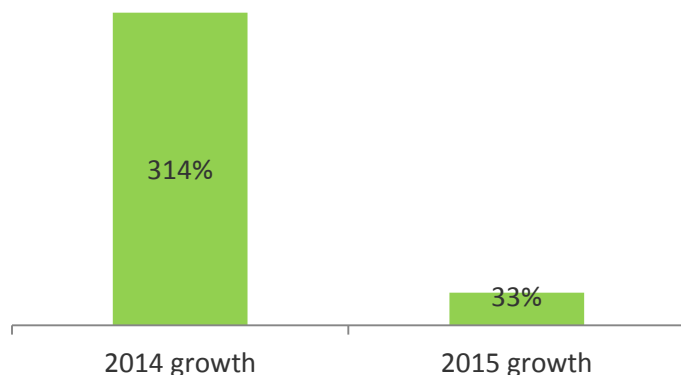


2015 Passenger Destination Days (000s)

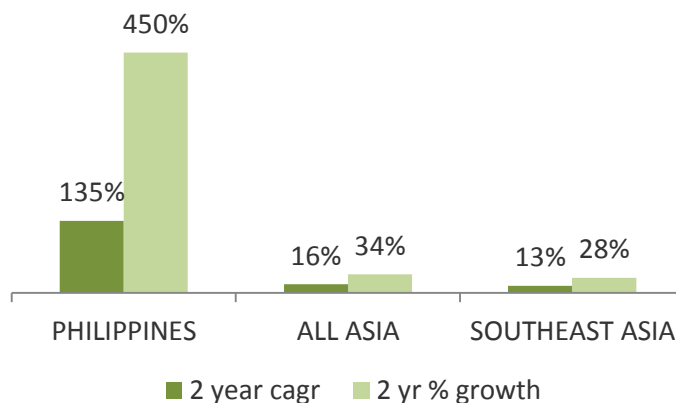


Growth Trends

PHILIPPINES: Yr-Yr Growth Rate Port Calls



Growth Rate: Port Calls 2013-15 (CAGR, Total Growth)



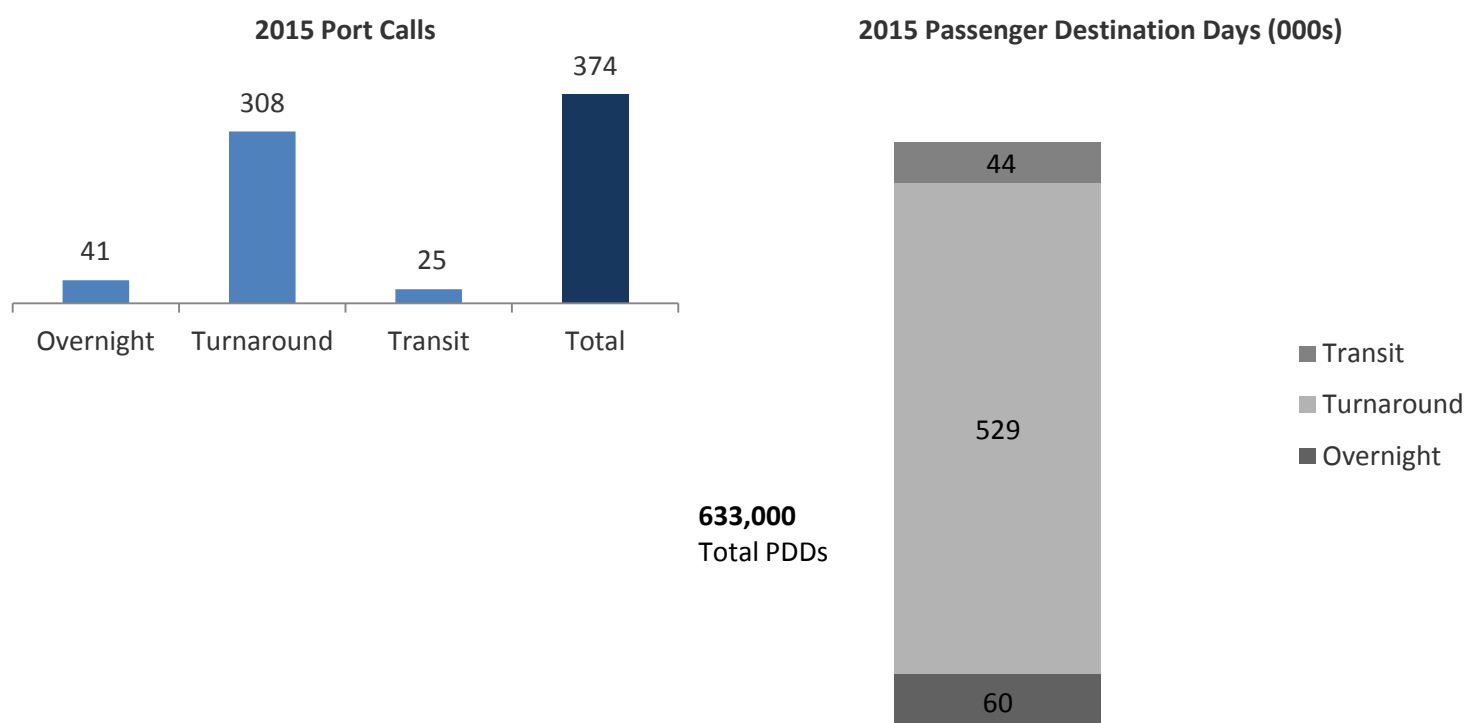
Cruise Destination: Singapore

Among all ports, Singapore will host the most calls in 2015 with 374 calls scheduled. The destination is slated to host 633,000 Passenger Destination Days. Turnaround calls will dominate, with 82 percent of total calls and 84 percent of total passenger destination days.

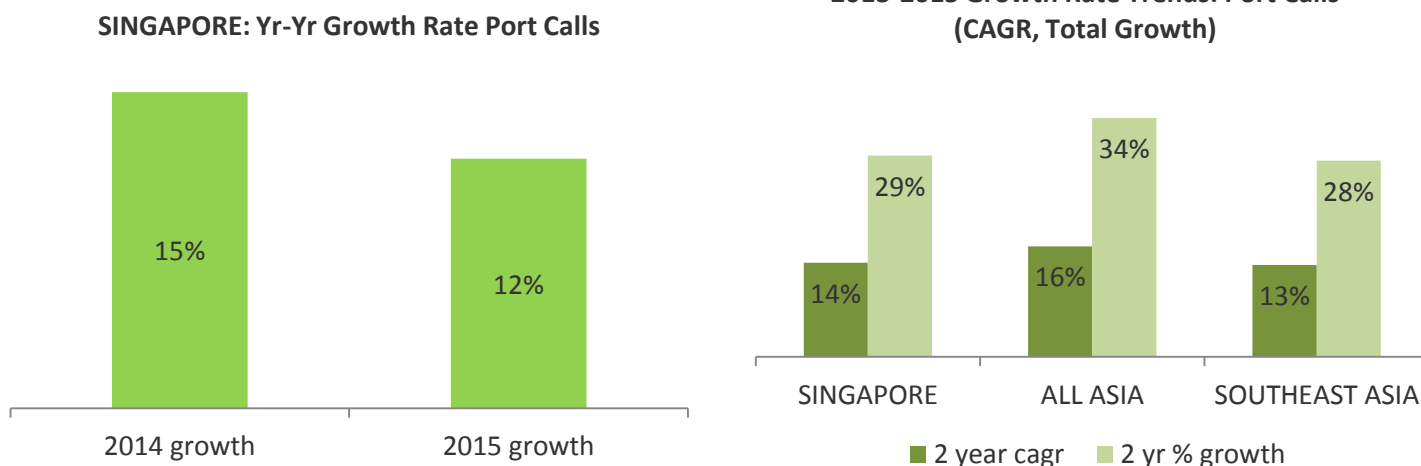
Growth Trends:

- In 2015, there will be strong growth in port calls to the Southeast Asia sub-region, with Singapore's port showing similar increases of 12 percent.
- With an absolute increase of 29 percent in port calls over the 2013-2015 period, the port had a combined annual growth rate of 14 percent.

2015 Outlook



Growth Trends



Cruise Destination: Thailand

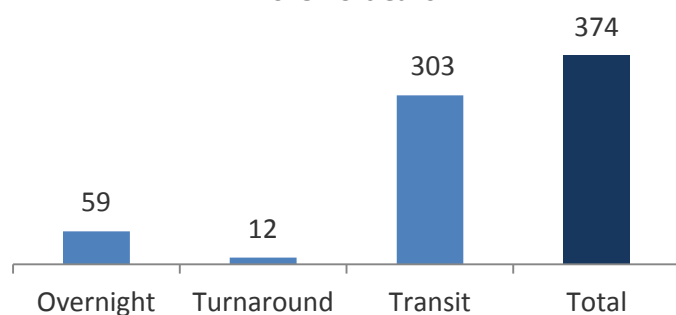
Thailand is scheduled to host 374 port calls in 2015 with a potential for 579,000 Passenger Destination Days. Transit traffic will be the majority of port call and passenger destination day volume, at 81 percent and 80 percent of total, respectively. Phuket and Bangkok will lead Thailand in port calls, providing 51% of total port calls in 2015.

Growth Trends:

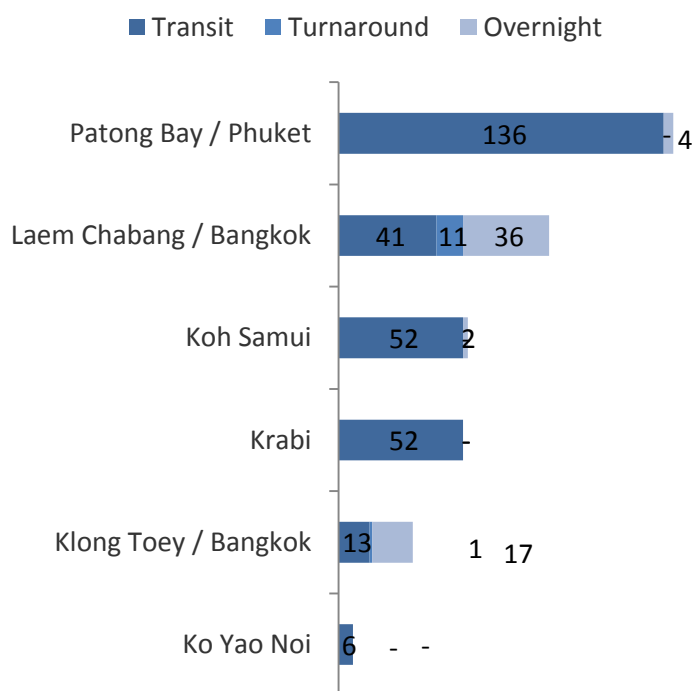
- Thailand will grow at 28 percent in total calls from 2014 to 2015, exceeding robust Southeast Asia sub-region growth of 12 percent.
- Longer term trends reveal Thailand had 14 percent growth in absolute volume of port calls over the 2013-2015 period, for a combined annual growth rate of 7 percent.

2015 Outlook

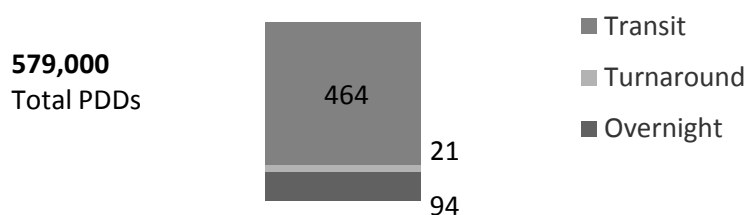
2015 Port Calls



Top Ports 2015

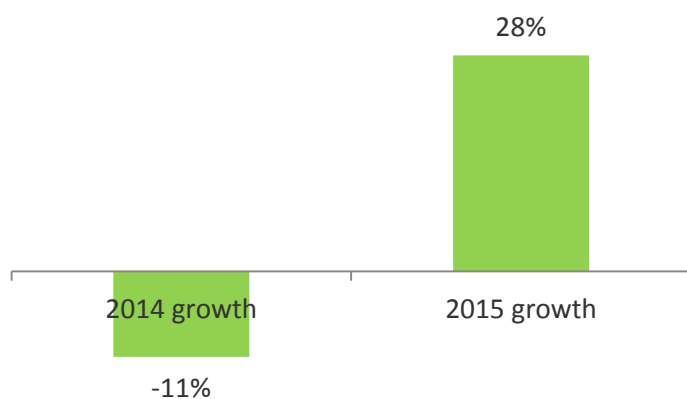


2015 Passenger Destination Days (000s)

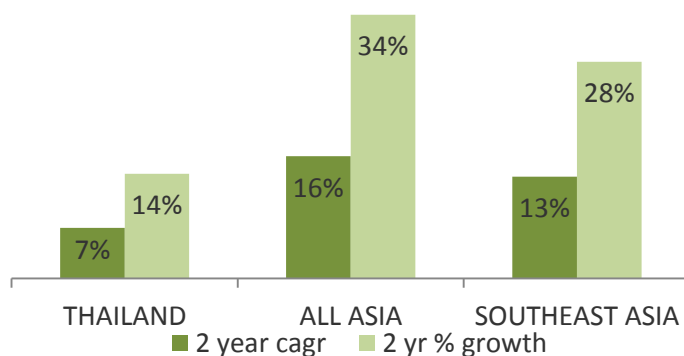


Growth Trends

THAILAND: Yr-Yr Growth Rate Port Calls



2013-2015 Growth Rate Trends: Port Calls (CAGR, Total Growth)



Cruise Destination: Vietnam

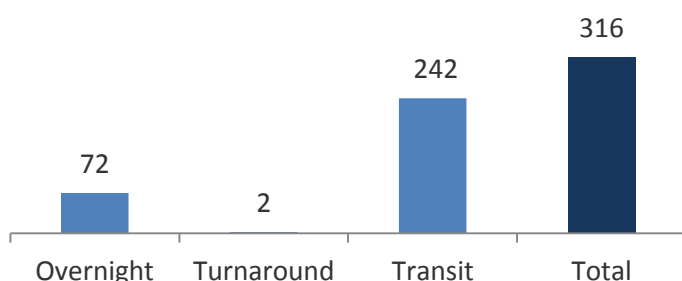
Vietnam is scheduled to welcome 316 cruise calls in 2015 with the majority transit calls. Ho Chi Minh City and Hanoi are scheduled to lead, with a combined 54 percent of the port calls in Vietnam. The destination has a potential to host 421,000 Passenger Destination Days in 2015.

Growth Trends:

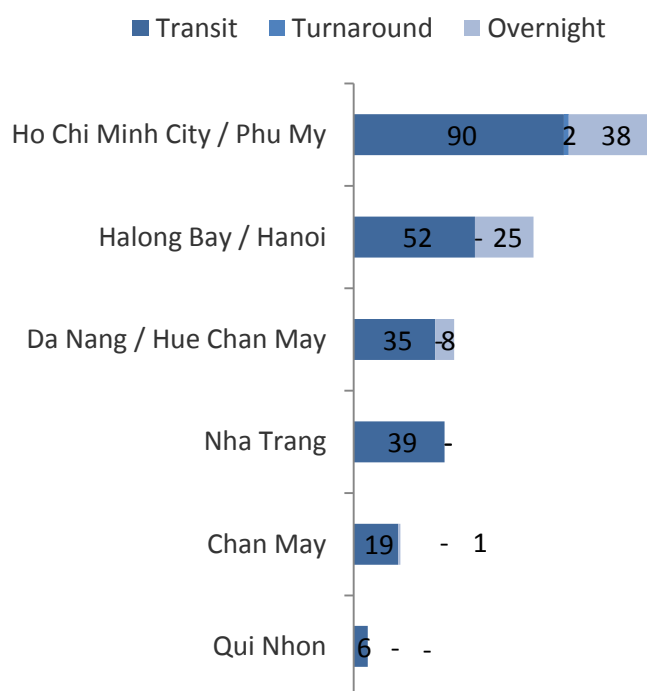
- As call volume has varied year-over-year, Vietnam's long term growth trend has declined against a backdrop of growth in the sub-region.
- Since 2013, absolute call volume contracted -7 percent for a combined annual growth rate of -4 percent.

2015 Outlook

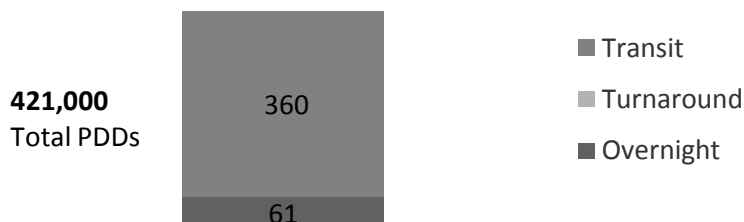
2015 Port Calls



Top Ports 2015

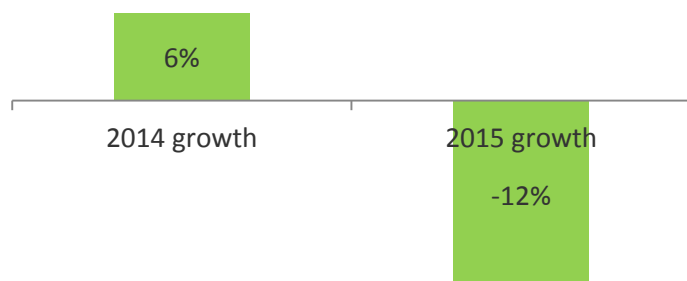


2015 Passenger Destination Days (000s)

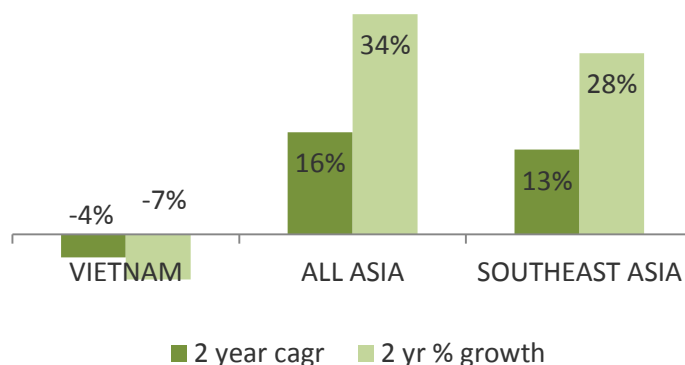


Growth Trends

VIETNAM: Yr-Yr Growth Rate Port Calls



2013-2015 Growth Rate Trends: Port Calls (CAGR, Total Growth)



Cruise Destination: India

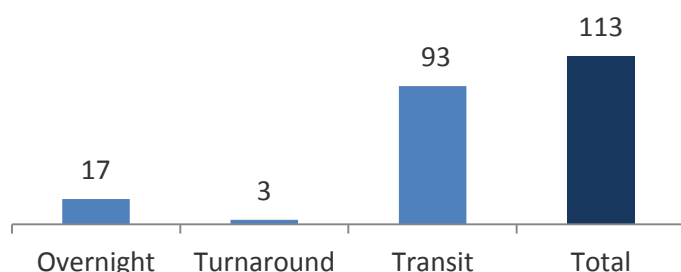
With 113 calls scheduled to date, India will have a potential to host 121,000 Passenger Destination Days in 2015. The vast majority of cruise calls will be transit.

Growth Trends:

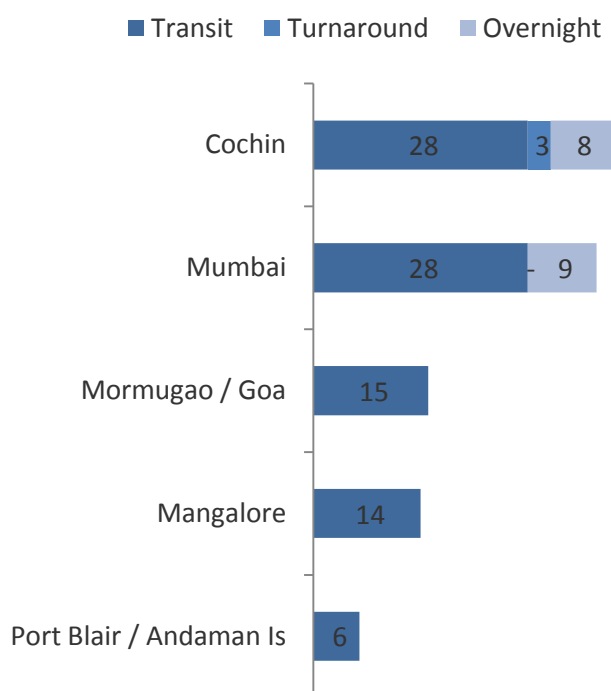
- India is scheduled to receive strong growth in port calls and Passenger Destination Days in 2015. While the countries of the South Asia sub-region saw tremendous growth, India dominates in nominal terms at slightly over 50 percent of the total market.
- The longer term growth trend reveals India had 27 percent growth in port calls since 2013, for a combined annual growth rate of 13 percent.

2015 Outlook

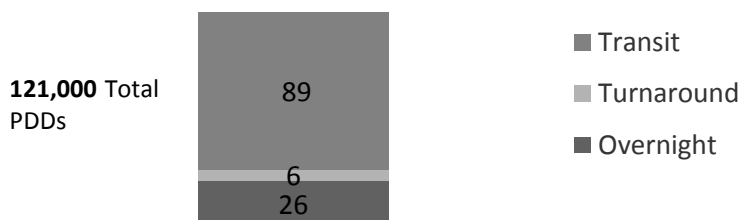
2015 Port Calls



Top Ports 2015

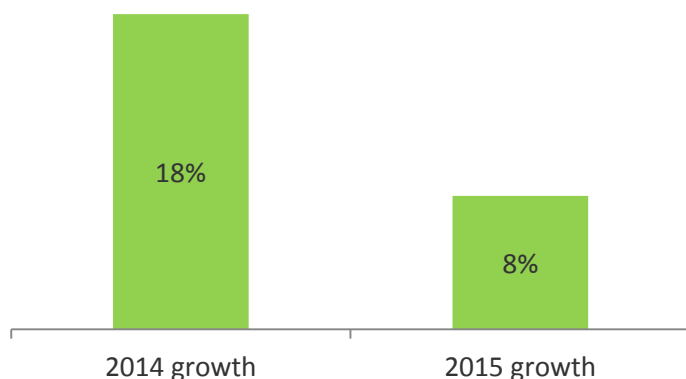


2015 Passenger Destination Days (000s)

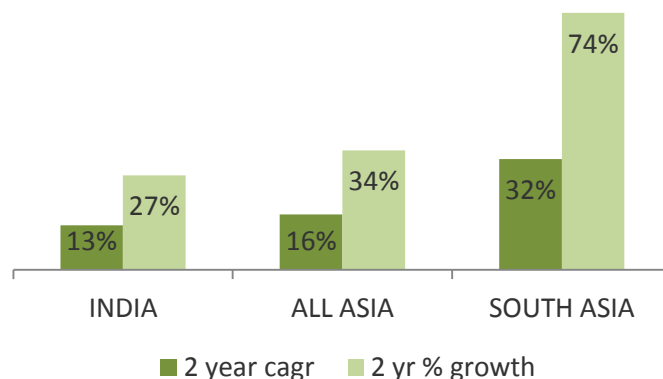


Growth Trends

India: Yr-Yr Growth Rate Port Calls



2013-2015 Growth Rate Trends: Port Calls (CAGR, Total Growth)



Cruise Destination: Other South Asia

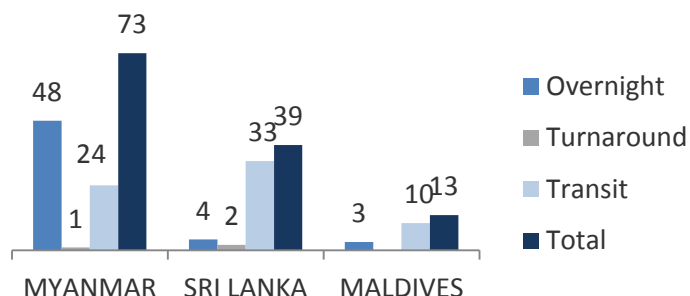
The remaining destinations in South Asia will also welcome cruise passengers in 2015 and provide tourists explorations in Myanmar, with 73 total calls, the Maldives (13), and Sri Lanka (39).

There is also a potential to host 55,000 passenger destination days in Myanmar, 36,000 in Sri Lanka, and 10,000 in the Maldives.

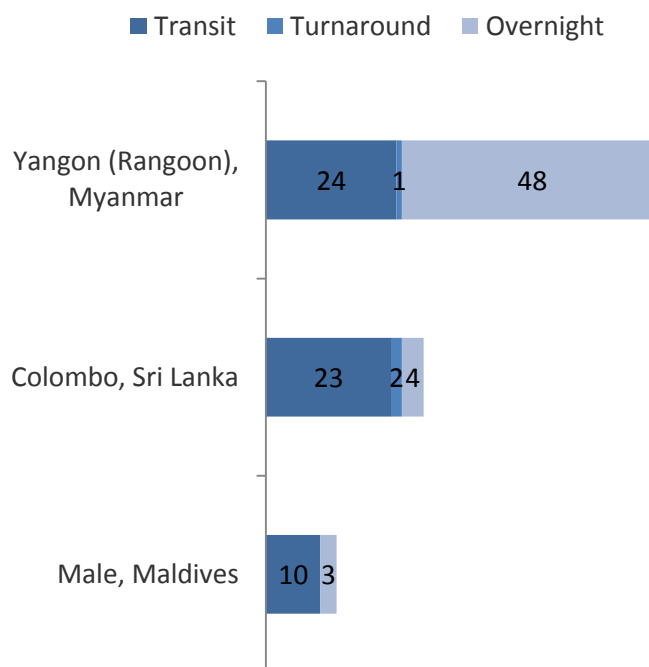
Starting from a small initial base of port calls, these destinations have experienced positive growth since 2013.

2015 Outlook

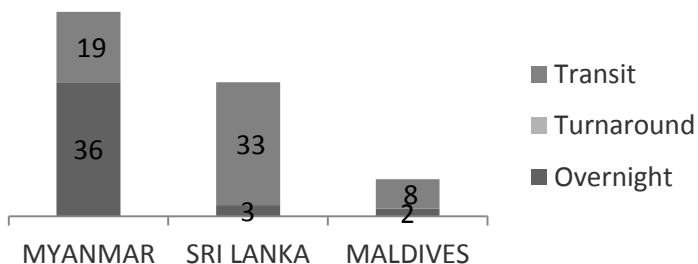
2015 Port Calls



Top Ports 2015

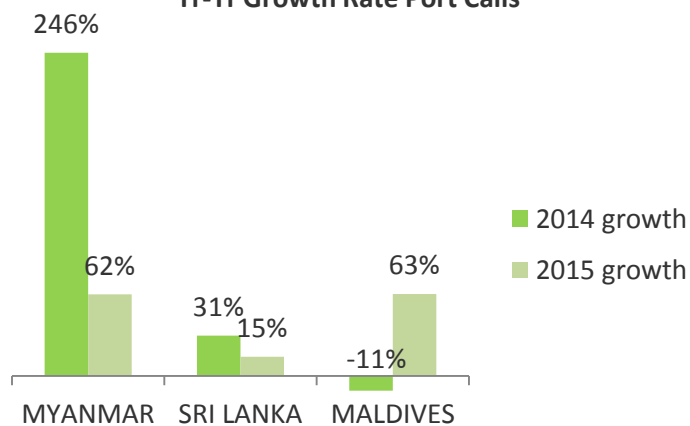


2015 Passenger Destination Days (000s)

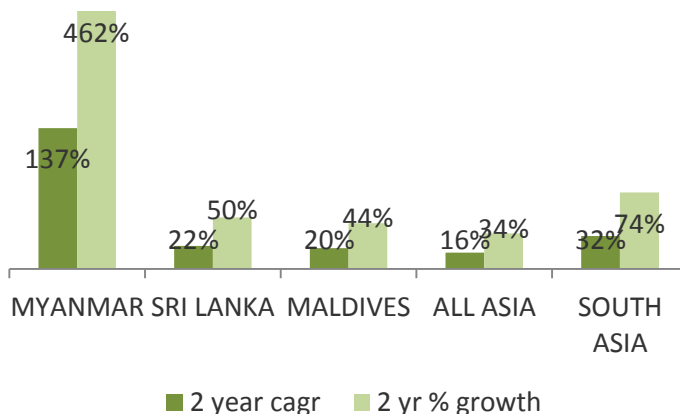


Growth Trends

Yr-Yr Growth Rate Port Calls



2013-2015 Growth Rate Trends: Port Calls (CAGR, Total Growth)



SOURCE MARKETS

Asia is not only a region to deploy cruise journeys, it is a growing market to source cruise passengers on trips around the globe. Most recently, passenger volume from Asia grew 34 percent annually between 2012 and 2014. In 2014, nearly 1.4 million Asians took a cruise vacation.

Driving overall growth are markets in East Asia. Passenger volume out of mainland China had the strongest growth, increasing 79 percent annually and reached 697,316 passengers in 2014. Hong Kong passenger volume also grew strongly at 74 percent followed by Japan which increased 20 percent since 2012.

Asian travelers predominantly take cruises within the region. In 2014, 91 percent of Asian cruisers sailed in Asian waters and among the long-haul cruisers, most sailed to European destinations (40 percent). Aligned with the capacity offerings, Asian passengers sailed on Contemporary ships (80 percent) and also selected shorter sailings between 4-6 nights (48 percent) and 2-3 nights (38 percent).

Asian cruise passengers are found across the age spectrum yet age cohorts that had the strongest growth since 2012 include passengers between 30-39 (+51 percent, annually), 50-59 and 60-69 (40 percent, each).

Source Markets: Regional Overview

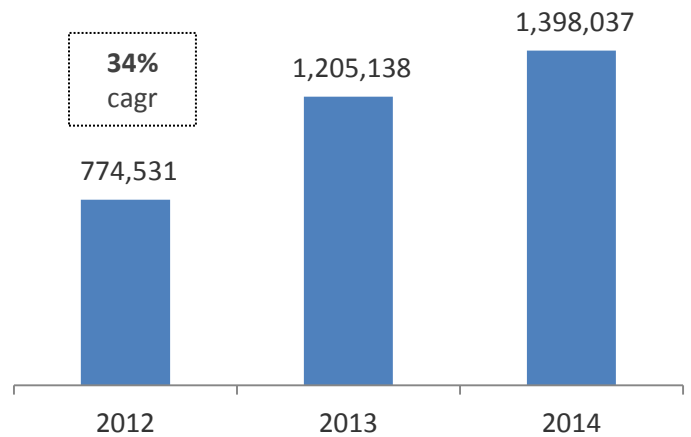
Cruise demand out of the Asia region has grown substantially since 2012. With an annual growth rate of 34 percent, passenger volume sourced from Asia reached nearly 1.4 million in 2014.

Regional cruises comprise the majority of sailings selected by Asian passengers. While the volume of sailing across all cruise types has increased since 2012, Asian cruises grew at the fastest rate, 40 percent annually with Asia fly-cruises increasing another 16 percent. Fly-cruises outside of the region increased 5 percent.

Among the Asian cruise passengers that traveled to long-haul destinations, the majority visited destinations in Europe, 60 percent. North America also attracted over one-third of passengers with the Alaska/Canada/New England region attracting 20 percent of passengers followed by 14 percent that visited the Caribbean/Western US/Hawaii.

The majority of passengers selected a ship from the contemporary segment, 84 percent, however in 2014 the mix of ship segments selected among Asian passengers increased in the Premium/Upscale lines while the share decreased for the Contemporary lines. The Luxury segment accounted for less than 1 percent of passenger volumes.

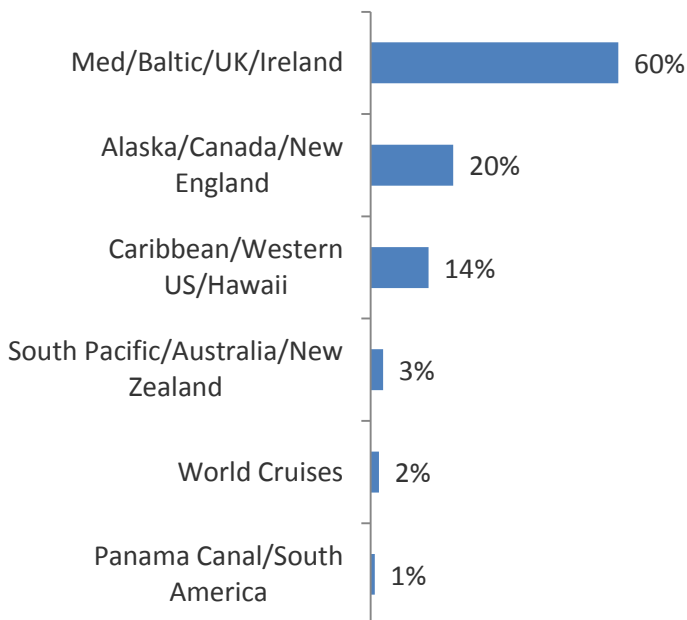
Asia Source Passenger Volume Trend



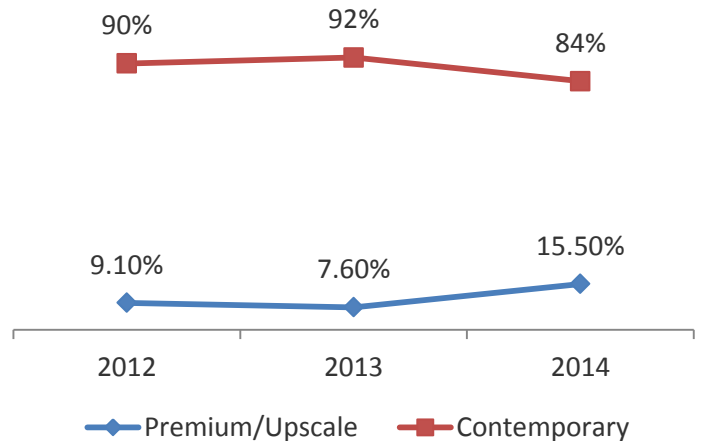
Asia Source Passenger Share by Cruise Type %

	2012	2013	2014	2012-2014 CAGR%
Asia Cruise	79%	86%	87%	40%
Asia fly-cruise	6%	3%	4%	16%
Fly-cruise outside Asia	15%	11%	9%	5%

Asian Passenger Share of Outside Asia Fly-Cruise Volume by Destination, 2014



Asian Passenger Share of Volume by Cruise Line Segment

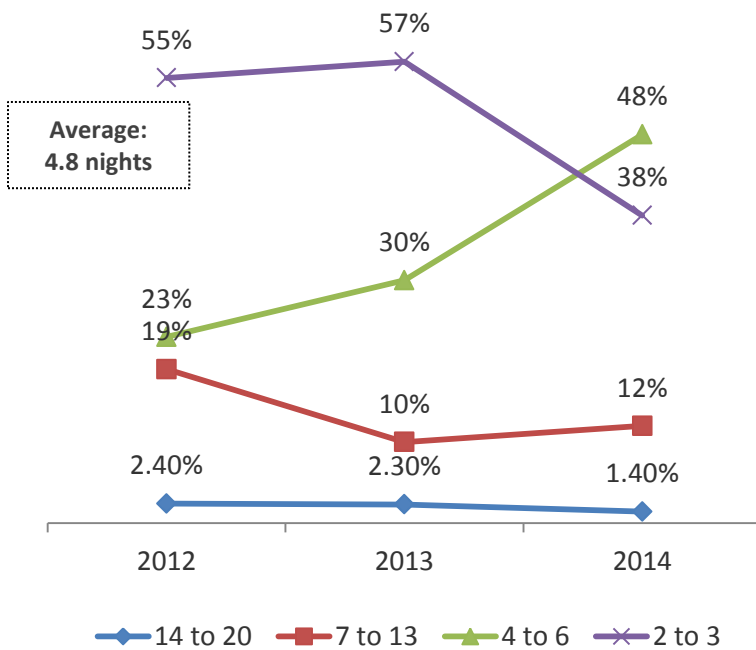


Source Markets: Regional Overview

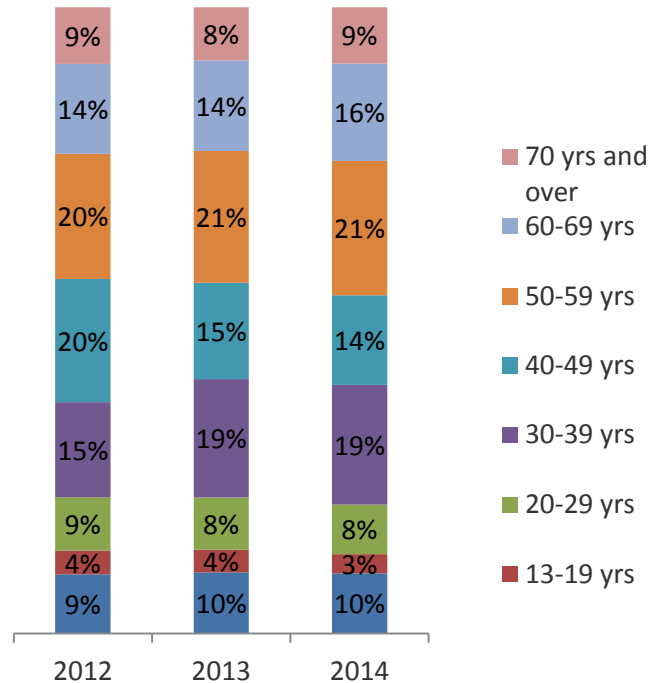
Short sailings dominate cruises taken by Asian passengers. With an average of 4.8 nights, nearly half of passengers took a cruise lasting 4-6 nights, followed by 2-3 nights for 38 percent of cruisers. World cruises and cruises over 21 nights accounted for less than one percent of all passenger sailings.

Asian travelers fall across the age spectrum with most passengers falling in the 50-59 age cohort (21 percent) and 30-39 cohort (19 percent).

Share of Asian Source Passenger by Cruise Length (nights)

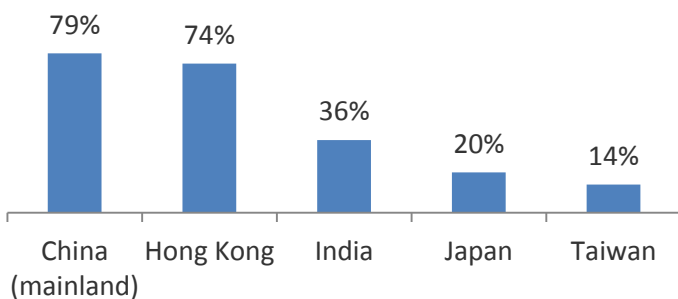


Share of Asian Source Passenger by Age

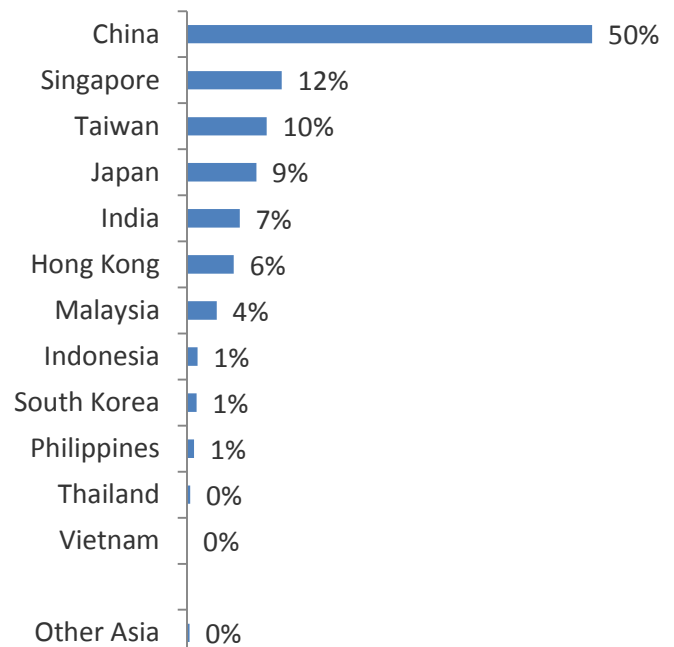


A major driver of the growth in Asia source volume were passengers from mainland China. The market contributed half of the source volume for the region in 2014 and increased nearly 80 percent annually since 2012. Other markets driving growth in the region include Hong Kong, India, Japan and Taiwan.

Top 5 Markets by Annual Passenger Growth, 2012-2014



Passenger Volume by Source Market, 2014

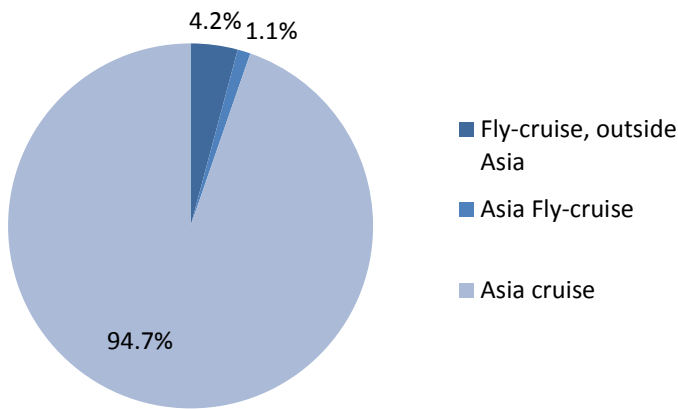


Cruise Passenger Source Market: China

In 2014, mainland China was the fastest growing source market. Nearly 700K Chinese took a cruise vacation, growing 79 percent annually since 2012. The vast majority took a non-fly cruise within the region, at 95% of all cruises taken. Other key characteristics include:

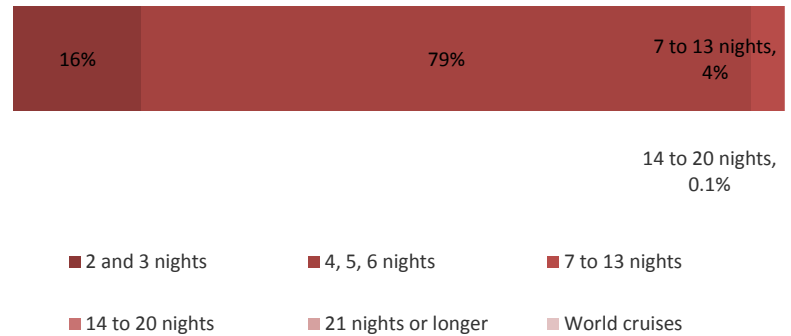
- 89 percent selected a Contemporary cruise line
- The average length of cruise was 4.9 nights
- The average age of the Chinese cruise passenger was 42 years

China: Share of passengers by cruise type, 2014

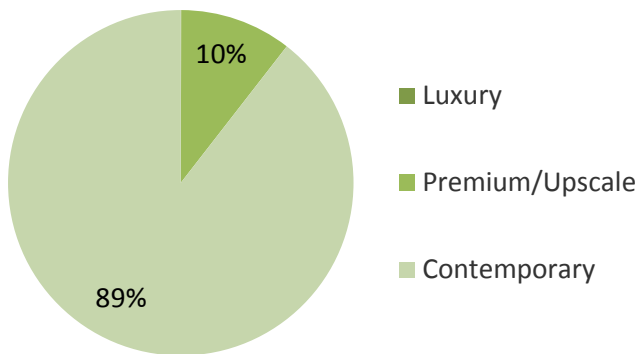


Length of Cruise, 2014

4.9 nights
Average length of cruise

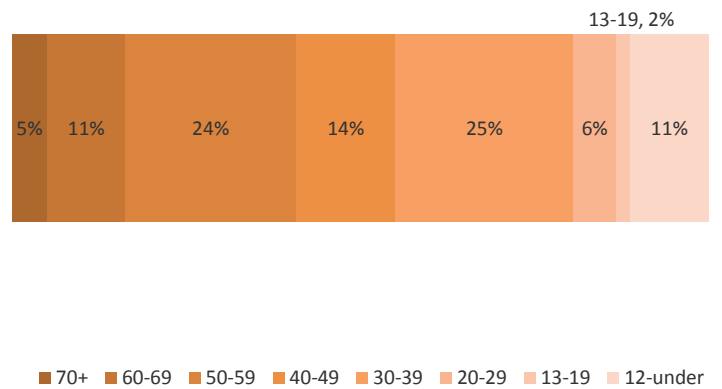


China: Share of Passengers by Cruise Line Segment, 2014

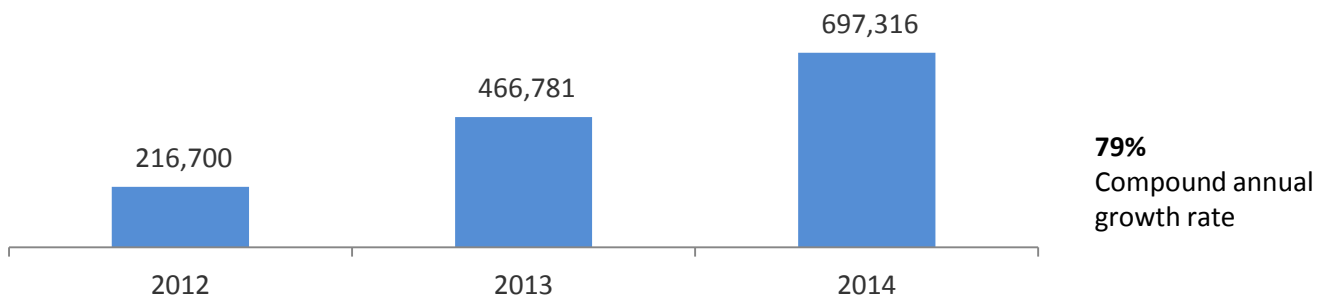


Passenger Age, 2014

42 years
Average age of cruise passenger



Passenger Volume Trend

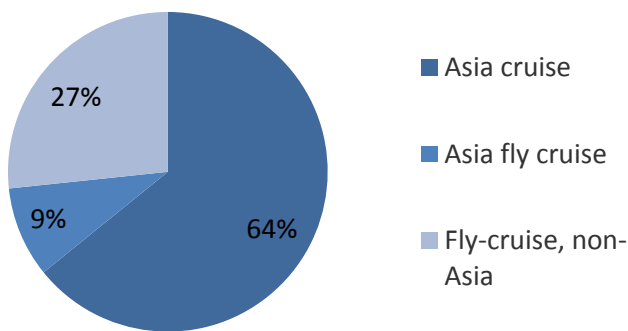


Cruise Passenger Source Market: Japan

In 2014, nearly 120,000 Japanese took a cruise vacation, growing 20 percent annually since 2012. While the majority took a cruise within the region, over one-quarter took a fly cruise outside the region, compared to 9 percent among Asian cruisers as a whole. Other key characteristics include:

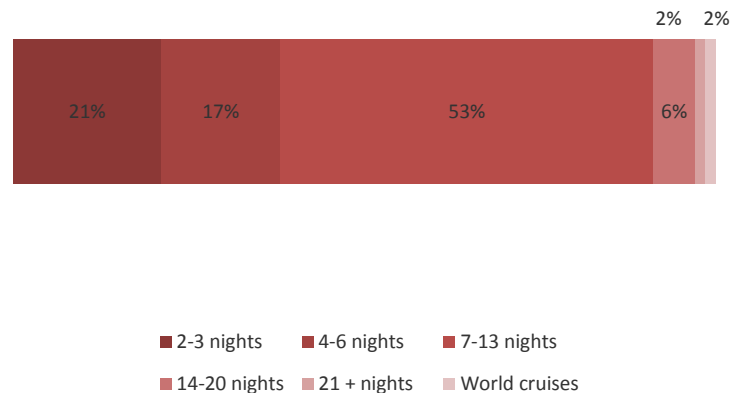
- 68 percent selected a Contemporary cruise line
- The average length of cruise lasted 8 nights, compared to 4.8 nights for Asian cruisers
- The average age of the Japanese cruise passenger was 60 years, the oldest among all markets

Japan: Share of passengers by cruise type, 2014

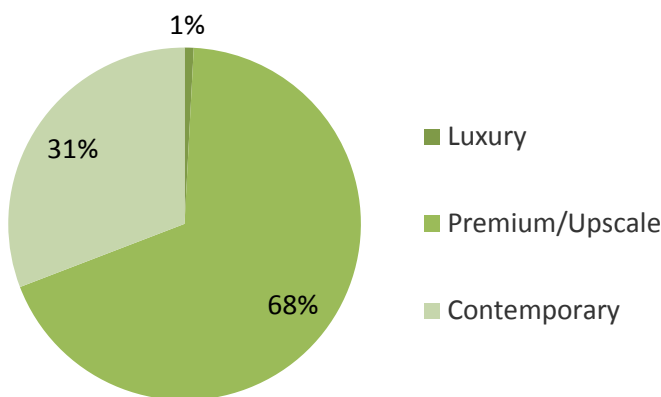


Length of Cruise, 2014

8 nights
Average length of cruise

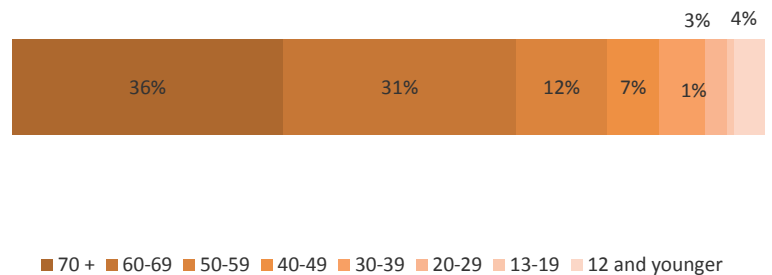


Japan: Share of passengers by cruise line segment, 2014

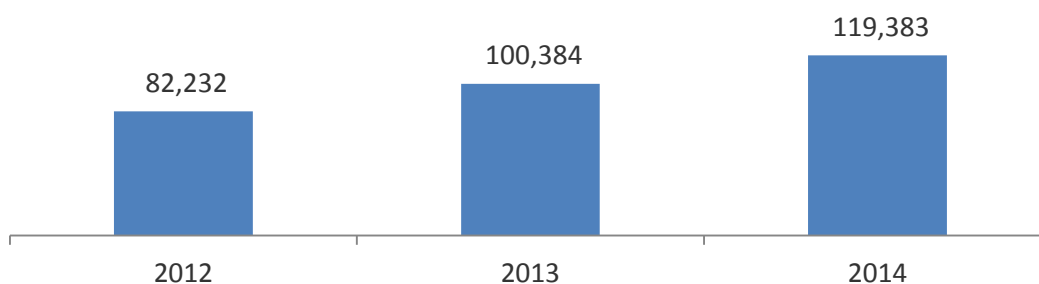


Passenger Age, 2014

60 years
Average age of cruise passenger



Passenger Volume Trend



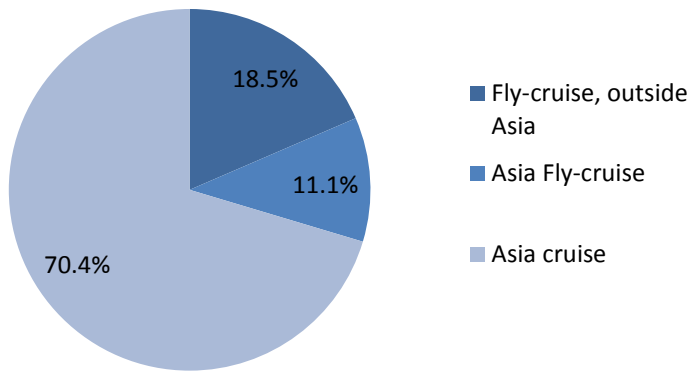
20%
Compound annual growth rate

Cruise Passenger Source Market: Hong Kong

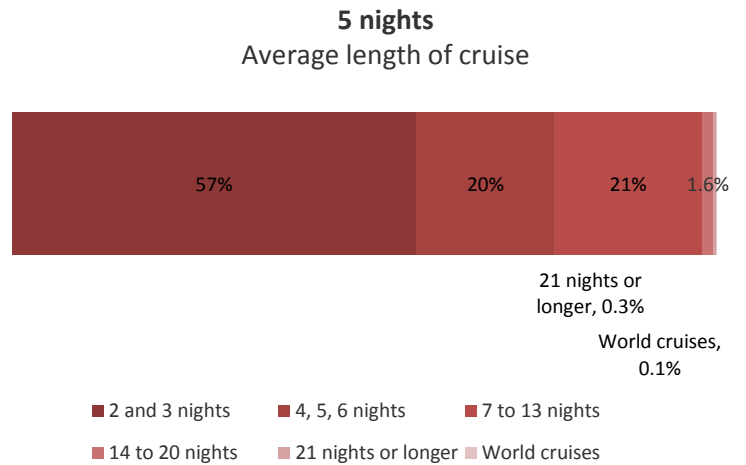
In 2014, over 80K individuals from Hong Kong took a cruise vacation. Growing 74.3 percent annually since 2012, it was the second fastest growing source market in Asia. 70.4% of cruisers chose Asia region cruises, 18.5% chose fly-cruises outside Asia. Other key characteristics include:

- 83.1 percent selected a Contemporary cruise line
- The average length of cruise was 5 nights
- The average age of the Hong Kong cruise passenger was 52 years

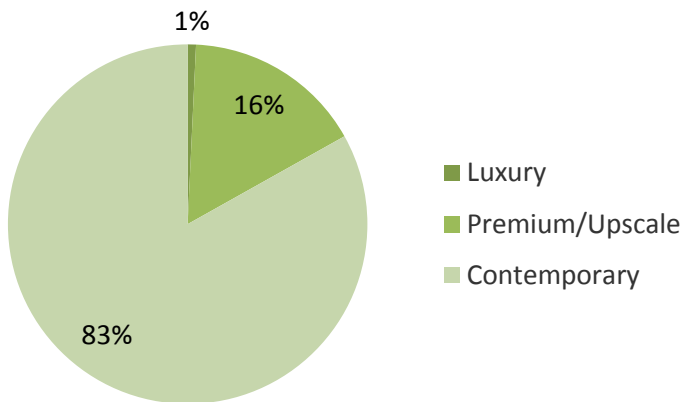
Hong Kong: Share of passengers by cruise type, 2014



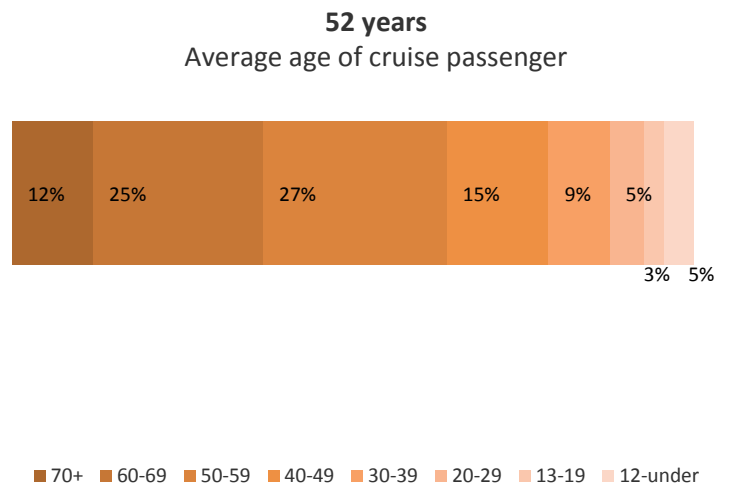
Length of Cruise, 2014



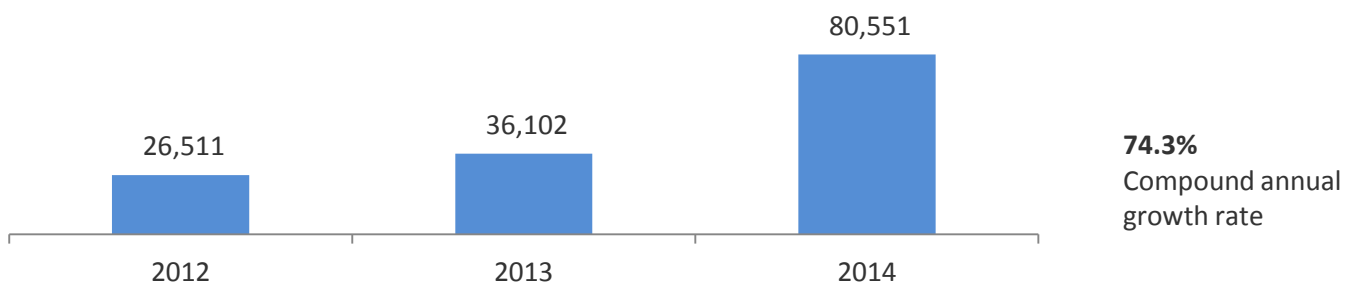
Hong Kong: Share of Passengers by Cruise Line Segment, 2014



Passenger Age, 2014



Passenger Volume Trend

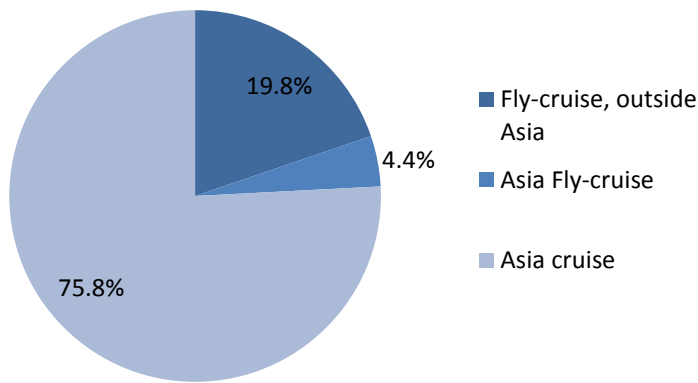


Cruise Passenger Source Market: India

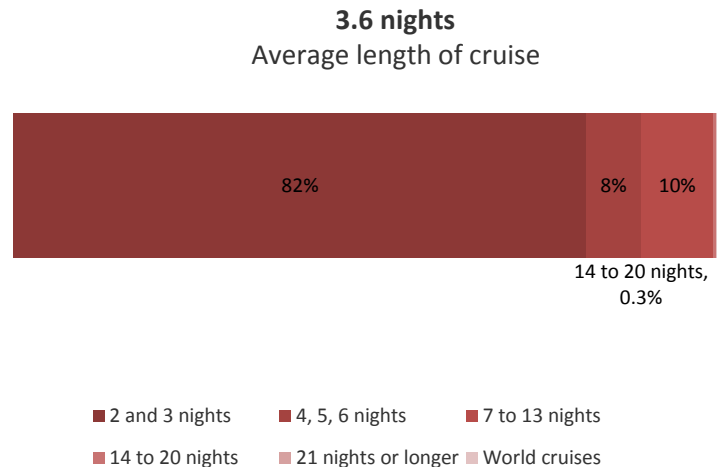
In 2014, over 91K Indians took a cruise vacation, growing 36 percent annually since 2012. Indian cruisers predominantly selected contemporary cruise lines, 95 percent, and were also likely to take an local Asian cruise, 76 percent. Other key characteristics include:

- Were more likely to take a long-haul fly cruise outside of Asia, versus Asian passengers overall, 20 percent versus 9 percent, respectively
- The average length of cruise was 3.6 nights
- The average age of the Indian cruise passenger was 36 years

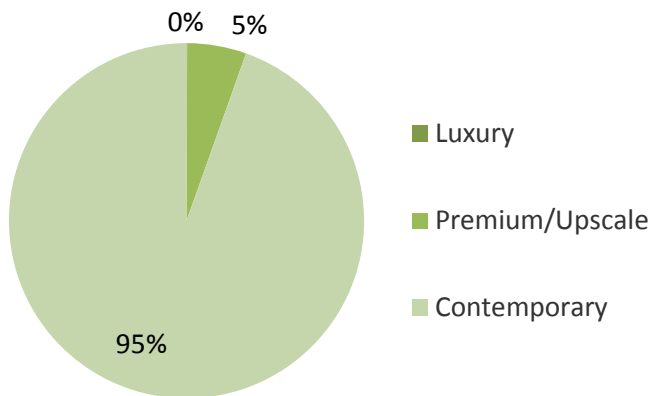
India: Share of passengers by cruise type, 2014



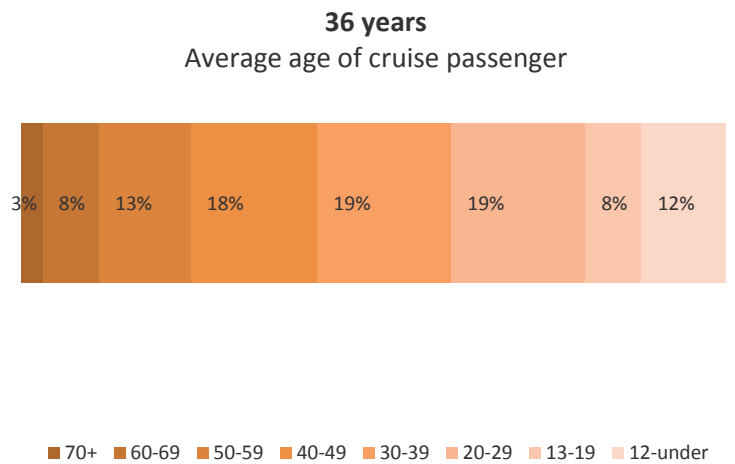
Length of Cruise, 2014



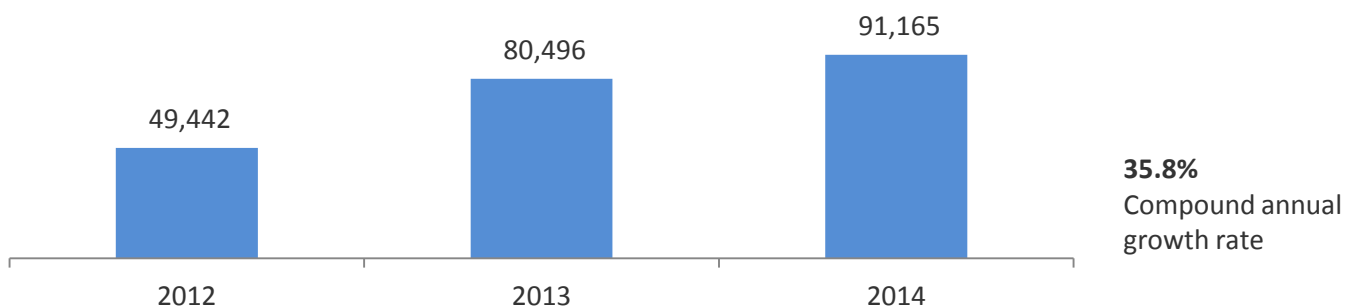
India: Share of Passengers by Cruise Line Segment, 2014



Passenger Age, 2014



Passenger Volume Trend

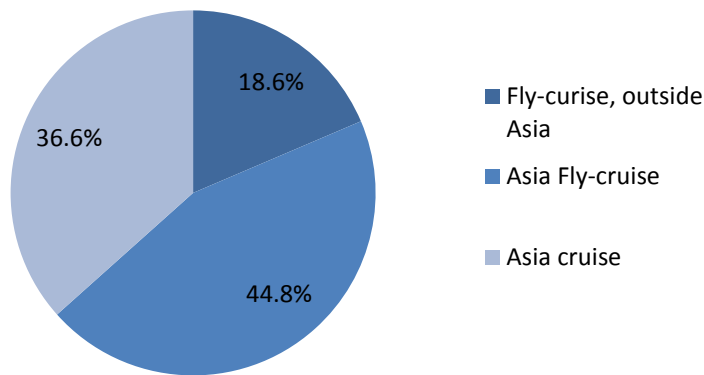


Cruise Passenger Source Market: Indonesia

In 2014, over 18K Indonesians took a cruise vacation, growing 7.7 percent annually since 2012. Indonesians were more likely to take a fly-cruise outside Asia, versus cruisers from other Asian source markets, 19 percent versus 9 percent, respectively. Other key characteristics include:

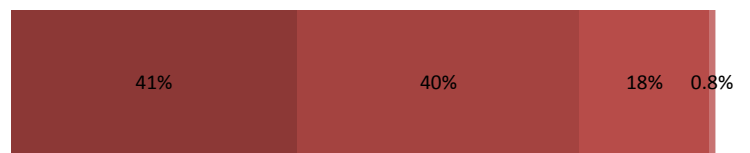
- 86 percent selected a Contemporary cruise line
- The average length of cruise was 4.9 nights
- The average age of the Indian cruise passenger was 44 years

Indonesia: Share of passengers by cruise type, 2014



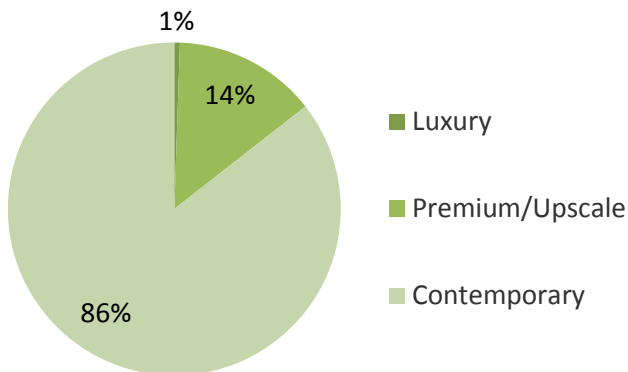
Length of Cruise, 2014

4.9 nights
Average length of cruise



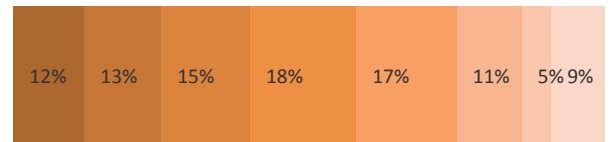
■ 2 and 3 nights ■ 4, 5, 6 nights ■ 7 to 13 nights
■ 14 to 20 nights ■ 21 nights or longer ■ World cruises

Indonesia: Share of Passengers by Cruise Line Segment, 2014



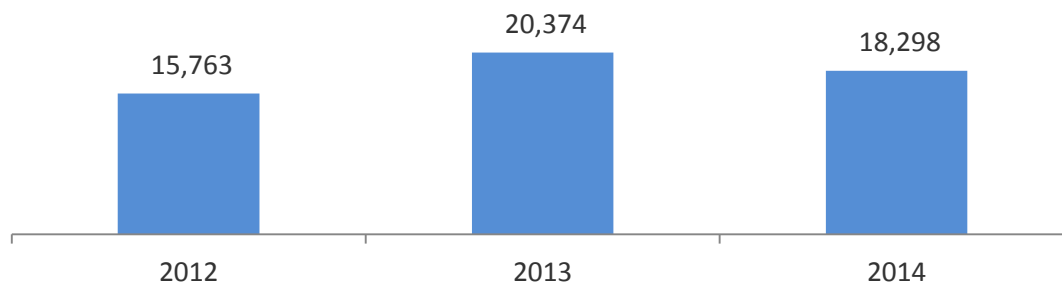
Passenger Age, 2014

44 years
Average age of cruise passenger



■ 70+ ■ 60-69 ■ 50-59 ■ 40-49 ■ 30-39 ■ 20-29 ■ 13-19 ■ 12-under

Passenger Volume Trend



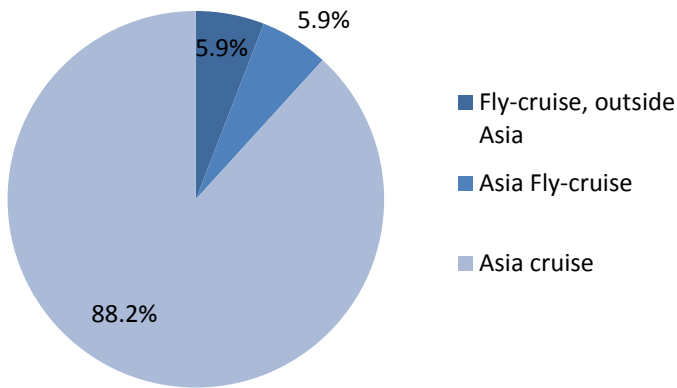
7.7%
Compound annual growth rate

Cruise Passenger Source Market: Malaysia

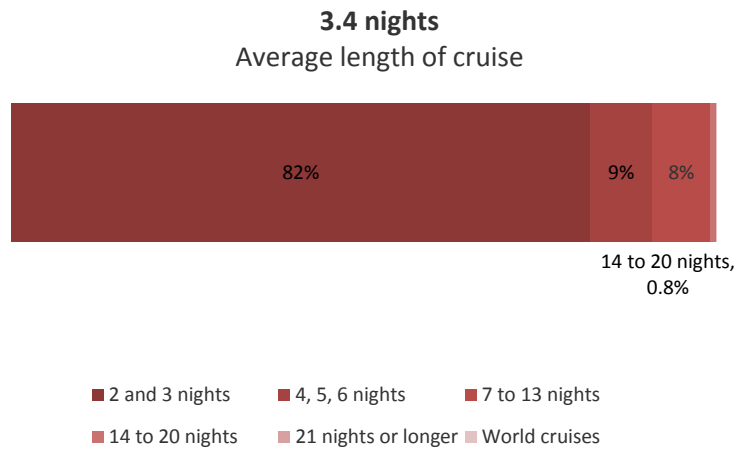
In 2014, over 51K Malaysians took a cruise vacation, with flat growth of -.8 percent annually since 2012. 88.2% of Malaysians chose regional cruises within Asia. Other key characteristics include:

- 92.3 percent selected a Contemporary cruise line
- The average length of cruise was 3.4 nights
- The average age of the Indian cruise passenger was 43 years

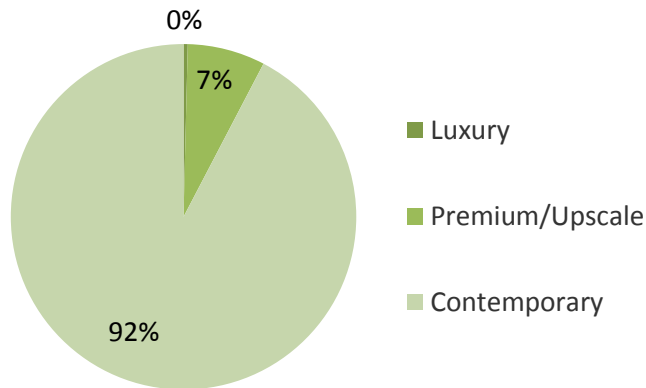
Malaysia: Share of passengers by cruise type, 2014



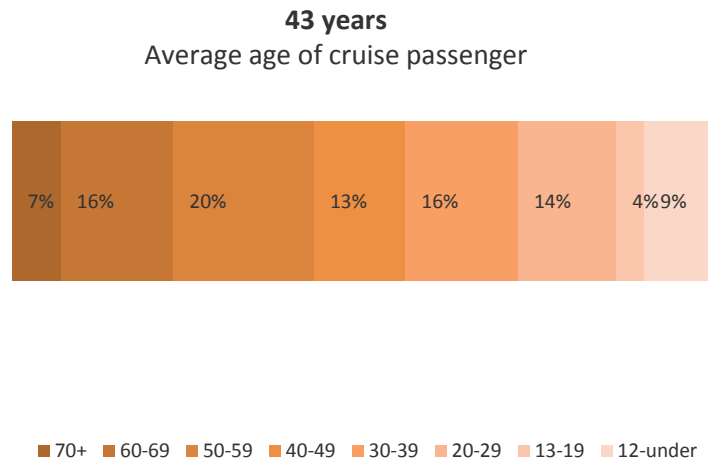
Length of Cruise, 2014



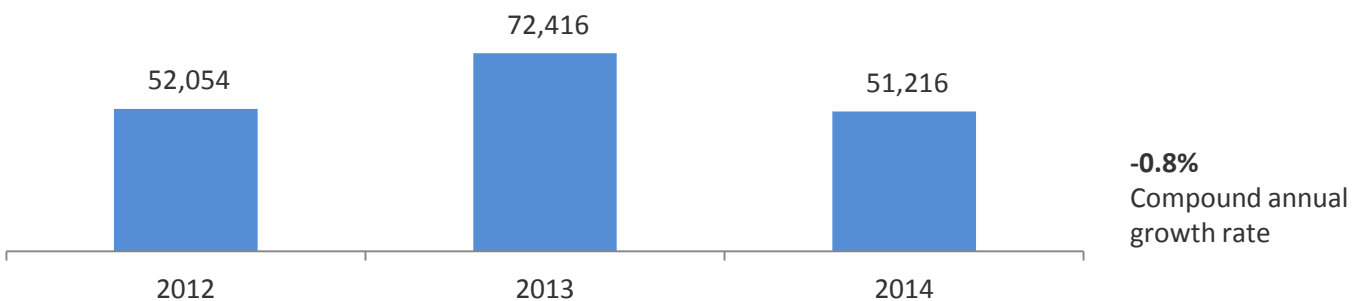
Malaysia: Share of Passengers by Cruise Line Segment, 2014



Passenger Age, 2014



Passenger Volume Trend

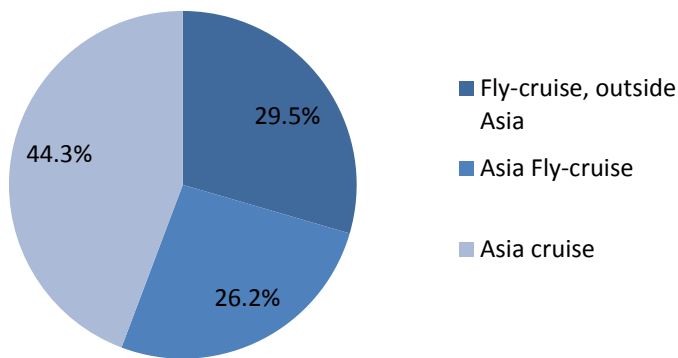


Cruise Passenger Source Market: Philippines

In 2014, over 12K Filipinos took a cruise vacation, growing 3 percent annually since 2012. While the majority took a cruise within the region, 44% of all cruises taken, Fly-cruises outside Asia made up a large share at 29.5%. Other key characteristics include:

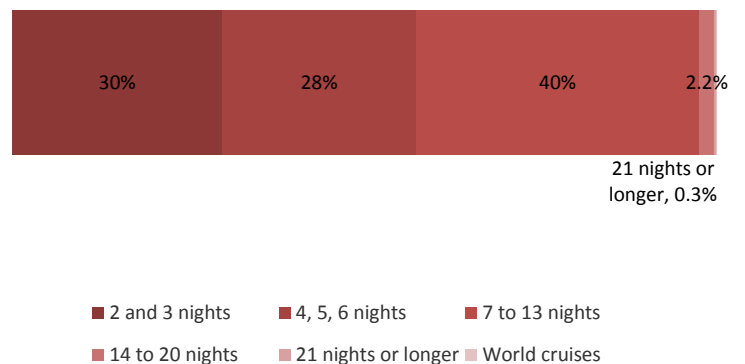
- 67 percent selected a Contemporary cruise line
- 31 percent cruised a luxury segment
- The average length of cruise was 6.2 nights
- The average age of the Filipino cruise passenger was 42 years

Philippines: Share of passengers by cruise type, 2014

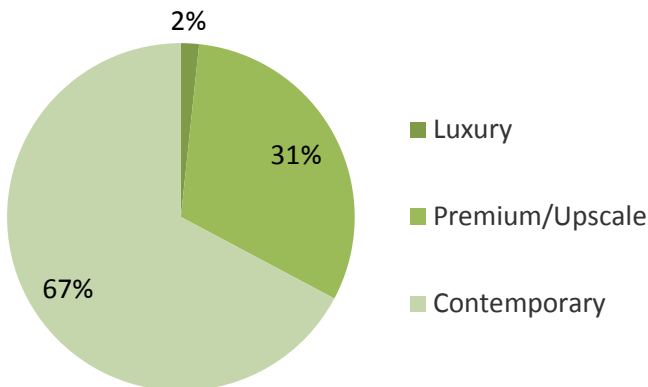


Length of Cruise, 2014

6.2 nights
Average length of cruise

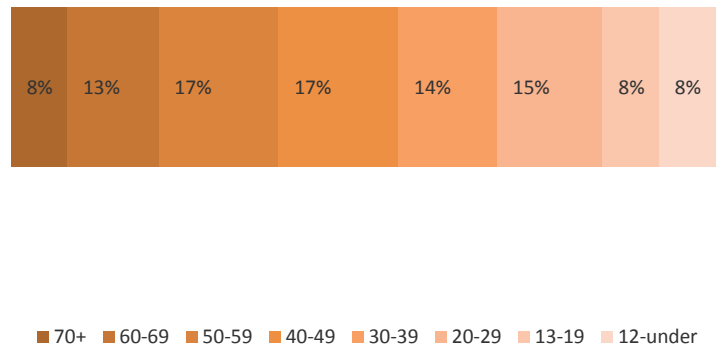


Philippines: Share of Passengers by Cruise Line Segment, 2014

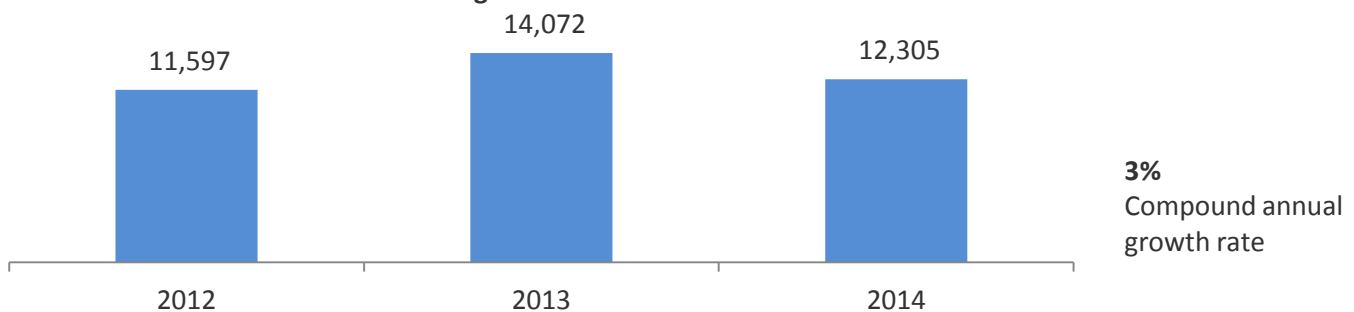


Passenger Age, 2014

42 years
Average age of cruise passenger



Passenger Volume Trend

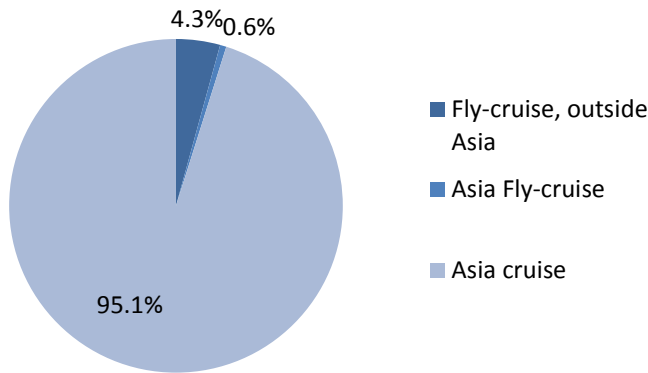


Cruise Passenger Source Market: Singapore

In 2014, over 163K individuals from Singapore took a cruise vacation, a contraction of 7 percent annually since 2012. The vast majority, 95 percent, chose regional cruises within Asia. Other key characteristics include:

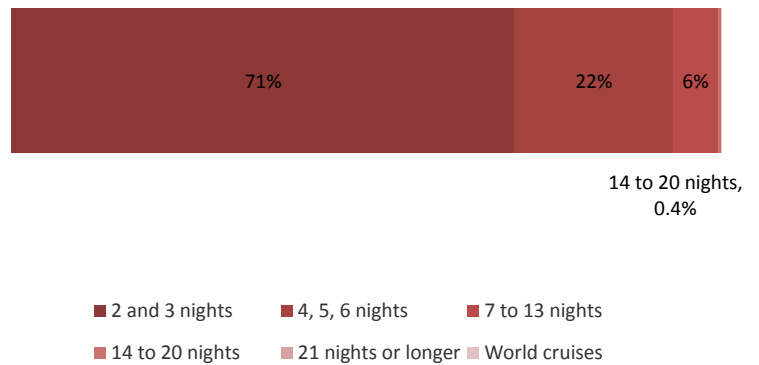
- 96 percent selected a Contemporary cruise line
- The average length of cruise was shorter than the Asian average, 3.5 nights
- The average age of the Indian cruise passenger was 46 years

Singapore: Share of passengers by cruise type, 2014

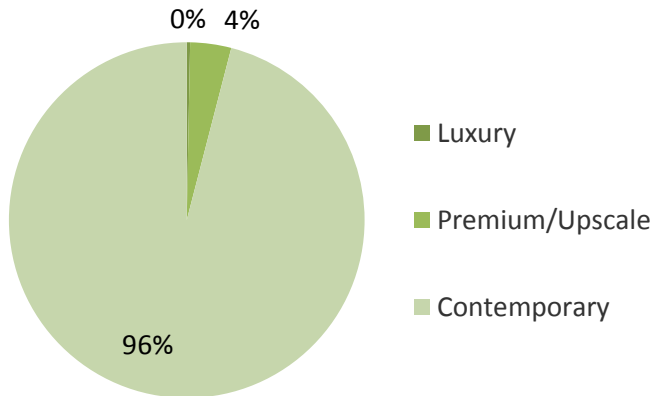


Length of Cruise, 2014

3.5 nights
Average length of cruise

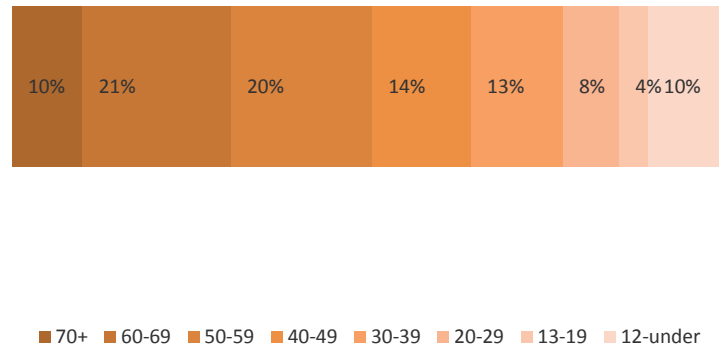


Singapore: Share of Passengers by Cruise Line Segment, 2014

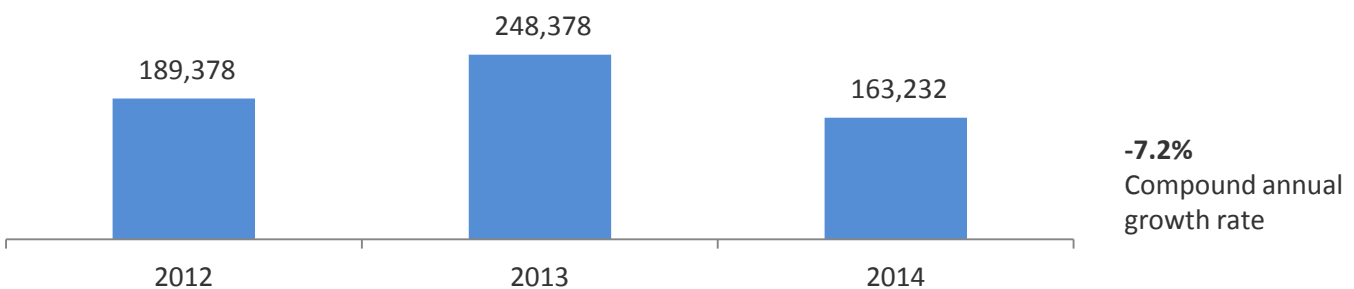


Passenger Age, 2014

46 years
Average age of cruise passenger



Passenger Volume Trend

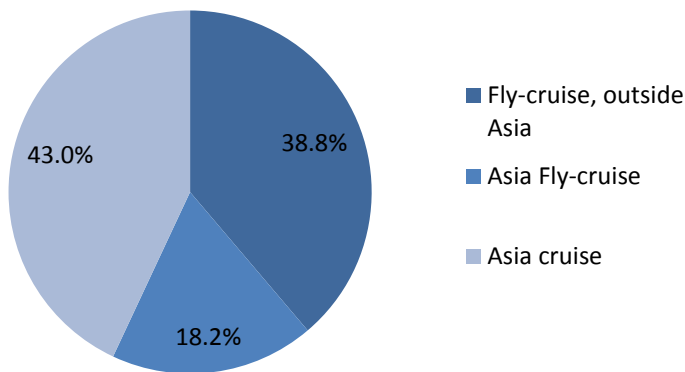


Cruise Passenger Source Market: South Korea

In 2014, over 16K South Koreans took a cruise vacation, growing 8.6 percent annually since 2012. While the majority took a non-fly cruise within the region, 43% of all cruises taken, non-Asia fly-cruises made up a large share at 39%. Other key characteristics include:

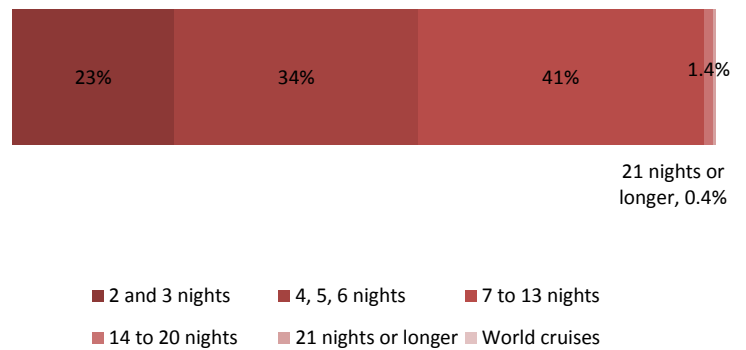
- 72 percent selected a Contemporary cruise line
- The average length of cruise was 6.8 nights
- The average age of the South Korean cruise passenger was 50 years

South Korea: Share of passengers by cruise type, 2014

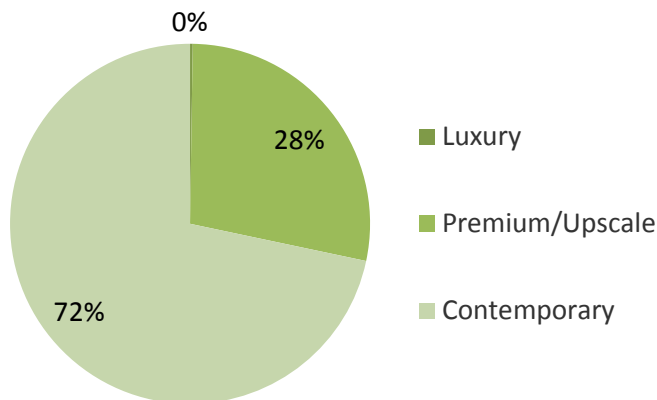


Length of Cruise, 2014

6.8 nights
Average length of cruise

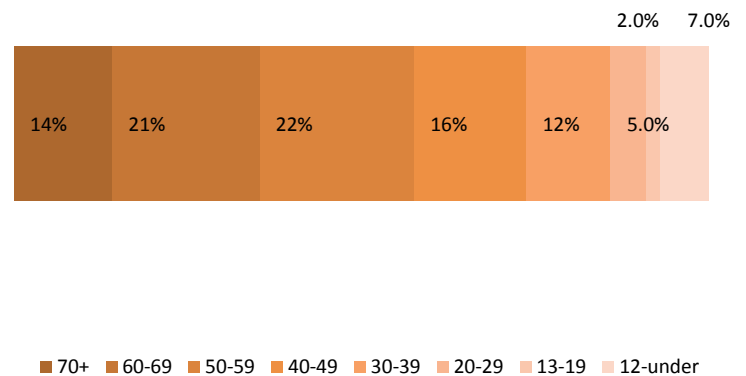


South Korea: Share of Passengers by Cruise Line Segment, 2014

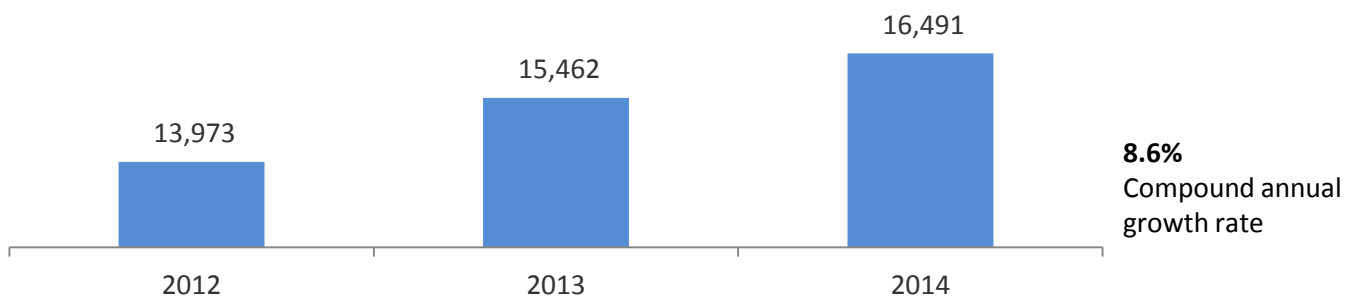


Passenger Age, 2014

50 years
Average age of cruise passenger



Passenger Volume Trend

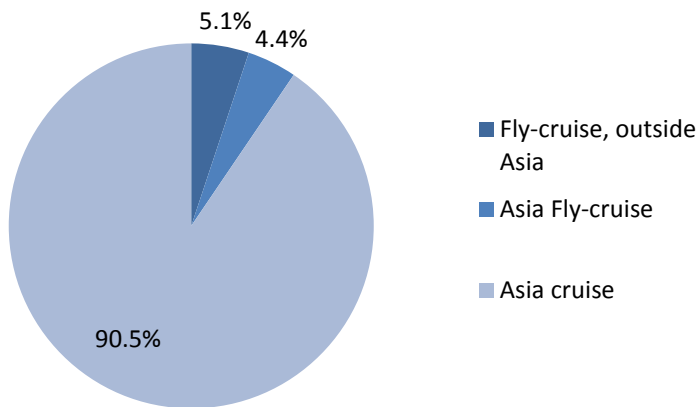


Cruise Passenger Source Market: Taiwan

In 2014, over 137K individuals from Taiwan took a cruise vacation, growing 13.6 percent annually since 2012. 90.5% of cruisers chose Asia region cruises. Other key characteristics include:

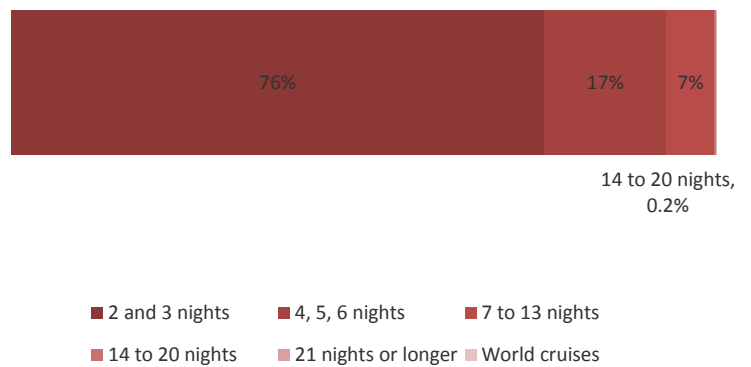
- 83.8 percent selected a Contemporary cruise line
- The average length of cruise was 3.5 nights
- The average age of the Hong Kong cruise passenger was 45 years

Taiwan: Share of passengers by cruise type, 2014

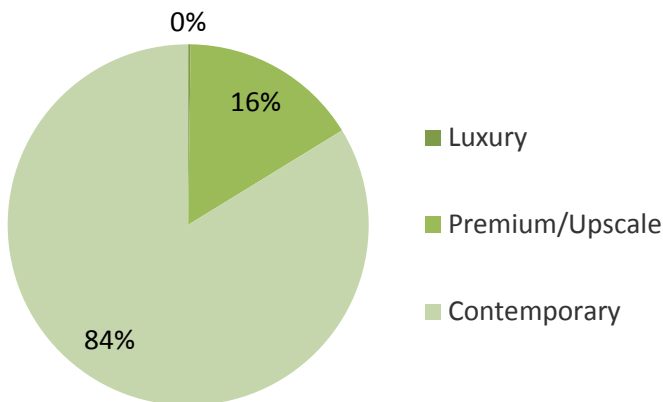


Length of Cruise, 2014

3.5 nights
Average length of cruise

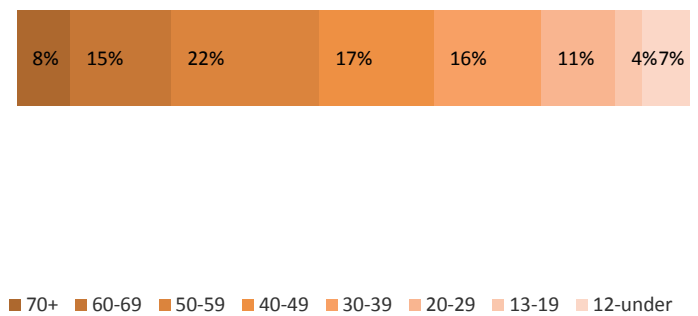


Taiwan: Share of Passengers by Cruise Line Segment, 2014

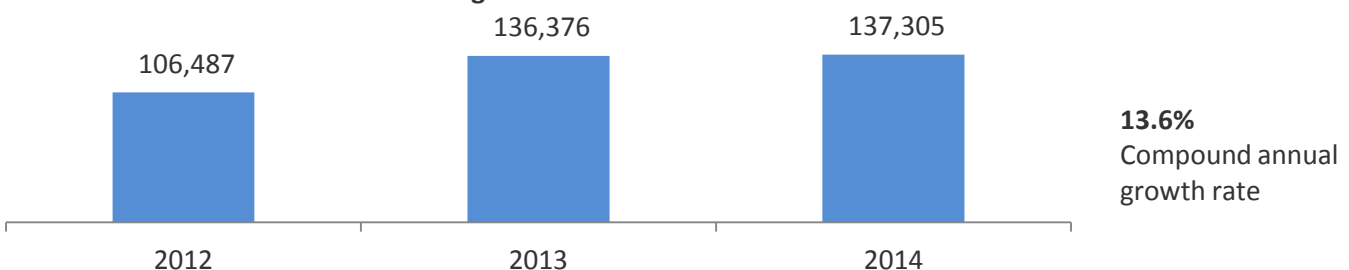


Passenger Age, 2014

45 years
Average age of cruise passenger



Passenger Volume Trend

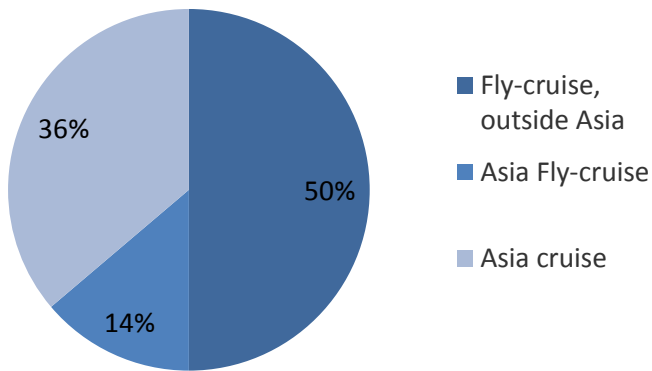


Cruise Passenger Source Market: Thailand

In 2014, 5,767 tourists from Thailand took a cruise vacation, growing 5 percent annually since 2012. The majority (50%) took a fly-cruise outside of the region, a notably higher share than the total benchmark of 9 percent, with local Asia cruises at 36%. Other key characteristics include:

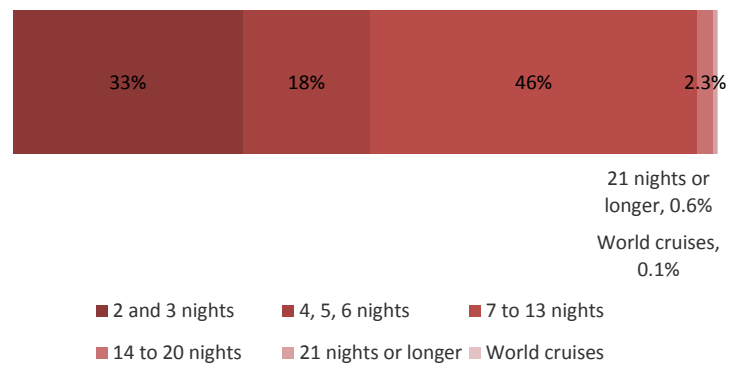
- 67 percent selected a Contemporary cruise line
- 30 percent cruised a premium/upscale line
- The average length of cruise was 7.5 nights, versus 4.8 for Asians in general
- The average age of the Thai cruise passenger was 48 years

Thailand: Share of passengers by cruise type, 2014

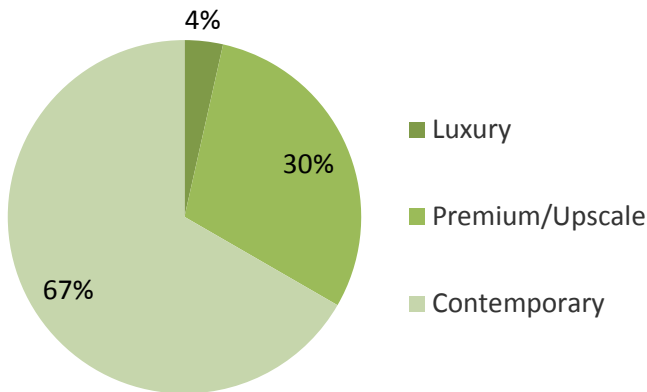


Length of Cruise, 2014

7.5 nights
Average length of cruise

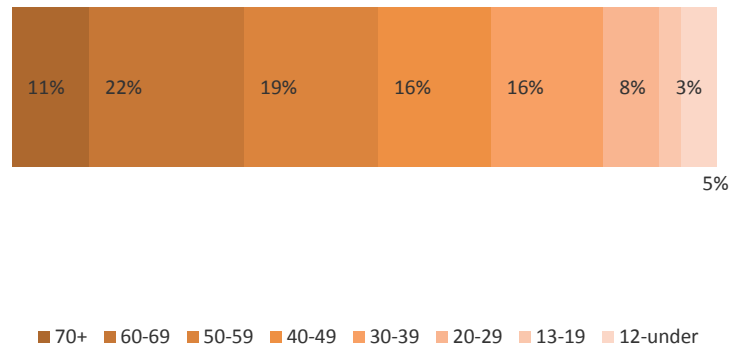


Thailand: Share of Passengers by Cruise Line Segment, 2014

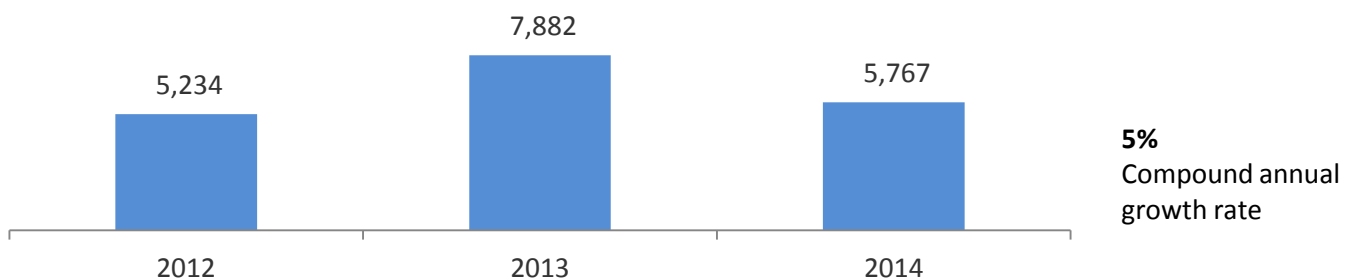


Passenger Age, 2014

48 years
Average age of cruise passenger



Passenger Volume Trend

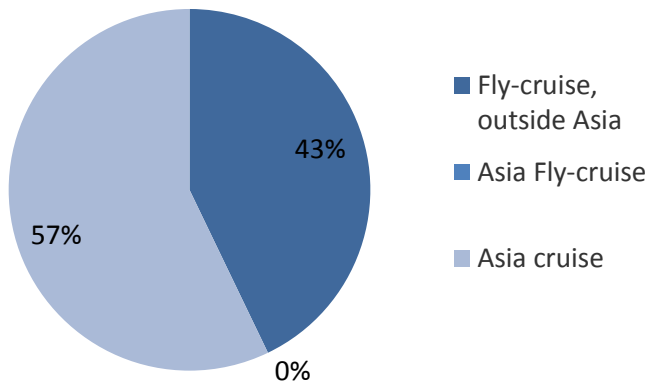


Cruise Passenger Source Market: Vietnam

In 2014, 703 Vietnamese took a cruise vacation, growing 110.9 percent annually since 2012 (from a small base). Most cruisers, 57 percent, chose local regional cruises within Asia. Other key characteristics include:

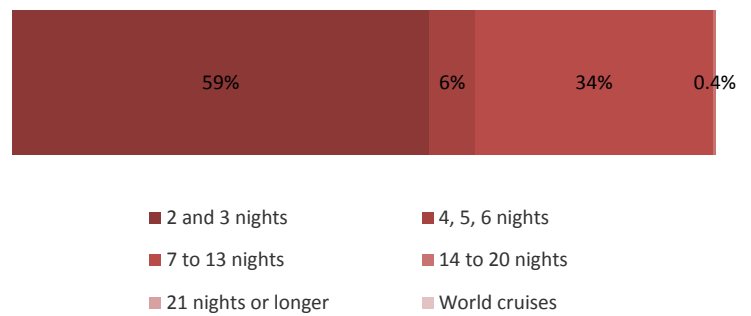
- 41 percent selected a Contemporary cruise line, 29% Luxury, and 29% Premium
- The average length of cruise was 4.9 nights
- The average age of the Indian cruise passenger was 42 years, the youngest among all Asian source markets

Vietnam: Share of passengers by cruise type, 2014

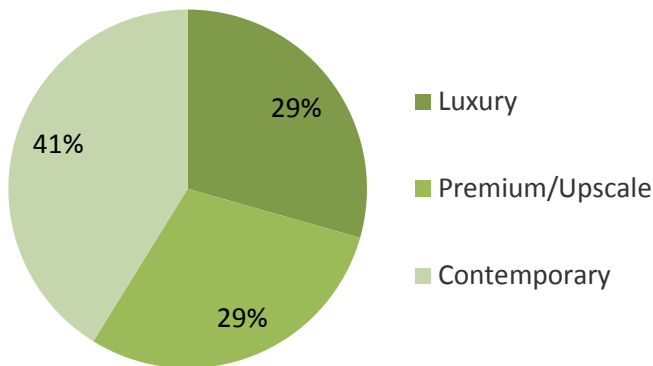


Length of Cruise, 2014

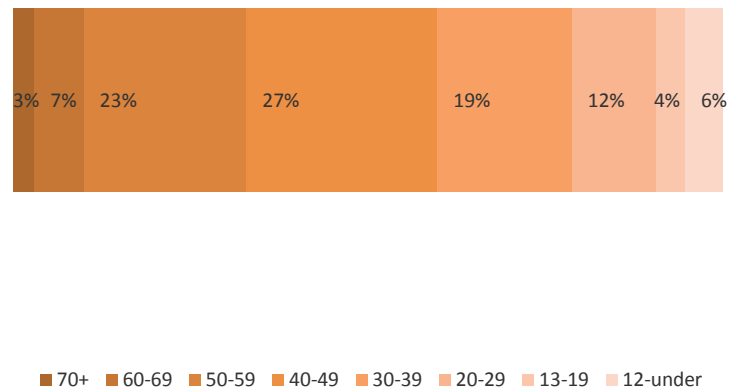
4.9 nights
Average length of cruise



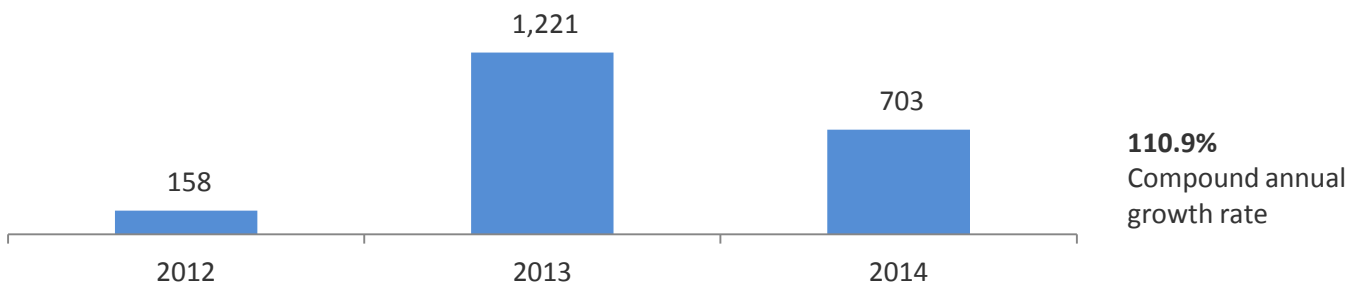
Vietnam: Share of Passengers by Cruise Line Segment, 2014



Passenger Age, 2014



Passenger Volume Trend



APPENDIX

Appendix - Methodology

The study entails an analysis of trends in ocean cruise capacity, destinations visited, and passenger source markets among 13 international and regional brands over a three-year timeframe. The following exclusions should be noted:

- Excludes one-night cruises.
- Four regional brands did not participate in the study.

The participants of the study represent approximately 90 percent of the capacity identified in Asia. Due to the lack of publicly available information, estimates of the remaining industry would be deemed unreliable. Therefore, some source market estimates may be under-reported, notably in China and Japan.

Study participants: International & Regional Cruise Lines

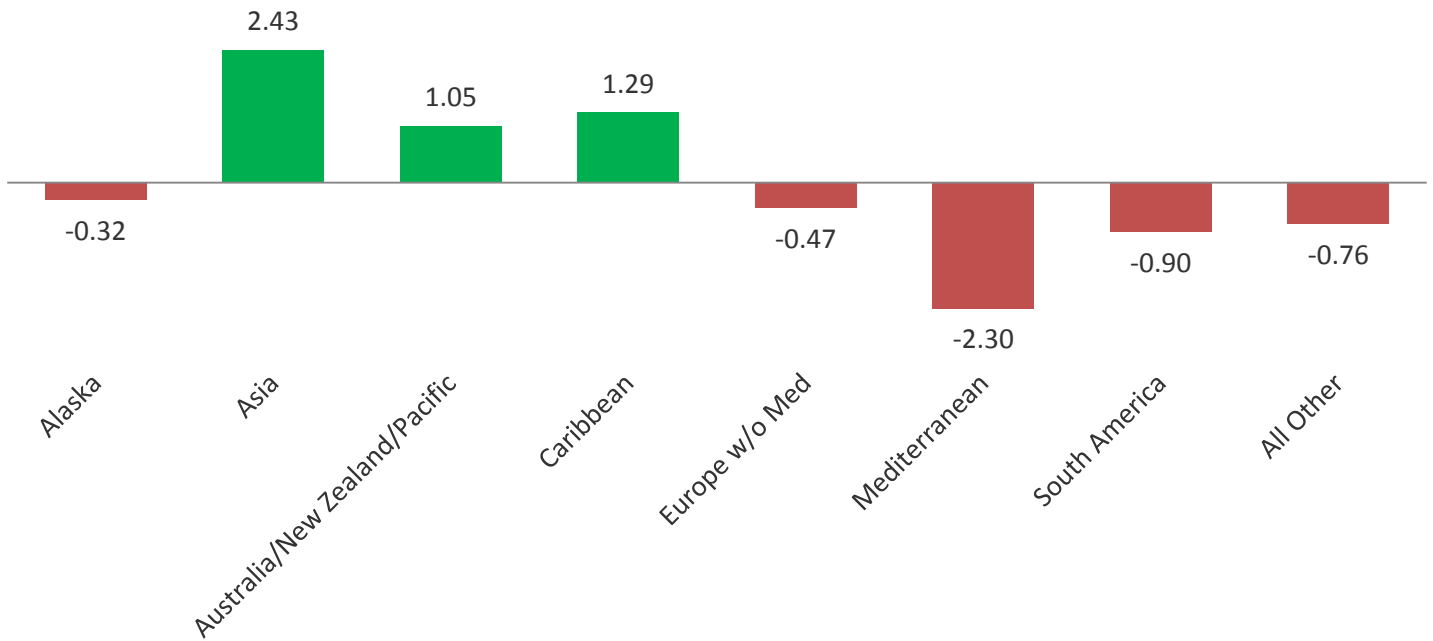
1. Azamara Club Cruises
2. Carnival Cruise Line
3. Celebrity Cruises
4. Costa Cruise Line
5. Crystal Cruises
6. Holland America Line
7. MSC Cruises
8. NYK Cruises
9. Princess Cruises
10. Royal Caribbean International
11. Seabourn Cruise Line
12. Silversea Cruises
13. Star Cruises

Excludes Regional Cruise Lines

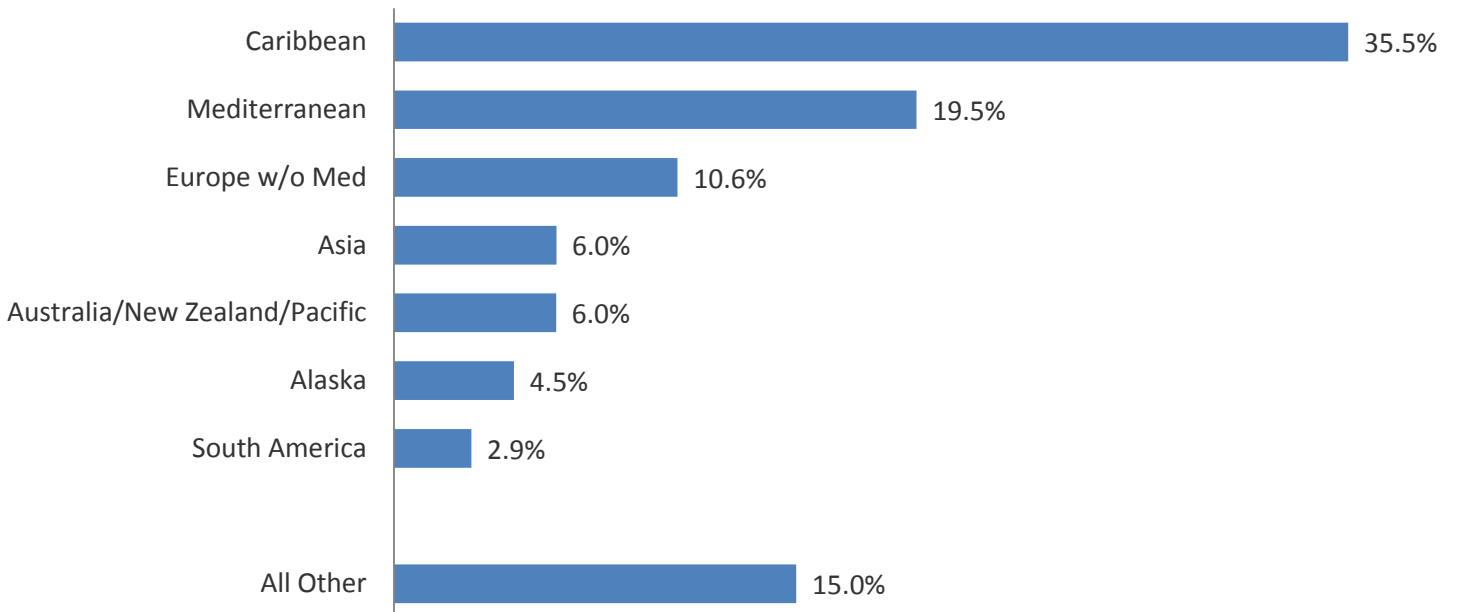
1. Mitsui OSK
2. Japan Cruise Line
3. HNA Cruise Company
4. Bohai Ferry Company
5. Other new start ups

Appendix - Global Capacity Deployment

Capacity Share Changes by Region
(Percentage Point Change/ALBDs* 2013 vs 2015)



Share of Deployed Capacity by Region
(% of ALBDs, 2015)



* ALBD = Available Lower Bed Days. Assumes double occupancy per cabin for sale by revenue producing operating days

Source: CLIA 2014 Deployment Survey among 18 international brands

ASIAN CRUISE DEPLOYMENT CALENDAR														
Ships Operating Asia-Asia Cruises or passing through Asia on Longer Voyages														
By Cruise Line/ Brand			2015											
Cruise Line	Ship	Capacity (pax)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
MEGA/ LARGE SHIP - PREMIUM & CONTEMPORARY														
Star	S/S Virgo	1870	█											
	S/S Libra	1418	█											
	S/S Aquarius	1511	█											
	S/S Gemini	1530	█											
	S Pisces	1168	█											
Royal Caribbean	Mariner otS	3114	█											
	Voyager otS	3114	█											
	Legend otS	1826	█											
	Quantum otS	4180	█											
Costa	Victoria	2394	█											
	Atlantica	2680	█											
	Serena	3780	█											
	Luminosa	2260	█											
Princess	Diamond	3100	█											
	Sapphire	2670	█											
	Sun	1998	█											
	Dawn	1990	█											
	Ocean	672	█											
	Sea	1990	█											
	Pacific	672	█											
Celebrity	Millenium	2186	█											
	Century	1806	█											
Holland America	Volendam	1432	█											
	Rotterdam	1316	█											
	Amsterdam	1380	█											
	Ryndam	1260	█											
P&O Aust	Pacific Jewel	1950	█											
P&O UK	Arcadia	1948	█											
AIDA	Sol	2174	█											
	Bella	2050	█											
Fred.Olsen	Balmoral	1350	█											
	Blackwatch	804	█											
CHART Management Consultants														

ASIAN CRUISE DEPLOYMENT CALENDAR														
Ships Operating Asia-Asia Cruises or passing through Asia on Longer Voyages														
By Cruise Line/ Brand			2015											
Cruise Line	Ship	Capacity (pax)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UPSCALE														
NYK	Asuka II	872	█		█	█				█	█	█	█	█
Oceania	Nautica	684	█	█	█	█							█	█
	Insignia	684			█	█						█	█	
Cunard	Queen Mary 2	2620		█										
	Queen Elizabeth	2068			█	█								
Azamara	Quest	686	█	█	█								█	█
Hapag Lloyd	Europa	408	█	█	█									█
Windstar	Star Pride	212	█	█	█	█							█	█
Voyages to Antqy	Aegean Odsy	376	█	█	█									
LUXURY														
Seabourn	Odyssey	458			█	█								
	Sojourn	450		█									█	
Silversea	Shadow	382										█	█	█
	Whisper	382		█	█	█								
	Wind	296	█	█	█									
Crystal	Symphony	940	█	█	█	█								
Regent 7 Seas	Voyager	700	█	█	█	█								
EXPEDITION														
Lindblad	Orion	102					█	█		█	█			
Ponant	Le Soleal	264												█
	L'Austral	264			█	█	█							
Silversea Exp	Discoverer	120			█			█			█			
Hapag Lloyd	Bremen	155									█			

Appendix – Cruise Volume by Cruise Type and Brand

Cruise and Voyages Offered in Asia by cruise line: 2015

Brand	Asia-Asia cruises	Voyages	Total Sailings
Star	352		352
Costa	211	4	215
Royal Caribbean International	166	7	173
Princess	73	18	91
NYK	46	2	48
Celebrity	26	5	31
Silversea	18	3	21
Holland America	10	6	16
Windstar	12	2	14
Oceania	6	8	14
Azamara	8	3	11
Ponant	9	1	10
Crystal	9		9
Seabourn	6	3	9
Regent 7 Seas	5	3	8
AIDA	6	1	7
Voyages to Antiquity	6		6
Lindblad Orion	5	1	6
Hapag-Lloyd	3	3	6
Silversea Expedition	3	3	6
Fred.Olsen	1	3	4
P&O Australia		4	4
Cunard		2	2
P&O UK		1	1
HL Bremen		1	1
Seadream			0

Appendix - Passenger Destination Days by Brand

Passenger Destination Days By Brand

Brand	2013	2014	2015
Star	688,178	577,198	545,376
Costa	297,364	431,722	620,440
Royal Caribbean International	328,674	376,794	553,870
Princess	33,044	239,020	228,010
Celebrity	28,418	44,384	65,106
NYK Asuka II	42,728	42,728	41,856
Holland America	19,828	19,364	22,340
AIDA	19,414	16,292	15,094
Oceania	3,420	4,104	9,576
Crystal	4,610	12,578	8,298
P&O Aust	-	-	7,800
Azamara	8,328	6,940	7,634
Silversea	8,022	5,768	7,248
Regent 7 Seas	4,900	4,200	5,600
Fred.Olsen	2,104	2,104	4,704
Cunard	4,610	4,688	4,688
Seabourn	6,096	4,398	4,050
Ponant	2,033	2,904	2,640
Windstar	-	848	2,544
Hapag-Lloyd	4,350	7,736	2,448
Voyages to Antiquity	2,632	-	2,256
P&O UK	1,870	3,818	1,948
Silversea Expedition	-	860	750
Lindblad Orion	816	510	612
HL Bremen	-	-	155
Seadream	550	1,210	-
Total	1,511,989	1,810,168	2,165,043

Appendix - Port Calls by Port, 2015

Scheduled Port Calls by Port, 2015 (25 or more calls)

Rank	Market	Port	Transit	Turnaround	Overnight	TOTAL
1	Singapore	Singapore	25	308	41	374
2	South Korea	Jeju Isl	209	-	8	217
3	China	Hong Kong	21	142	37	200
4	China	Baoshan/ Shanghai	22	143	18	183
5	Malaysia	Georgetown/ Penang	121	56	-	177
6	Thailand	Patong Bay / Phuket	136	-	4	140
7	Malaysia	Port Kelang/ Kuala Lumpur	131	-	-	131
8	Taiwan	Keelung / Taipei	33	94	3	130
9	Vietnam	Ho Chi Minh City / Phu My	90	2	38	130
10	Japan	Fukuoka	89	-	-	89
11	South Korea	Incheon / Seoul	85	-	4	89
12	Thailand	Laem Chabang / Bangkok	41	11	36	88
13	Malaysia	Langkawi	78	-	-	78
14	Vietnam	Halong Bay / Hanoi	52	-	25	77
15	Myanmar	Yangon (Rangoon)	24	1	48	73
16	South Korea	Pusan/ Busan	70	-	1	71
17	Japan	Naha / Okinawa	67	-	1	68
18	Japan	Ishigaki	66	-	-	66
19	Malaysia	Kota Kinabalu	22	43	1	66
20	Indonesia	Benoa/ Bali	30	10	19	59
21	Japan	Yokohama / Tokyo	11	42	5	58
22	Japan	Nagasaki	55	-	-	55
23	Thailand	Koh Samui	52	-	2	54
24	Malaysia	Malacca	54	-	-	54
25	Thailand	Krabi	52	-	-	52
26	Vietnam	Da Nang / Hue Chan May	35	-	8	43
27	China	Tianjin / Beijing	3	33	5	41
28	Japan	Kobe	20	10	9	39
29	Vietnam	Nha Trang	39	-	-	39
30	India	Cochin	28	3	8	39
31	India	Mumbai	28	-	9	37
32	Japan	Hakata/ Fukuoka	34	2	-	36
33	Philippines	Puerto Princesa	22	-	14	36
34	Cambodia	Cambodia	34	-	-	34
35	Thailand	Klong Toey / Bangkok	13	1	17	31
36	Japan	Yonaguni	30	-	-	30
37	Sri Lanka	Colombo	23	2	4	29
38	China	Xiamen	25	-	3	28
39	Taiwan	Kaohsiung	24	2	1	27
40	China	Hainan / Sanya	26	-	-	26

Appendix - Source Market Passenger Volume by Market

Source Market Passenger Volume by Market

Market	2012	2013	2014	# Growth	2-year cagr
China (mainland)	216,700	466,781	697,316	480,616	79.40%
Hong Kong	26,511	36,102	80,551	54,040	74.30%
India	49,442	80,496	91,165	41,723	35.80%
Indonesia	15,763	20,374	18,298	2,535	7.70%
Japan	82,232	100,384	119,383	37,151	20.50%
Malaysia	52,054	72,416	51,216	-838	-0.80%
Philippines	11,597	14,072	12,305	708	3.00%
Singapore	189,378	248,378	163,232	-26,146	-7.20%
South Korea	13,973	15,462	16,491	2,518	8.60%
Taiwan	106,487	136,376	137,305	30,818	13.60%
Thailand	5,234	7,882	5,767	533	5.00%
Vietnam	158	1,221	703	545	110.90%
Other Asia	5,002	5,194	4,308	-694	-7.20%
ALL ASIA	776,543	1,205,138	1,398,040	621,497	34.2%

Appendix - Glossary

Cruises: Encompasses deployment within Asia only. Our definition of a Cruise is a one that both begins and ends in an Asian port and includes only Asian ports in its itinerary. A Round-trip cruise returns to its port of embarkation while an Open-jaw cruise begins in one Asian port and finishes in another.

East Asia: Geography that includes China, Hong Kong, Taiwan, South Korea, and Japan.

Fly-Cruise: Cruise begins or ends with a flight to/from an Asian port (or both)

Ocean cruise: A cruise itinerary that sails to destinations via the ocean; itineraries last 2 or more nights.

Operating Days: Days spent cruising (on both voyages and cruises) in Asian waters.

Overnight Port Call: An *overnight* call occurs when the vessel departs at least one day after arriving in port. Overnight calls may be added to a transit call or added to a turnaround call. For example, a vessel arriving in Bangkok on 21 May and departing on 23 May is counted as making one transit call (21/5) and two overnight calls (21 and 22/5). A vessel arriving in Hong Kong on 21 May and departing with a different cruise number on 22 May is considered to have had one turnaround and one overnight call. Note that, in our treatment, an overnight does not exist independently of one or the other calls.

Passenger Capacity: The number of lower berths multiplied by the number of cruises for each vessel. [Example: Mariner's 3,114 lower berths on the 46 cruises results in a passenger capacity of 143,244]

Passenger Destination Days (PDD): A measure of potential visits from cruise passengers across the time spent in a destination. [Example: A ship of 1,000 capacity calling at a destination for one day creates a potential of 1,000 PDD]

Product Segments:

Contemporary: Mostly large ships that offer predominantly short – 3,4,5-night – cruises as well as some 7-night and longer

Premium & Upscale: Distinguished by more spacious, refined on-board accommodation, superior dining, a more discrete service and higher prices.

Luxury: The Luxury lines are another step above the Upscale in on-board comforts, product inclusions and price-point. Their ships typically carry few passengers and have very high staff-to-guest ratios. They also operate only longer cruises – typically 12 nights.

Expedition: Small ships (100 to 300) offering immersion in remote destinations, usually with a high standard of service and accommodation.

South Asia: Geography that includes India, Myanmar/Burma, Sri Lanka

Southeast Asia: Geography that includes Singapore, Malaysia, Indonesia, Brunei, Indochina, Thailand, and Philippines.

Appendix - Glossary

Transit Port Call: A *transit* call includes all calls which have the arrival and departure scheduled on the same day. The same passenger load arrives and departs on a transit call.

Turnaround Port Call: A *turnaround* call occurs when the vessel arrives under one cruise number and departs with a different cruise number. This would generally involve all passengers on board disembarking and a new passenger load embarking. Turnarounds mark the end of one cruise and the start of the next. Passengers typically do not have the opportunity to sight-see or shop, take shore excursions or tour on a turnaround unless they opt to arrive in the port city early or stay over for an additional night or nights. The ship usually takes on fuel, fresh water, provisions, etc. Passengers and their baggage have to be disembarked and go through customs and immigration procedures, take transfers to the airport (or hotels). The new passenger complement has to be embarked.

Voyages: Itineraries that include ports of call outside the regions of Asia. Voyages are typically longer than cruises and often involve the positioning of a vessel from Europe, America or Australia to an Asian port from where it will offer a series of cruises. Other voyages include vessels on round world or other long trips, calling at Asian ports as part of the journey.