

The background of the slide is a scenic photograph of a Hawaiian coastline. It shows steep, dark volcanic cliffs with patches of green vegetation overlooking a vibrant turquoise ocean. White waves are breaking against a dark pebbly beach. The sky is blue with some white clouds.

2024 Hawai'i Cruise Update

Shannon McKee
President, Access Cruise



Agenda

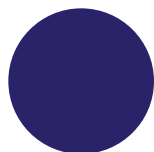
- **Introduction & Opening Remarks**
- **HTA Updates**
 - Cultural Training for Cruise Ships
- **Cruise Industry Update**
 - State of the Industry
 - Hawai'i Forecast
- **DOT Updates**
 - Honolulu
- **DLNR Update**
- **Other Business**





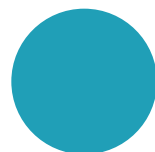
Benefits of Cruise in Hawai'i

Cruise Lines traditionally book their itineraries 1 to 3 years in advance allowing Hawai'i to evaluate and manage the cruise capacity well in advance of FIT arrivals.



Sampling

Many cruisers are first-timers to Hawai'i. Cruise provides an introduction to Hawai'i through sampling



Sustainability

There is natural sustainability built into cruise through the existing infrastructure



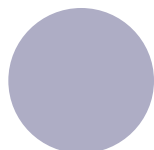
Promotion & Ambassadors

Cruise lines promote Hawai'i and are excellent ambassadors



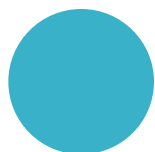
Small Footprint

Traditionally 30-80% of cruise guests take an organized ship tour. Others will arrange for private tours



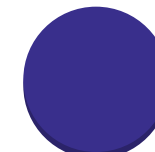
Primarily Shoulder Season

The high season for the cruise industry in Hawai'i is during spring and fall when tourism is traditionally lower



Education

Cruise lines help educate their guests on the Hawaiian culture and hire locals for onboard programming



Supports Local Community

Cruise lines support entrepreneurship and hiring local talent from Hawai'i to provide services



Distribution

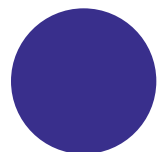
Cruise lines distribute guests among the major Hawaiian Islands



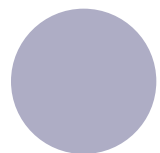
State of the Cruise Industry



2024 is a record year for the cruise industry



90+ brands with 441 ships employ 400,000+ people and carried 34+ million passengers in 2024



The largest source market is the US with the largest sailing region being the Caribbean (40%)



74 new cruise ships are on order for deliveries through 2036. The number is expected to grow



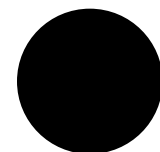
Cruise capacity forecast to grow 10% from 2024 to 2028



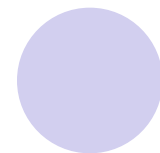
The publicly traded cruise companies have all reported record bookings at higher occupancies and higher prices for 2024.



While the expense of a cruise has gone up, the starting point for the least costly cabin is still low.



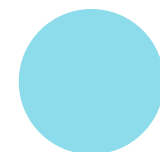
Cruise ticket sales, yield, and onboard spending are all up



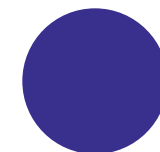
Itineraries are more fuel efficient with ships sailing at slower speeds.



Trends include more short cruises in the Caribbean, a big increase in the luxury segment and the return to Asia/Pacific.



Carnival Corp., Royal Caribbean Group, MSC Cruises and NCL Holdings have a combined market share of 82%.



As long as the cruise industry can continue to meet and exceed passenger expectations, convince them to spend more, and control costs, the future should be increasingly profitable

Cruise Industry Trends

- **New Ports and Destinations**
 - Development of new ports to alleviate over-tourism and spread economic benefits.
 - Private Cruise Ports
- **Expedition Cruising Growth**
 - Increase in cruises to remote and unique locations.
- **Themed Cruises Expansion**
 - Growth in niche markets with specific thematic focuses.
- **Technology Integration**
 - AI
 - Wearables
 - Facial Recognition



Cruise Industry Trends Cont.

- **Local Experiences**

- Deeper, culturally immersive experiences

- **Sustainability Initiatives**

- Emphasis on cleaner fuels
- Waste management
- Energy Efficiency

- **Health & Safety**

- Continued focus on sanitation
- Air filtration

- **Flexible Booking Policies**





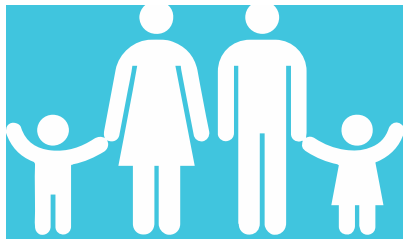
2024 Cruise Industry Stats



441 Ships



**90+ Cruise Brands
Sailing to date**



707,784 Cruise Berths
(Anticipated in 2024)

34 million passengers
(maximum capacity)



74 new vessels On Order



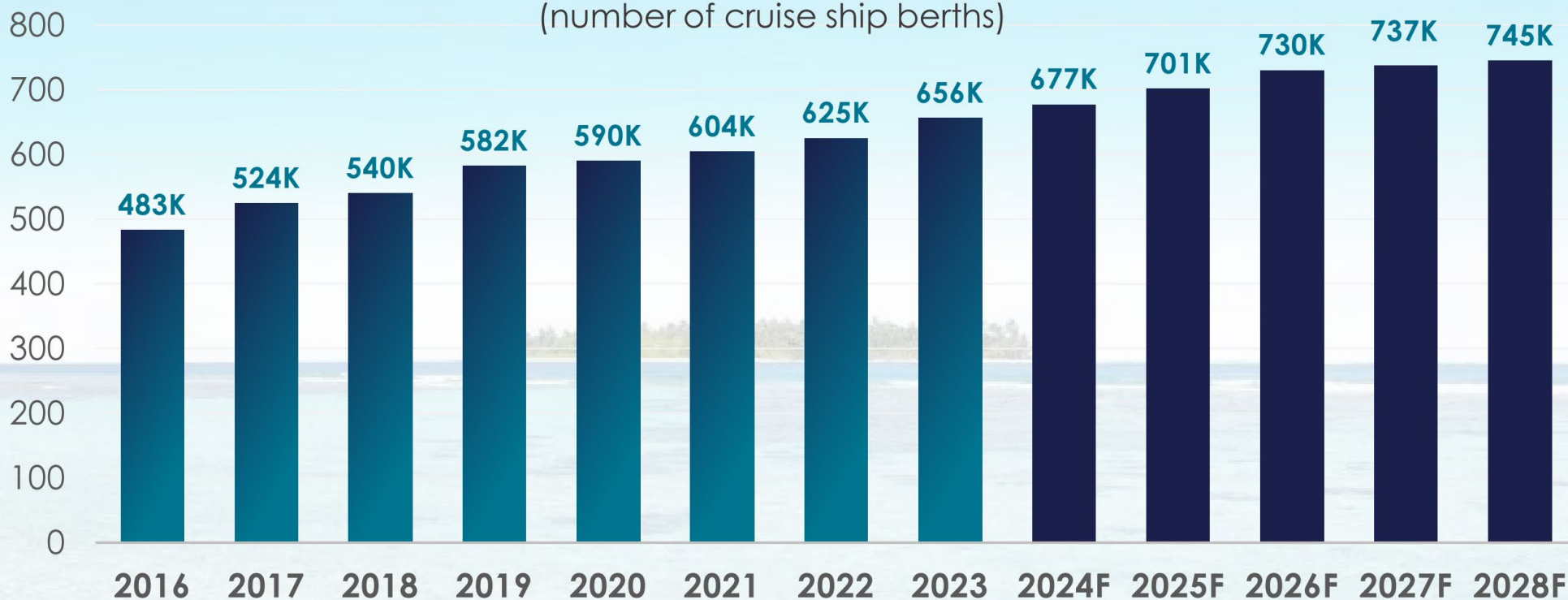
Growth of World Cruise Fleet

CRUISE BY THE NUMBERS

Global cruise capacity is forecast to grow at least 10% from 2024 to 2028.

Cruise capacity projections

(number of cruise ship berths)



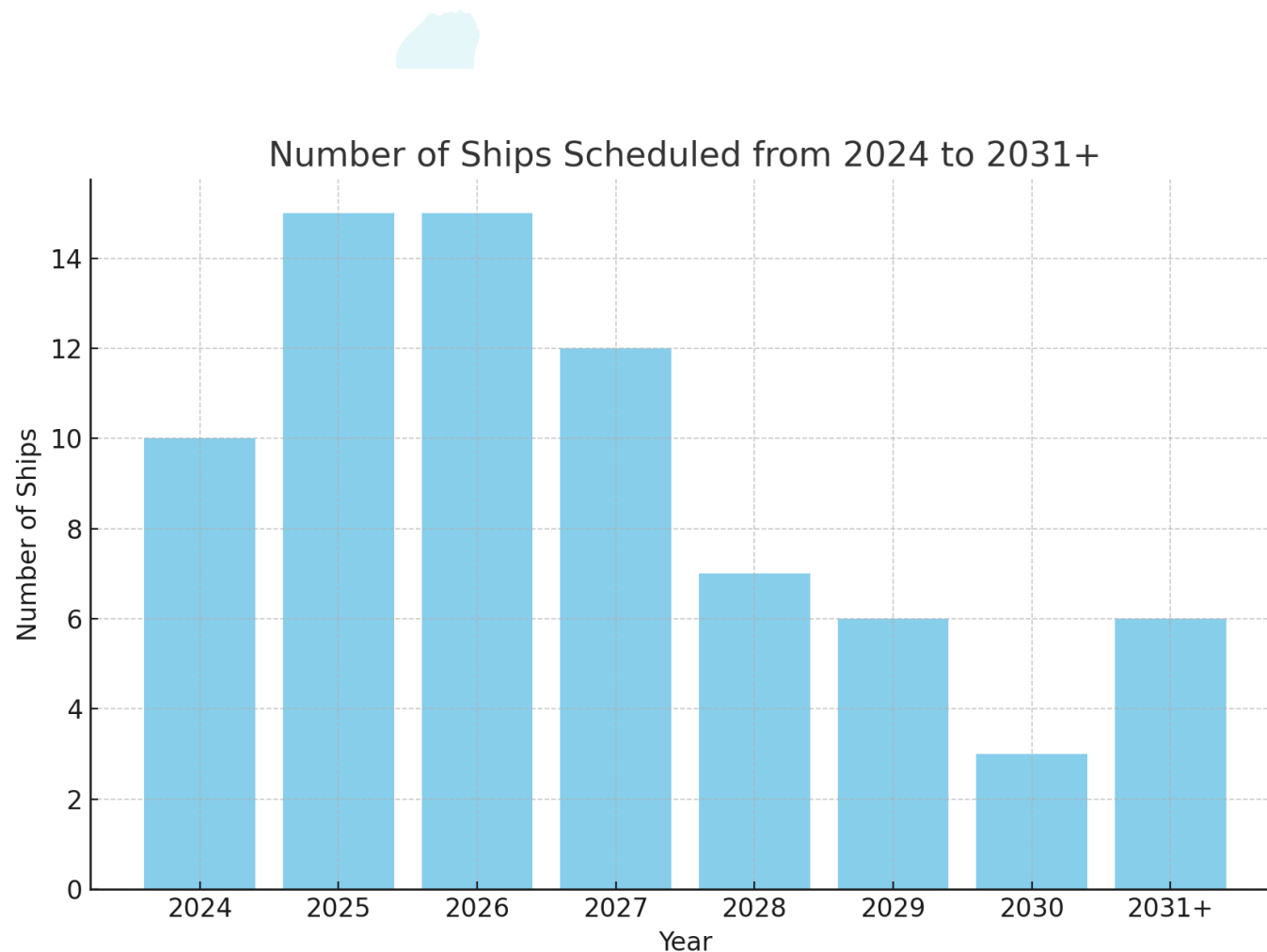
Source: CLIA Forecast



Cruise Ship New Builds

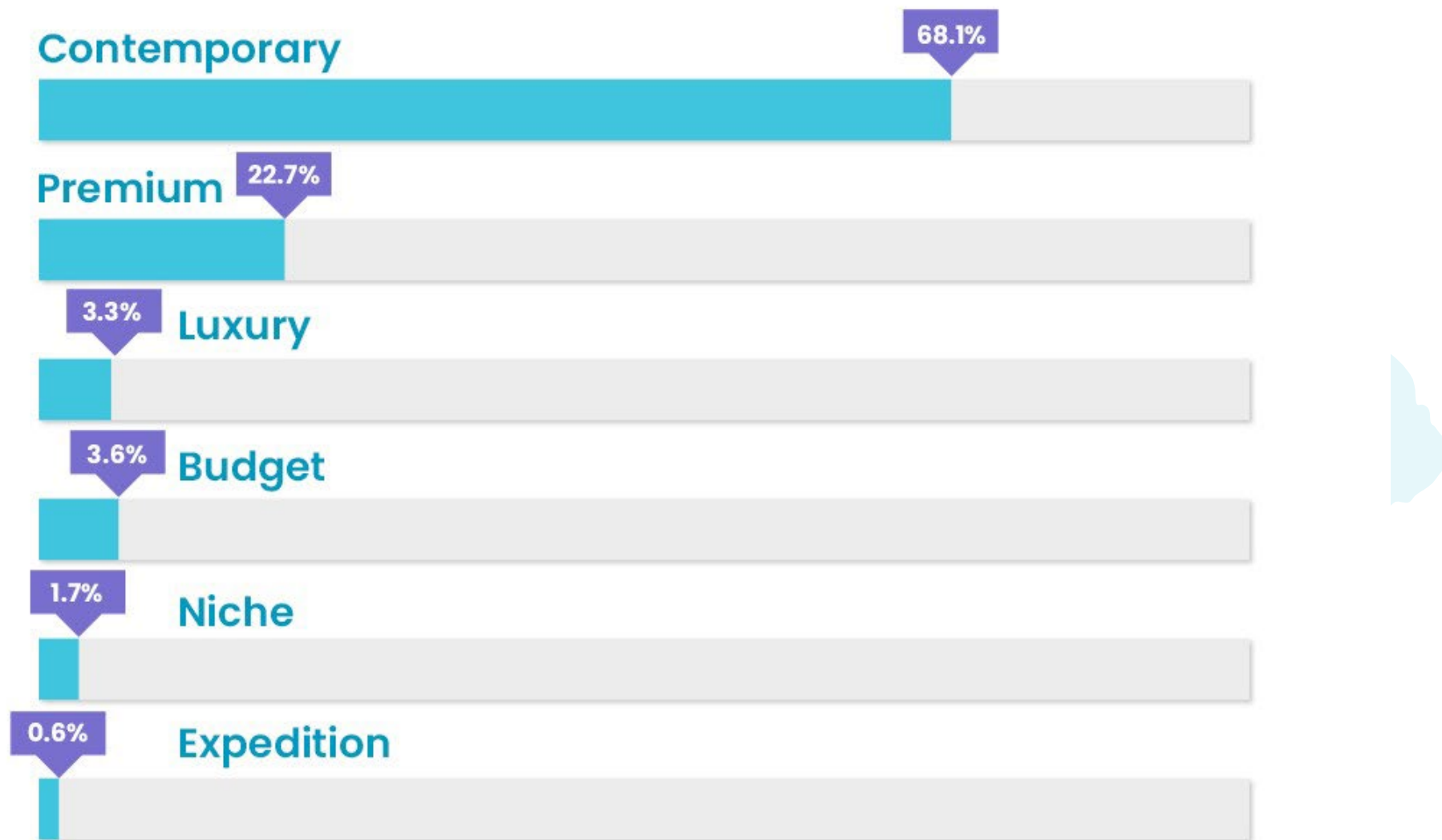
- ⦿ 10 Ships in 2024
- ⦿ 15 Ships for 2025
- ⦿ 15 Ships for 2026
- ⦿ 12 Ships for 2027
- ⦿ 7 Ships for 2028
- ⦿ 6 Ships for 2029
- ⦿ 3 Ships for 2030
- ⦿ 6 Ships 2031+

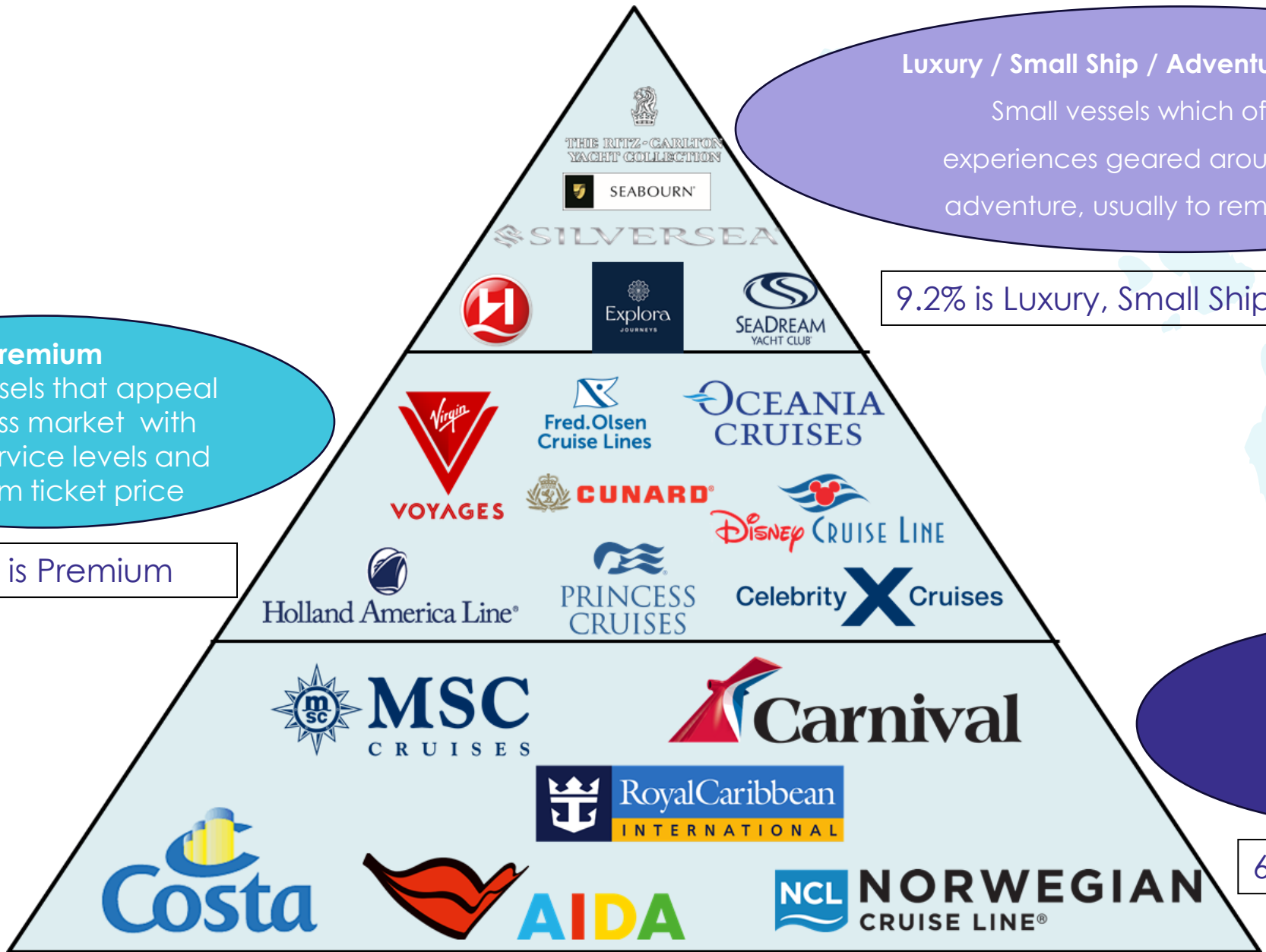
Total 74 Ships





2024 Cruise Segmentation





Luxury / Small Ship / Adventure / Expedition
 Small vessels which offer exclusive experiences geared around learning and adventure, usually to remote destinations

9.2% is Luxury, Small Ship & Expedition

Premium
 Large vessels that appeal to a mass market with higher service levels and premium ticket price

22.7% is Premium

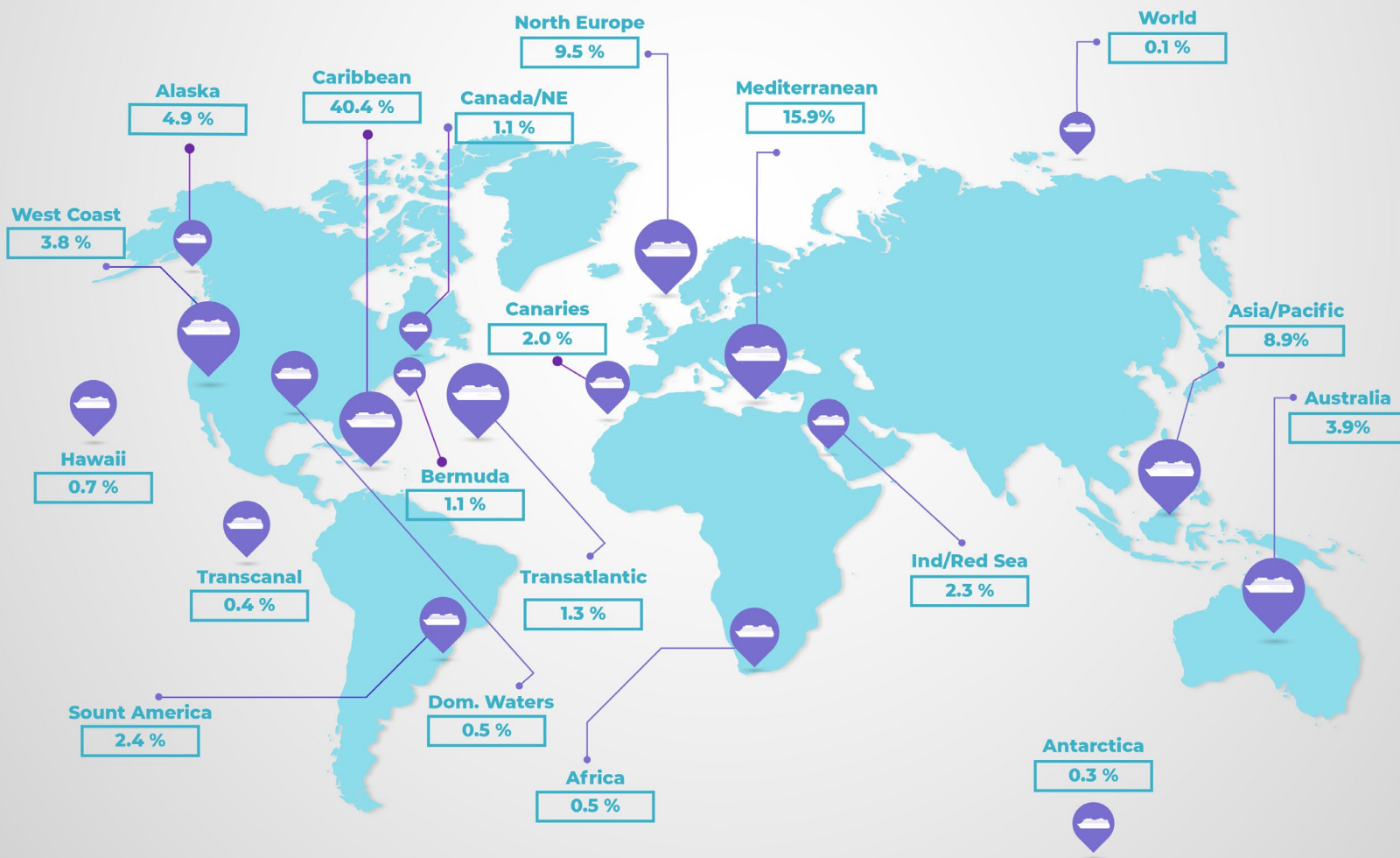
Contemporary
 Large vessels that appeal to the mass market

68.1% is Contemporary





Sailing Regions



Regions

- Caribbean 40.4%
- Med 15.9%
- N. Europe 9.5%
- Alaska 4.9%
- Australia 3.9%
- South America 2.4%

Cruise Lines in the Hawai'i

- Royal Caribbean
- Carnival
- MSC
- Princess
- Celebrity
- Disney
- Holland America



Top 4 Major Cruise Conglomerates



82% Capacity is Top 4 Cruise Conglomerates
219 ships

Carnival Corporation	
95 Ships	
37% Market	
Carnival Cruise Line	27
Costa	9
Princess	16
AIDA	11
Holland America	11
P & O	7
P & O Australia	2
Cunard	4
Seabourn	7

Royal Caribbean Group	
68 Ships	
24.7% Market	
Royal Caribbean	28
Celebrity	16
TUI Cruises	7
Hapag Lloyd	5
Silversea Cruises	12

MSC Cruises	
24 Ships	
12.3% Market	
MSC Cruises	22
Explora Journeys	2



Norwegian Cruise Line Holdings	
32 Ships	
8.1% Market	
Norwegian Cruise Line	19
Oceania Cruises	7
Regent	6



**Royal
Caribbean
Group**



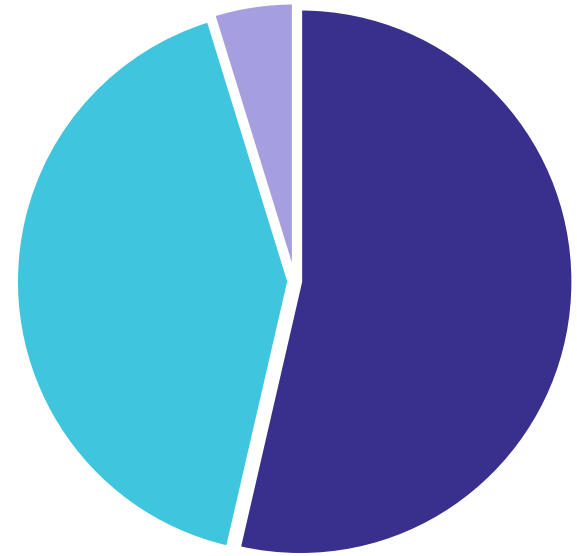
**NORWEGIAN CRUISE LINE
HOLDINGS LTD.**



**Note: Source Cruise Industry News



Source of Cruise Brands to Hawai'i

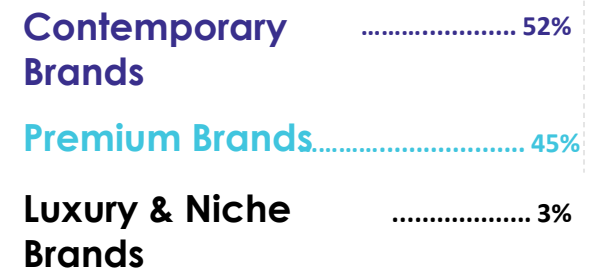


94% of the cruise brands visiting Hawai'i are from North America

U.S. Capacity vs. World Capacity Hawai'i



Market Segment in Hawai'i



Cruise Brands Scheduled 2024



Cruise Brands Scheduled 2025





2024 vs. 2025 Cruise Brands - Honolulu

2024 Honolulu- Hawai'i		
Cruise Line	Est. PAX	
Carnival Cruise Line	25,253	7.4%
Carnival Plc	2,388	0.7%
Celebrity Cruises Inc	11,720	3.4%
Crystal Cruises LLC	450	0.1%
Cunard Line Ltd	4,500	1.3%
Fred Olsen Windcarrier AS	1,825	0.5%
Holland America Line NV	33,219	9.7%
Integrated Cruise Mgmt Pte Ltd	2,272	0.7%
Magical Cruise Co Ltd	2,400	0.7%
MSC Cruise Management UK Ltd	922	0.3%
NCL Bahamas Ltd	134,717	39.5%
NYK Cruises Co Ltd	600	0.2%
Oceania Cruises S de RL	1,274	0.4%
Phoenix Reisen GmbH	1,200	0.4%
PONANT	230	0.1%
Princess Cruise Lines Ltd	82,541	24.2%
Regent Seven Seas Cruises Inc	730	0.2%
ROW Management Ltd	1,188	0.3%
Royal Caribbean Cruises Ltd	24,616	7.2%
Seabourn Cruise Line Ltd	462	0.1%
Silversea Cruises Ltd	388	0.1%
TUI Cruises GmbH	544	0.2%
Viking Ocean Cruises Ltd	7,592	2.2%
Total	341,031	100%

2025 Honolulu- Hawai'i		
Cruise Line	Est. PAX	
Aida Cruises	5,000	1.5%
Carnival Cruise Line	27,410	8.3%
Carnival Plc	1,950	0.6%
Celebrity Cruises Inc	11,720	3.6%
Cunard Line Ltd	3,000	0.9%
Fred Olsen Windcarrier AS	987	0.3%
Holland America Line NV	31,474	9.5%
Integrated Cruise Mgmt Pte Ltd	4,544	1.4%
Magical Cruise Co Ltd	2,400	0.7%
NCL Bahamas Ltd	153,340	46.5%
NYK Cruises Co Ltd	600	0.2%
Oceania Cruises S de RL	3,699	1.1%
Princess Cruise Lines Ltd	64,787	19.6%
Royal Caribbean Cruises Ltd	9,810	3.0%
Seabourn Cruise Line Ltd	2,200	0.7%
Silversea Cruises Ltd	1,787	0.5%
TUI Cruises GmbH	544	0.2%
V Ships Leisure SAM	762	0.2%
Viking Ocean Cruises Ltd	3,806	1.2%
Total	329,820	100%

Notes:

- Honolulu is often featured on “World Cruises” but traditionally every other year.
- Decrease in Princess due to shifting vessels to different regions
- Decrease in Royal Caribbean due to the size of vessels in Alaska, Asia & Oceania (too large for Hawai'i)
- Increase in Norwegian Cruise Line's presence with sailings from Oceania & Hawai'i added
- While capacity is down 3.5% YOY, all other cruise ports in Hawai'i have slight increases YOY
- No cruise calls from Crystal, MSC, Phoenix Reisen, Ponant, Regent or World
- New cruise calls from AIDA & Charter



Hawai'i Cruise Updates

Port	2018	2019	2022	2024	2025
Hilo	220,153	257,213	137,378	266,834	311,727
Honolulu	268,331	271,930	152,410	341,031	329,820
Kona	138,246	176,596	89,614	226,853	236,952
Kaua'i	211,419	214,676	114,026	250,589	305,138
Kahului	127,680	151,724	111,204	223,529	304,269
Lahaina	141,809	115,420	25,676		
Maui Total	269,489	267,144	136,880	223,529	304,269

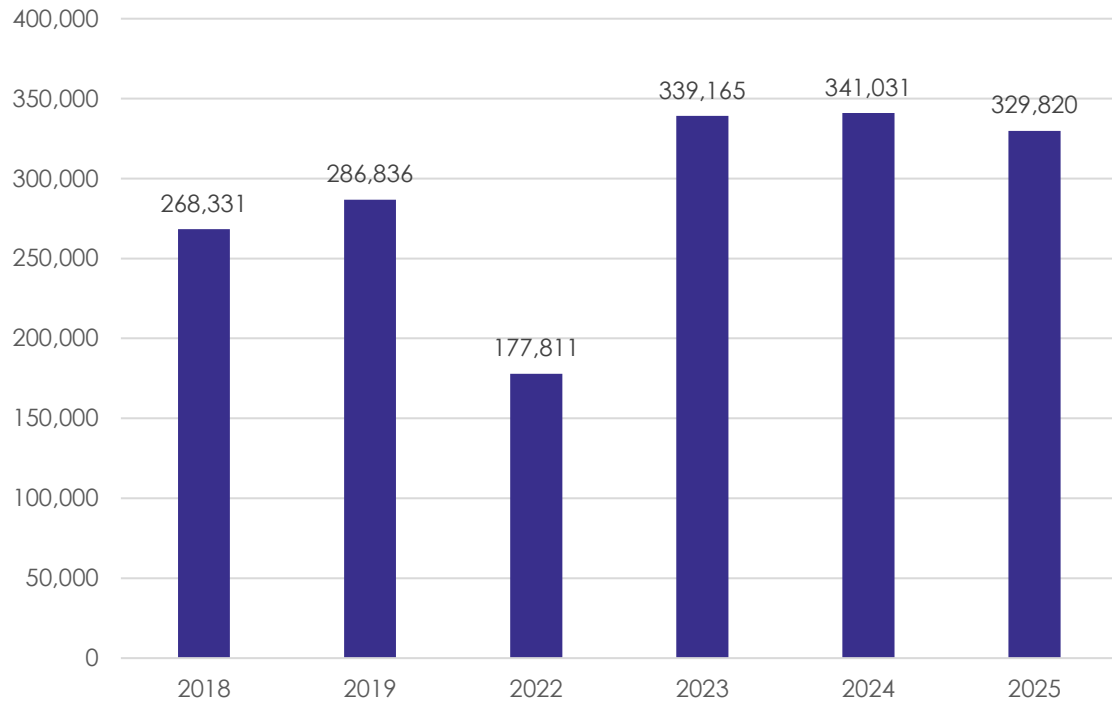
▪ Note:

- Data collected from Hawai'i.PortCall.com is forecasted
- Data is estimated based on Hawai'i.PortCall.com
- 2022 forecast data calculated at 60% of ship capacity



Honolulu Cruise Passengers & Port Calls

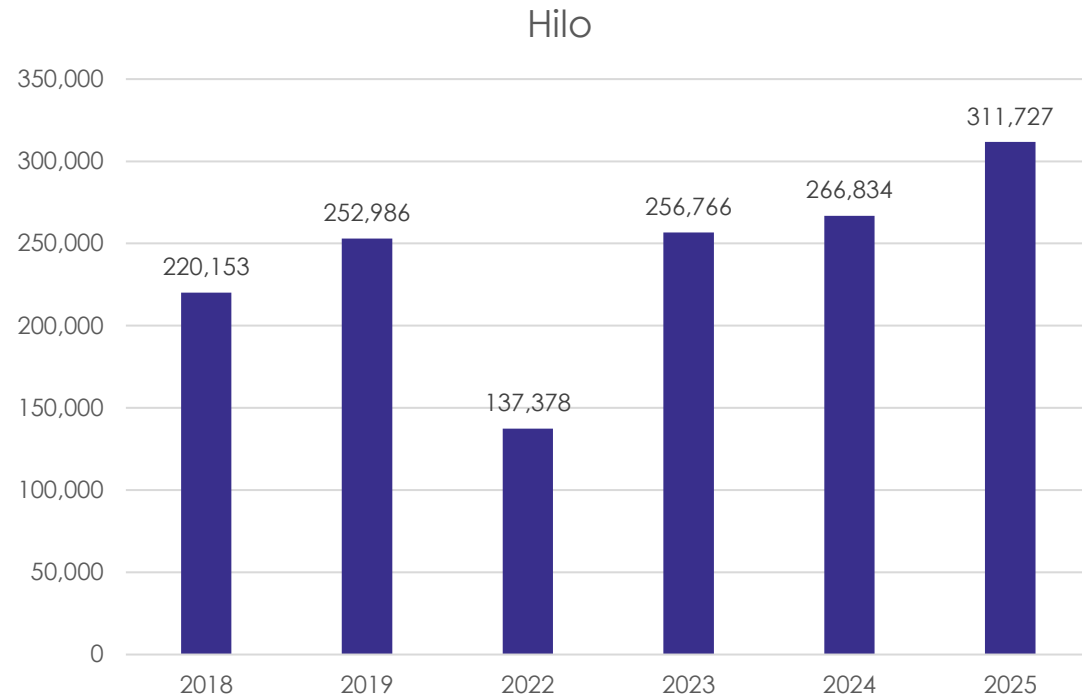
Honolulu



HONOLULU						
Month	2018	2019	2022	2023	2024	2025
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	18	12	8	12	18	15
February	16	12	4	14	16	13
March	11	10	5	7	10	11
April	22	14	12	17	23	17
May	8	8	8	8	6	7
June	6	6	5	5	5	9
July	5	4	5	7	5	6
August	5	5	4	5	5	8
September	11	9	7	7	10	12
October	22	15	23	27	21	19
November	13	14	9	10	13	11
December	12	12	10	13	14	14
Total Calls	149	121	100	132	146	142



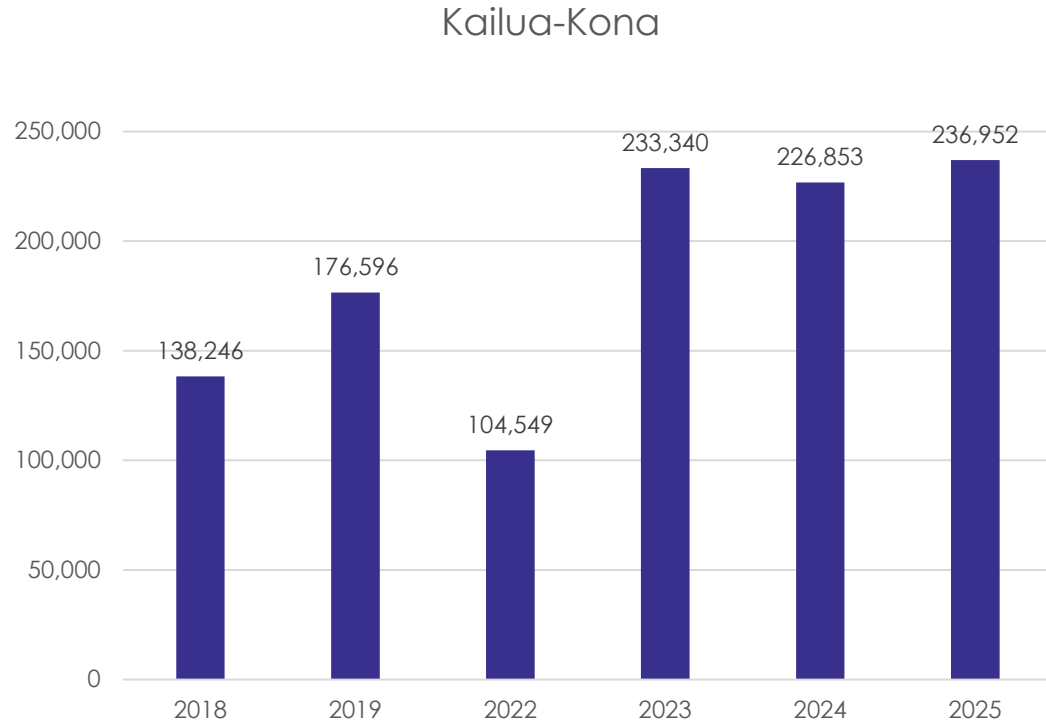
Hilo Cruise Passengers & Port Calls



HILO						
Month	2018	2019	2022	2023	2024	2025
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	11	9	6	9	15	11
February	10	8	3	9	11	10
March	11	11	2	6	8	8
April	10	14	8	11	16	14
May	2	7	9	9	5	9
June	3	6	6	5	4	11
July	6	5	4	4	5	8
August	4	4	5	5	4	8
September	7	10	7	8	6	10
October	12	15	19	17	16	17
November	10	13	11	10	11	12
December	10	10	7	11	14	12
Total Calls	96	112	87	104	115	130



Kailua-Kona Cruise Passengers & Port Calls

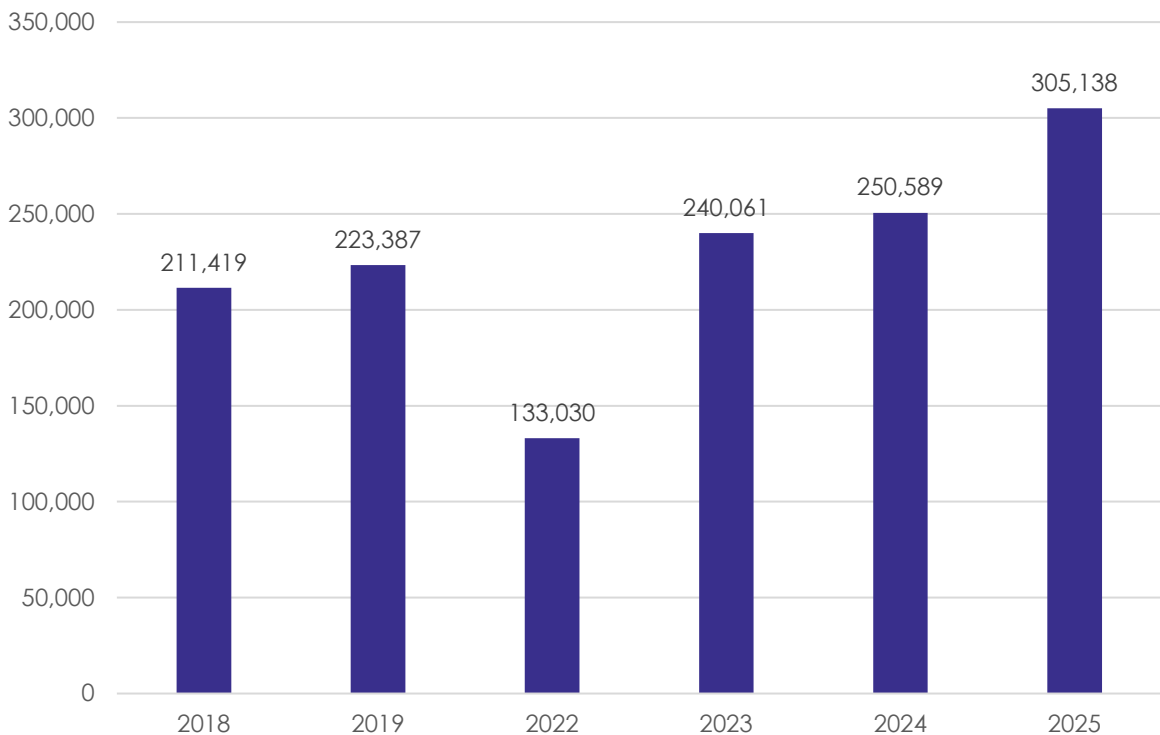


KAILUA-KONA						
Month	2018	2019	2022	2023	2024	2025
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	5	5	3	6	8	9
February	4	4	2	7	9	7
March	5	5	1	6	7	5
April	6	8	4	10	12	14
May	6	7	7	9	7	7
June	3	4	4	4	4	7
July	5	5	4	4	5	9
August	5	4	5	5	4	5
September	7	8	8	5	9	12
October	8	11	9	15	9	12
November	5	7	7	6	8	7
December	7	7	7	11	9	10
Total Calls	66	75	61	88	91	104



Kaua'i Cruise Passengers & Port Calls

Kaua'i

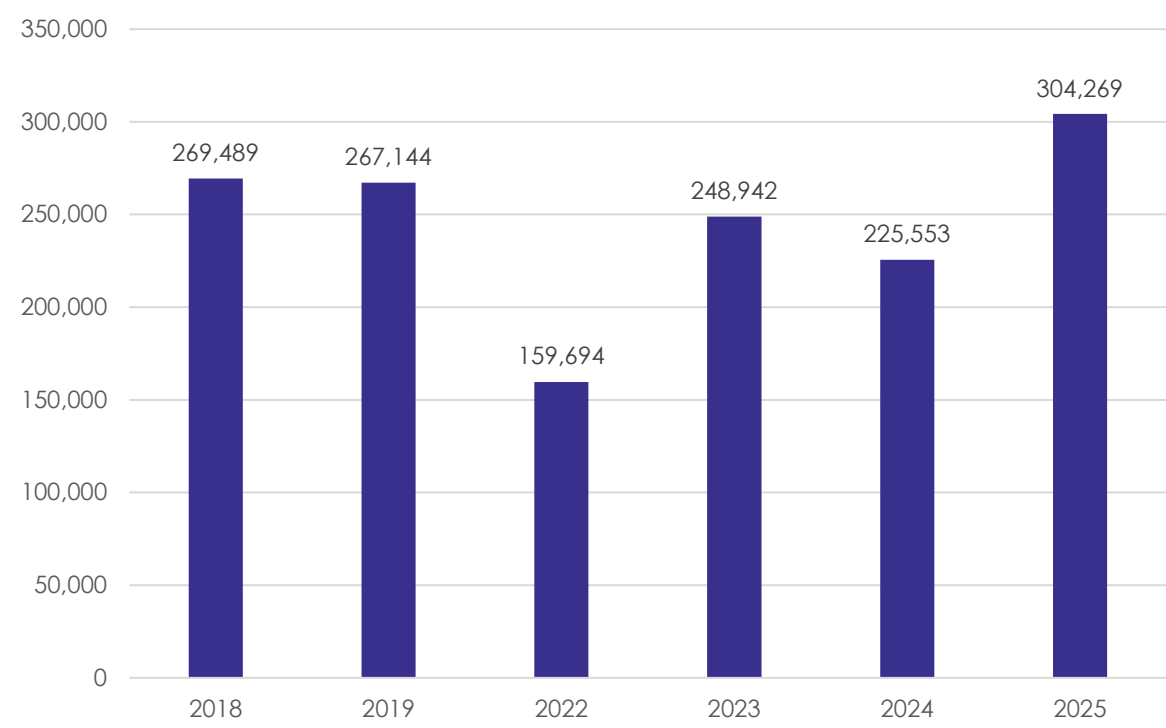


KAUA'I						
Month	2018	2019	2022	2023	2024	2025
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	15	8	4	8	15	12
February	12	7	3	9	10	11
March	7	8	1	5	7	8
April	16	11	7	9	15	12
May	6	7	8	7	5	7
June	6	5	7	6	4	9
July	4	4	4	5	4	10
August	5	5	4	6	5	9
September	7	7	5	6	6	12
October	17	9	18	17	16	18
November	8	10	9	12	11	10
December	9	9	7	9	12	11
Total Calls	112	90	77	99	110	129



Maui Cruise Passengers & Port Calls

Maui Total



MAUI						
Month	2018	2019	2022	2023	2024	2025
	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls	# of Calls
January	11	10	8	10	11	11
February	7	7	4	9	12	10
March	12	7	2	7	5	8
April	13	13	6	15	10	14
May	11	8	10	10	4	9
June	6	6	6	5	5	11
July	6	4	5	6	4	8
August	4	4	4	1	4	8
September	10	8	7	6	7	11
October	13	15	21	11	15	17
November	10	13	9	9	11	12
December	12	12	9	8	11	12
Total Calls	115	107	91	97	99	131



Key Strategies for Hawai'i Cruise



Tradeshows & Events

Hawai'i is represented at multiple events throughout the year including Seatrade Global, Seatrade Europe, multiple CLIA Summits, FCCA Conferences, Canada New England Conference and Cruise Europe. These are great events for targeting premium, luxury & niche market brands.



Diversification

Diversification of cruise brands and categories is essential for appealing to a wider demographic of travelers and enhancing the destination's resiliency against market volatility. By accommodating a mix of contemporary, luxury, expedition, and niche cruise lines, Hawai'i can attract a variety of cruise guests from families to luxury enthusiasts.



Fam Trips

Fam trips are an ideal way to build and strengthen relationships with the premium and luxury brands.



Growing Luxury & Expedition

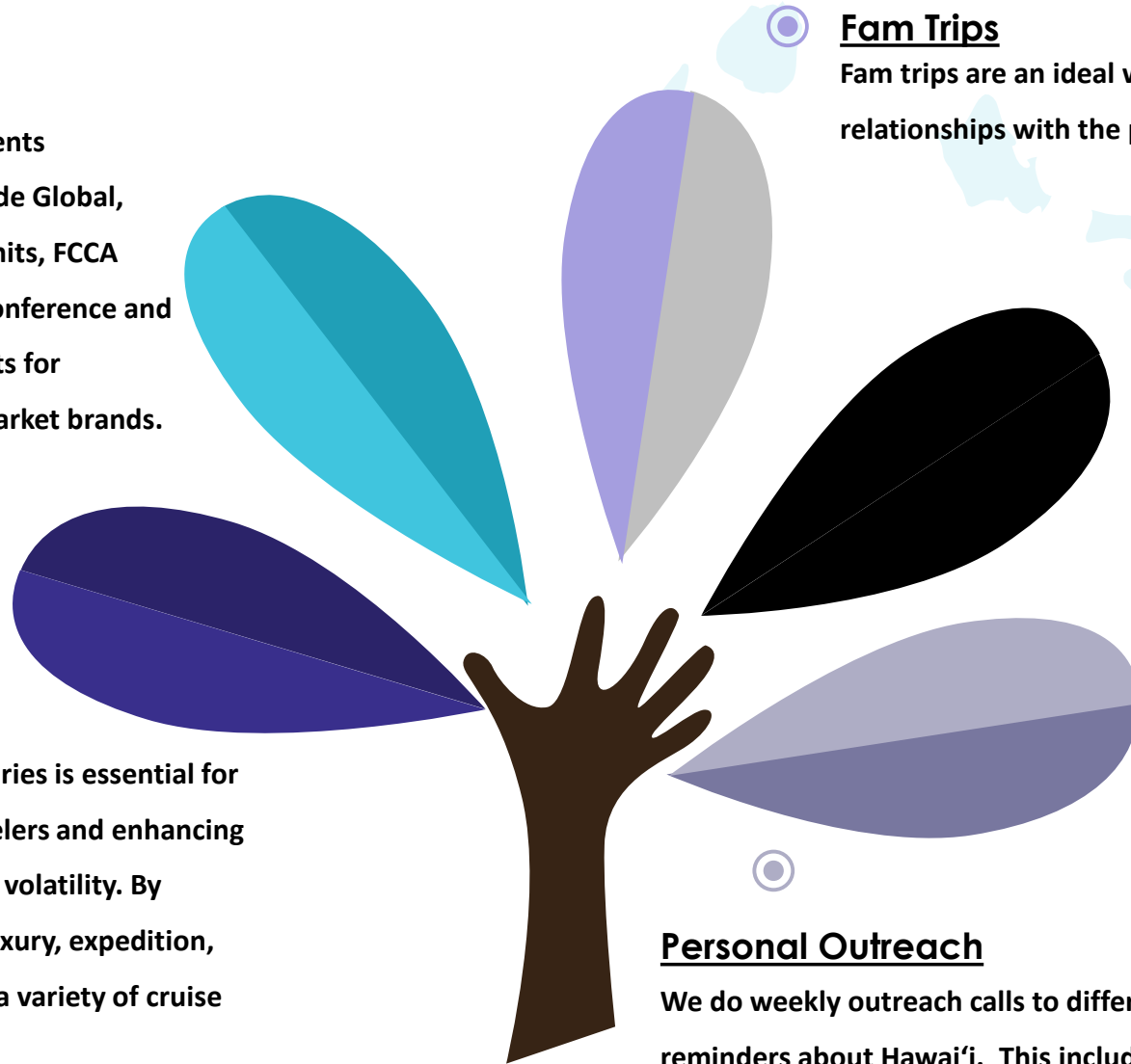
There is an emphasis placed on attracting luxury & niche market cruise lines. These guests traditionally have a higher spend and a desire for emersion into the local culture. Onboard cultural programming is a highlight on these vessels.

This market segment is growing significantly with new brands being added including Ritz Carlton, Four Seasons and Explora Journeys.



Personal Outreach

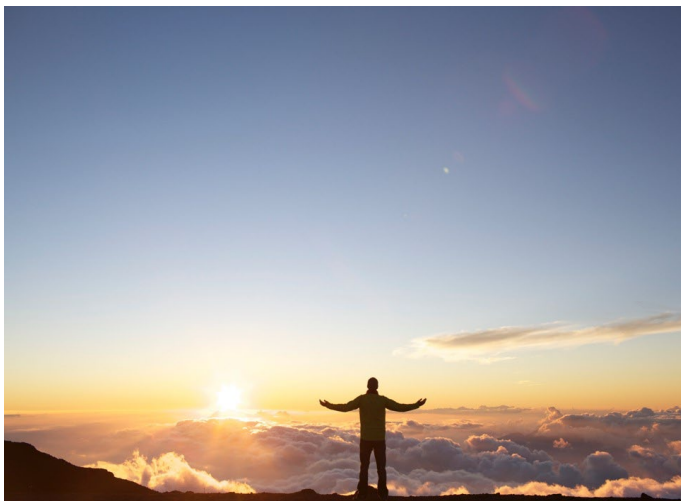
We do weekly outreach calls to different individuals with reminders about Hawai'i. This includes Mālama Hawai'i programs for our existing cruise partners.





Want to work with the Cruise Industry?

- Ask us how! Contact a member of the Access Cruise Team.
 - We'll help you navigate the cruise industry and steer you in the right direction.
 - **Shannon McKee** – shannon@accesscruiseinc.com
 - **Alina Juliachs** – alina@accesscruiseinc.com
 - **Eric Benedict** – eric@accesscruiseinc.com

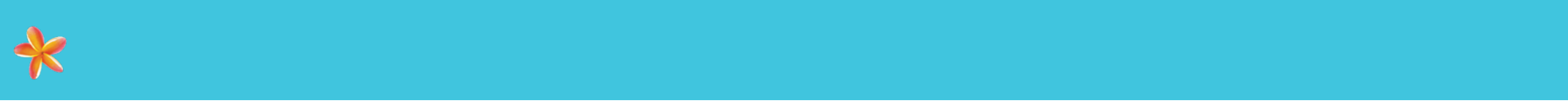




Agenda

- **Introduction & Opening Remarks**
- **HTA Updates**
 - Cultural Training for Cruise Ships
- **Cruise Industry Update**
 - State of the Industry
 - Hawai'i Forecast
- **DOT Updates**
 - **Honolulu**
- **DLNR Update**
- **Other Business**





Mahalo!

