Asia Cruise Trends

2018 Edition

Commissioned & Prepared by:

In Collaboration with:

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 25 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.cliaasia.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 rigor, 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 recently delivered the National Cruise Tourism Strategy for the Philippines government. The firm designed and delivered the 2013 Asia Cruise Association White Paper as well as the 2014, 2016, 2017 and this current CLIA *Asia Cruise Trends* project. It conducted the Pacific Cruise Market Research and Intelligence project and the Pacific Cruise Tourism Development Strategy for SPTO. CHART is currently working on other projects in Asia.

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INTRODUCTION

Asian sourced cruise passenger numbers hit another record high in 2017 with 4.052M taking an ocean cruise (up 20.6%).

While mainland China posted a much slower growth than in previous years, it maintained its dominance in 2017, accounting for 59% of all Asian passengers. Its slowdown can be attributed to a mix of regulatory issues, and some reductions in ship deployment in East Asia as the demand for those ships was strong elsewhere in the world.

In 2018, overall cruise capacity deployed in Asia will show a small decline of 2% versus the planned ship calls in the prior year. However, the outlook for Asia remains positive for future growth, as many cruise lines continue to deploy significant capacity in the region, including brand new, large cruise ships purpose-built for Asian consumers. Consequently, government authorities, cruise lines, destinations and industry stakeholders need to closely monitor the trends, to understand the overall potential for cruise tourism growth, to prepare for the associated infrastructure needs and to cater for the increasingly aware and responsive guest source markets.

To achieve these goals, Cruise Lines International Association leveraged findings from One reSource, its newly launched global data repository and partnered with CHART Management Consultants to undertake this fourth in-depth *Asia Cruise Trends* analysis*.*

With the collaboration of 43 international and regional cruise brands and analyzing published data for another 4, thus accounting for over 98 percent of regional capacity, this project set out to update and extend the 2015, 2016 and 2017 studies of Asia's ocean cruise segment (2+ nights) and accomplish key objectives:

- Provide industry stakeholders with actionable, meaningful information, in particular
  - Trends in the key drivers of cruise activity: capacity, deployment, and destinations
  - Accurate data on the size and growth of Asia passenger source markets.
- Provide a tool to work with governments and the private sector to structure long-term benefits for local economies and specifically to
  - Assist authorities in forming cruise industry-specific policies and regulations
  - Provide analyses to inform investment and infrastructure decisions.
- Generate detailed destination volume data to underpin economic impact assessments.

The following report outlines capacity and destination trends between 2013 and 2018, based on CHART's analysis of detailed itinerary information obtained from the cruise lines that are operating in Asia. 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 the main Asian markets between the 2016 and 2017 calendar years, reviewing metrics such as passenger source volume, length of cruises taken, destinations visited, and passenger ages.

As the developments of cruise activity in Asia are very dynamic, we typically analyze them using a compound annual growth rate to identify underlying trends against the year over year variability in markets.

Throughout this report, and consistent with CHART's Asia Cruise Association 2013 *White Paper,* all analyses and information *exclude* one-night cruises.

KEY FINDINGS

THE OVERALL TRENDS

The number of Asian passengers in 2017 continues to grow at an impressive rate, with increases in passenger volume across most of the Asia markets compared to 2016.

2018's scheduled cruise calls are slightly down from the planned calls in 2017 but are maintaining an upward 5-year trend. 2018 will see more ships in Asian waters, with a broader variety of cruise products with significant increases in large (2,000 to 3,500 passenger) as well as small upscale ships.

Between 2013 and 2018, **cruise capacity has increased across all metrics.**

- The number of ships deployed in Asia grew 81 percent since 2013
- Similarly, the number of cruises and voyages within and through Asia increased at a 19 percent CAGR
- Operating days expanded 143 percent since 2013.
- Passenger capacity almost tripled from 1.51M passengers in 2013 to 4.26M passengers in 2018
- There will be 7,169 Asian cruise calls in 2018, a marginal decrease from 7,196 calls last year.
- Destination markets seeing the most calls are Japan (2,601), Mainland China (1,012), and Thailand (581) in 2018. Top ports in the region are Shanghai (416), Singapore (374), Taipei (322), and Hong Kong (249).

THE 2017 SOURCE MARKETS PICTURE

As with source markets for cruise tourism worldwide, **the volume of Asian passengers grew another 20.6% in 2017**

- Between 2012 and 2017, Asian cruise passengers grew from 775,000 to nearly 4.05 million, **an estimated 39 percent compound annual growth rate.**
- **Mainland China has been the main driver of passenger growth in Asia for the last few years**, but experienced a deceleration last year, adding 286 thousand passengers compared to more than 1 million passengers in 2016.
- Asia's other major passenger source markets were Taiwan (374K), Singapore (267K), Japan (262K), Hong Kong (230K), Malaysia (188K) and India (172K).
- Among the nearly 4.05 million cruise passengers from Asia, **Mainland China accounted for close to 60% of all Asian passenger volume in 2017.**
- 2.4 million passengers came from Mainland China compared to 1.7 M sourced from the rest of Asia
- Asian cruise passengers are found across the age spectrum with an estimated average age of 45.6 years, with only two markets showing real divergence: India, a young 37 year average and Japan an older 57 years. The average age in Mainland China was 45 years.

KEY FINDINGS (continued)

Asian cruise passengers predominantly cruise only within Asia on short sailings.

- The majority (91 percent) of **Asian cruisers sailed within the region** in 2017.
- **Europe was the leading destination chosen by the long-haul cruisers that sailed outside of Asia**, with 25% of cruisers traveling to the Western Mediterranean, and 9% and 8% respectively traveling to the Eastern Mediterranean and the Baltics. The Caribbean and Alaska are also popular accounting for 24% and 11% of Asian cruisers traveling outside Asia.
- Shorter sailings were by far the most popular, with the greatest share of passengers sailing 4 to 6 nights (66 percent) followed by 2 to 3 nights (26 percent) and 7 to 13 nights (5 percent).

THE 2018 DEPLOYMENT PICTURE

- There is a marginal decrease in planned cruise capacity in 2018 as compared to 2017
- 38 brands will be active in Asia in 2018, (similar to last year's 35).
- 78 ships will be deployed, (versus the 66 of 2017), with 17 of them year round
- 1,922 cruises and 119 voyages are scheduled, in total down 2.2% from last year.
- **Passenger capacity is estimated at more than 4.26 million,** up 1% from last year.

In 2018, there will be increasing variation in the ship product mix.

By ship sizes:

- Most capacity will be on the mega and large ships with 6 and 19 of them deployed in Asia this year respectively.
- 27 mid-size ships are also deployed in 2018.
- Small upscale ships will be active in the region with 21 deployed seasonally.
- The Expedition niche will have 5 ships deployed in limited seasons.

By brands: Premium and Contemporary brands will represent 54% of the ship numbers in Asia operating 69% of the number of sailings. Upscale accounts for about a quarter of the mix (23% and 26%), followed by Luxury (17% and 3%) and Expedition brands (6% and 1%) respectively.

Asia to Asia cruises and short sailings will dominate itineraries in 2018.

- 1,922 cruises are scheduled, down from 1,992 last year.
- A further 119 voyages (beginning or ending outside of Asia) will pass through the region.
- The majority of cruises will be 4-6 night (47 percent of all sailings) and 2-3 night (32 percent)
- The cruise industry will have a potential to **bring 12.9 million passenger destination days across local communities** in the region this year, down slightly compared to last year.
- With almost 7,200 port calls scheduled, itineraries will touch 288 destinations.
- **Japan, Mainland China and Thailand are the destination markets scheduled to welcome the most port calls** (2601, 1012 and 581 respectively).
- **Top ports with over 300 total calls planned** in 2018 include Baoshan/Shanghai, Mainland China (416), Singapore (374) and Keelung/Taipei 322.
- In terms of potential for tourist visits, **Japan, Mainland China and Singapore were planned to host the most passenger destination days** with capacity for over 4.8 million passengers arriving in Japanese destinations, approximately 2.4 million passengers arriving in Mainland China and 900K scheduled in Singapore. The volume in South Korea came down from 1.8M originally scheduled last year to less than 224 thousand in 2018.

CAPACITY

Deployment and number of sailings

In 2018, 38 cruise brands are active in Asian waters, deploying a total of 78 ships of which 16 are year-round and another 18 operate for 5 or more months. Six of these are mega ships (over 3,500 passenger capacity or over 150,000 GRT) and 19 are large (2,000 to 3,500 passengers and over 75,000 GRT). In 2013 there were as few as 43 ships cruising in Asia.

These ships are providing 1,922 cruises and a further 119 voyages in 2018, 2.2% fewer sailings than in 2017.

The operators fall into four distinct tiers:

1. Five cruise lines each operate over 100 sailings, 59% of the industry total in 2018
2. Eleven lines offer 20 to 99 sailings, 32% of the 2018 total
3. Ten lines offer between 9 and 19 (6.4%)
4. And the remaining twelve, 8 sailings or less (2.4%).

Passenger capacity

The industry is generating capacity for 4.26 million passengers to cruise in Asia in 2018 (4.1 M on Asia cruises, 164 K on voyages passing through Asia).

The 4.26 M passenger capacity on Asian cruises is 1% more than in 2017.

Capacity: 2018 Picture

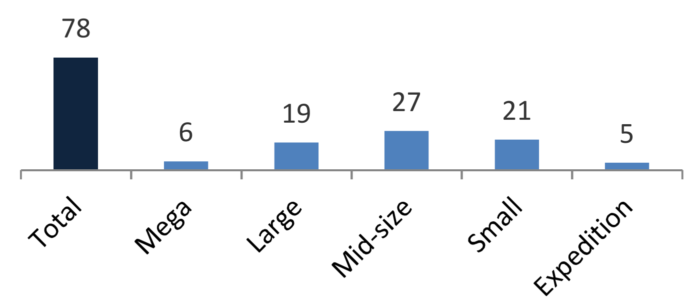
In 2018, 78 ships are scheduled to sail in Asian waters with a variety of product offerings. Mid-sized ships will account for most of the fleet (27 ships) followed by 19 large ships and 21 small ships. An additional five expedition ships and 6 mega ships will host passengers in 2018.

Cruise lines will cater mainly to the premium and contemporary segments with 18 lines in the Asia region. Another 11 cruise lines will be upscale. There will be five luxury lines and four expedition lines.

Within the Asia region 1,922 Asia-to-Asia itineraries are scheduled and a smaller volume of voyages (119) that touch the region at some point in the itinerary. In total, 2,041 sailings are scheduled in 2018.

Short cruises still dominate the itineraries in Asia. Cruises of 4-6 nights will account for the highest share of all cruises, 47 percent, followed by 2-3 night offerings representing 32 percent of all cruises.

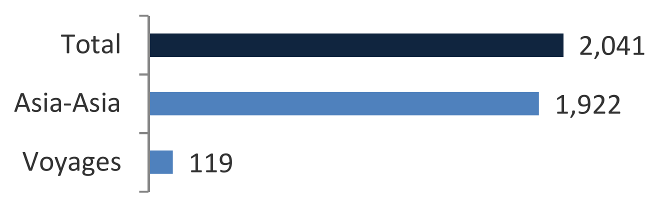
Ships in Asia by Size, 2018



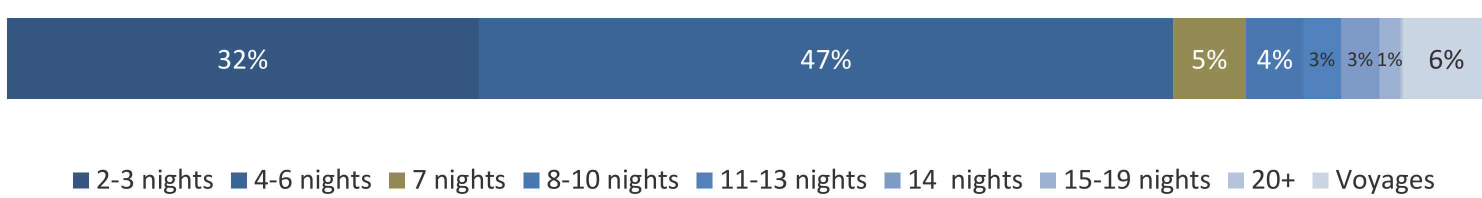
Cruise Ship Segments, 2018

Cruise Ship Segment	# Lines
Premium & Contemporary	18
Upscale	11
Luxury	5
Expedition	4

Cruises Offered by Type, 2018

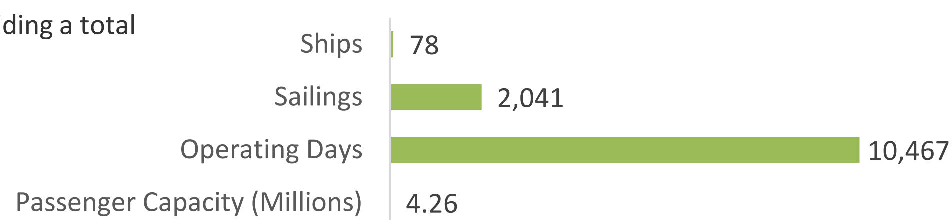


Length of Cruises & Voyages Offered, 2018



The allocation of ships and cruise itineraries will result in 10,467 operating days in Asia for 2018 providing a total capacity for 4.26 million passengers.

Capacity Summary 2018



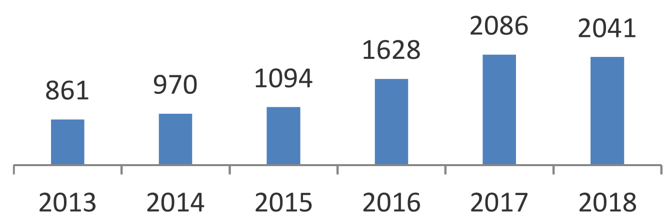
Capacity: Trends

Sailings in and through Asia up to now had strong growth, increasing 137% from 861 cruises and voyages in 2013 to 2,041 in 2018. However, after seeing consistent growth for 4 consecutive years, 2018 saw a very slight decline in number of sailings, falling 2.2% since 2017.

Cruises of 4-6 nights represent about 47% of the volume in Asia growing from 31% of the sailings in 2013. While 2-3 night cruises saw a slight rebound from 2017, the general trend in the region continues to be shorter cruises, with 79% of cruises being 6 nights or less in duration.

Some 98% of cruises in the region in 2018 will be fewer than 15 nights.

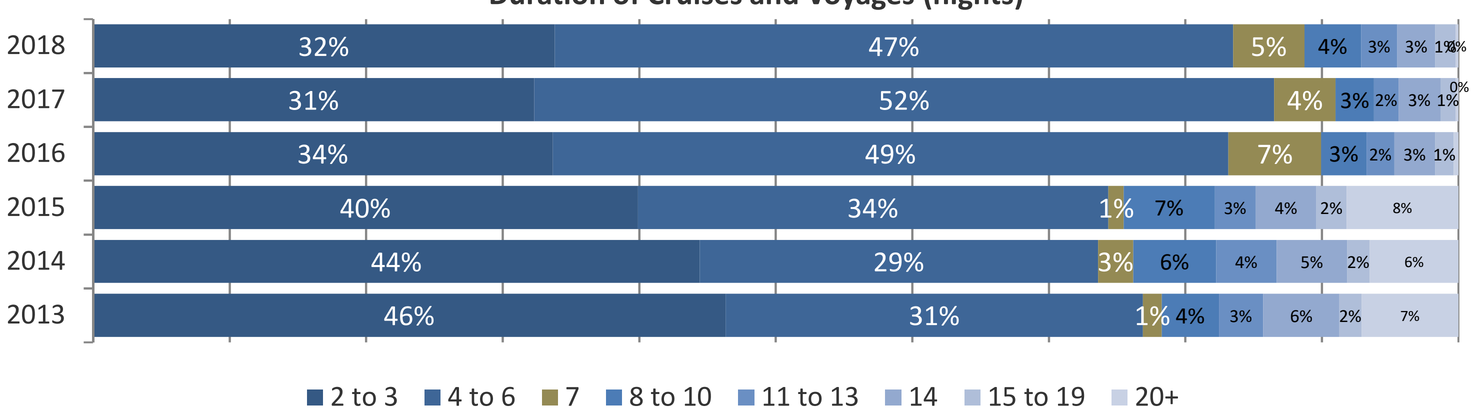
Activity in Asia, Total Cruises & Voyages



Cruise Ships Deployed by Type, Asian Region

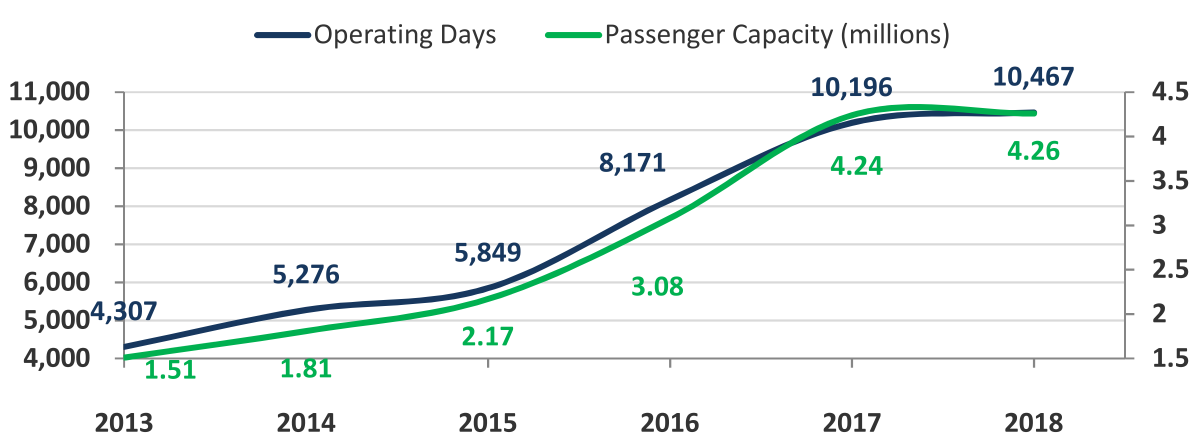
	Expedition	Small	Midsize	Large	Mega	Total
2013	2	14	19	8	0	**43**
2014	5	15	21	9	0	**50**
2015	4	14	22	11	1	**52**
2016	6	17	21	15	2	**61**
2017	5	17	26	13	5	**66**
2018	5	21	27	19	6	**78**

Duration of Cruises and Voyages (nights)



Since 2017, capacity growth has levelled off; We see 10,467 operating days, a 2.6% increase over the 10,196 in 2017. However, the opportunity to host passengers in Asia grew almost by a factor of three since 2013, from a passenger capacity of 1.51 million five years ago, approaching the four and a quarter million mark in 2018 (4.26 million).

Capacity Growth 2013-2018



CRUISE DESTINATIONS

Note: This report is based on *planned* itineraries.
After the 2017 season commenced, Mainland China suspended permission for cruise ships departing Mainland China ports to call in Korea. Consequently calls in Korea *last year* were much less and calls at Japan ports many more than planned (even though homeports and cruise durations were largely unaffected).

In 2018, 7,169 port calls are being made in the region, 27 less than last year.

Destination markets seeing the most calls are Japan (2,601), Mainland China (1,012), and Thailand (581) in 2018. Top ports in the region are Shanghai (416), Singapore (374), Taipei (322), and Hong Kong (249).

Twenty four Asian ports will host over 99 or more calls each in 2018.

In fact, 288 different destinations in Asia will receive cruise ships in 2018.

All this activity in 2018 will naturally have a powerful tourism impact, bringing passengers to destinations across the region. With the combination of more and larger ships, added cruises and multiple port call visits, the cruise industry will bring 12.9 million passenger destination days to localities across Asia. This will be about 600K less than in 2017, a reduction of about 4%.

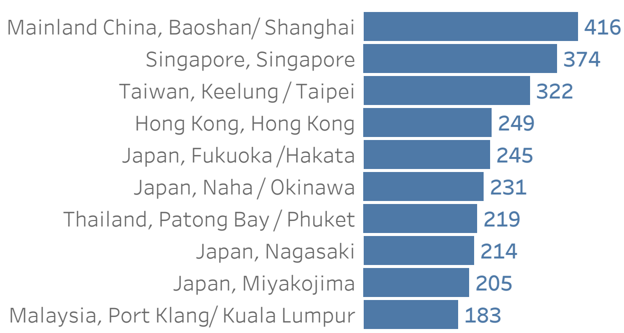
Destination: **The Asia Region**

Asia is scheduled to receive 7,169 calls in 2018, 27 less than 2017.

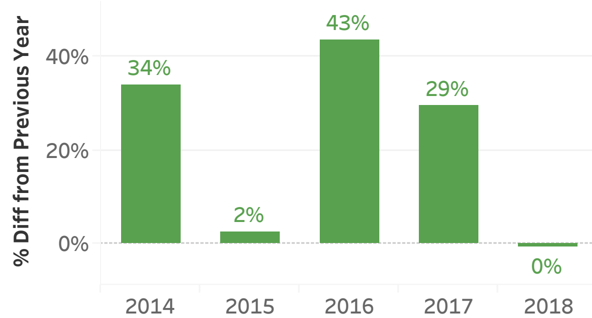
Japan will see the most calls of any destination market with 2,601. 85% of them will be transit calls. Mainland China, the second most visited destination market with 1,012 calls will, by contrast, have 86% turnarounds.

Shanghai, Singapore and Keelung/Taipei will all host over 300 port calls in 2018, traffic at which ports will account for 15% of the total calls in Asia.They, with the other ports in the Top 10, are planned to account for 37% of all Asia calls.

Top 10 Ports by Number of Calls, 2018



Rate of Growth, Calls Year-Over-Year, 2013-2018

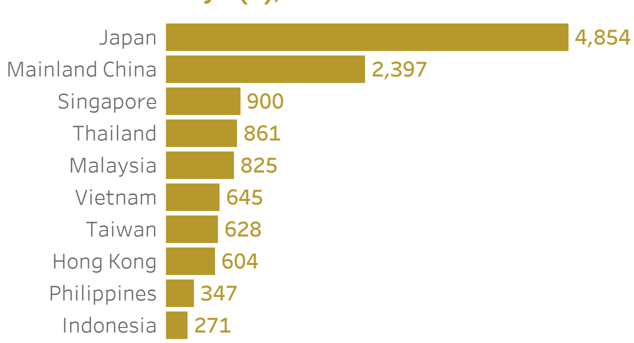


The top 5 destination markets all will host 400 or more calls each in 2018, and those markets will account for 72% of the total calls.

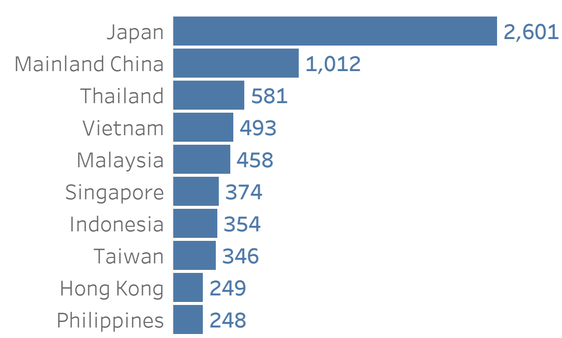
In alignment with the port calls, the region will host 12.9M Passenger Destination Days (PDDs), a reduction of about 572K (or 4.2%) from the 13.5M PDDs in 2017.

Japan will host over 4.8M PDDs in 2018, followed by Mainland China with almost 2.4M. All of the top 5 destination markets have more than 800K PDDs projected for the year.

Top Destination Markets by Passenger Destination Days (K), 2018

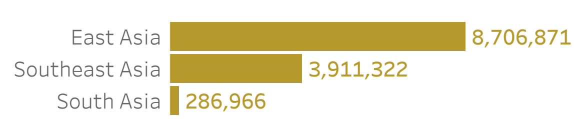


Top Destination Markets by Number of Calls, 2018



Port Calls by Region, 2018

Passenger Destination Days by Region, 2018

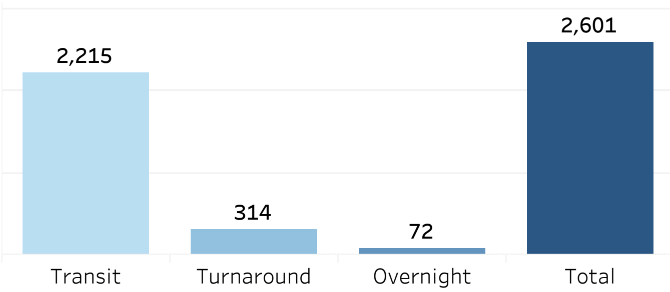


Destination: **Japan**

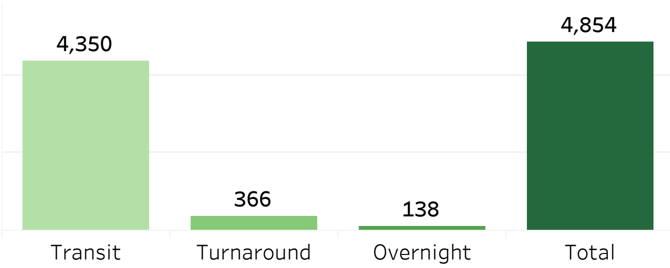
East Asia

Japan has seen positive growth year-over-year in number of port calls every year since 2014 and ranks number 1 in all Asia in 2018. Despite a sharp deceleration compared to the last 2 years, 2018 still shows growth: the 2,600 calls in Japan are 9% above 2017. Of those calls, over 2,200 of them are Transit, or 85%. The busiest port will be Fukuoka with 245 calls, followed by Naha in Okinawa with 231 and Nagasaki with 214. Japan's CAGR and 5 year growth rate are 51% and 691%, respectively.

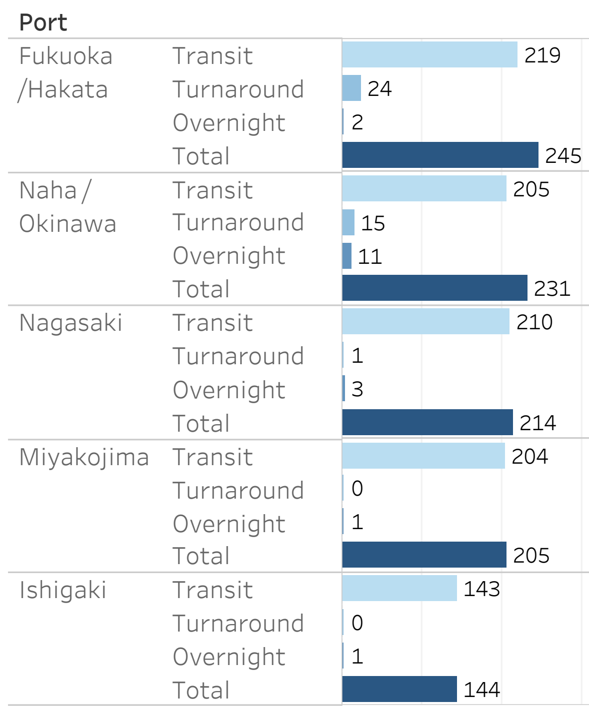
Port Calls in 2018



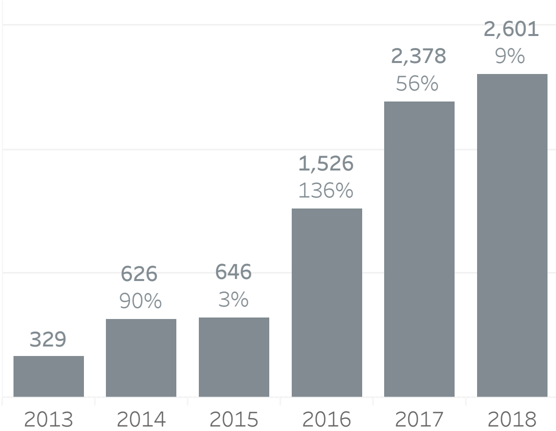
Passenger Destination Days in 2018 (K)



Japan: Top Ports 2018

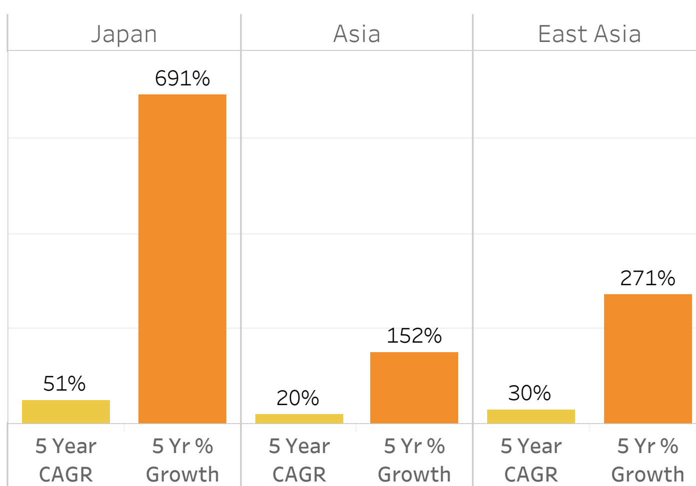


Port Calls by Year
With YOY Variances, 2013-2018



Note Port calls for Japan prior to 2016 do not include all those made by the 3 local lines and are therefore under-stated.

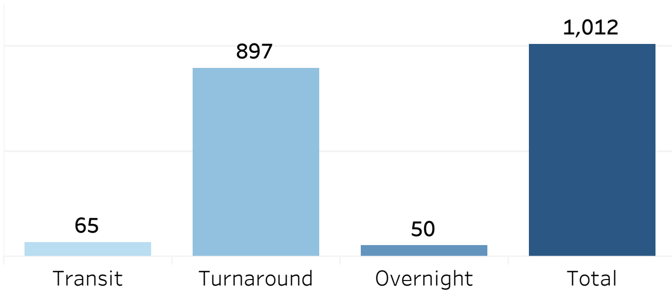
2013 vs. 2018: 5 Year CAGR & Total Growth



Destination: **Mainland China**

Mainland China will see over one thousand port calls in 2018, a 12% reduction from 2017 with almost 2.4M Passenger Destination Days. Mainland China will host the most turnarounds for the Asia region, at 897 of the 1993 and accounting for 88% of Mainland China's total. Shanghai/Baoshan will see the most calls with 416 being Asia's largest, 369 of which are turnarounds, followed by Beijing/Tianjin with 110 total calls and Guagnzhou/Nansha with 104. In 2018, Mainland China sees 14% of total Asia calls.

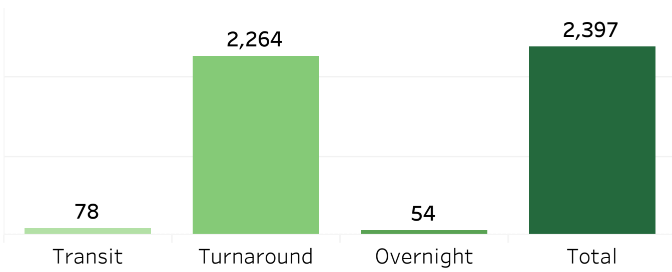
Port Calls in 2018



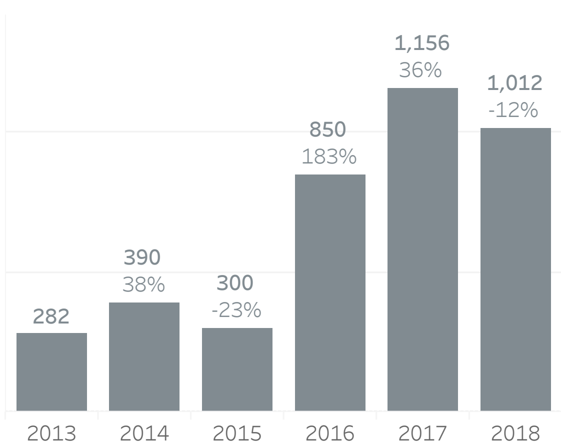
Mainland China: Top Ports 2018

Port		
Baoshan/ Shanghai	Transit	20
	Turnaround	369
	Overnight	27
	Total	416
Tianjin / Xingang / Beijing	Transit	11
	Turnaround	81
	Overnight	18
	Total	110
Guangzhou / Nansha	Transit	0
	Turnaround	104
	Overnight	0
	Total	104
Xiamen	Transit	9
	Turnaround	87
	Overnight	3
	Total	99
Shenzhen	Transit	2
	Turnaround	75
	Overnight	1
	Total	78

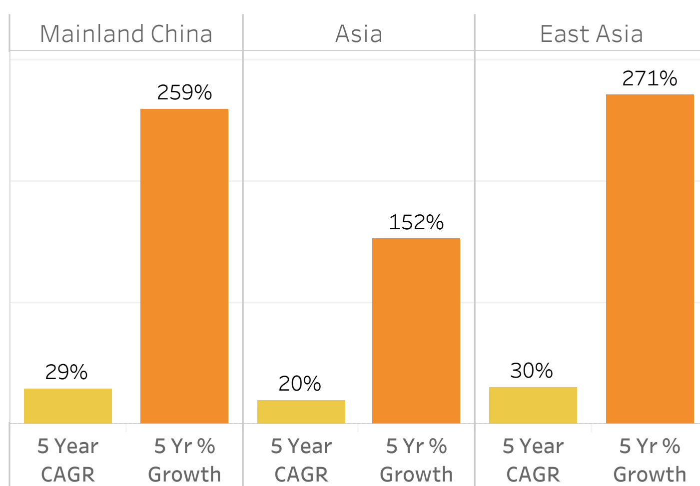
Passenger Destination Days in 2018 (K)



Port Calls by Year
With YOY Variances, 2013-2018



2013 vs. 2018: 5 Year CAGR & Total Growth

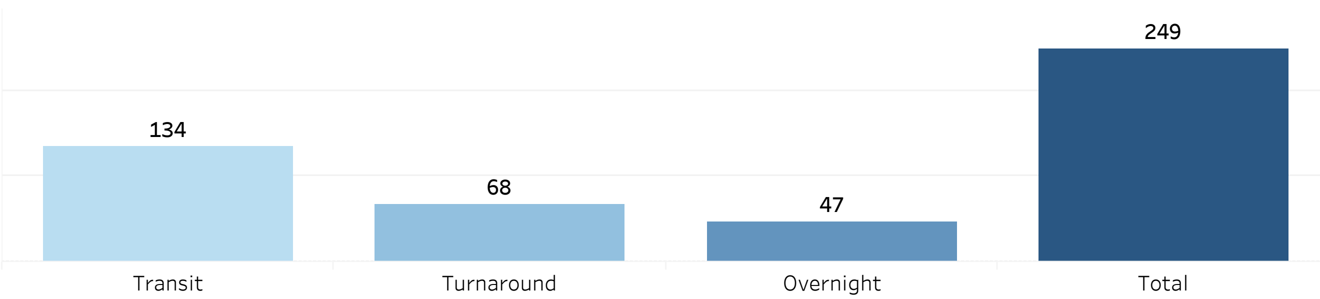


Destination: **Hong Kong Region**

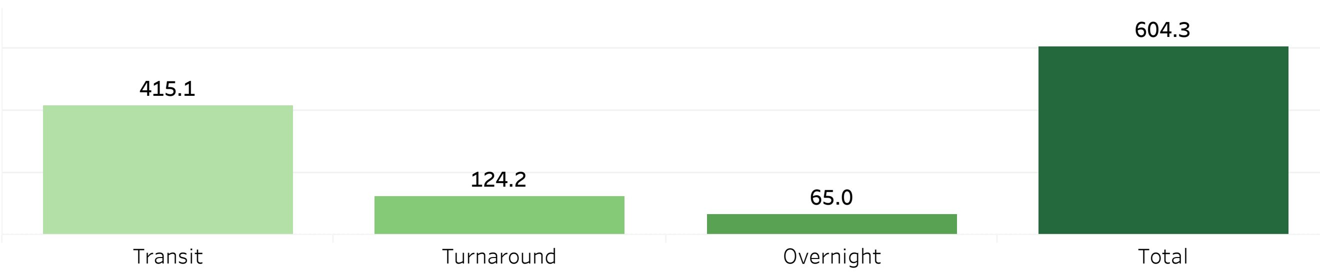
East Asia

Hong Kong will see a healthy mix of Transits, Turnarounds, and Overnights in 2018 for a total of 249 port calls, being the fourth largest call volume in Asia but representing a 5% decrease from 2017. Hong Kong will see a 20% 5 year CAGR, versus 152% straight growth percentage between 2013 and 2018. Hong Kong will host 604K Passenger Destination Days in 2018, mostly aligned with Transit calls (415K, or about 69%)

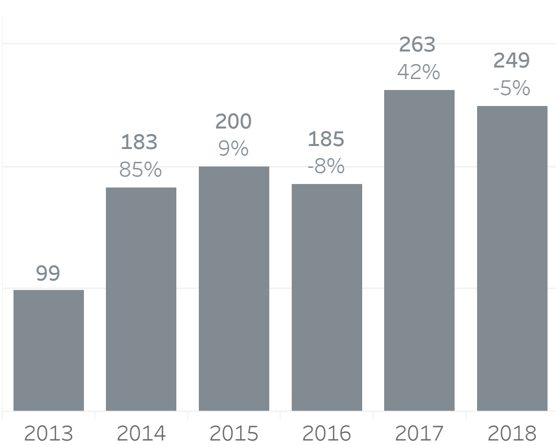
Port Calls in 2018



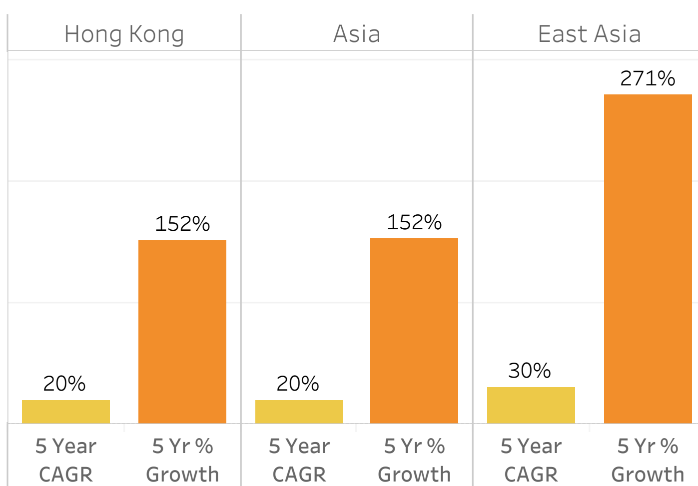
Passenger Destination Days in 2018 (K)



Port Calls by Year
With YOY Variances, 2013-2018



2013 vs. 2018: 5 Year CAGR & Total Growth

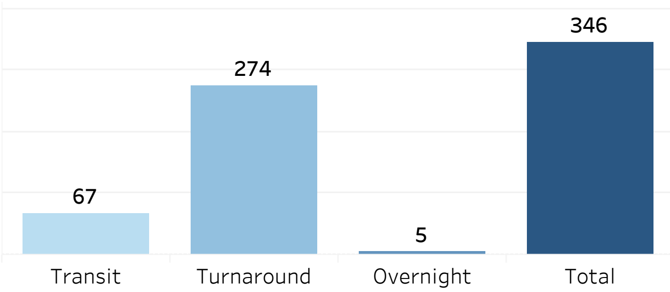


Destination: **Taiwan Region**

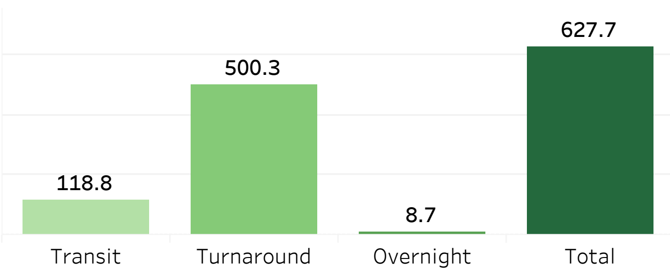
East Asia

Taiwan will host 346 port calls in 2018, of which 274 (almost 80%) will be Turnarounds. The vast majority of the calls are aligned with Keelung/Taipei, at 322 (or about 93%.) where it is Asia's 3rd busiest cruise port. With the exception of a decline in 2015, Taiwan's growth has been positive over the years, and 2018 is no exception: 17% more calls in 2018 versus 2017.

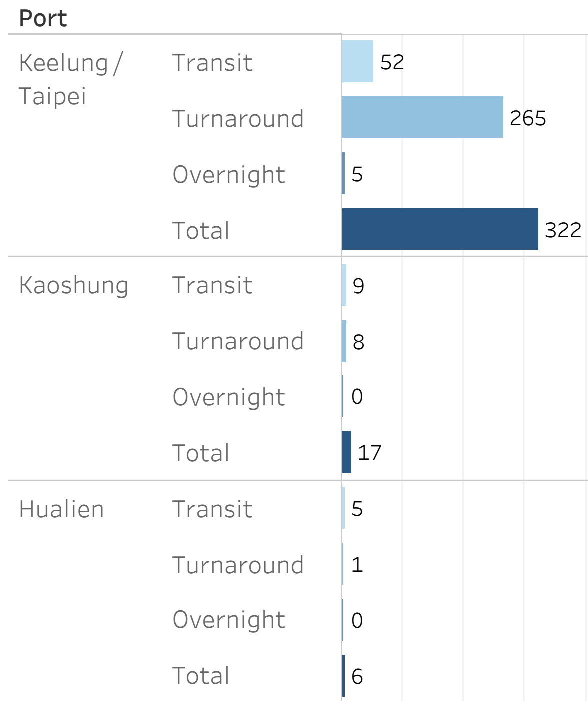
Port Calls in 2018



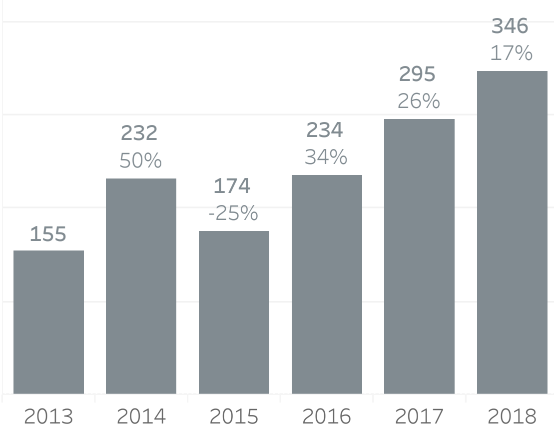
Passenger Destination Days in 2018 (K)



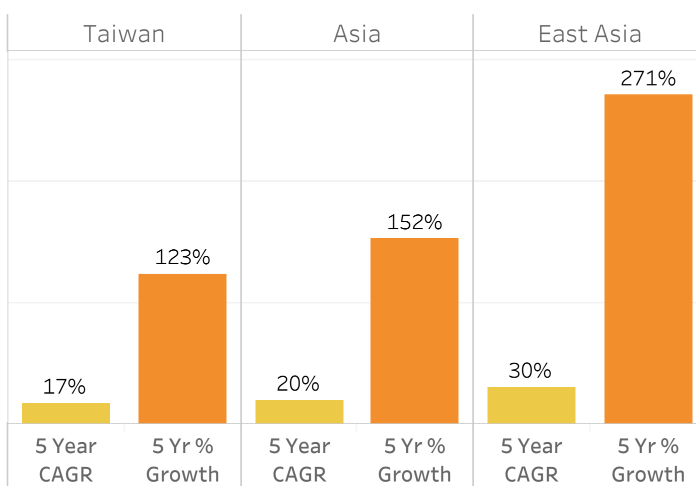
Taiwan Region: Top Ports 2018



Port Calls by Year
With YOY Variances, 2013-2018



2013 vs. 2018: 5 Year CAGR & Total Growth

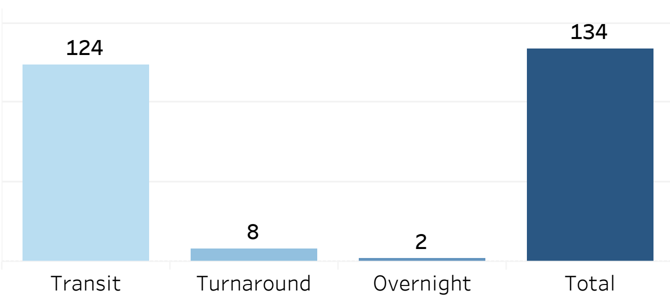


Destination: **South Korea**

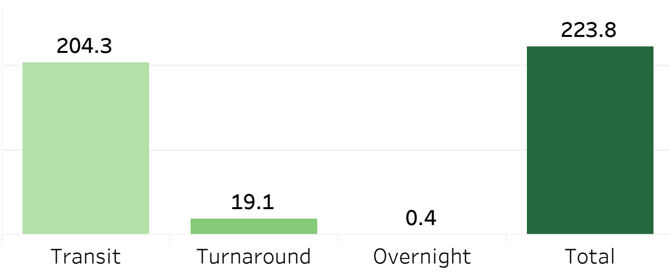
East Asia

South Korea will host 134 port calls in 2018, an 82% decrease. Most of the calls (124) will be Transit. Busan will host the most calls with 85, followed by Jeju Island with 22*. Despite significant gains from 2015 to 2016, South Korea shows major declines since the restrictions imposed in 2017 for ships ex Mainland China resulting in a -15% CAGR and -56% drop since 2013. (*Jeju has consequently dropped from number 1 cruise destination in Asia to number 65 currently).

Port Calls in 2018



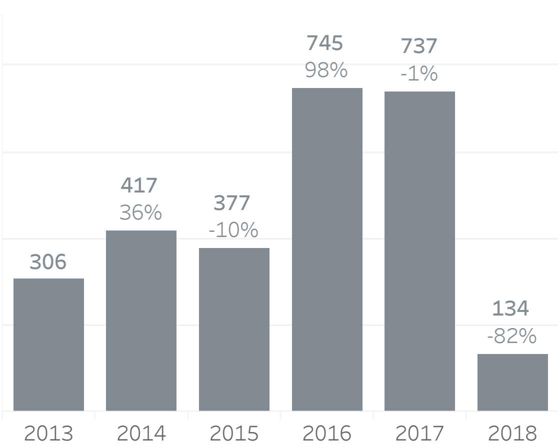
Passenger Destination Days in 2018 (K)



South Korea: Top Ports 2018

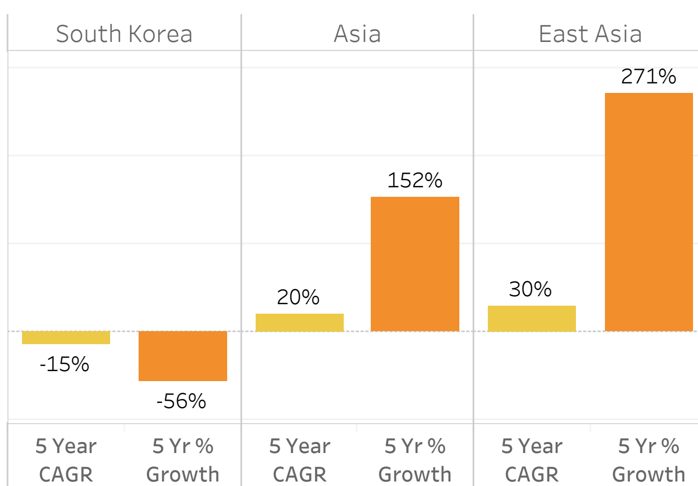
Port		
Pusan/ Busan	Transit	76
	Turnaround	7
	Overnight	2
	Total	85
Jeju Isl	Transit	22
	Turnaround	0
	Overnight	0
	Total	22
Incheon / Seoul	Transit	8
	Turnaround	1
	Overnight	0
	Total	9
Ulsan	Transit	8
	Turnaround	0
	Overnight	0
	Total	8
Yeosu	Transit	7
	Turnaround	0
	Overnight	0
	Total	7

Port Calls by Year
With YOY Variances, 2013-2018



Note The majority of calls scheduled to ROK after March 2017 did not take place due to the restriction thereafter on visits by ships based in mainland China

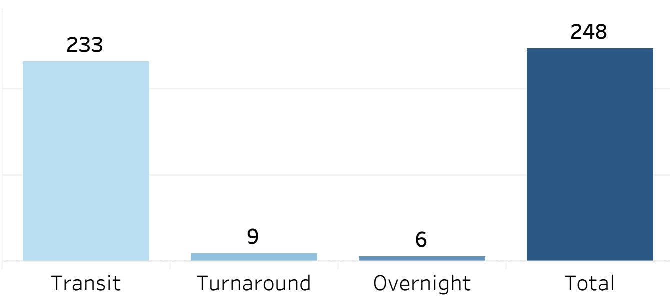
2013 vs. 2018: 5 Year CAGR & Total Growth



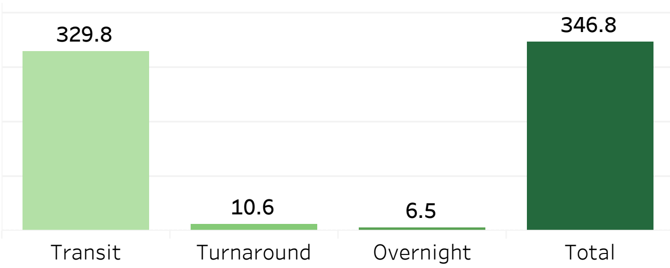
Destination: **Philippines**

After a small decline in 2016, the Philippines, with its new cruise tourism strategy, saw extraordinary growth in 2017 and 2018: 117% and 143% year over year (albeit on a low base). This has yielded a 78% 5 year CAGR and an over 1600% straight growth percentage between 2013 and 2018. The Philippines will see 248 calls in 2018, most of which are Transit (233, or 94%.) Manilla will host the most calls with 125 in 2018, followed by Boracay with 36.

Port Calls in 2018



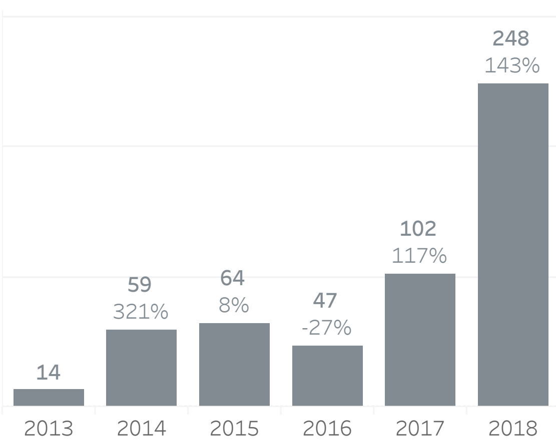
Passenger Destination Days in 2018 (K)



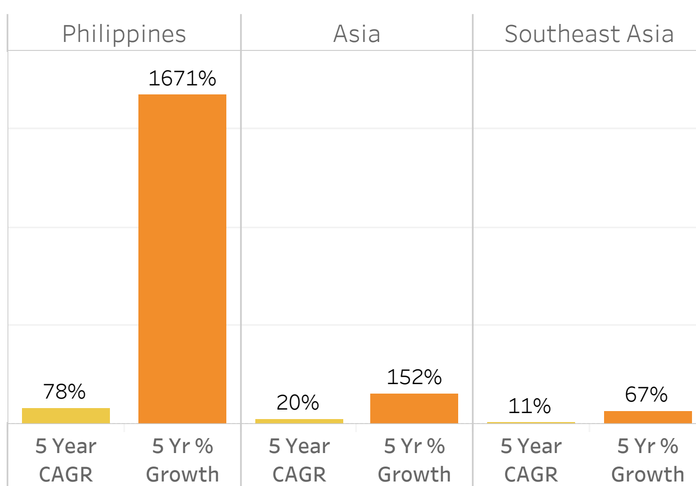
Philippines: Top Ports 2018

Port		
Manilla	Transit	111
	Turnaround	9
	Overnight	5
	Total	125
Boracay	Transit	36
	Turnaround	0
	Overnight	0
	Total	36
Coron	Transit	11
	Turnaround	0
	Overnight	0
	Total	11
Puerto Princesa	Transit	10
	Turnaround	0
	Overnight	0
	Total	10
Hundred Islands	Transit	4
	Turnaround	0
	Overnight	1
	Total	5

Port Calls by Year
With YOY Variances, 2013-2018



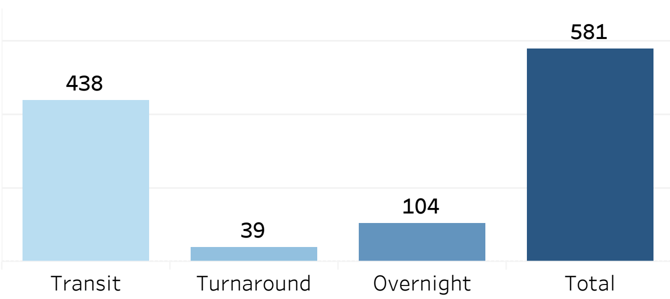
2013 vs. 2018: 5 Year CAGR & Total Growth



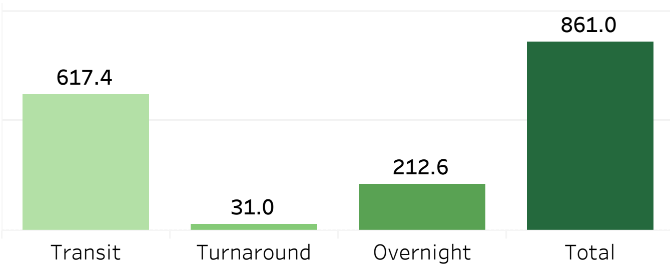
Destination: **Thailand**

With 581 port calls expected in 2018, Thailand has grown by 14% over 2017 and is now ranked 3rd in Asia. Most (75%) are transits but Thailand also has the most overnights of any in Asia (104) led by Laem Chabang/Bangkok (67 overnights). The top ports will be that and Phuket with 149 and 219 calls, respectively. Calls have grown in Thailand over time: 12% 5-year CAGR and 77% 5-year growth from 2013 to 2018.

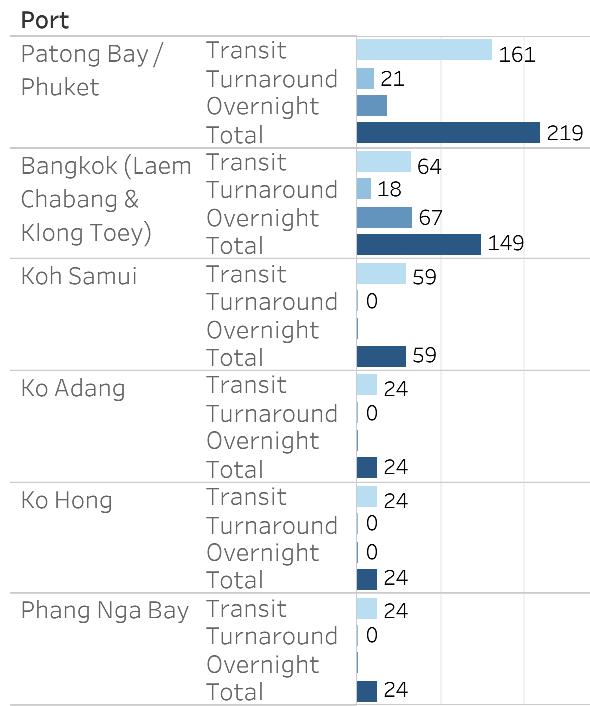
Port Calls in 2018



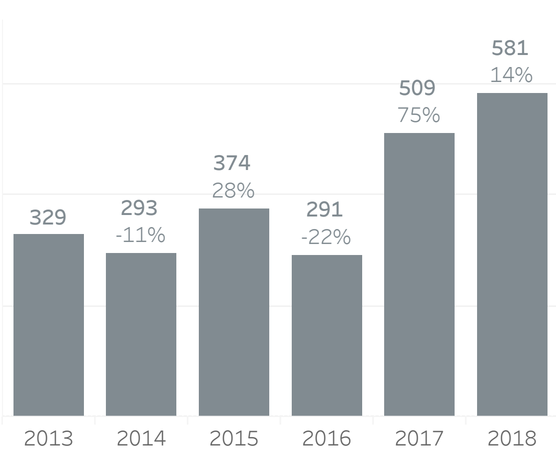
Passenger Destination Days in 2018 (K)



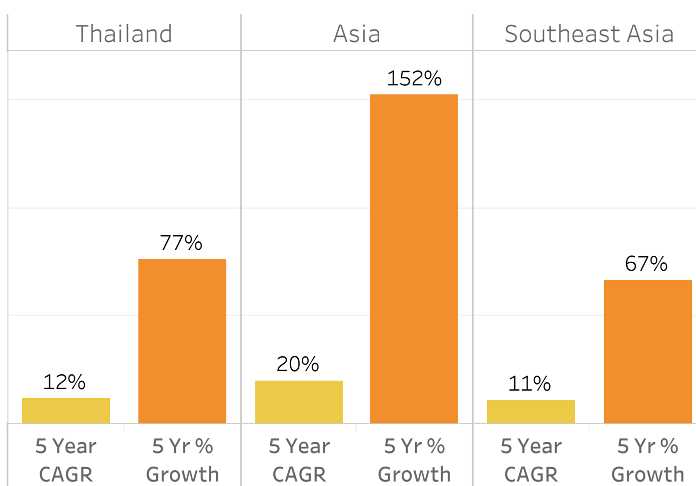
Thailand: Top Ports 2018



Port Calls by Year
With YOY Variances, 2013-2018



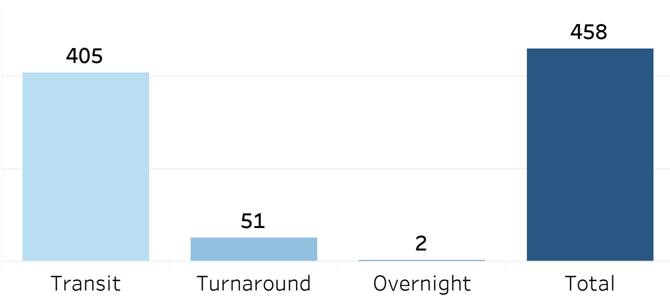
2013 vs. 2018: 5 Year CAGR & Total Growth



Destination: **Malaysia**

With 458 calls in 2018, Malaysia saw a decline of about 2% from 2017. A majority of the calls are Transit (405, or 88%.) Kuala Lumpur/Port Klang will see 183 of those total calls (including all Malaysia's 51 turnarounds), making it the number 10 port in all Asia. It is followed by Penang/ Georgetown with 139. Malaysia will see a CAGR of 4% since 2013, and a straight growth of 20% over the same period.

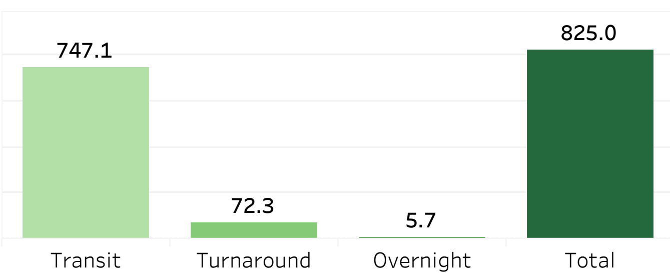
Port Calls in 2018



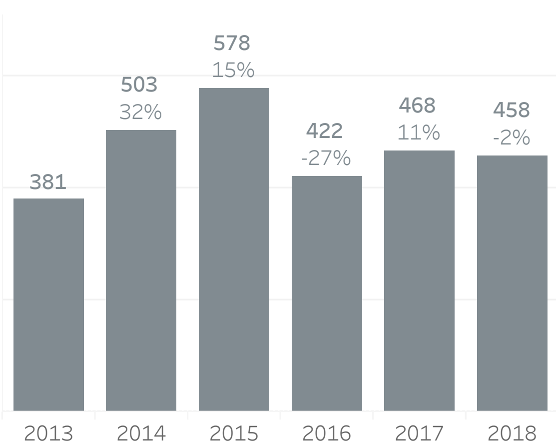
Malaysia: Top Ports 2018

Port		
Port Klang/ Kuala Lumpur	Transit	131
	Turnaround	51
	Overnight	1
	Total	183
Georgetown/ Penang	Transit	139
	Turnaround	0
	Overnight	0
	Total	139
Langkawi	Transit	65
	Turnaround	0
	Overnight	0
	Total	65
Kota Kinabalu	Transit	23
	Turnaround	0
	Overnight	1
	Total	24
Malacca	Transit	21
	Turnaround	0
	Overnight	0
	Total	21

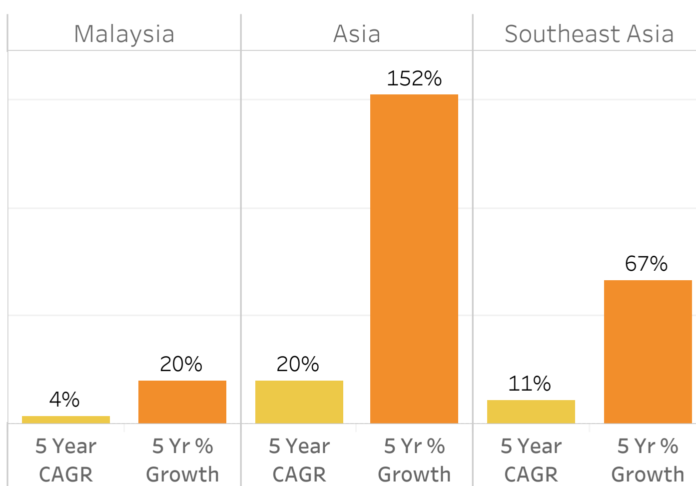
Passenger Destination Days in 2018 (K)



Port Calls by Year
With YOY Variances, 2013-2018



2013 vs. 2018: 5 Year CAGR & Total Growth

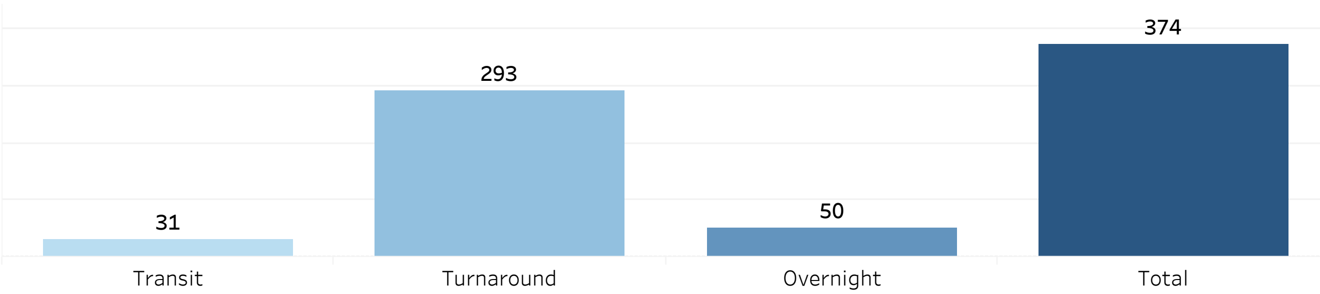


Destination: **Singapore**

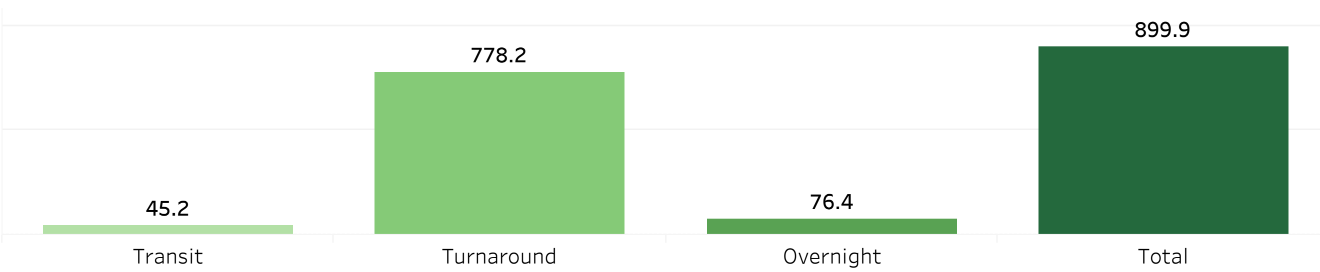
Southeast Asia

Singapore will host 374 port calls in 2018, down 5% from 2017. The majority of those calls will be Turnaround, accounting for 78% of total calls. Despite the decline, Singapore has seen a 5% CAGR and 29% growth over the last 5 years and is still the second most visited cruise port and second largest turnaround port in all Asia.

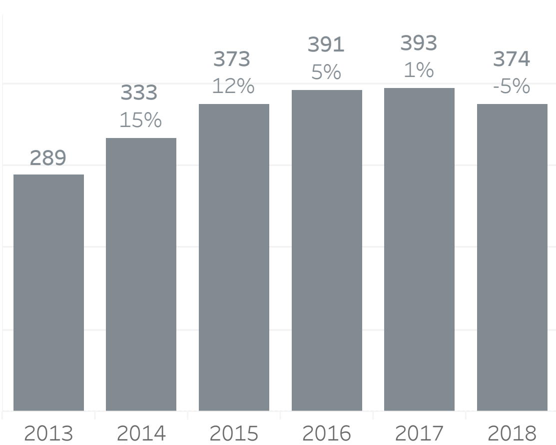
Port Calls in 2018



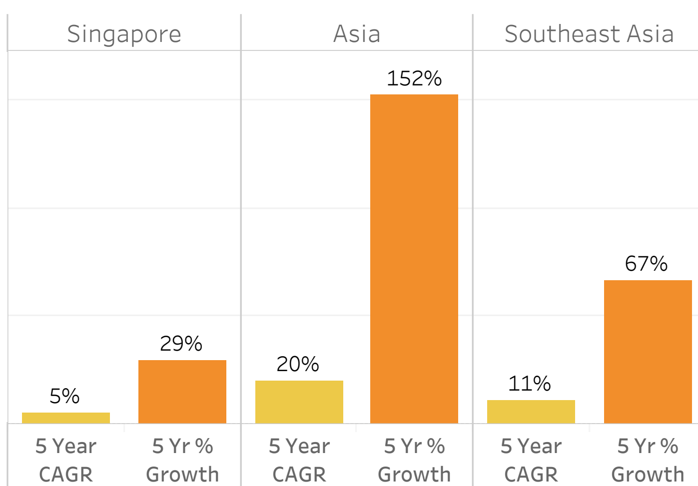
Passenger Destination Days in 2018 (K)



Port Calls by Year
With YOY Variances, 2013-2018



2013 vs. 2018: 5 Year CAGR & Total Growth

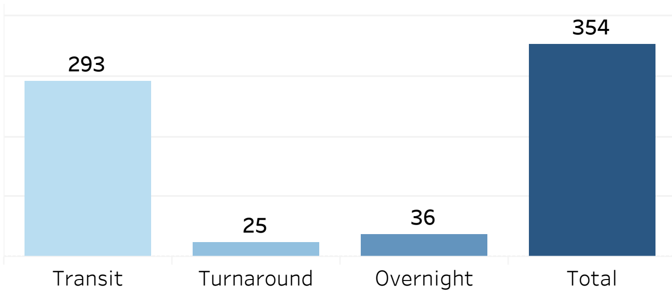


Destination: **Indonesia**

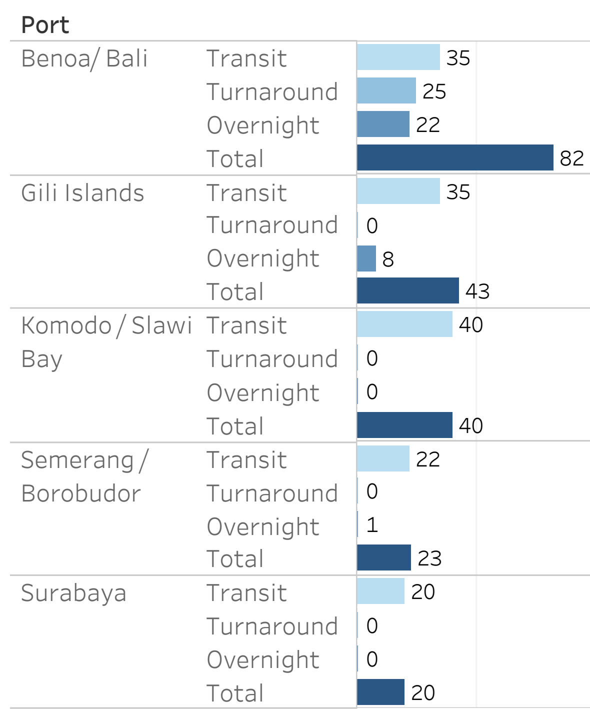
Southeast Asia

From 2016 to 2017, Indonesia saw 9% growth in visits, and then from 2017 to 2018 a further 89% growth. This brings the 2018 total calls for Indonesia to 354, with 293 of them being Transit calls (almost 83%.) Indonesia ranks 7th in Asia calls. Bali will see the most traffic in 2018 with 82 total calls, followed by Gili Islands at 43 calls and Komodo with 40.

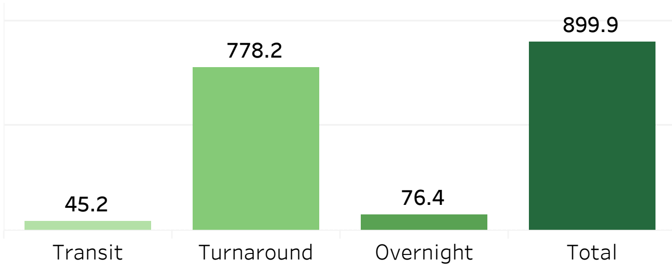
Port Calls in 2018



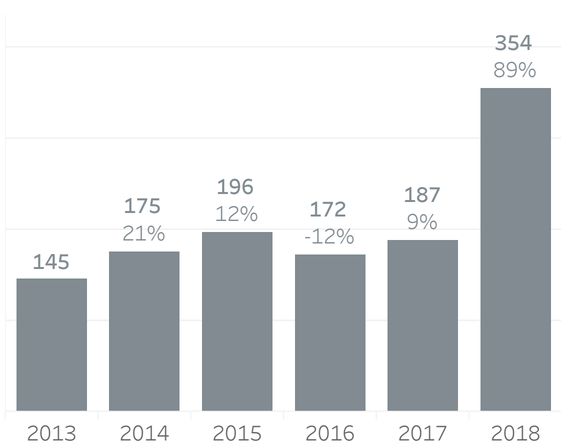
Indonesia: Top Ports 2018



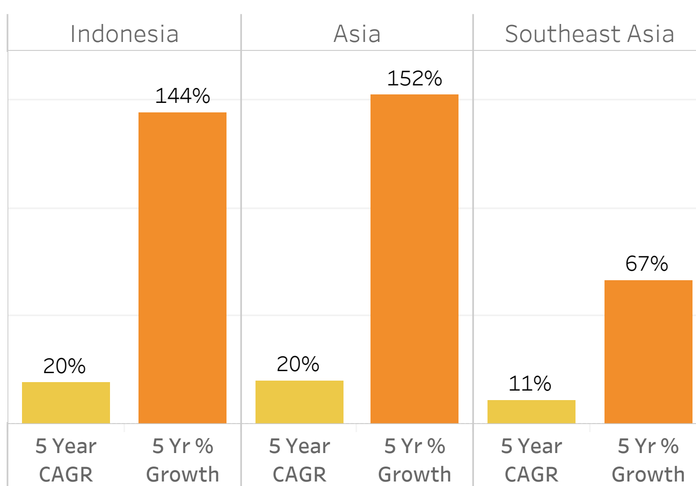
Passenger Destination Days in 2018 (K)



Port Calls by Year
With YOY Variances, 2013-2018



2013 vs. 2018: 5 Year CAGR & Total Growth

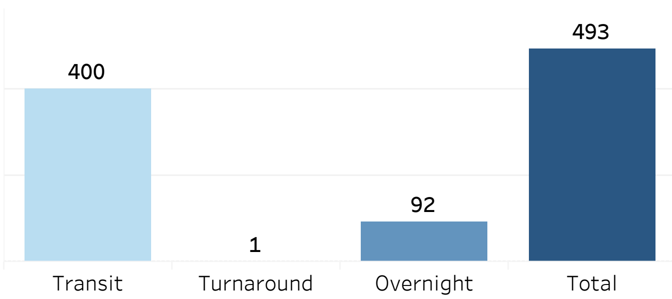


Destination: **Vietnam**

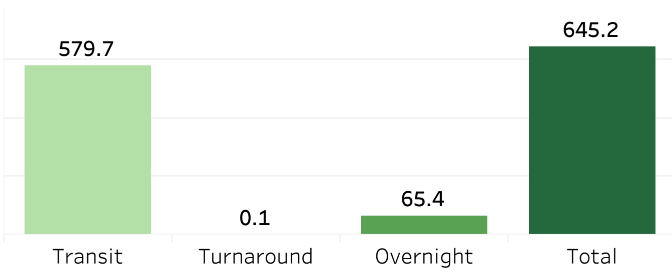
Southeast Asia

Vietnam will host almost 500 calls in 2018, an increase of 21% over 2017. It becomes number 4 for calls in Asia in 2018. 400 (or 81%) of these calls will be Transits. Da Nang will host the most calls with 159, followed by Ho Chi Minh City with 139; these two ports combined account for 60% of the total calls for 2018. Halong Bay with 111 calls accounts for another 23%

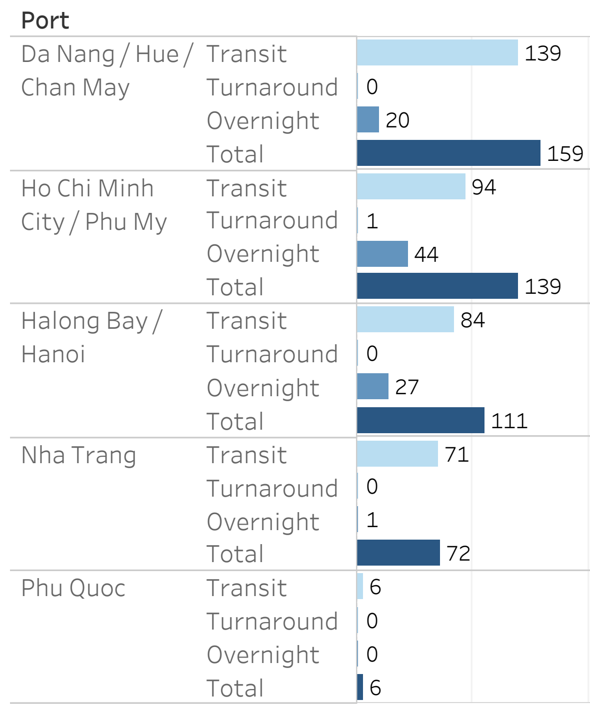
Port Calls in 2018



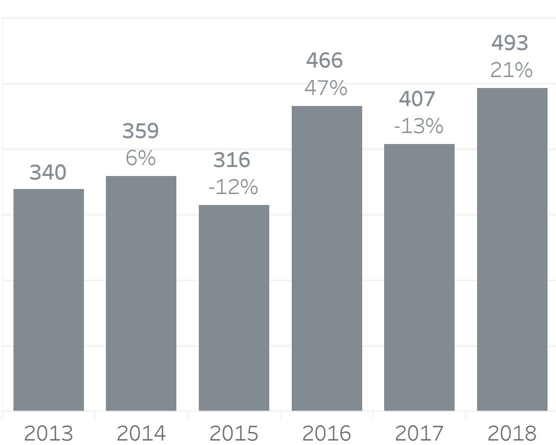
Passenger Destination Days in 2018 (K)



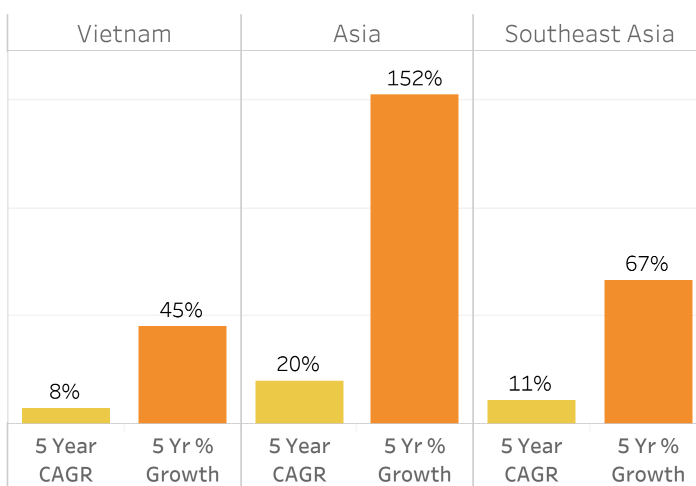
Vietnam: Top Ports 2018



Port Calls by Year
With YOY Variances, 2013-2018



2013 vs. 2018: 5 Year CAGR & Total Growth

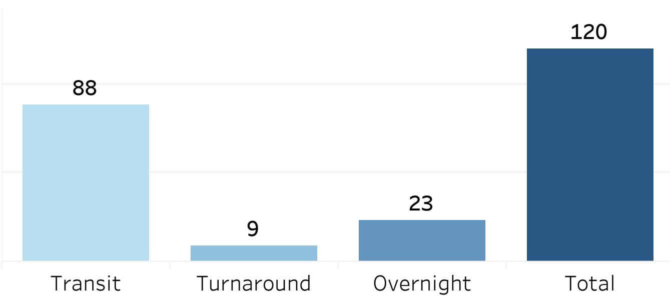


Destination: **India**

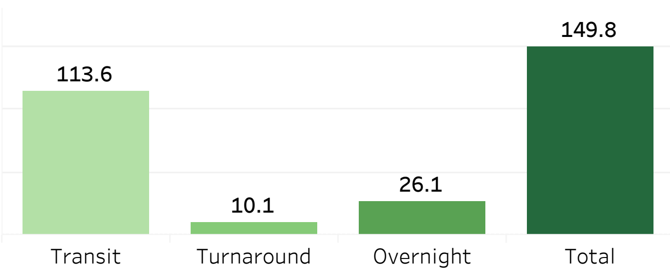
South Asia

India will host 120 calls at its various ports in 2018, a 6% decline from 2017. 88 of those calls are Transit, or 73% of the total. Mumbai will see the most calls at 48, followed by 32 in Cochin. India ranks 12th of all Asian cruise destination markets with just 2% of Asia's total calls. India's five year CAGR and 5 year growth are 6% and 36%, respectively.

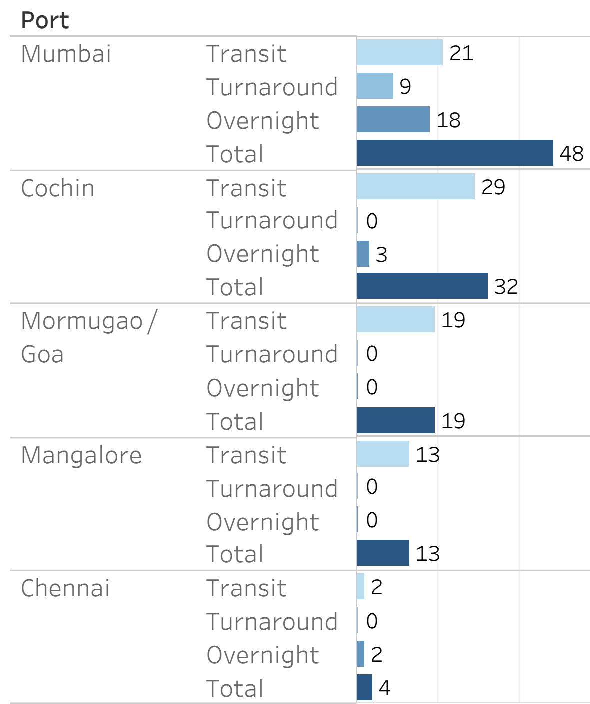
Port Calls in 2018



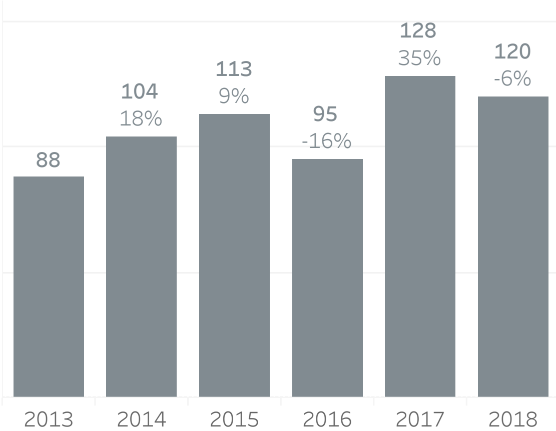
Passenger Destination Days in 2018 (K)



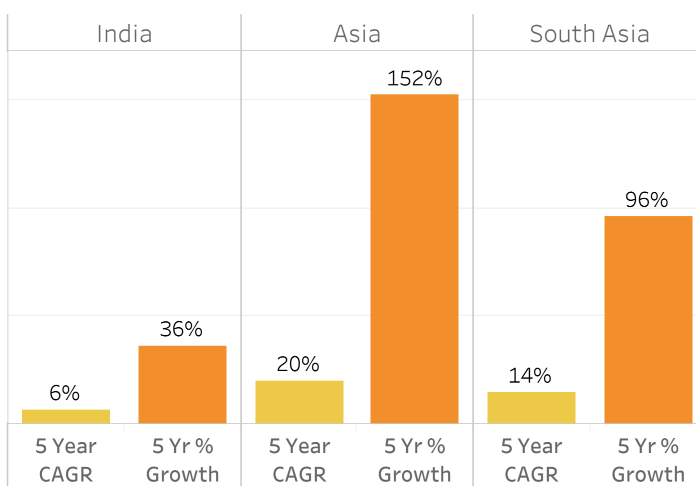
India: Top Ports 2018



Port Calls by Year
With YOY Variances, 2013-2018



2013 vs. 2018: 5 Year CAGR & Total Growth



Destination:
Less Visited Destination Markets
Port Calls

Market	Transit	Turnarou..	Overnight	Total
Sri Lanka	50	4	9	63
Myanmar	23	1	25	49
Cambodia	33	0	3	36
Russia	19	0	2	21
Brunei	14	0	0	14
Maldives	12	0	2	14
Timor	2	0	0	2
Bangladesh	0	0	0	0
Macau Region	0	0	0	0

Destination:
Less Visited Destination Markets
Passenger Destination Days (K)

Market	Transit	Turnarou..	Overnight	Total
Sri Lanka	58.5	1.3	9.3	69.1
Cambodia	51.3	0.0	2.0	53.3
Myanmar	16.8	0.4	15.3	32.5
Russia	23.7	0.0	1.4	25.1
Maldives	8.7	0.0	1.9	10.5
Brunei	6.8	0.0	0.0	6.8
Timor	2.5	0.0	0.0	2.5
Bangladesh	0.0	0.0	0.0	0.0
Macau Region	0.0	0.0	0.0	0.0

SOURCE MARKETS

Asian source markets saw growth in 2017, though not as profound as that seen in prior years.

A total of 4.052M Asians took cruises in 2017, 20.6% more than in 2016.

Of these, 59% or 2.4M were from mainland China, an increase of approximately 286K passengers over 2016.

Asia's other major passenger source markets were Taiwan (374K), Singapore (267K), and Japan (262K).
Hong Kong (230K), Malaysia (188K) and India (172K) were the fifth, sixth and seventh largest Asian markets.

Asian passengers are overwhelmingly selecting shorter sailings (mostly due to the preferences of the prominent mainland Chinese market) between 2-3 nights (26 percent) and 4-6 nights (66 percent). 7-13 night cruises accounted for a further 8 percent.

We calculate the weighted average cruise duration for Asians as 4.4 nights.

Asian cruise passengers are found across the age spectrum. We calculate the weighted average age as 45.6 years, with only two markets showing real divergence: India, a young 37 year average and Japan an older 57 years. The average age in Mainland China was 45 years.

Passenger Volume (K)

2016	2017
3,361	4,052 (20.6% ▲)

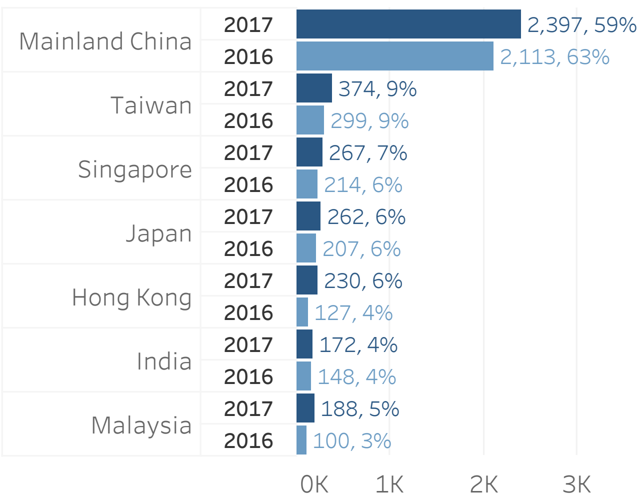
Average Duration, in Days

2016	2017
4.3	4.4

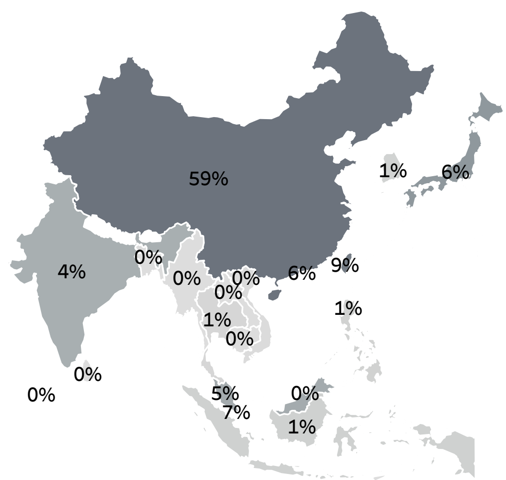
Average Age

2016	2017
46.1	45.6

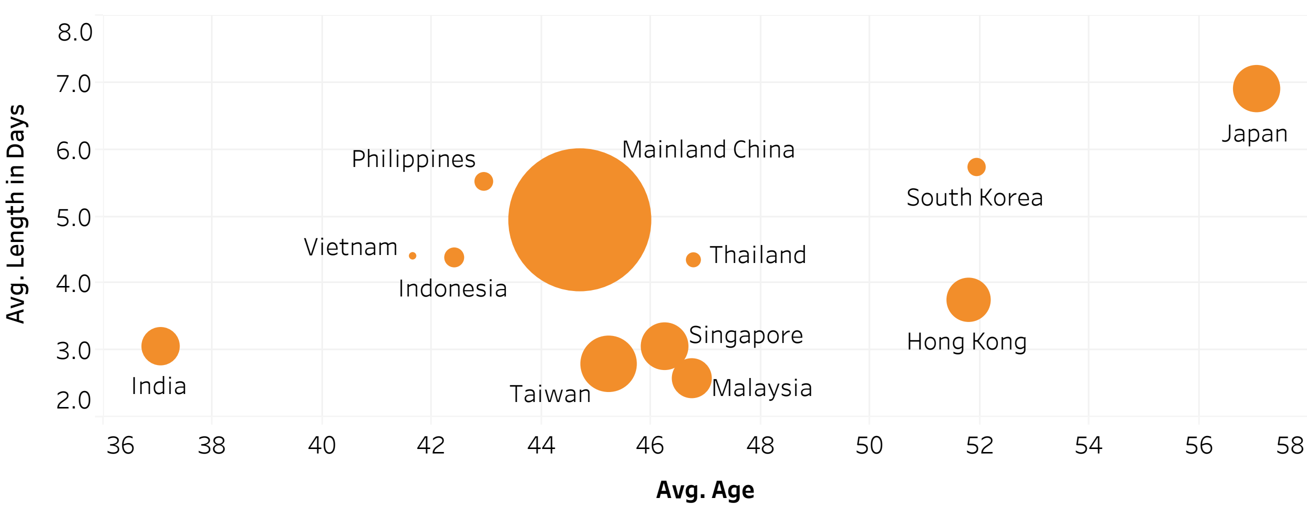
Top Source Markets
Passenger Volume & Share by Market, 2016-2017



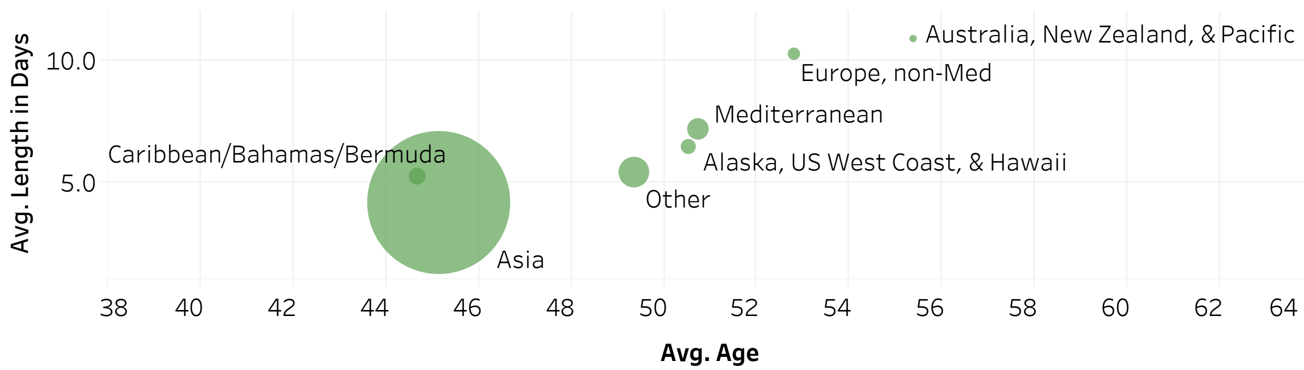
Share of Source Passengers
Geographic Projection



Average Age and Cruise Length by Source Market, 2017



Average Age and Cruise Length by Destination / Trade Route, 2017

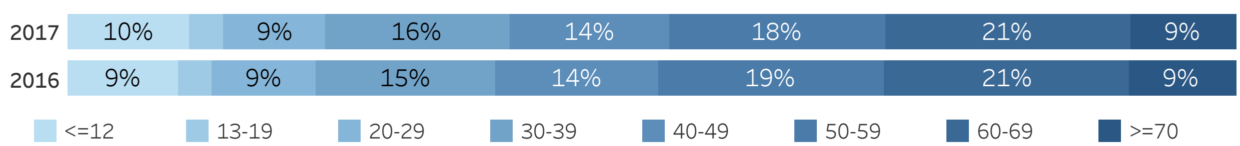


Destinations

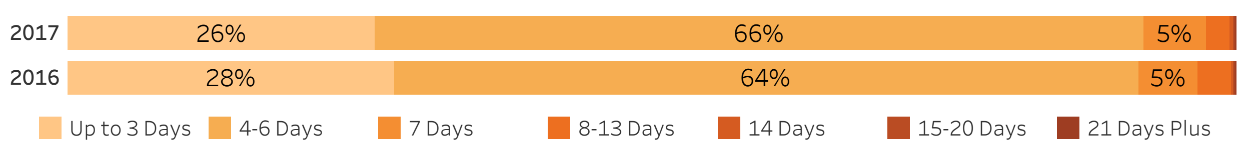
Most source passengers from the region (91%) chose to stay in home waters. For non-Asia destination, 25% of the remaining passengers visited the Western Med, and 24% traveled the Caribbean.

Less than 10% of 2017 passengers chose a cruise longer than 6 days.

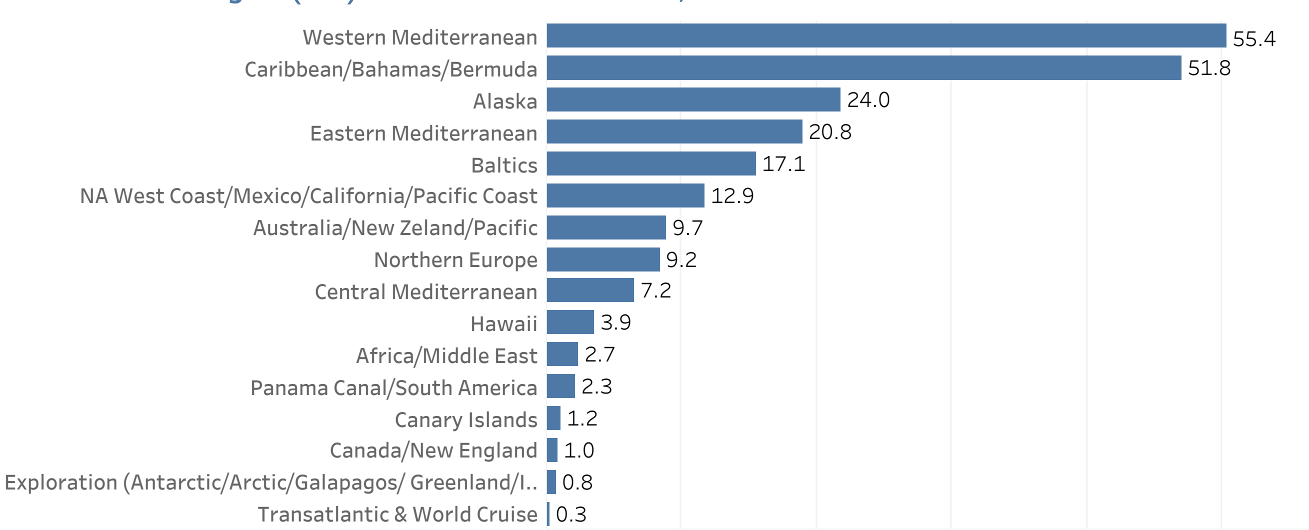
Average Passenger Age Groups



Average Cruise Duration



Volume of Passengers (in K) to non-Asia Destinations, 2017



Source Market: **Mainland China**

In 2017, Mainland China saw a 13.4% increase in passengers cruising globally, the vast majority in local waters. Though much slower growth than previous years, Mainland China maintained its dominance as a source market, accounting for 59% of all Asian passengers. The average age of cruisers reduced slightly to 44.7. Average cruise duration increased slightly to 4.9 days, 91% of cruisers sailing for 4-6 days.

Passenger Volume (K)

2016	2017
2,112.9	2,396.7 (13.4% ▲)

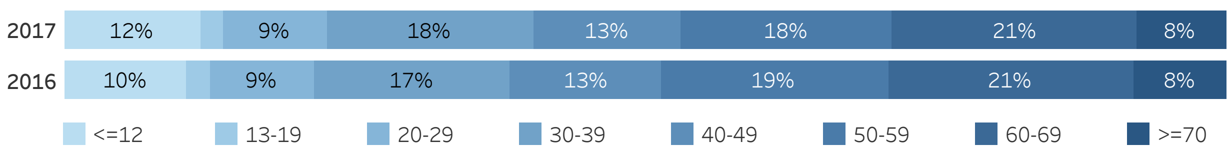
Average Duration, in Days

2016	2017
4.8	4.9

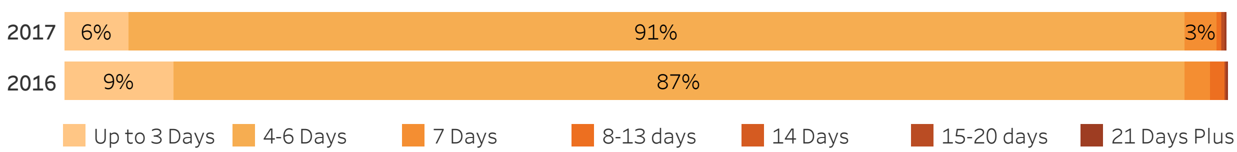
Average Age

2016	2017
45	45

Passenger Percentages by Age Range



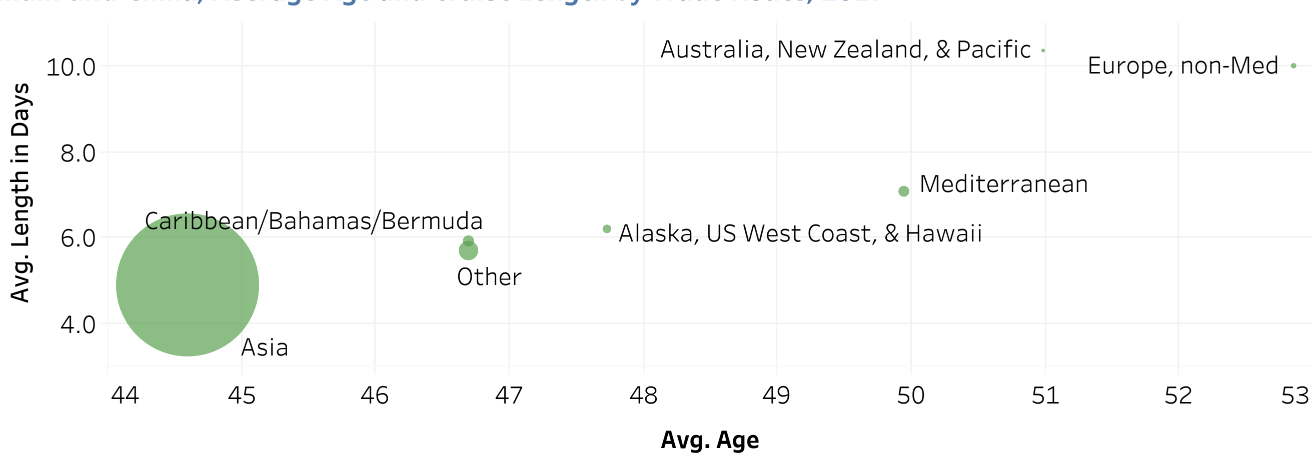
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	96.9%	96.5%
Other	1.3%	1.8%
Caribbean/Bahamas/Bermuda	0.7%	0.6%
Mediterranean	0.5%	0.6%
Alaska, US West Coast, & Hawaii	0.4%	0.4%
Europe, non-Med	0.1%	0.1%
Australia, New Zealand, & Pacific	0.1%	0.1%

Mainland China, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Taiwan Region**

Approximately 74K more passengers sailed from Taiwan in 2017, up 25% since 2016. Taiwan is an important source market, 2nd in Asia at 9.2% of the total. Overwhelmingly, short cruises are most popular with an average cruise length of just under 3 days. The mix of destinations for Taiwanese passengers remains largely unchanged from 2016, with a majority (94.2%) choosing to stay in the Asia region.

Passenger Volume (K)

2016	2017
299.3	373.5 (24.8% ▲)

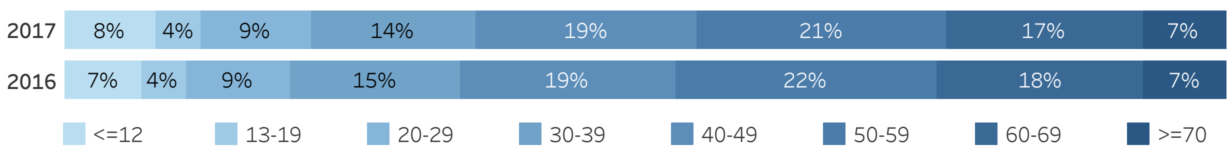
Average Duration, in Days

2016	2017
2.3	2.8

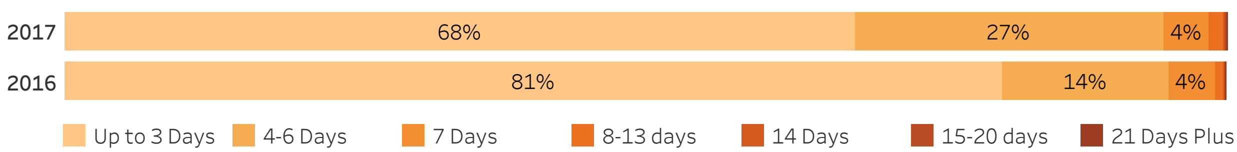
Average Age

2016	2017
46	45

Passenger Percentages by Age Range



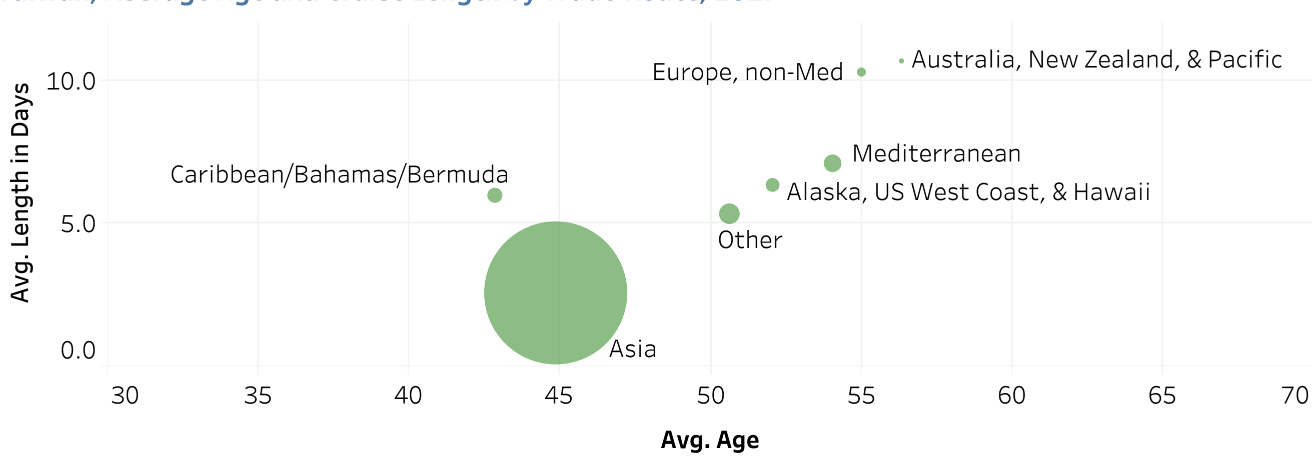
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	93.5%	94.2%
Other	2.1%	2.0%
Mediterranean	1.6%	1.4%
Caribbean/Bahamas/Bermuda	1.1%	1.1%
Alaska, US West Coast, & Hawaii	1.4%	0.9%
Europe, non-Med	0.3%	0.4%
Australia, New Zealand, & Pacific	0.1%	0.1%

Taiwan, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Singapore**

An additional 52K passengers sailed in 2017, an increase of 24.5% from 2016. Singapore, the third largest Asian source market, has 6.6% of the total. Most Singaporeans chose Up to 3 day cruises, for an average cruise length of 3.1 days in 2017. The average age declined from 48.2 to 46.3. Over 90% opted to sail the waters of Asia rather than fly-cruises out into the rest of the world.

Passenger Volume (K)

2016	2017
214.2	266.6 (24.5% ▲)

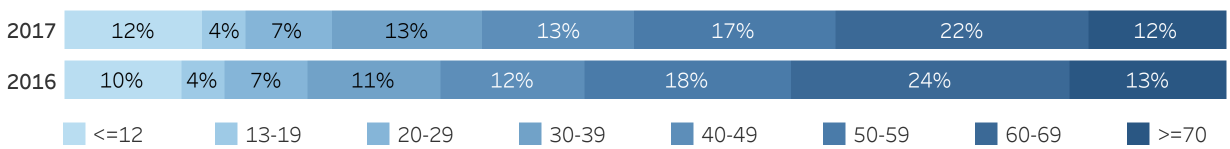
Average Duration, in Days

2016	2017
2.9	3.1

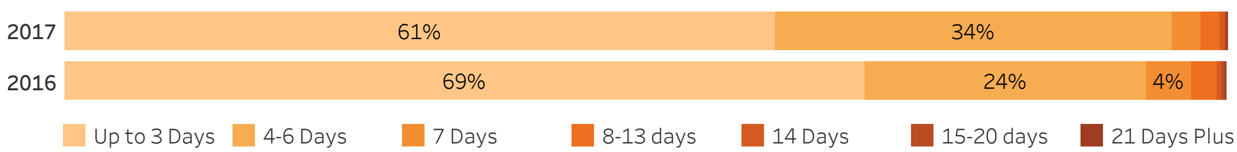
Average Age

2016	2017
48	46

Passenger Percentages by Age Range



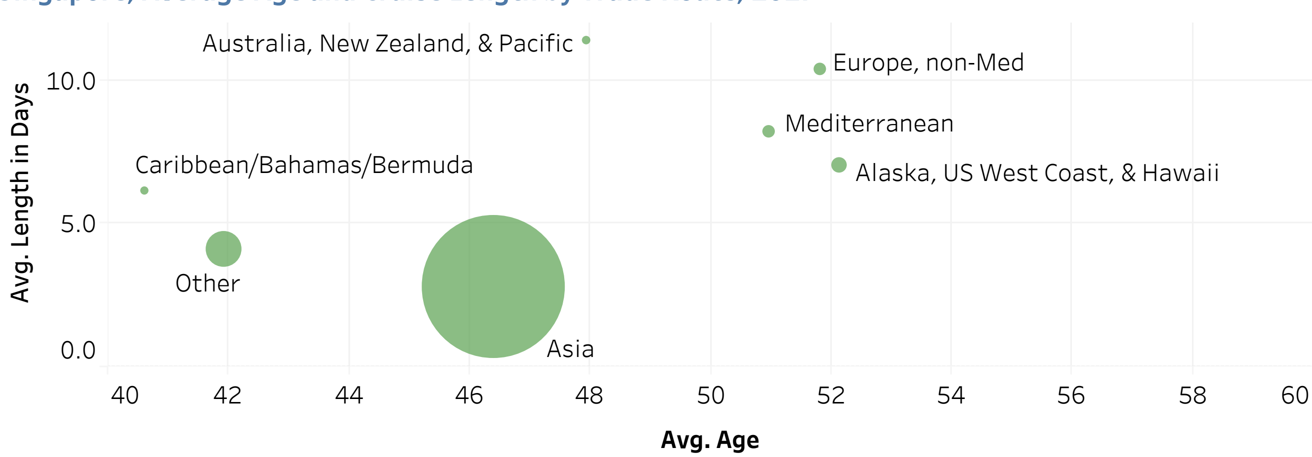
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	90.9%	91.2%
Other	5.2%	5.7%
Alaska, US West Coast, & Hawaii	1.4%	1.1%
Mediterranean	0.9%	0.7%
Europe, non-Med	0.8%	0.7%
Australia, New Zealand, & Pacific	0.5%	0.3%
Caribbean/Bahamas/Bermuda	0.4%	0.3%

Singapore, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Japan**

From 2016, Japan, Asia's 4th largest market, saw a 26.4% or 55K increase in cruise passengers. The average age increased slightly, remaining the oldest in Asia at 57. The average duration slightly increased to 6.9, reflecting the much higher proportion who take longer cruises and voyages. Approximately 67% of Japanese cruisers sailed in the Asia region while 9.5% visited the Mediterranean.

Passenger Volume (K)

2016	2017
207.3	262.1 (26.4% ▲)

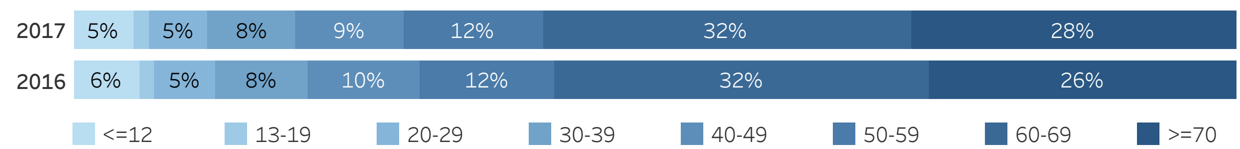
Average Duration, in Days

2016	2017
6.7	6.9

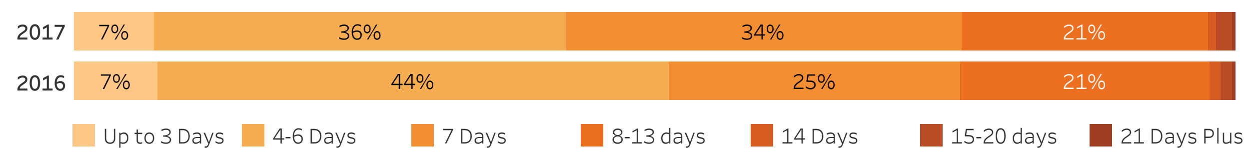
Average Age

2016	2017
56	57

Passenger Percentages by Age Range



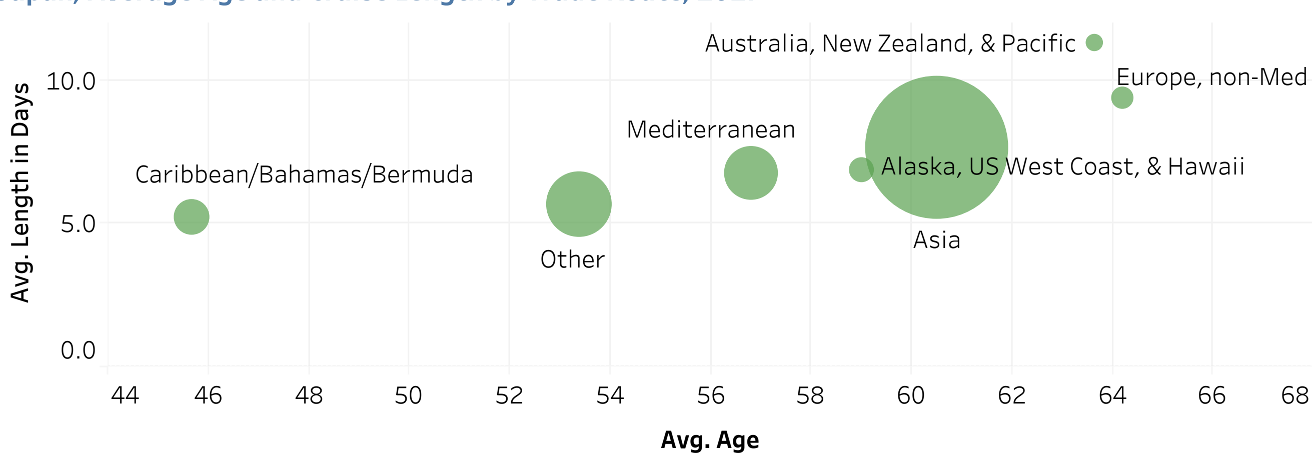
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	67.8%	67.4%
Other	11.7%	14.2%
Mediterranean	9.8%	9.5%
Caribbean/Bahamas/Bermuda	5.2%	4.2%
Alaska, US West Coast, & Hawaii	2.8%	2.1%
Europe, non-Med	1.5%	1.6%
Australia, New Zealand, & Pacific	1.3%	1.0%

Japan, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Hong Kong Region**

Hong Kong, Asia's 5th largest source market, saw an 80.6% increase, accounting for about 102K more passengers than in 2016. Younger cruisers from Hong Kong gravitate to the Caribbean. There was a drop in average age from 52.4 to 51.8. About half of the Hong Kong source passengers chose an Up to 3 day cruise resulting in 2017 seeing an average cruise duration of just 3.7 days well down on the 5.4 of 2016.

Passenger Volume (K)

2016	2017
127.3	229.8 (80.6% ▲)

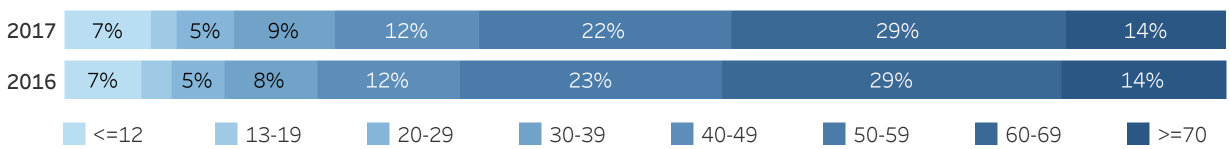
Average Duration, in Days

2016	2017
5.4	3.7

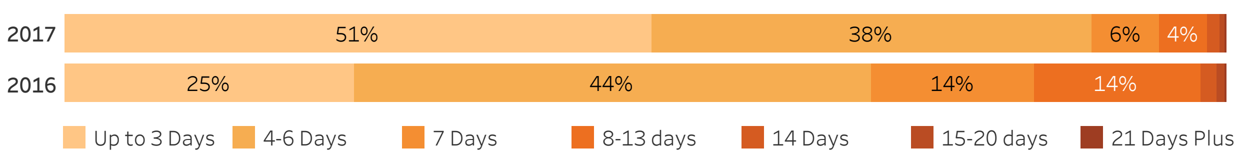
Average Age

2016	2017
52	52

Passenger Percentages by Age Range



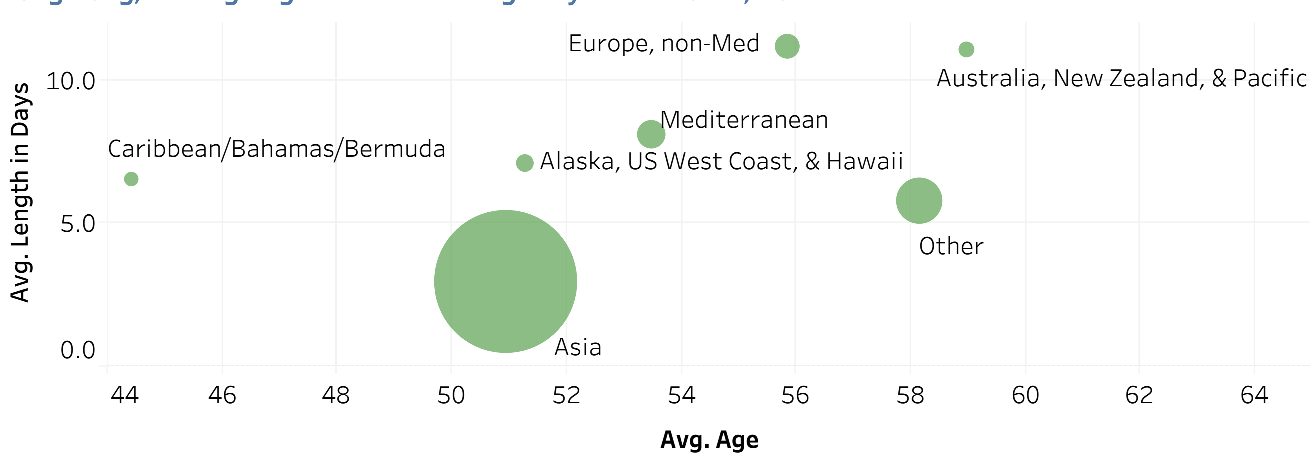
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	80.8%	82.5%
Other	5.8%	8.6%
Mediterranean	5.1%	3.3%
Europe, non-Med	3.4%	2.5%
Alaska, US West Coast, & Hawaii	2.2%	1.3%
Australia, New Zealand, & Pacific	1.4%	1.0%
Caribbean/Bahamas/Bermuda	1.3%	0.8%

Hong Kong, Average Age and Cruise Length by Trade Route, 2017



Source Market: **India**

16.1% more Indian passengers sailed in 2017, an increase of almost 24K over 2016. India ranks 6th of all Asian markets with just 4% of the total. A majority of cruisers chose Up to 3 day cruises, resulting in an overall average of 3.1 days in 2017. Indian passengers tend to be some of the youngest in the region, with an average age of 37 years in 2017, down from 37.5 in 2016.

Passenger Volume (K)

2016	2017
148.5	172.3 (16.1% ▲)

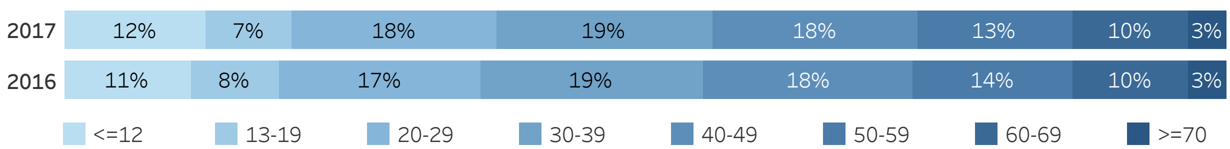
Average Duration, in Days

2016	2017
2.8	3.1

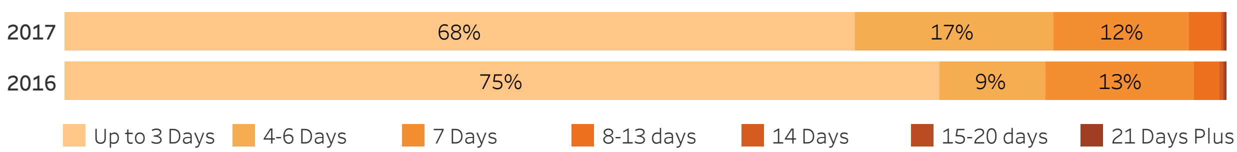
Average Age

2016	2017
38	37

Passenger Percentages by Age Range



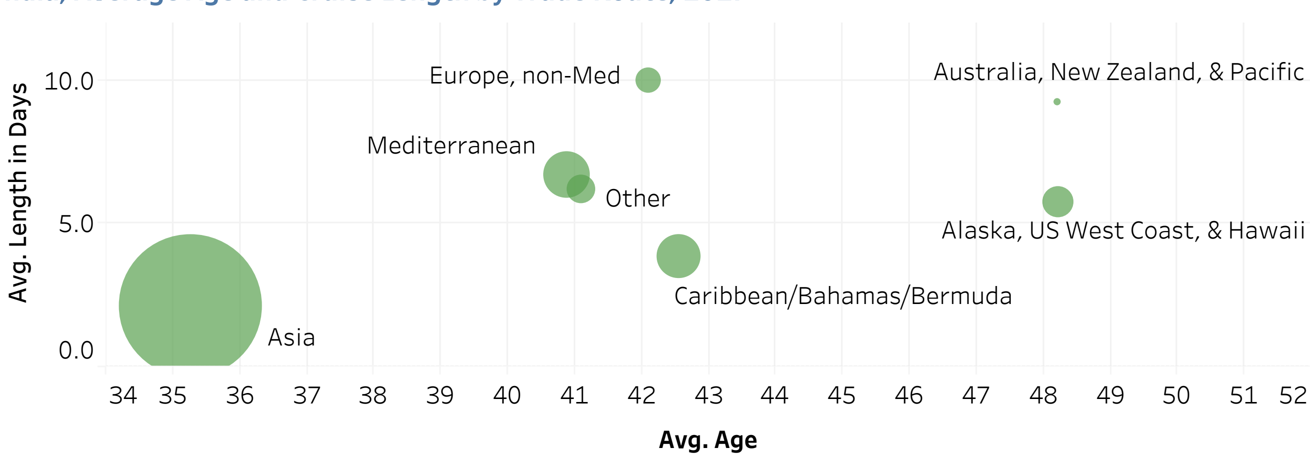
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	73.7%	75.7%
Mediterranean	7.6%	8.0%
Caribbean/Bahamas/Bermuda	9.2%	7.1%
Alaska, US West Coast, & Hawaii	5.0%	3.6%
Other	2.7%	3.0%
Europe, non-Med	1.6%	2.4%
Australia, New Zealand, & Pacific	0.1%	0.2%

India, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Malaysia**

Malaysian cruise source passenger count nearly doubled in 2017, an increase of 87.8K passengers, or about 88% up year over year. Malaysia is Asia's 6th ranked source market at 4.6% of the total. Average age reduced by 1.3 years, and average duration saw no change, with 75% of cruisers choosing a Up to 3 day cruise. About 91% of cruisers chose to sail the Asian regions in 2017.

Passenger Volume (K)

2016	2017
99.8	187.6 (87.9% ▲)

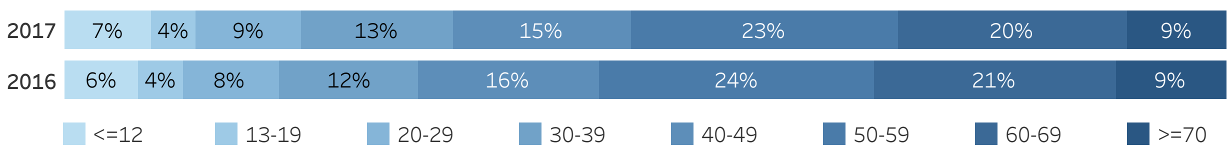
Average Duration, in Days

2016	2017
2.6	2.6

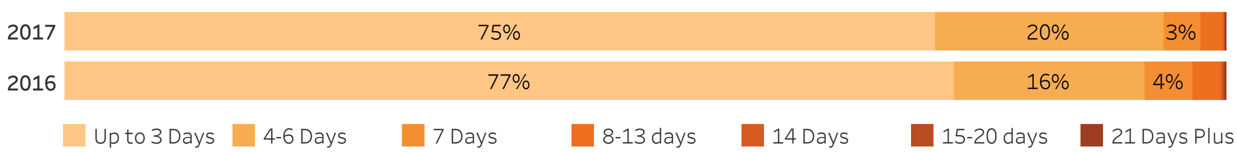
Average Age

2016	2017
48	47

Passenger Percentages by Age Range



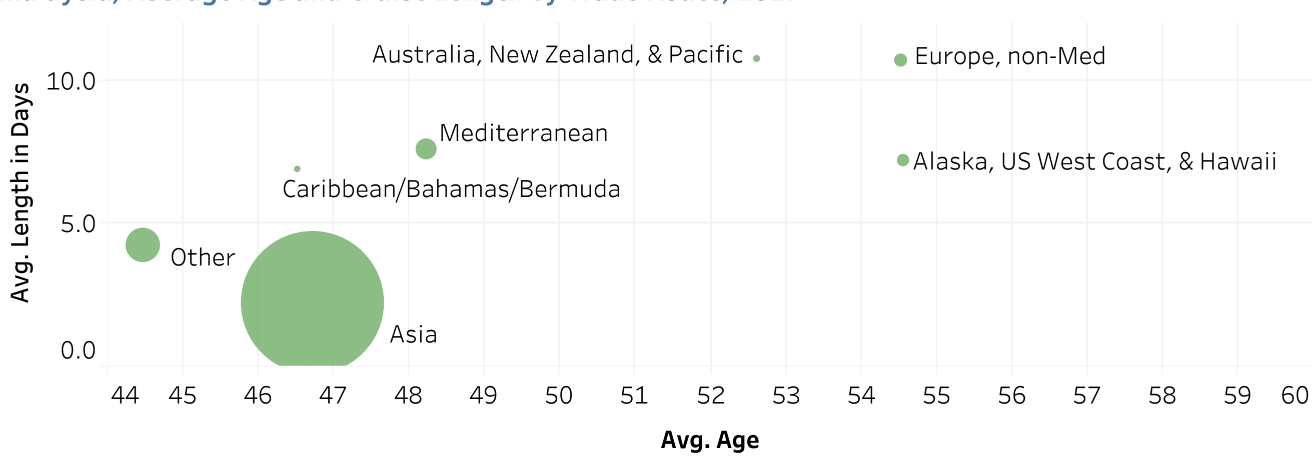
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	86.2%	90.9%
Other	8.1%	5.3%
Mediterranean	2.1%	2.0%
Europe, non-Med	1.7%	0.8%
Alaska, US West Coast, & Hawaii	1.1%	0.7%
Australia, New Zealand, & Pacific	0.3%	0.2%
Caribbean/Bahamas/Bermuda	0.5%	0.2%

Malaysia, Average Age and Cruise Length by Trade Route, 2017



Source Market: **South Korea**

About 7K more South Korean passengers cruised in 2017 than 2016, an increase of about 22%. ROK remains a small market at 1% of all Asia.The average age remained about the same, with a slightly longer cruise duration of 5.7 days due to a shift away from Up to 3 day cruises towards 4-6 day cruises. The mix of destinations for South Korean passengers remained largely the same year over year.

Passenger Volume (K)

2016	2017
32.0	39.2 (22.2% ▲)

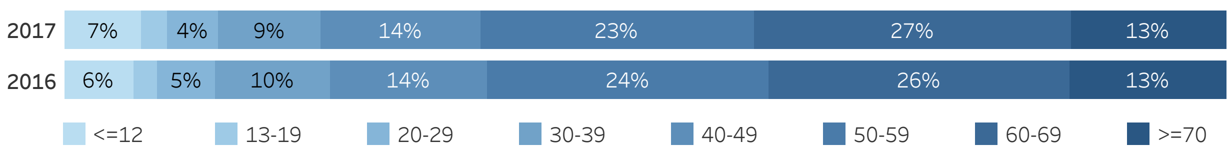
Average Duration, in Days

2016	2017
5.3	5.7

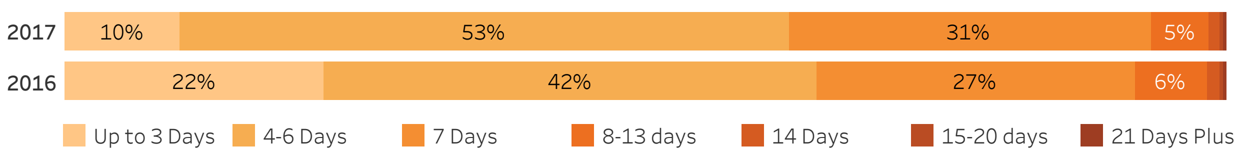
Average Age

2016	2017
52	52

Passenger Percentages by Age Range



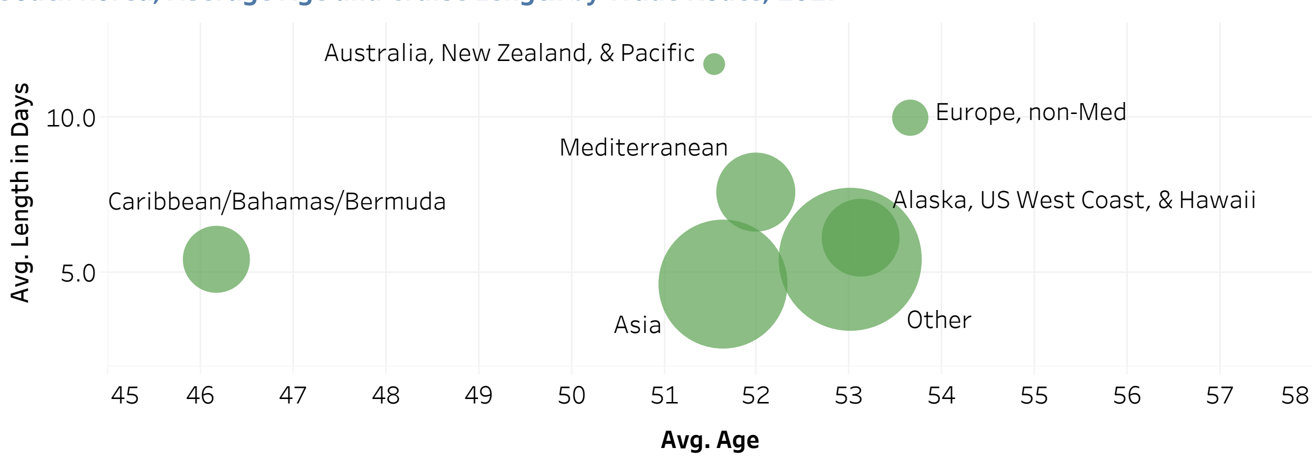
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Other	38.7%	36.8%
Asia	27.3%	29.9%
Mediterranean	11.4%	11.2%
Alaska, US West Coast, & Hawaii	11.5%	10.9%
Caribbean/Bahamas/Bermuda	7.5%	8.1%
Europe, non-Med	2.7%	2.4%
Australia, New Zealand, & Pacific	0.8%	0.9%

South Korea, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Philippines**

Passenger volume from the Philippines increased 56%, or about 15K more cruisers, year over year. But the market remains small at 1% of all Asia total. Average age decreased to about 43, while average durations increased by almost half a day from 5.1 to 5.5 days due to significant movement away from the Up to 3 day range into the 4-6 day range.

Passenger Volume (K)

2016	2017
26.4	41.2 (56.1% ▲)

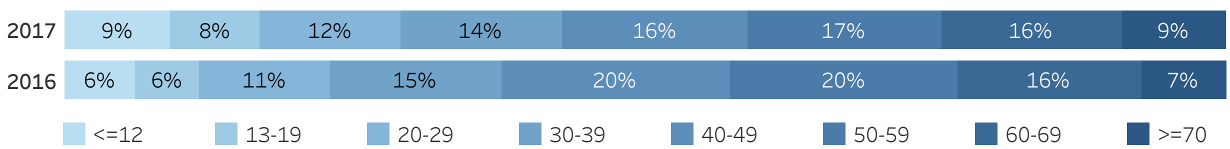
Average Duration, in Days

2016	2017
5.1	5.5

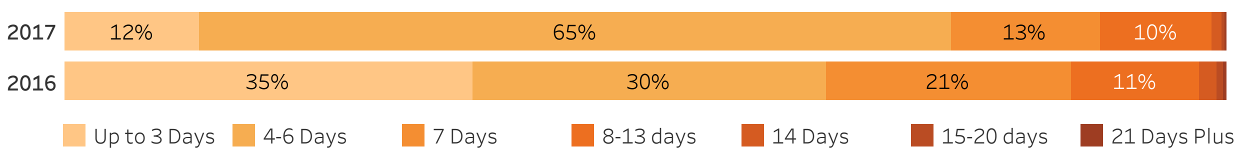
Average Age

2016	2017
45	43

Passenger Percentages by Age Range

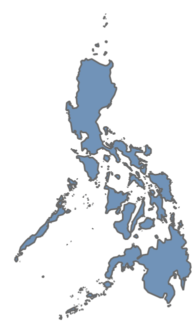


Passenger Percentages by Duration

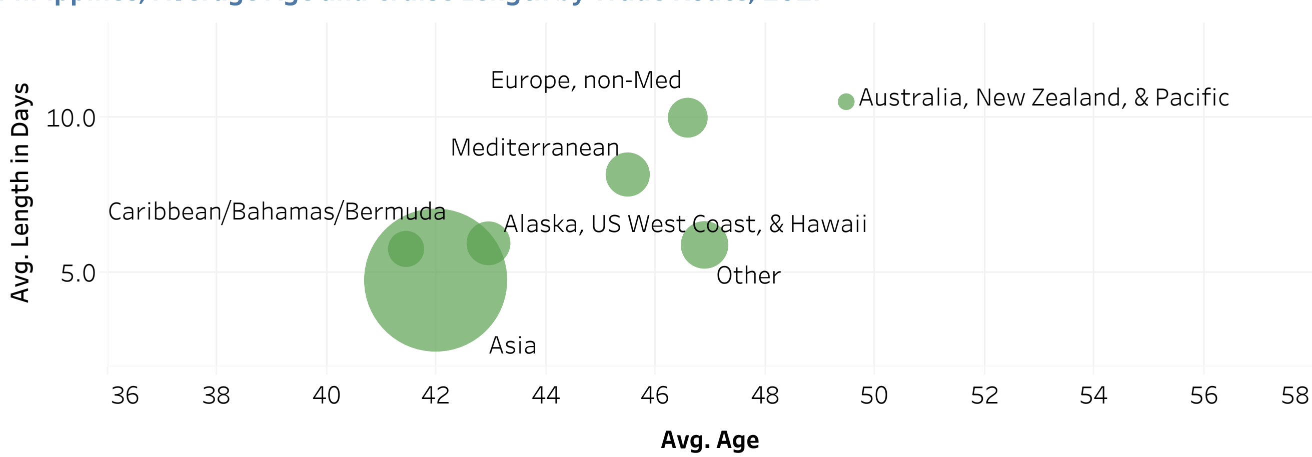


Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	61.4%	68.7%
Other	5.6%	7.6%
Mediterranean	8.2%	6.5%
Alaska, US West Coast, & Hawaii	11.2%	6.4%
Europe, non-Med	5.7%	5.3%
Caribbean/Bahamas/Bermuda	6.9%	4.4%
Australia, New Zealand, & Pacific	0.9%	0.9%



Philippines, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Indonesia**

The average cruise length for Indonesians increased by almost half a day from 4 to 4.4, largely due to movement out of the Up to 3 day duration bracket and into the 4-6 day bracket. Indonesia has just over 1% of all Asia's passengers with volume up year over year by approx. 40% to 46.5K, representing 13.3K more cruisers in 2017 than in 2016.

Passenger Volume (K)

2016	2017
33.2	46.5 (40.2% ▲)

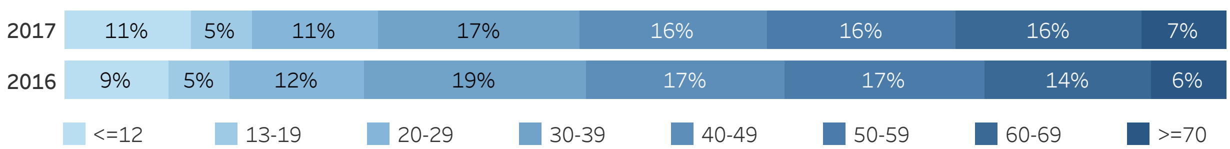
Average Duration, in Days

2016	2017
4.0	4.4

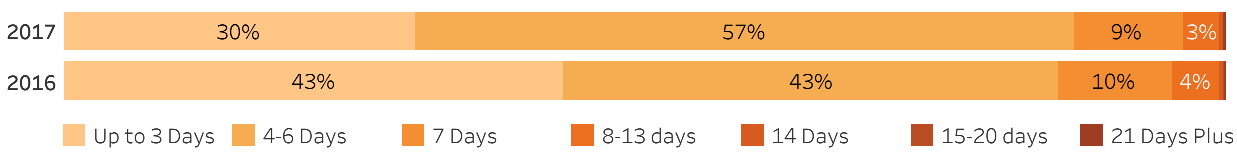
Average Age

2016	2017
42	42

Passenger Percentages by Age Range



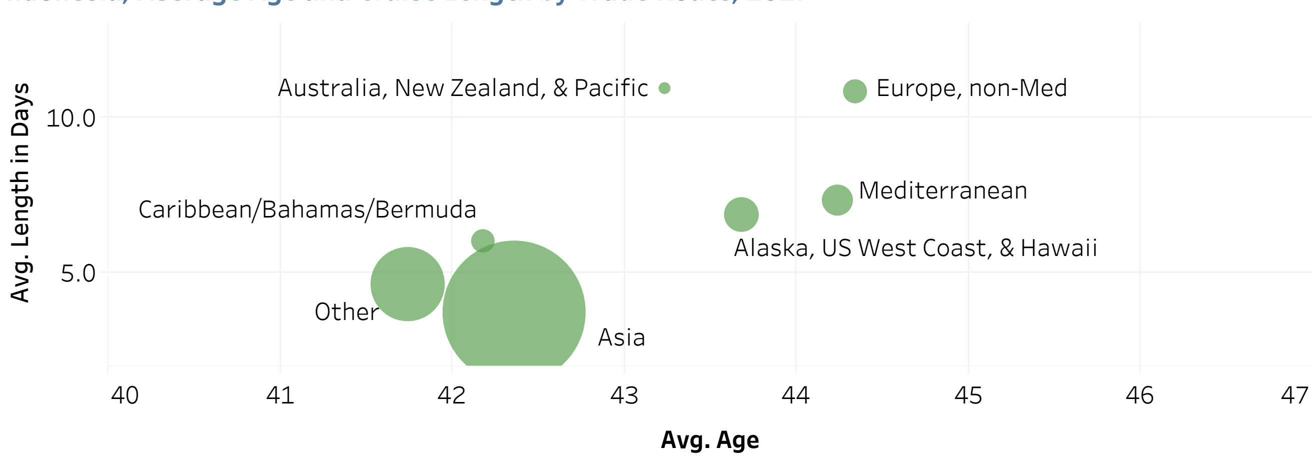
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	66.8%	69.6%
Other	18.4%	18.7%
Alaska, US West Coast, & Hawaii	4.9%	4.1%
Mediterranean	3.8%	3.3%
Europe, non-Med	3.9%	2.0%
Caribbean/Bahamas/Bermuda	1.6%	1.9%
Australia, New Zealand, & Pacific	0.6%	0.5%

Indonesia, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Thailand**

Overall passenger volume from Thailand decreased by 47.6% on a small base, down by 24K passengers from 2016. There was a significant shift away from the 4-6 day duration bracket into the Up to 3 day bracket, lowering the average cruise length from 5.1 days to 4.3 days. In 2017, a larger portion of Thailand cruise passengers ventured out of the Asia market, with 14.5% visiting the Mediterranean.

Passenger Volume (K)

2016	2017
50.5	26.5 (-47.6% ▼)

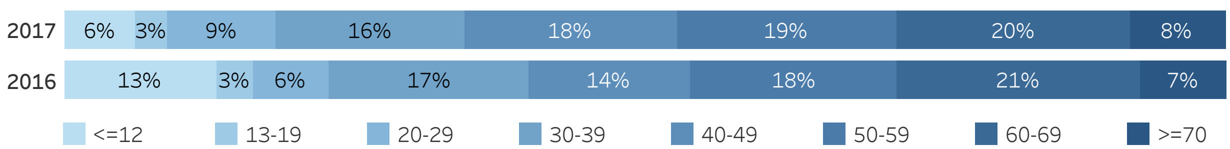
Average Duration, in Days

2016	2017
5.1	4.3

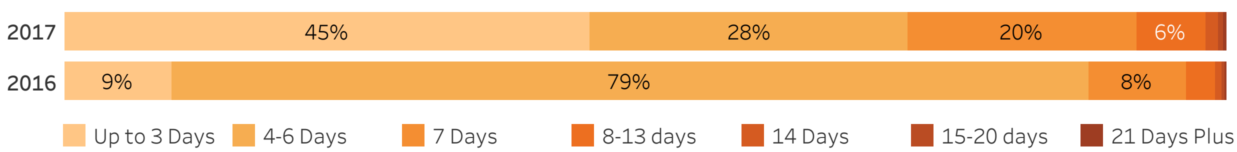
Average Age

2016	2017
44	47

Passenger Percentages by Age Range



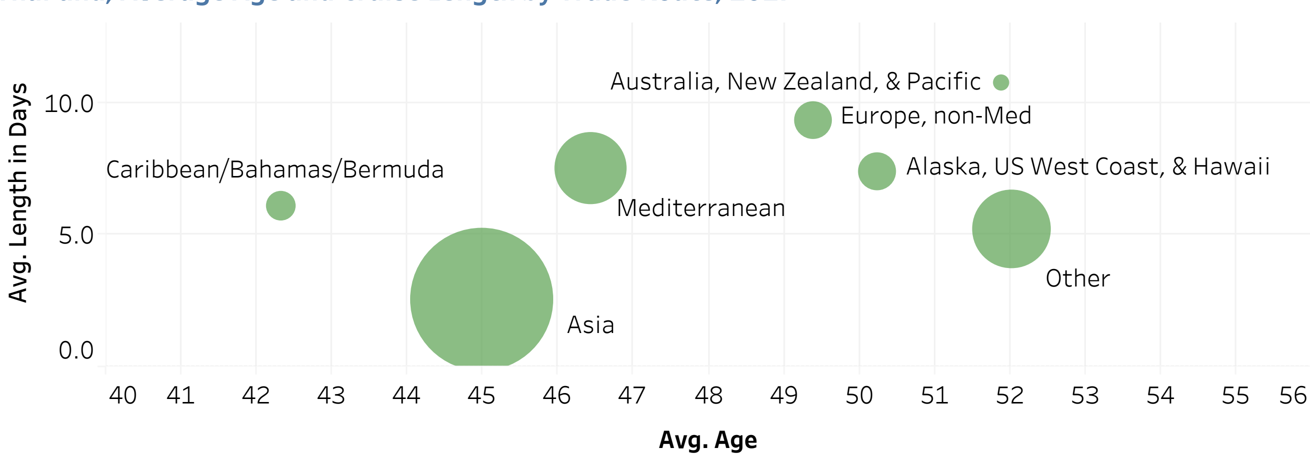
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	85.0%	57.1%
Other	1.8%	17.2%
Mediterranean	5.9%	14.5%
Alaska, US West Coast, & Hawaii	2.2%	4.0%
Europe, non-Med	3.0%	4.0%
Caribbean/Bahamas/Bermuda	1.8%	2.4%
Australia, New Zealand, & Pacific	0.4%	0.7%

Thailand, Average Age and Cruise Length by Trade Route, 2017



Source Market: **Vietnam**

Vietnam saw a modest increase in cruise passengers, from 5.9K to 6.4K, or 9.4% year over year. Vietnam accounts for just 0.2% of Asian passengers. Average age and average duration were largely unchanged. Roughly 90% of 2017 Vietnamese cruise passengers opted for a cruise of 6 days in duration or shorter. Close to 80% of passengers remain in the Asia region for their sailings.

Passenger Volume (K)

2016	2017
5.9	6.5 (9.4% ▲)

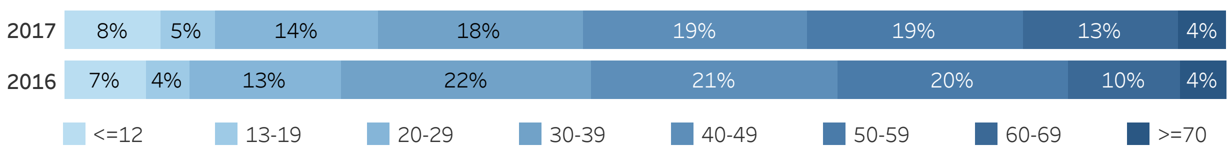
Average Duration, in Days

2016	2017
4.4	4.4

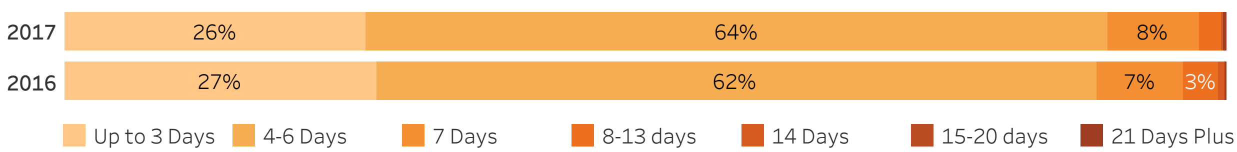
Average Age

2016	2017
42	42

Passenger Percentages by Age Range



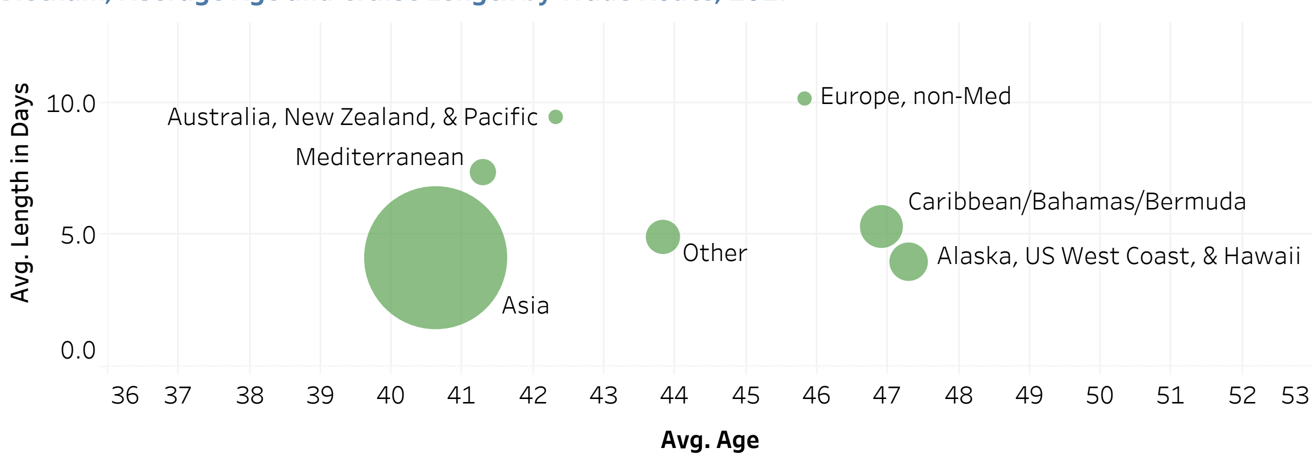
Passenger Percentages by Duration



Passenger Percentages by Trade Route / Destination

	2016	2017
Asia	75.1%	78.5%
Caribbean/Bahamas/Bermuda	8.4%	7.1%
Alaska, US West Coast, & Hawaii	6.9%	5.7%
Other	1.9%	4.5%
Mediterranean	2.7%	2.7%
Australia, New Zealand, & Pacific	1.5%	0.8%
Europe, non-Med	3.5%	0.8%

Vietnam, Average Age and Cruise Length by Trade Route, 2017



Source Market Stats, 2016 & 2017

Additional Markets

Market	Passengers in K		Avg. Duration in Days		Avg. Passenger Age	
	2016	2017	2016	2017	2016	2017
Sri Lanka	1.93	1.67	4.7	4.6	39.9	42.2
Bangladesh	0.64	0.59	2.3	2.8	39.2	36.4
Myanmar	0.47	0.68	2.6	3.3	38.2	40.6
Brunei	0.26	0.38	4.9	4.1	39.3	44.7
Cambodia	0.15	0.29	4.6	4.7	46.0	38.7
Lao People's Democratic Republic	0.06	0.06	6.1	3.2	41.5	42.5
Maldives	0.01	0.02	7.6	6.2	41.3	35.7
Timor-Leste	0.01	0.00	7.6	5.0	36.5	35.0

APPENDIX

APPENDIX

Methodology

The study entails a comprehensive and detailed analysis of trends in ocean cruise capacity, destinations visited, and passenger source markets among 45 international and regional brands cruising in, or drawing passengers from, Asia in 2018.

It should be noted that all figures *exclude* one-night cruises.

The cruise lines included in the study represent over 98 percent of the capacity identified in Asia.

Four brands (one Japanese, one Chinese and two small expedition/specialty lines) did not participate*, for which **deployment and capacity** data were obtained from published sources, some translated and all analyzed.

All 2016 and 2017 CLIA member line **source market** information comes from One reSource, CLIA's newly launched global data repository. CLIA brands reported their information directly to CLIA.

CHART captured the non-CLIA data. In Asia, no data was forthcoming for one Japanese brand so CHART derived estimates using Japanese ministry figures. For one Chinese brand only one aggregate passenger figure was provided. For the two small specialty operators, no estimates were possible. Consequently, the market size figures for China will be slightly under-reported while, for the breakdowns (by destination, age and cruise length) in Japan and China, CHART prepared close estimates based on other information.

Study participants: International & Regional Cruise Lines

CLIA One reSource participants – 33 in all:

AIDA Cruises; American Cruise Lines; Azamara Club Cruises; Carnival Cruise Line; Celebrity Cruises; Celestyal Cruises; Costa Cruises; Crystal Cruises; Cunard Line; Disney Cruise Line; Dream Cruises; Hapag Lloyd Cruises; Holland America Line; MSC Cruises; Norwegian Cruise Line; Oceania Cruises; P&O Australia; Paul Gauguin Cruises; Pearl Seas Cruises; PONANT; Princess Cruises; Pullmantur; Regent Seven Seas Cruises; Royal Caribbean International; Saga; Seabourn Cruise Line; SeaDream Yacht Club; Silversea Cruises; Star Cruises; TUI Cruises; Windstar Cruises; P&O Cruises UK; Marella Cruises.

Non-member lines participating (in whole or in part) – 12 in all:

Japanese Brands: NYK Cruises (Asuka II), Mitsui OSK Cruise Line (Nippon Maru).
Mainland China based lines: Skysea Cruises, Diamond Cruises.
Australasian Brands: APT/Noble Caledonia, Aurora Expeditions, Captain Cook Cruises, Coral Expeditions.
International Brands: Cruise & Maritime Voyages, Fred.Olsen Cruise Lines, Hurtigruten, Viking Ocean Cruises (deployment only).

*** Note:** Silversea and Hapag-Lloyd have ships in two segments, both Luxury and Expedition.

Cruise Lines for which deployment data was sourced from published sources but for which no source market data was available**:**

Star Clippers   Lindblad Expeditions   Japan Cruise Line   Bohai Cruises

Methodology, Continued

Why the Asia Cruise Trends reports may differ to the figures reported by some markets/ports:

1. CLIA/CHART consistently exclude one-night cruises. We also specifically focus only on cruise ships - no ferry data is included.

2. CLIA/ CHART's data is based on planned cruise itineraries for the year ahead and so presents scheduled calls by destination. Port authorities/local governments, on the other hand, report after the year has ended on actual calls. Most years the differences are minor with only a few ships making changes to deployment as the year progresses. However, for 2017, there were major differences in East Asia, principally due to Mainland China's ban after March on calls to South Korea, significantly reducing calls there and boosting calls to some other destinations, mostly in Japan. Some redeployments from East Asia also led to more calls in Southeast Asia as did the new ship launched that November.

Why the Asia Cruise Trends reports may differ from other statistical reports published by CLIA:

CLIA has migrated the Asia Cruise Trend report to obtain source passenger data from One reSource which represents a change in how data is collected as compared to prior editions of this report.

In the CLIA Global Passenger report published in May 2018, the Asia figures are 7K and 8K higher than this Asia Cruise Trends report for 2016 and 2017, respectively.

This is due to One reSource collecting new data on smaller markets which have historically not been separately included in the Asia Cruise Trends reports, namely: Afghanistan, Azerbaijan, Bhutan, Cambodia, Kazakhstan, Mongolia, Nepal, Pakistan, Turkmenistan, Uzbekistan, and North Korea.

For the sake of consistency, we have excluded the source passengers aligned with these markets from this edition of the Asia Cruise Trends report.

Appendix - Port Calls by Port, 2018

Scheduled Port Calls by Port, 2018 (40 or more calls)

Rank	Market	Port	Transit	Turnaround	Overnight	Total
1	Mainland China	Baoshan/ Shanghai	20	369	27	416
2	Singapore	Singapore	31	293	50	374
3	Taiwan	Keelung / Taipei	52	265	5	322
4	Hong Kong	Hong Kong	134	68	47	249
5	Japan	Fukuoka /Hakata	219	24	2	245
6	Japan	Naha / Okinawa	205	15	11	231
7	Thailand	Patong Bay / Phuket	161	21	37	219
8	Japan	Nagasaki	210	1	3	214
9	Japan	Miyakojima	204	0	1	205
10	Malaysia	Port Klang/ Kuala Lumpur	131	51	1	183
11	Vietnam	Da Nang / Hue / Chan May	139	0	20	159
12	Thailand	Bangkok (Laem Chabang & Klong Toey)	64	18	67	149
13	Japan	Ishigaki/ Okinawa	143	0	1	144
14	Malaysia	Georgetown/ Penang	139	0	0	139
15	Vietnam	Ho Chi Minh City / Phu My	94	1	44	139
16	Japan	Nakagusuku / Okinawa	119	0	12	131
17	Japan	Yokohama	10	108	9	127
18	Philippines	Manilla	111	9	5	125
19	Japan	Kobe	51	53	11	115
20	Japan	Sasebo	111	0	2	113
21	Vietnam	Halong Bay / Hanoi	84	0	27	111
22	Mainland China	Tianjin / Xingang / Beijing	11	81	18	110
23	Mainland China	Nansha/ Guangzhou	0	104	0	104
24	Mainland China	Xiamen	9	87	3	99
25	Japan	Kagoshima	89	1	1	91
26	South Korea	Pusan/ Busan	76	7	2	85
27	Indonesia	Benoa/ Bali	35	25	22	82
28	Mainland China	Shenzhen	2	75	1	78
29	Vietnam	Nha Trang	71	0	1	72
30	Malaysia	Langkawi	65	0	0	65
31	Thailand	Koh Samui	59	0	0	59
32	Japan	Yonaguni/ Okinawa	58	0	0	58
33	Japan	Hiroshima	52	3	0	55
34	Japan	Osaka	36	8	6	50
35	Mainland China	Haikou/ Hainan	3	46	0	49
36	India	Mumbai	21	9	18	48
37	Sri Lanka	Colombo	35	4	9	48
38	Japan	Shimonoseki	46	0	1	47
39	Indonesia	Gili Islands	35	0	8	43
40	Indonesia	Slawi Bay/ Komodo	40	0	0	40

Appendix - Glossary

Cruises: Encompass 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 (fly-cruise) begins in one Asian port and finishes in another.

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

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

One reSource: One reSource is CLIA's new research repository that allows the capture of data on a global level and in a consistent manner across all regions. Data is collected from CLIA Cruise Line Members on a quarterly basis and from non-members once a year. The data can illustrate such points as: when did passengers cruise, where they went, where they come from, their age, and how long they cruised.

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: Voyager of the Seas' 3,114 lower berths on the 62 cruises it operates in 2018 results in passenger capacity of 193,068]

Passenger Destination Days (PDD): A measure of potential visits from cruise passengers when a ship calls at a destination. It assumes 100% lower berth occupancy and that all passengers have the opportunity to go ashore. [Example: A ship of 1,000 capacity calling at a destination for one day creates a potential of 1,000 PDD. So, if that ship visits 3 ports on one cruise, it generates 3,000 PDD].

Port Calls: Asia Cruise Trends studies consistently report on PLANNED deployment at the beginning of each year, the source being the detailed day-by-day itineraries prepared by all cruise operators for each of their cruise ships in Asia. Occasionally operators will make adjustments to their itineraries as the year progresses. In such cases their actual calls will differ from planned call volumes in certain destinations. The difference in industry-wide figures is usually small. But in 2017 the restriction on cruises from Mainland China to Korea after March required many changes in East Asia (dramatically reducing port calls to Korea and boosting those to Japan).

Product Segments:

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

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 typically operate longer cruises – such as 12 nights.

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

Ship size categories:

Since the 2013 Asia Cruise White Paper, CHART has been defining ships by size as follows:

Mega Ships:	Lower berth capacity of 3,500 or more - OR GRT over 150,000
Large Ships:	Lower berth capacity of 2,000 to 3,500 - AND GRT over 75,000
Midsize Ships:	Lower berth capacity of 750 to 2,000 passengers
Small Ships:	Lower berth capacity under 750 passengers
Expedition Ships:	Lower berth capacity typically 100 to 300 passengers

South Asia: Geography that includes India, Myanmar/Burma, Bangladesh, Sri Lanka and the Maldives

Southeast Asia: Geography that includes Singapore, Malaysia, Indonesia, Brunei , Philippines, Thailand, Cambodia, Vietnam, and Timor-Leste.

Transit Port Call: A *transit* call applies to all ships that 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.
[Note that in Asia some ships are taking passengers on board in consecutive ports on the one cruise – e.g. Shenzhen and Hong Kong. In this case the first port is counted as turnaround, the second as transit].

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

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