



Cruising Through the Ages



A Voyage Through Time

A Brief History of the Cruise Ship Industry



With
Rear Admiral (Retired) Simon Hardern

Things Have Certainly Changed in 175 Years

Which Ones Would You Have Liked to Have Been On?



Passenger Ship - Circa 1845



Great Britain - 1845 to 1886



Great Eastern - 1860 to 1888



Augusta Victoria - 1889 to 1904



Oceanic - 1899 to 1914



Lusitania - 1907 to 1915



Olympic - 1911 to 1935



Titanic - 1912



Balmoral - 1988 to Present

Titanic - 1912



Queen Mary - 1936 to 1967



United States - 1952 to 1969



Canberra - 1961 to 1997



France/Norway - 1962 to 2003



dlb

Balmoral - 1953 to 1973



Black Prince - 1966 to 2009



Sunward - 1966 to 1973



Royal Viking Star - 1972 to Present



Sovereign of the Seas - 1988 to 2008



Including the Balmoral ... Her Incredible Transformation in November 2008

Balmoral - 1988 to Present



And Here We Are Today - On the Balmoral ... Part of Cruise History

Balmoral - 1988 to Present



Carnival Destiny - 1996 to Present



Queen Mary 2 - 2004 to Present



Queen Elizabeth - 1969 to 2008

Oasis of the Seas - 2009 to Present



Icon of the Seas - 2024 to Present



So ... Let's Take Voyage Through Time

... and Enjoy this Brief History of the Cruise Ship Industry



With
Rear Admiral (Retired) Simon Hardern

We All Have Our Own Cruise Journey - Mine Just Lead to a Career in the Royal Navy!



Setting sail
with a ready smile and a steady hand

Global Passenger Movement Pre-1850 (ish)

Packet Ships - Scheduled sailing ships carrying mail, passengers and cargo, especially across the North Atlantic



Merchant Sailing Ships - Passengers often travelled aboard cargo vessels if space was available



East Indiaman - Large armed trading ships used by companies such as the East India Company, carrying officials, soldiers, merchants and passengers



Naval or Government Transports - Troops, officials, convicts and settlers often moved this way



The Dawn of Steam Power

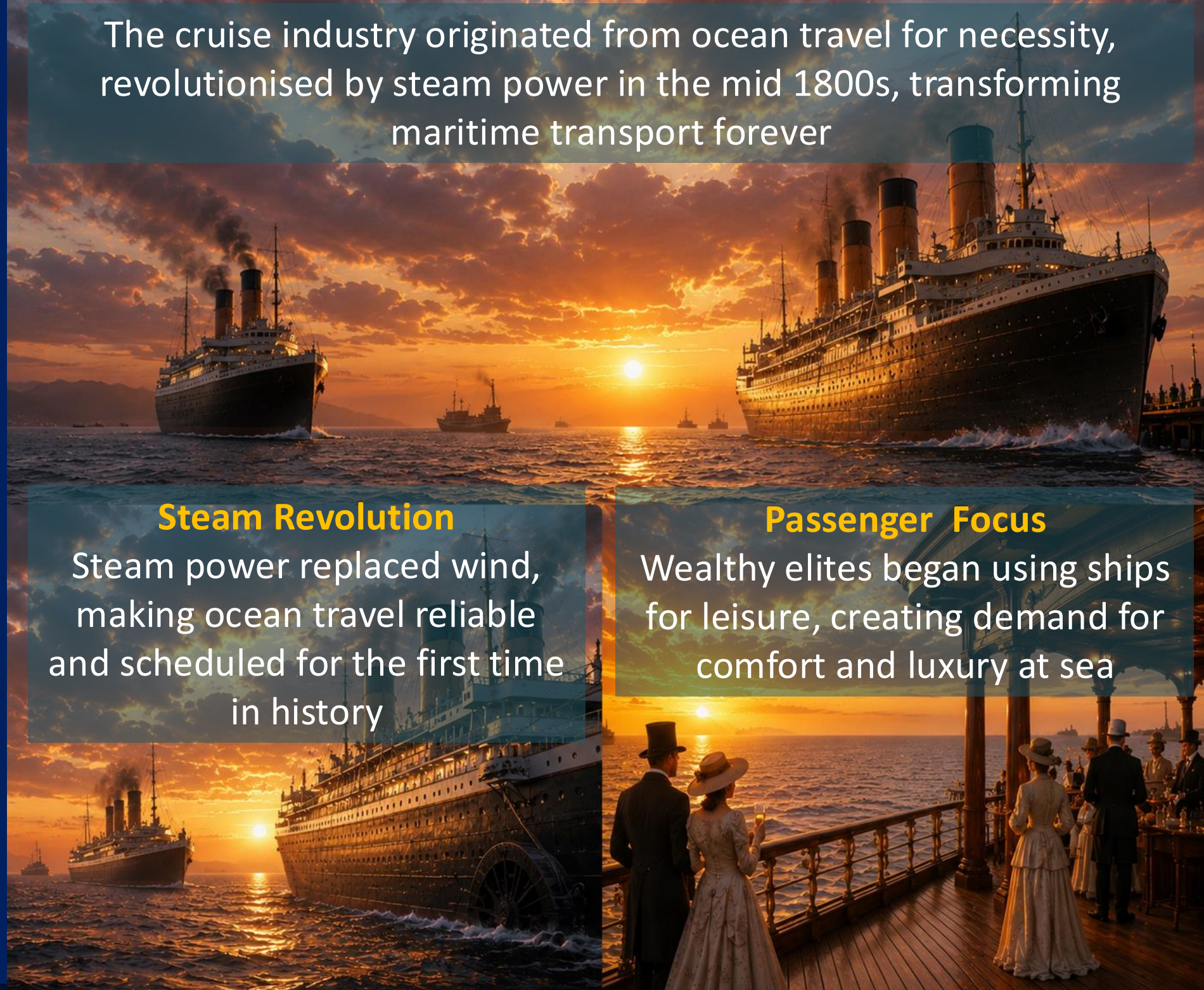
The cruise industry originated from ocean travel for necessity, revolutionised by steam power in the mid 1800s, transforming maritime transport forever

Steam Revolution

Steam power replaced wind, making ocean travel reliable and scheduled for the first time in history

Passenger Focus

Wealthy elites began using ships for leisure, creating demand for comfort and luxury at sea



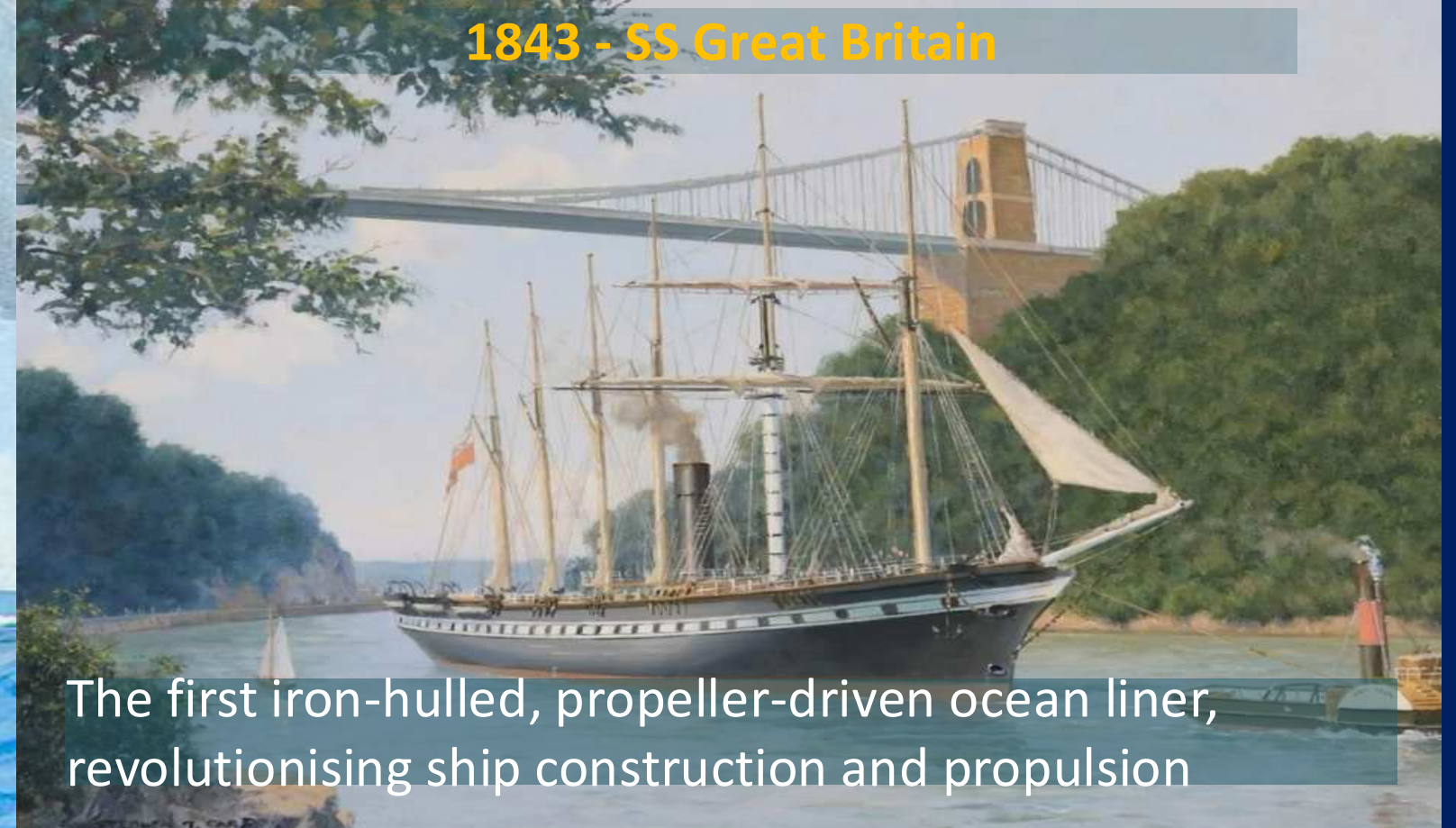
Pioneering Ships of the 1800s

1838 - SS Great Western



Designed by Isambard Kingdom Brunel, this ship marked a milestone in early passenger steamship design

1843 - SS Great Britain



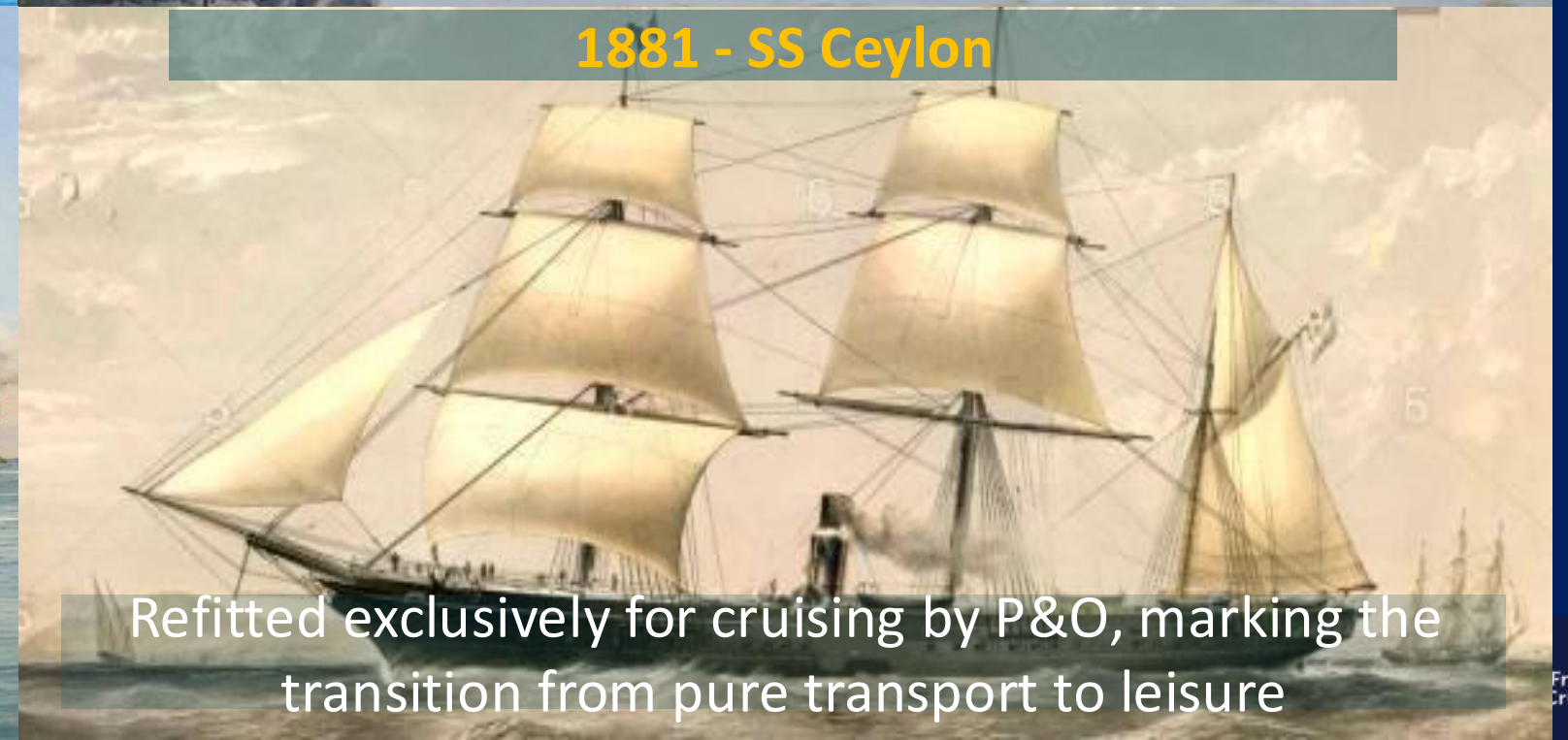
The first iron-hulled, propeller-driven ocean liner, revolutionising ship construction and propulsion

1844 - First Pleasure Cruise



Peninsular Steam Navigation Company offered the first dedicated (but limited) cruise (rather than simple transport) to the Mediterranean for wealthy travelers

1881 - SS Ceylon



Refitted exclusively for cruising by P&O, marking the transition from pure transport to leisure

Modern Cruising as we Understand It Began in 1891



Visionary Leadership

January 1891 - Albert Ballin of HAPAG sent the Augusta Victoria on a 57-day pleasure voyage

Mediterranean Route

The voyage through Mediterranean ports established the concept of destination cruising

Historical Milestone

Considered the birth of the modern cruise industry as we know it today

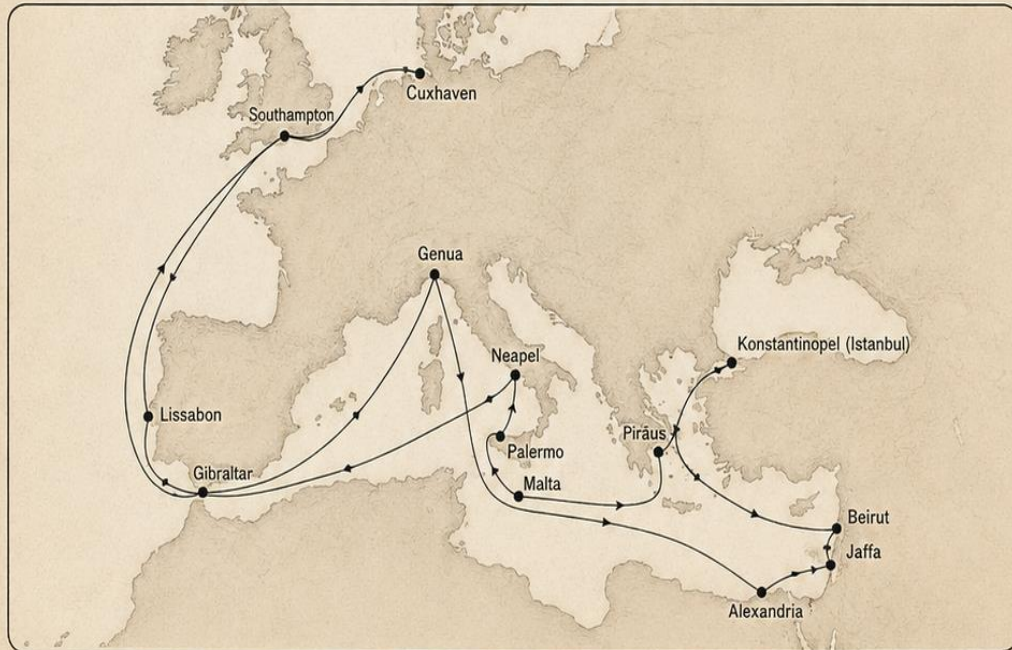
Augusta Victoria's Cruise Route - I Rather Like It!



Hamburg-American Packet Voyage Stock Company

announces a

Excursion in the Mediterranean with its magnificent Twin-Screw Steamer **AUGUSTA VICTORIA.**



== Duration of the Journey 57 Days. ==

Ports of Call:

Southampton, Cuxhaven, Lissabon, Gibraltar, Genua,
Neapel, Palermo, Malta, Piräus, Konstantinopel (Istanbul),
Beirut, Jaffa, Alexandria.

Ample time will be allowed for shore excursions at the various ports.

Passenger tickets including meals are issued at the offices of
M. 1600.— to M. 2400.— and upwards,
according to the accommodation.

When a certain number of participants has been reached, the Company reserves
the right to reduce the fare or to grant a discount in accordance with the circumstances.

The Management.



Menu Diner

Schnelldampfer
AUGUSTA-VICTORIA
am 20. Februar, 1891.

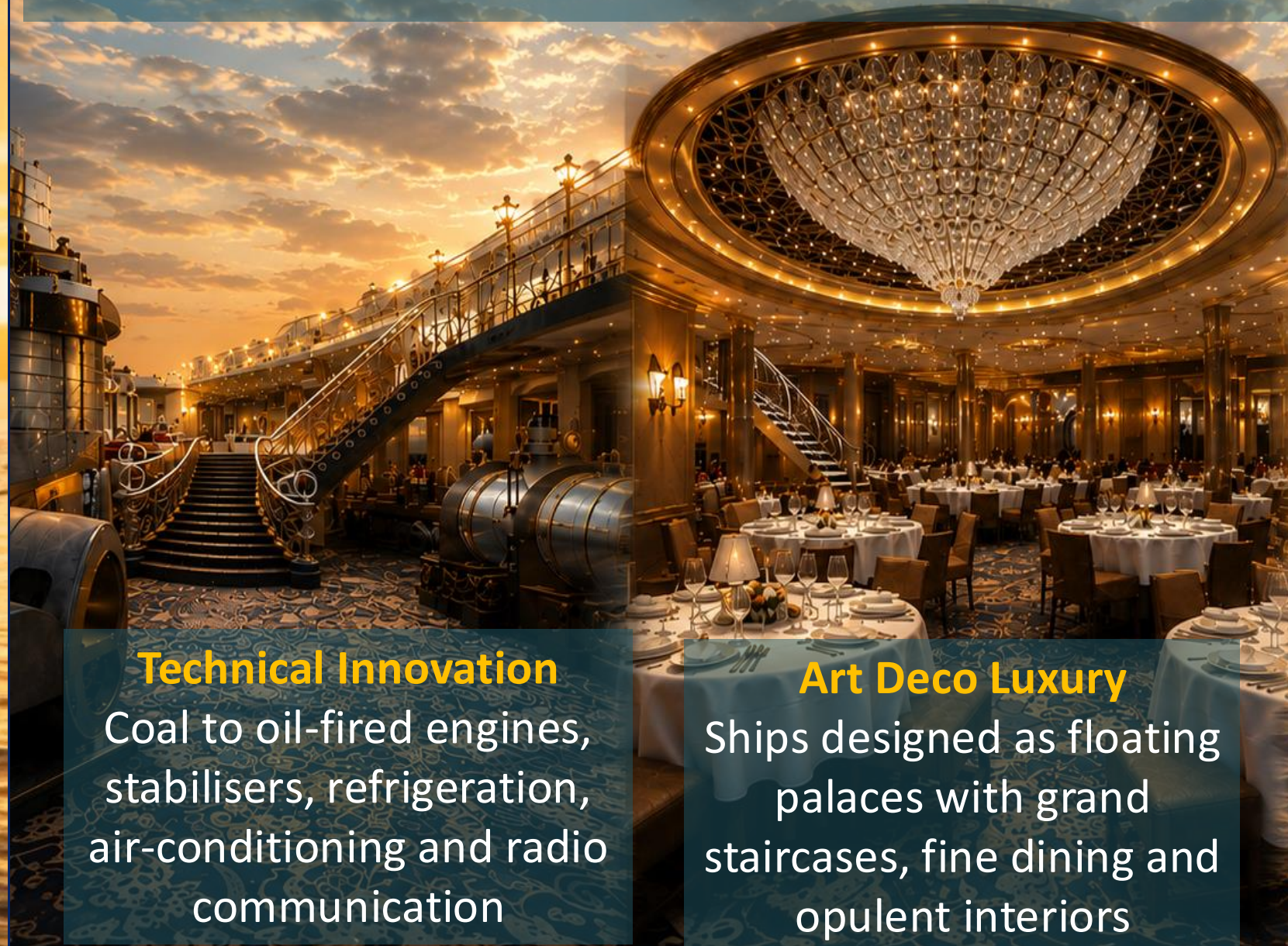
Erbsensuppe, parisermäßige.
Salmi von Enten, Salmi of duck.
Kalbjbraten, Carchen, Türk, Erbsen.
Roast-beef, carrots, french-beans.
Chinonsauge à la Provençale.
Erslengue à la provençale.
Hühnerbraten. Roast-chicken.
Compot Salad.

Simises Eis, napherine-ice-cream.
Soufflés Töttchen. Soufflés-omelette.

The Golden Age - 1900 to 1939

Era of Floating Palaces

Characterised by fierce competition, technical innovation and ships becoming symbols of national prestige and luxury



Technical Innovation

Coal to oil-fired engines, stabilisers, refrigeration, air-conditioning and radio communication

Art Deco Luxury

Ships designed as floating palaces with grand staircases, fine dining and opulent interiors

Blue Riband Race

Fierce competition for fastest Atlantic crossing

The Move to Oil



1905-1910 - Early Adoption

Some navies and commercial ships began fitting oil sprayers into coal-fired boilers to boost combustion



1912 - The Game-Changing Decision

Admiral Sir John Fisher, the then First Sea Lord, directs the Royal Navy to adopt pure oil firing for its newest capital ships



World War I - Oil Proves Superior

Oil-fired boilers gave ships:
Quicker acceleration
Higher sustained speeds
Far fewer stokers
No coal dust



Legendary Ships of the Golden Age

Ship	Year	Line	Significance
RMS Lusitania	1907	Cunard Line	Held Blue Riband for fastest Atlantic crossing from October 1907 for 2 years
RMS Mauretania	1907	Cunard Line	Sister ship, record-breaking speed and luxury. Held Blue Riband 1909-1929
RMS Titanic	1912	White Star Line	Ultimate luxury, maritime tragedy that changed safety
SS Normandie	1935	French Line	Art Deco masterpiece, technical marvel
RMS Queen Mary	1936	Cunard Line	Symbol of British maritime excellence

5 days

Routine Atlantic Crossing

4 days

Fastest Atlantic Crossing

2,000+

Standard Passenger Capacity





BLUE RIBAND

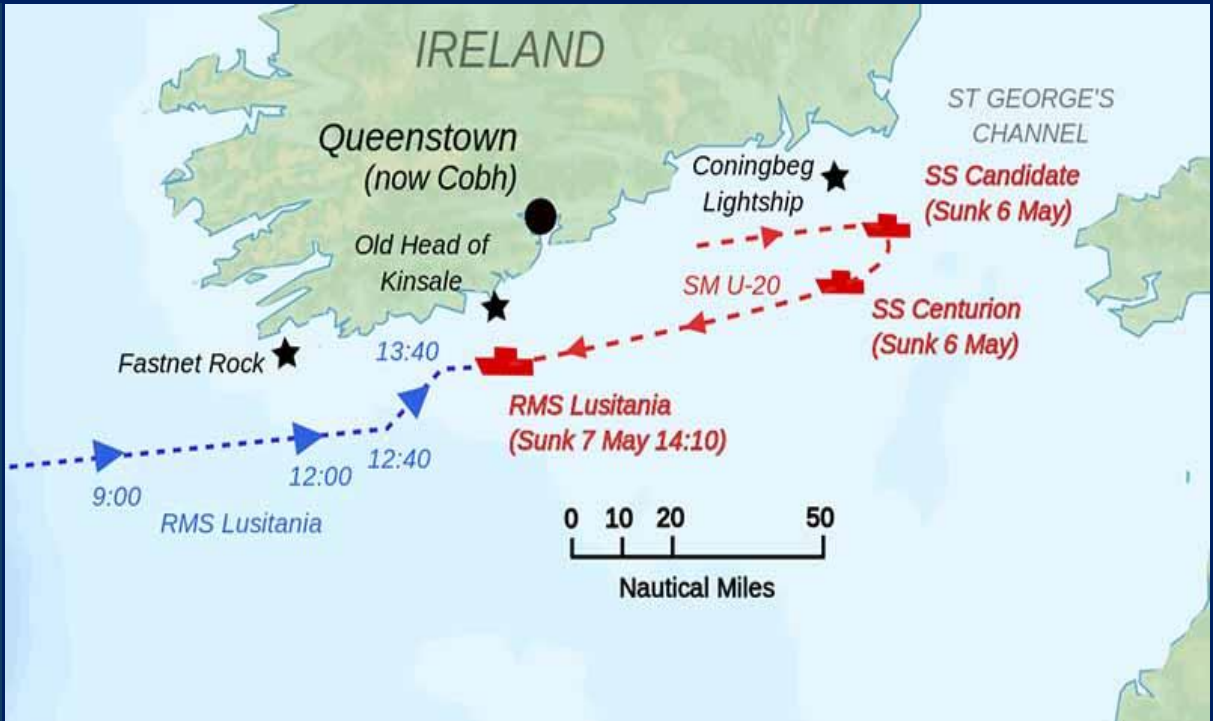


Normandie held the Blue Riband during much of the 1930s and is often regarded as one of the most beautiful liners ever built

RMS Lusitania - Wartime Tragedy



7 September 1907 - RMS Lusitania makes its maiden voyage for Cunard
October to December 1907 - Took Blue Riband title Eastbound (23.99 Kts) (from Kaiser Wilhelm III) and Westbound (23.61 kts)
7 May 1915 - The German U-boat U-20 sinks RMS Lusitania



All the News That's Fit to Print.

LXI.—No. 20,154.

NEW YORK, MONDAY, APRIL 15, 1912.—TWENTY PAGES.

ONE CENT. TWO CENTS IN GREATER NEW YORK.

The New York Times.

THE WEATHER.
Unsettled today; tomorrow fair and warmer; variable winds.

LUSITANIA SUNK BY A SUBMARINE, PROBABLY 1,000 DEAD. TWICE TORPEDOED OFF IRISH COAST; SINKS IN 15 MINUTES; AMERICANS ABOARD INCLUDED VANDERBILT AND FROHMAN; WASHINGTON BELIEVES THAT A GRAVE CRISIS IS AT HAND

PS RUSH TO AID OF OCEAN LINER
Boats Speed to the scene, but Find Only Part of a Deck.
Man Saved, Clinging to Bar in the Oil-slicked Waters.
MAIN TURNER GOES DOWN WITH HIS SHIP
Largest Deeply Stirred the Loss of American Citizens.

BULLETIN ON PAGE 2.
LONDON, April 14.—The ill-fated Lusitania, sunk by a submarine off Irish coast today with the loss of life, was struck twice by torpedoes and sank in about 15 minutes.

THE CUNARD LINER LUSITANIA.
The ill-fated steamer which was sunk off the coast of Ireland to-day.

Cunard Office Has Wireless News of the Disaster
Company Rushes Ships to the Scene as Fast as Possible.

NOTICE TO TRAVELERS
All Atlantic Steamers Are Ordered to Remain Under Guard.

The Only Survivor Tells Her Story
A Woman's Thrilling Account of Her Escape.

List of the Lusitania's 1,954 Souls—188 Americans on Board, Among Women Mrs. John Jacob Astor and Others Noted Were Passengers on the Ill-Fated Vessel.

SINKS IN QUARTER OF AN HOUR
Torpedoes Explode Under Her Fore and Aft Sections.

LIST OF THE SAVED
More Than Half Were Women and Children.

VANDERBILT AND FROHMAN AMONG THE MISSING
The lost include Col. Astor's bride-to-be and many other prominent people.

LONDON, April 14.—The passenger list of the Lusitania shows that many Americans were on board, including William K. Vanderbilt and Otto H. Kahn.

A black and white photograph of the RMS Lusitania, showing the ship from a side-on perspective. The ship has four funnels and is sailing on the ocean.

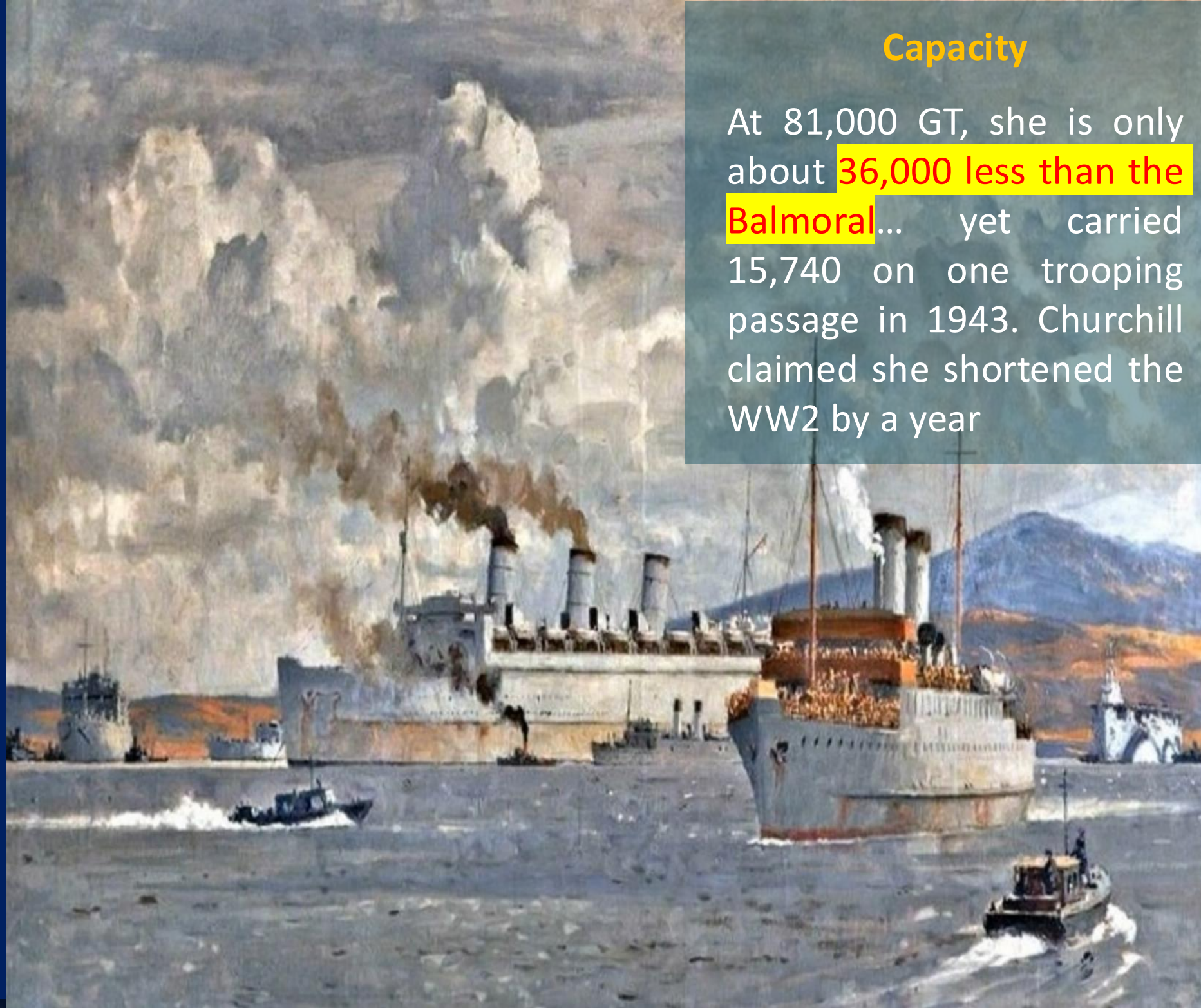
RMS Queen Mary

A Legend is Born

The launch of the RMS Queen Mary on 26 September 1934 was one of the most celebrated maritime events of the 20th century. It represented a monumental triumph for British engineering and served as a powerful symbol of hope during the Great Depression



RMS Queen Mary as a Wartime Troop Carrier



Capacity

At 81,000 GT, she is only about **36,000 less than the Balmoral**... yet carried 15,740 on one trooping passage in 1943. Churchill claimed she shortened the WW2 by a year



This unique and historic souvenir picture taken on September 27, 1946, shows the Queen Elizabeth (83,673 tons) ready for trials, being passed at Southampton by the Queen Mary (81,237 tons) in her wartime grey, returning from service as a troopship. The Queen Elizabeth is now a tourist attraction and convention centre at Port Everglades, Florida. The Queen Mary is to become a museum-hotel-convention centre at Long Beach, California.

Speed An Advantage

Because of her speed, she could outrun submarines, making her one of the Allies' most valuable 'grey ghosts'

The Blue Riband - The Current Record Holder - SS United States

Maiden Voyage Record

The SS United States set the Blue Riband record for the fastest transatlantic crossing during her maiden voyage in July 1952.

She completed the voyage from New York to Le Havre/Southampton in 3 days, 10 hours, and 40 minutes at an average speed of 35.59 knots, a record that remains unbroken (she unofficially made 38 knots during trials)



SS United States - an End ... of Sorts

To Be Sunk as a Man-Made Reef

She saw service for only 17 years. The plan is to sink her deliberately as an artificial reef off Florida's Gulf Coast (in roughly 60 feet of water) in August 2026. She has been cleaned/prepared (remediated) in Mobile (Alabama) and is now awaiting US Army Corp of Engineers, US Coast Guard and US Environmental Protection Agency approval. She is expected to become the largest artificial reef in the world



Only One True Liner Remains - Cunard's Queen Mary 2

Maximum Speed
30 knots



The Blue Ribband Honour Board

Ship	Line / Nation	Year	Route (Westbound)	Time	Speed (kts)
SS Sirius	British & American	1838	Cork → Sandy Hook	18d 14h 22m	8.03
SS Great Western	Great Western (British)	1843	Liverpool → New York	12d 18h 00m	10.03
SS Baltic	Collins (American)	1854	Liverpool → New York	9d 16h 52m	13.04
SS Scotia	Cunard (British)	1863	Queenstown → New York	8d 03h 00m	14.46
SS Alaska	Guion (British)	1883	Queenstown → Sandy Hook	6d 23h 48m	17.05
RMS Etruria	Cunard (British)	1888	Queenstown → Sandy Hook	6d 01h 55m	19.56
RMS Lucania	Cunard (British)	1894	Queenstown → Sandy Hook	5d 07h 23m	21.81
Kaiser Wilhelm der Grosse	Norddeutscher Lloyd (German)	1898	Needles → Sandy Hook	5d 20h 00m	22.29
SS Deutschland	Hamburg America (German)	1903	Cherbourg → Sandy Hook	5d 11h 54m	23.15
RMS Lusitania	Cunard (British)	1907	Queenstown → Ambrose	4d 16h 40m	25.65
RMS Mauretania	Cunard (British)	1909	Queenstown → Ambrose	4d 10h 51m	26.06
SS Bremen	NDL (German)	1929	Cherbourg → Ambrose	4d 17h 42m	27.83
SS Rex	Italia (Italian)	1933	Gibraltar → Ambrose	4d 13h 58m	28.92
SS Normandie	French Line (French)	1937	Bishop Rock → Ambrose	3d 23h 02m	30.58
RMS Queen Mary	Cunard White Star (British)	1938	Bishop Rock → Ambrose	3d 21h 48m	30.99
SS United States ★	United States Lines (American)	1952	Bishop Rock → Ambrose	3d 12h 12m	34.51





SS Sirius 1838
Cork → Sandy Hook



SS Great Western 1843
Liverpool → New York



SS Baltic 1854
Liverpool → New York



SS Scotia 1863
Queenstown → New York



SS Alaska 1883
Queenstown → Sandy Hook



RMS Etruria 1888
Queenstown → Sandy Hook



RMS Lucania 1894
Queenstown → Sandy Hook



Kaiser Wilhelm der Grosse 1898
Needles → Sandy Hook



SS Deutschland 1903
Cherbourg → Sandy Hook



RMS Lustiania 1907
Queenstown → Ambrose



RMS Mauretania 1909
Queenstown → Ambrose



SS Bremen 1929
Cherbourg → Ambrose



SS Rex 1933
Gibraltar → Ambrose



SS Normandie 1937
Bishop Rock → Ambrose



RMS Queen Mary 1938
Bishop Rock → Ambrose



SS United States 1952
Bishop Rock → Ambrose

RMS Titanic - The Opulence and Luxury

Unprecedented Luxury

A ship of grand staircases, Turkish baths, squash courts and opulent dining rooms for first-class passengers



RMS Titanic Versus The Balmoral - Comparable



	269.1 m (882 ft 9 in)	Length	219.1 m (719 ft)		Titanic 50.0 m longer
	28.2 m (92 ft 6 in)	Beam (Width)	32.7 m (107 ft 4 in)		Balmoral 4.5 m wider
	46,329 GRT	Gross Tonnage	43,537 GT		Titanic about 6% larger
	10.5 m (34 ft 6 in)	Draft	7.25 m (23 ft 9 in)		Titanic 3.25 m deeper
	23 – 24 knots	Top Speed	22.5 knots		Very similar speeds
	2,435 (maximum)	Passengers	1,250 (standard)		Titanic almost 2x more
	885	Crew	537		Titanic +348 crew
	3,320	Total Persons On Board	~1,787		Titanic about 1.9x more
	Steam reciprocating engines + turbine, 3 propellers	Propulsion	Diesel-electric, 2 controllable- pitch propellers		Modern & highly efficient



I Always Wanted to Know!



RMS Titanic - And the Tragedy - Could It Happen Again?



Well ... Accidents Still Do Happen (1965-2025)(But Not Often!)

Year	Ship	Incident	Casualties	Location	Key Impact
1965	Yarmouth Castle	Fire and Sinking	90 deaths	Bahamas	Fire safety regulations overhauled
1979	Angelina Lauro	Fire	0 deaths	St Thomas	Led to improved fire suppression systems
1990	Scandinavian Star	Fire	159 deaths	Skagerrak	Major safety protocol changes
1991	Mardi Gras	Grounding	0 deaths	Miami	Improved navigation training
1995	Sun Vista	Fire and Sinking	0 deaths	Malaysia	Enhanced fire detection systems
1999	Ecstasy	Fire	0 deaths	Miami	Improved emergency response
2000	SeaBreeze	Sinking	0 deaths	Virginia	Led to stricter maintenance standards
2006	Star Princess	Fire	1 death	Jamaica	Balcony fire safety regulations
2012	Costa Concordia	Grounding	32 deaths	Italy	Captain's training and evacuation procedures
2013	Carnival Triumph	Engine Fire	0 deaths	Gulf of Mexico	The Poop Cruise. Improved backup power systems
2015	Eastern Star	Sinking	442 deaths	China	River. Weather routing improvements
2019	Viking Sky	Engine Failure	0 deaths	Norway	Enhanced engine reliability standards
2022	Emerald Princess	Fire	0 deaths	Alaska	Improved fire containment systems
2023	Ocean Explorer	Grounding	0 deaths	Greenland	Enhanced navigation standards in polar waters
2024	Nieuw Amsterdam	Steam Release	0 deaths	Bahamas	Review of engineering spaces safety protocols



And We All Remember Costa Concordia



Modern Safety Standards



Safety Feature	Mandatory Requirement	Technology	Impact
Lifeboats	125% capacity (SOLAS Convention)	Enclosed Lifeboats	All-Weather Evacuation
Fire Safety	Automatic Suppression	Hi-fog Systems	Rapid Response Capability
Navigation	ECDIS Mandatory	Electronic Charts	Precision Navigation
Communication	Global Maritime Distress Safety System	Satellite Systems	Global Coverage
Ship Design	Double Hulls and Watertight Doors	Construction and Software	Design Safety
Stability	Damage Stability	Advanced Software	Design Safety

99.99%

Safety Record

Safety Record

- 170-200 passengers per year on average die at sea
- **Extremely low fatality rate:** Cruise deaths are estimated at fewer than 1 in 6 million passengers, far lower than air, road or rail travel
- **Strict regulation:** Cruise ships operate under international safety frameworks like SOLAS (Safety of Life at Sea) and MARPOL, with regular inspections and emergency drills
- **Highly trained crews:** Every crew member undergoes safety and evacuation training, and ships must carry enough lifeboat capacity for all onboard
- **Advanced technology:** Modern ships use redundant navigation, fire suppression and medical systems



Modern Safety Technologies versus the Titanic Era

Transformation

Technology has transformed maritime safety from reactive, making disasters virtually impossible

Ice Detection Radar

Advanced radar systems detect icebergs 50+ miles away vs Titanic's lookouts with binoculars (which were missing anyway!)

Global Communication

Satellite communication provides instant worldwide alerts vs Titanic's limited wireless range

Weather Forecasting

7-day advance weather and ice condition forecasts vs Titanic's basic weather reports

Post-War Transformation - 1945 to 1970

Aviation Revolution

Commercial aviation made ocean liners obsolete for transport, forcing industry transformation

Leisure Pivot

Companies like Cunard and P&O began marketing ships for pleasure cruising instead of transport

New Destinations

Shift from Atlantic crossings to Caribbean and Mediterranean leisure routes



Birth of Modern Cruising - Post War to 1970



1952 - SS United States

Won Blue Riband but was ultimately outpaced by jets



1959 - SS Oriana

Designed specifically for long-distance cruising by P&O



1966 - Norwegian Caribbean Line

Ted Arison founded NCL, marking the birth of the modern cruise market

Pioneers of Modern Cruising

Year	Company	Innovation	Impact
1970	Royal Caribbean	Song of Norway	First purpose-built cruise ship with recreation focus
1972	Carnival	Mardi Gras	The Fun Ship operational concept for mainstream market developed
1980	Norwegian	Norway	Converted SS France brought back ocean liner luxury
1988	Royal Caribbean	Sovereign of the Seas	First mega-cruise ship over 70,000 tons
1996	Carnival	Carnival Destiny	First passenger ship over 100,000 tons

1,900%

Industry Growth 1970-2000

10M

Annual Passengers by 2000



Pioneers of the Modern Cruise Era - 1970 to 2000

Caribbean Focus

Royal Caribbean's Song of Norway in 1970 pioneered purpose-built cruise ships with open decks



Grandeur Returns

In 1978, NCL's Norway (formerly SS France) brought back ocean liner luxury to the cruise experience



The Fun Ships

Carnival's 1972 marketing of Mardo Gras emphasised entertainment and accessibility for middle-class passengers



The Megaship Era - 2000 to 2010



Fred Olsen Cruise History

1898



1951/52 - Blenheim - Braemar



Fred Olsen Cruise Lines traces its roots to 1848, when three Norwegian brothers - Fredrik Christian, Petter and Andreas Olsen - began operating sailing ships from the small Oslofjord village of Hvitsten, initially carrying timber and ice to Britain. Now in its fifth generation of family ownership, the company made its mark in the British cruise market from 1966, when its ships began sailing to the Canary Islands from London's Canary Wharf - a route that defined its identity for decades. Today, Norwegian-owned but resolutely British in character, Fred Olsen operates a fleet of three intimately-sized ships - Balmoral, Bolette, and Borealis - from its UK headquarters in Ipswich, offering traditional cruising experiences that have earned it one of the most loyal repeat-passenger followings in the industry

1966 - Black Prince



2020 - Bolette - Balmoral - Borealis



The Giant Ship Era - 2010 Onwards

Ship	Year	Capacity	Tonnage	Innovation
Oasis of the Seas	2009	6,296	225,282	First ship over 225,000 tons
Allure of the Seas	2010	6,296	225,282	Neighborhood concept with Central Park
Quantum of the Seas	2014	4,905	168,666	First smart ship with high-tech features
AIDAnova	2018	6,654	183,900	First LNG-powered cruise ship
Wonder of the Seas	2022	6,988	236,857	Largest cruise ship in the world
Icon of The Seas	2024	7,600	248,663	New Largest ship in the world; LNG powered

37.2M

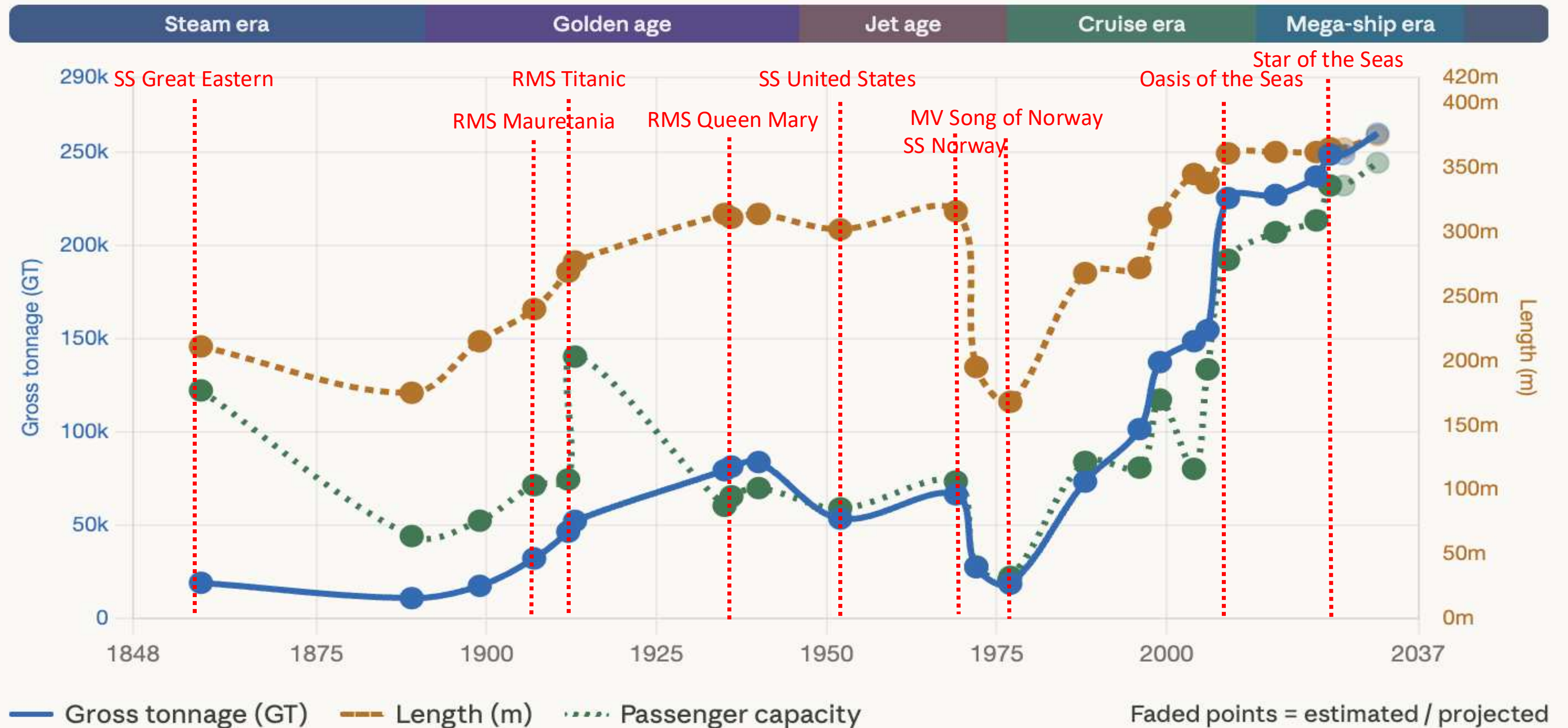
Annual Passengers in 2025

350

Cruise Ships Worldwide by end of 2025
(Cruise Line International Association Members at 325 ships)



175 Years of Change



Evolution of Cruise Destinations

From Atlantic to Global

Cruise destinations have expanded from transatlantic routes to every corner of the globe

Caribbean Experience

Most popular cruise destination with crystal waters and island-hopping itineraries

Alaskan Wilderness

Glacier viewing and wildlife experience in pristine natural environments

European Rivers

Intimate river cruising through historic cities and cultural landmarks

Evolution of Cruise Destinations - Where Next?



Architectural Marvels



The modern cruise industry blossomed by making ocean voyages fun, accessible, and appealing to new generations

Central Park

Royal Caribbean's open-air garden with 12,000+ live plants and trees at sea



AquaDuck

Disney's first water coaster at sea, winding around the ship's upper decks



North Star

Royal Caribbean's glass observation capsule rising 300 feet above sea level

Cuisine Evolution at Sea

From Galleys to Gourmet

Cruise dining has evolved from basic ship fare to world-class culinary experiences

Celebrity Chefs

Partnerships with Michelin-starred chefs and renowned restaurants

Specialty Dining

Diverse restaurants from sushi bars to steak houses on every ship

Dietary Options

Vegan, gluten-free and special dietary accommodations

Entertainment Revolution



Broadway at Sea

Full-scale productions with professional casts



Live Music

Multiple venues from jazz clubs to rock concerts



Interior Design Evolution



1938

Grand Ocean Liner
Elegance



1968

Modernist Lounge
Culture



2021

Atrium-Centered
Mega-Ship Design



2021

Immersive Experience
Architecture

RMS Queen Elizabeth 2 (Now a Hotel in Dubai)

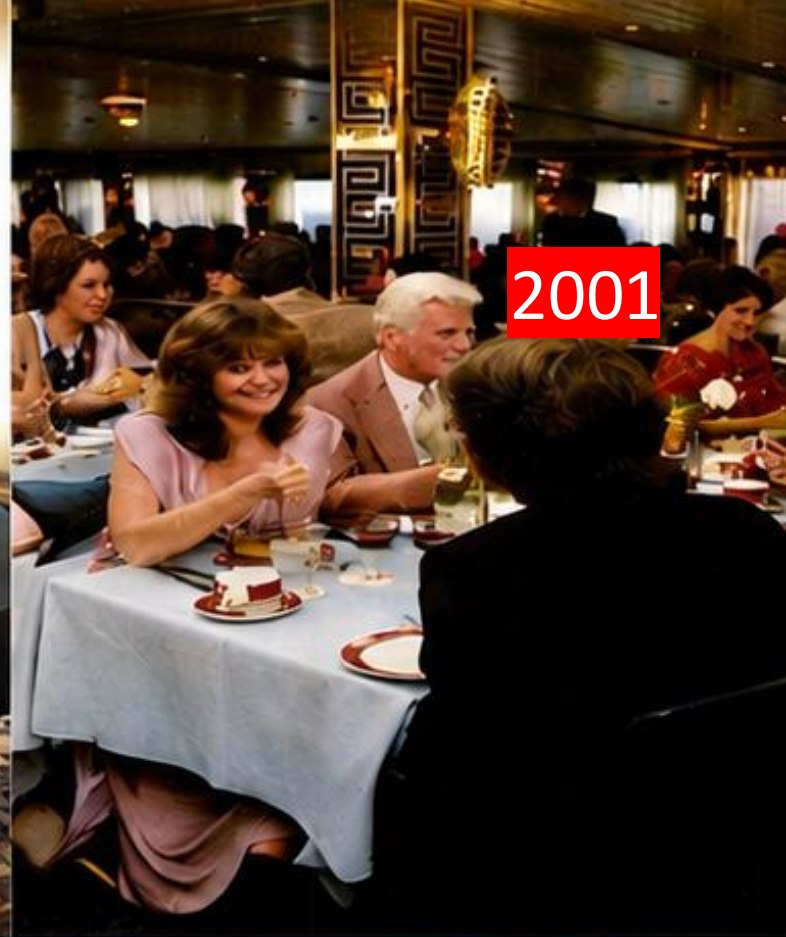


What You Might Have Been (Or Are) Wearing!

1936



2001



1968



Today

Smart Ship Revolution ... Enhancing Passenger Experience (?)

Technology Integration

Modern cruise ships feature AI, wearable devices, and personalised experiences for 21st century traveller

AI Services

Virtual assistants, facial recognition and personalised recommendations

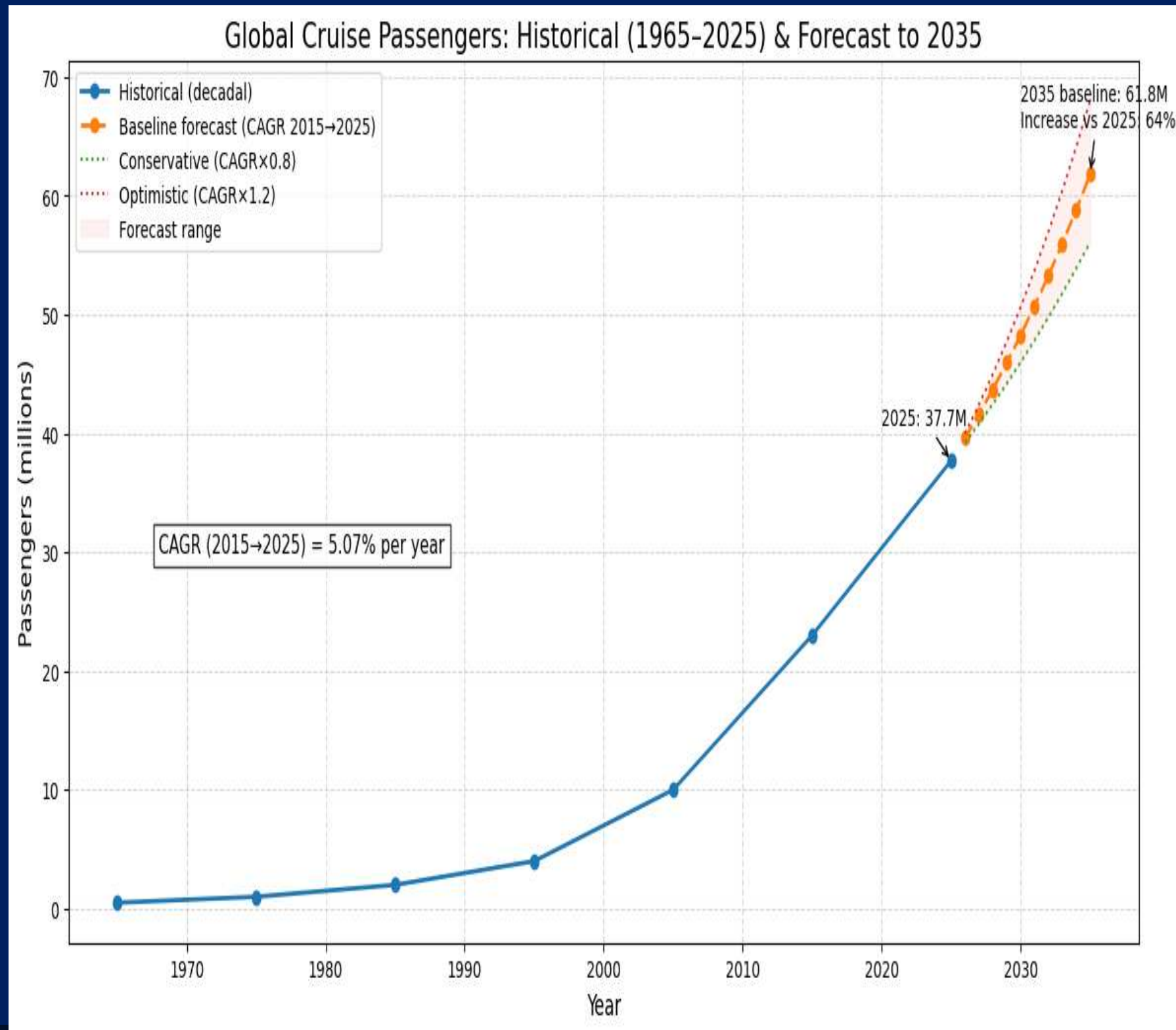
Connected Experience

High-speed internet, mobile apps and wearable technology throughout the ship

Other Digital Innovation

Keyless entry, mobile payments and real-time service requests

Cruise Ship Passenger Growth - 1965-2035



Growth Insights

Cruise passenger numbers have grown exponentially from 500,000 in 1965 to just over 37 million in 2025, representing a 70-fold increase. The industry projects continued growth to 45.8 million by 2035, driven by emerging markets and new demographics

1990s-2000s - Market doubled every 10 years

2020 - COVID-19 temporary decline

2025 - Record 35.2 million passengers

2035 - Projected 37.7 million passengers (9 % increase from 2024)

2035 - Projected 45.8 million passengers

British Passenger Overview - Key Insights

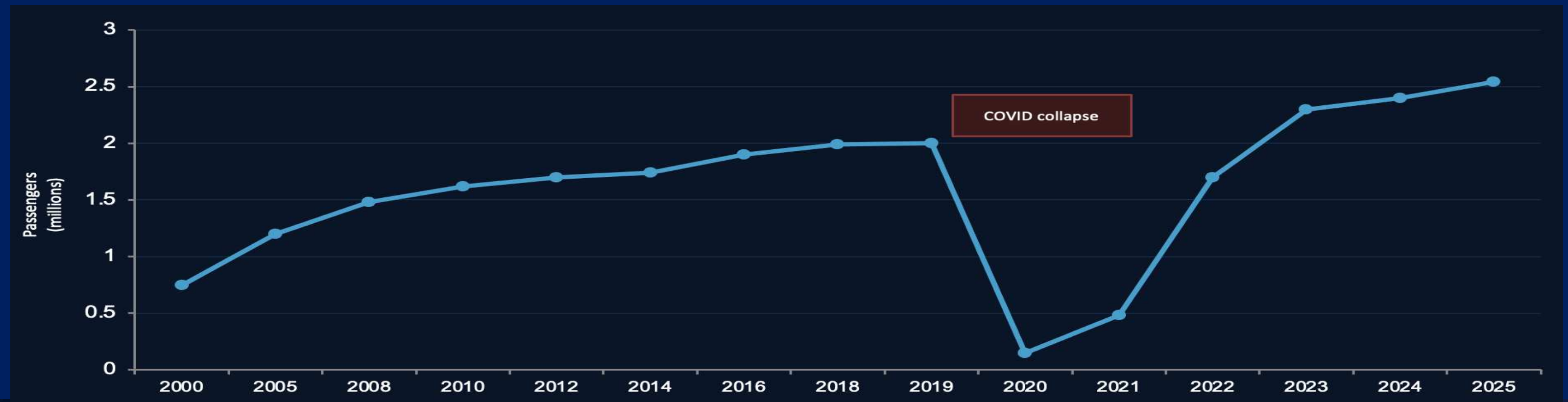
Record 2025 - 2.54m passengers - a new all-time high, up 7% on 2024's previous record

Second Globally - UK is the world's 2nd largest cruise source market, behind only North America - ahead of Germany and Italy

Longest Cruises - British passengers cruise longer than any other nationality - averaging 9.6 days per voyage

Getting Younger - Average age fell from 57 (2019) to 54.3 (2024). Children under 12 up 7% in 2025

Fly-Cruise Growing - Caribbean up 12% in 2025. Roughly equal split between fly-cruise and ex-UK sailings





Global Cruise Fleet

~350

Ships



Sails Approximately

25–33

**Billion Nm
Per Year**



Circles The Earth

~1.3 Million

Times Per Year

Major Cruise Line Fleet Overview as of 2026

Updated comprehensive overview reflecting 2026 fleet additions and new ship deliveries. The industry continues expanding with new mega-ships and luxury vessels entering service across all major brands

Cruise Line	Parent Company	Fleet Size	Market Focus	Newest Ship
Carnival Cruise Line	Carnival Corp	29 ships	Mass Market	Carnival Jubilee
Princess Cruises	Carnival Corp	17 ships	Premium	Star Princess
Royal Caribbean	Royal Caribbean Group	29 ships	Mass Market	Ledgend of the Seas
Celebrity Cruises	Royal Caribbean Group	16 ships	Premium	Celebrity Xcel
Norwegian Cruise Line	NCLH	21 ships	Freestyle	Norwegian Luna
MSC Cruises	MSC Group	23 ships	European	MSC World America
Holland America	Carnival Corp	11 ships	Premium	Rotterdam
Costa Cruises	Carnival Corp	9 ships	European	Costa Smeralda
AIDA Cruises	Carnival Corp	11 ships	German	AIDAcosma



Major Cruise Line Group Revenue - 2000-2025

Year	Carnival Corp (\$B)	Royal Caribbean (\$B)	Norwegian (\$B)	Industry Total (\$B)
2000	2.1	1.8	0.3	4.2
2005	3.8	2.9	0.7	7.4
2010	5.1	4.2	1.1	10.4
2015	7.8	6.1	1.8	15.7
2019	20.8	11.0	6.5	38.3
2020	-10.2	-5.8	-4.5	-20.5
2021	-6.5	-4.0	-3.1	-13.6
2022	4.9	2.2	0.8	7.9
2023	21.6	13.9	8.5	44
2024	25	16.5	9.5	51
2025	26.6	18	9.7	54.3

1,275%

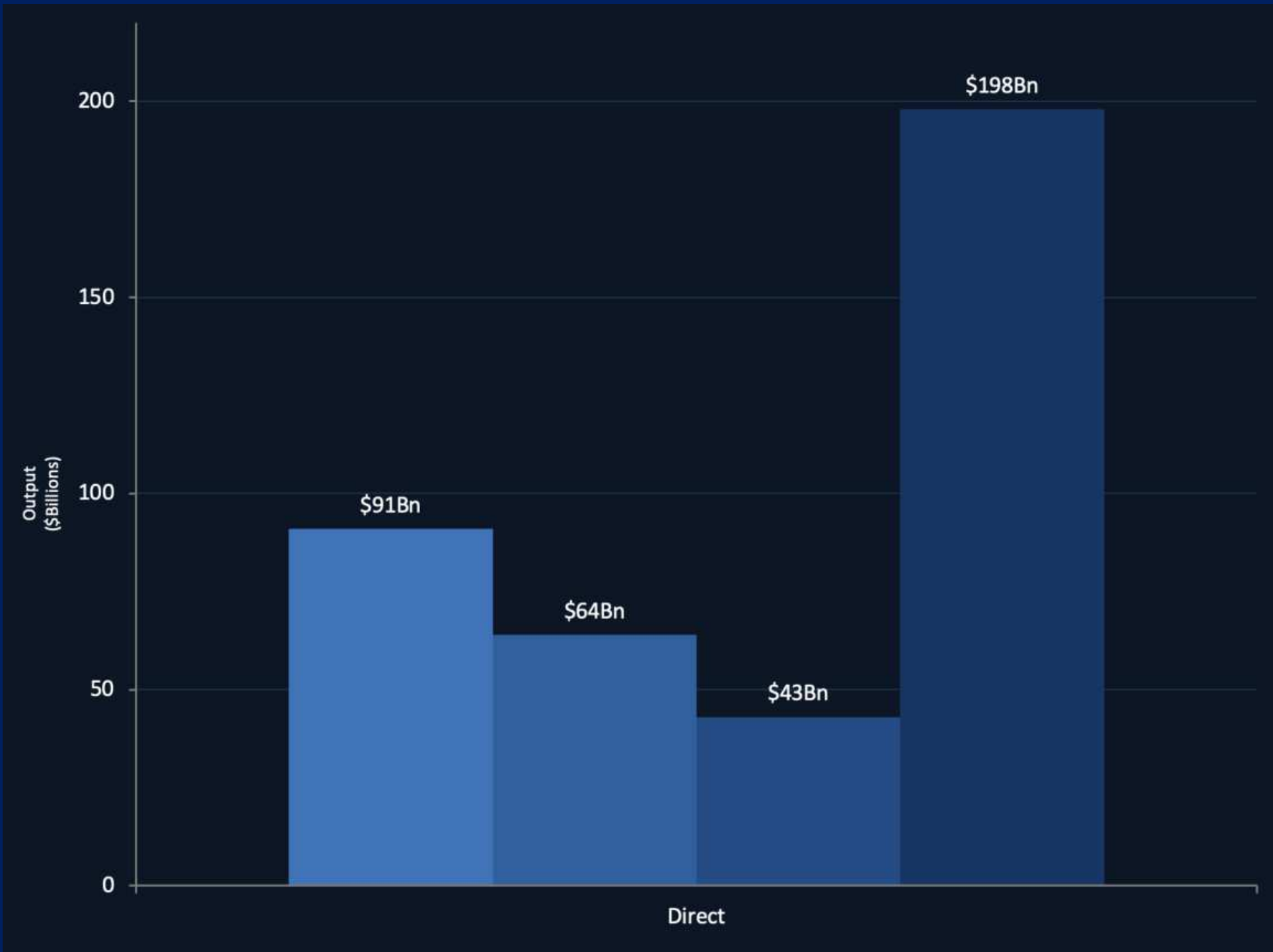
Total Growth 2000-2025

\$54.3B

2025 Revenue



Global Economic Impact



Cruise Industry Economic Impact (\$Billions in 2024)

1.8 M Jobs

Counting all direct, indirect and induced employment effects
(in 2024 Latest CLIA Report)

\$60 Bn Wages

Conitibution
(in 2024 Latest CLIA Report)

\$198 Bn Impact

Total economic contribution worldwide including supply chains



Future of Cruising

Innovation Horizon

The next decade promises revolutionary changes in sustainability, technology and guest experience

Alternative Fuels

Hydrogen fuel cells, battery power, and synthetic fuels for zero-emission cruising

AI Integration into Operations

Fully autonomous systems, predictive maintenance

Carbon Neutral

Industry commitment to net-zero emissions by 2050 (?)



Next Generation Ships



2025 - Grow LNG Fleet

Majority of new builds will use liquefied natural gas for cleaner operations



2030 - Hybrid Power

Battery and fuel cell integration for port operations and coastal cruising



2035 - Zero Emission

First fully carbon-neutral cruise ships entering service

Cruise Ship Delivery and Order Books - 2024-2028

Confirmed newbuilds only. Excludes refurbishments and ships already in service before 2024

Ship Name	Line	Year	Tonnage	Pax	Key Features	Fuel
Queen Anne	Cunard	2024	113,000	3,000	Luxury liner — new Cunard flagship	LNG
Icon of the Seas	Royal Caribbean	2024	248,663	7,600	AquaDome, 8 neighbourhoods, largest ever	LNG
Star of the Seas	Royal Caribbean	2025	248,663	7,600	Beach neighbourhood, Icon sister	LNG
MSC World America	MSC	2025	215,863	6,762	World-class design, North America focus	LNG
Norwegian Aqua	Norwegian	2025	156,300	3,571	Prima Plus class, Aqua Slidecoaster	LNG
Star Princess	Princess	2025	175,500	4,300	Sphere-class, LNG-powered flagship	LNG
Celebrity Xcel	Celebrity	2025	141,420	3,260	Edge-class, eco flex-fuel engines	Multi-fuel
Disney Destiny	Disney	2025	144,000	4,000	Wish-class, heroes & villains theme	LNG
Virgin Brilliant Lady	Virgin Voyages	2025	110,000	2,762	Lady-class, adults-only lifestyle ship	Conv
Ritz-Carlton Luminara	Ritz-Carlton	2025	~47,000	456	Ultra-luxury expedition yacht	Conv
Legend of the Seas	Royal Caribbean	2026	250,800	7,600	Icon class 3rd ship - Europe debut	LNG
Norwegian Luna	Norwegian	2026	156,300	3,571	Prima Plus class, Elton John show	LNG
MSC World Asia	MSC	2026 (Dec)	215,863	6,762	World class, Asia-inspired design	LNG
Disney Adventure	Disney	2026	208,000	6,700	Singapore homeport, Marvel Landing	LNG
Explora III	MSC Explora	2026 (24 Jul)	63,900	922	Luxury expedition, boutique experience	LNG
Carnival Festivale	Carnival	2027	183,521	5,374	Excel-class 4th ship, LNG-powered	LNG
Carnival Tropicale	Carnival	2028	183,521	5,374	Excel-class 5th ship	LNG
Celebrity Xcite	Celebrity	2028	140,600	3,260	Edge-class 6th ship, The Bazaar venue	Multi-fuel



Cruise Ship Delivery and Order Books - 2029-2034

Ship Name / Class	Line	Year	Tonnage	Pax	Key Features	Fuel
Carnival Project Ace 1/Destiny	Carnival	2029	230,000	~8,000	New class - largest Carnival ever built	LNG
MSC World Class 5 (World Atlantic)	MSC	2029	215,863	6,762	5th World-class ship	LNG
RCL Discovery Class 1 (TBN)	Royal Caribbean	2029	160,000 (?)	5,000 (?)	New Discovery class - smaller, versatile concept	LNG
RCL Icon Class (TBN)	Royal Caribbean	2029	250,800	7,600	Icon class 4th ship - Europe debut	LNG
Oceania Arietta	Oceania	2029	86,000	1,390	Sonata-class - premium culinary focus	Multi-fuel
Seven Seas Prestige	Regent	2029	77,000	822	Prestige class - ultra-luxury, all-inclusive	Multi-fuel
MSC World Class 6 (TBN)	MSC	2030	215,863	6,762	6th World-class ship	LNG
NCL New Class 1 (TBN)	Norwegian	2030	~227,000	~5,000	New-generation mega-ship, largest NCL ever	LNG
RCL Icon Class (TBN)	Royal Caribbean	2030	250,800	7,600	Icon class 5th ship	LNG
Seven Seas Prestige Class 2	Regent	2030	77,000	822	Second Prestige-class luxury vessel	Multi-fuel
Carnival Project Ace 2	Carnival	2031	230,000	~8,000	Project Ace 2nd ship	LNG
RCL Discovery Class 2 (TBN)	Royal Caribbean	2031	TBC	TBC	Second Discovery-class vessel	LNG
NCL New Class 2 (TBN)	Norwegian	2032	~227,000	~5,000	Second NCL new-generation mega-ship	LNG
Oceania Sonata Class 3 (TBN)	Oceania	2032	86,000	1,390	Third Sonata-class ship	Multi-fuel
Carnival Project Ace 3	Carnival	2033	230,000	~8,000	Project Ace 3rd ship	LNG
Seven Seas Prestige Class 3	Regent	2033	77,000	822	Third ultra-luxury Prestige-class vessel	Multi-fuel
NCL New Class 3 (TBN)	Norwegian	2034	~227,000	~5,000	Third NCL new-generation mega-ship	LNG

The big story is scale - Carnival's Project Ace ships (230,000 GT, ~8,000 pax) will be the largest ships Carnival has ever built, while NCL's new class (~227,000 GT) will be their biggest ever too, both dwarfing anything currently at sea outside the Icon class

Royal Caribbean's Discovery class (2029/2031) is interesting precisely because it bucks the mega-ship trend - RCL executives have confirmed it will be smaller and more versatile than Icon class, suggesting a strategic two-tier fleet approach



Cruise Ship Order - 2029 Onwards



The 'Wonder of the Seas' cruise ship of the company Royal Caribbean, the world's largest cruise ship, leaves a port in Malaga, Spain, April 30, 2022. REUTERS/Jon Nazca

Celebrity Cruise Demand Drives Major Ship Order

John Konrad
Total Views: 1770
February 3, 2026

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Royal Caribbean Group has ordered two new Discovery-class ships from French builder [Chantiers de l'Atlantique](#), with options for four more, locking in long-range yard capacity as the company plans its next major ocean-ship platform. Separately, it is committing to 10 additional river cruise ships for its Celebrity brand, a rapid European expansion that would take the river fleet to 20 vessels by 2031.

The first Discovery class ship is scheduled to debut in 2029, followed by the second in 2032. The orders extend Royal Caribbean's four-decade partnership with Chantiers de l'Atlantique, which has built 21 ships for the cruise line since their collaboration began in 1985.

"These ships will be a showcase of what's possible when design meets purpose," Jason Liberty, Royal Caribbean Group's chairman and CEO, said in announcing the orders.



FILE PHOTO: The cruise ship of the Norwegian Cruise Line 'Norwegian Dawn' departs the Royal Naval Dockyard July 16, 2013 near the port of Hamilton, Bermuda. REUTERS/Gary Cameron (BERMUDA)

Norwegian Locks In Three-Ship Fincantieri Deal, Secures Yard Slots Through 2037

Mike Schuler
Total Views: 0
February 17, 2026

Norwegian Cruise Line Holdings (NCLH) has signed a new agreement with Italy's Fincantieri for three additional [cruise ships](#)—one for each of its core brands—extending its fleet growth runway through 2037 and further tightening competition for scarce European shipyard capacity.

The Miami-based operator said February 16 that the order covers sister ships for Norwegian Cruise Line, Oceania Cruises, and Regent Seven Seas Cruises. All three vessels will be built at Fincantieri yards in Italy, with deliveries scheduled between 2036 and 2037.

"Together with Fincantieri, a trusted partner for decades, we continue to advance a disciplined approach to fleet growth that builds on the strength of our brands, defines the future of cruising and elevates the guest experience for years to come," said [NCLH](#) President and CEO John W. Chidsey. He added that the agreement secures access to shipyard capacity through the end of 2037 while maintaining financial discipline.

Meyer Werft - Project Vision - 2031

82,000 tons Displacement

- 275 meters long, could accommodate 1,856 passengers (so much bigger than **Balmoral**)
- **Battery powered with small diesel generator for Transatlantic crossings.** By 2030, 100 European ports are expected to have shore charging facilities



Princess Cruises - 2035 Onwards - Voyager Class



182,000 tons Displacement

- Three ships of the class for delivery (delivery in 2035, 2037 and 2039)
- Will accommodate 4,700 passengers
- LNG powered

PRINCESS CRUISES ANNOUNCES NEW VOYAGER-CLASS SHIPS

Will Size Matter?

1912*
Titanic
46,300 GT



1,500 passengers



2024
Icon of the seas
248,700 GT



7,600 passengers



2050
Cruisezila 2050
345,000 GT



10,500 passengers



?
→
Will they
continue to grow?

Freedom Class - Nuclear Powered

2 Million Gross Tons Displacement

- At one mile long, 800 feet wide, and 30 stories tall, it would be the largest maritime vessel ever constructed
- A 16 billion, nuclear-powered 'floating city' capable of housing 80,000 people (50,000 permanent residents, 10,000 visitors and 20,000 crew)
- Regulatory (including nuclear), construction and operating challenges would be enormous - this is 'architectural theatre'



Next Generation Ships - Possible Design Language



Cruise Industry Predictions - Horizon Scanning - 2025 to 2050

- The industry has collectively **committed to net-zero carbon cruising by 2050**, with current investment focused on alternative fuels, advanced propulsion and port infrastructure
- From 2032, large cruise ships will only be able to enter Norway's UNESCO World Heritage fjords if they can operate with zero emissions in those fjords. Shore power will be an important enabling technology, but it is only one part of meeting the requirement



Cruise Industry Predictions - Horizon Scanning - 2050 to 2075

- **Rising sea levels and more intense storm seasons will threaten the Caribbean and Pacific island ports** that form the backbone of current itineraries. By 2075, some current top cruise destinations may be substantially altered or inaccessible
- **The industry will need to pivot toward higher-latitude itineraries** - the Arctic, Antarctic, Norwegian coast, Scotland - as these become more accessible and more appealing
- **Nuclear-powered commercial ships, hydrogen fuel cells, wind-assist hybrid systems and full-electric short-sea vessels are all plausible** by mid-century. Ships built in 2050 will likely bear little resemblance in engineering terms to those of today
- **Passenger volumes could reach 80–100 million annually** if current growth rates moderate but persist, particularly driven by the emerging middle class in Asia, Africa and Latin America



Cruise Industry Predictions - Horizon Scanning - 2075 to 2125

- 
- The background image is a composite of futuristic elements. In the foreground, there's a large array of solar panels. To the left, a hillside is covered with wind turbines. In the middle ground, a large, multi-decked cruise ship with a prominent blue glass dome on its upper decks is sailing. Another similar but smaller ship is visible further back. The sky is filled with soft, golden clouds, suggesting a sunset or sunrise. The overall theme is sustainable and advanced maritime travel.
- **Geopolitical fragmentation** could constrain international cruising with tighter border controls, international itineraries face structural headwinds
 - Fully autonomous cruise ships are technically conceivable within this timeframe, though **regulatory and passenger acceptance barriers will be enormous**
 - **Space and submarine tourism** - could mature into genuine competitors for the premium and ultra-luxury segments currently served by expedition cruising. The concept of 'cruise' may expand far beyond ocean travel
 - Ageing populations in the West, urbanisation in Asia and Africa, and the retirement of the Boomer generation will all reshape who cruises and why

Next Presentation (Thursday at 1400)

Naval Traditions and Etiquette

Bridging the gap between warships and cruise ships



