

# A Voyage Through Time

## A Brief History of the Cruise Ship Industry



With  
(Rear Admiral Retired)  
Simon Hardern

# 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



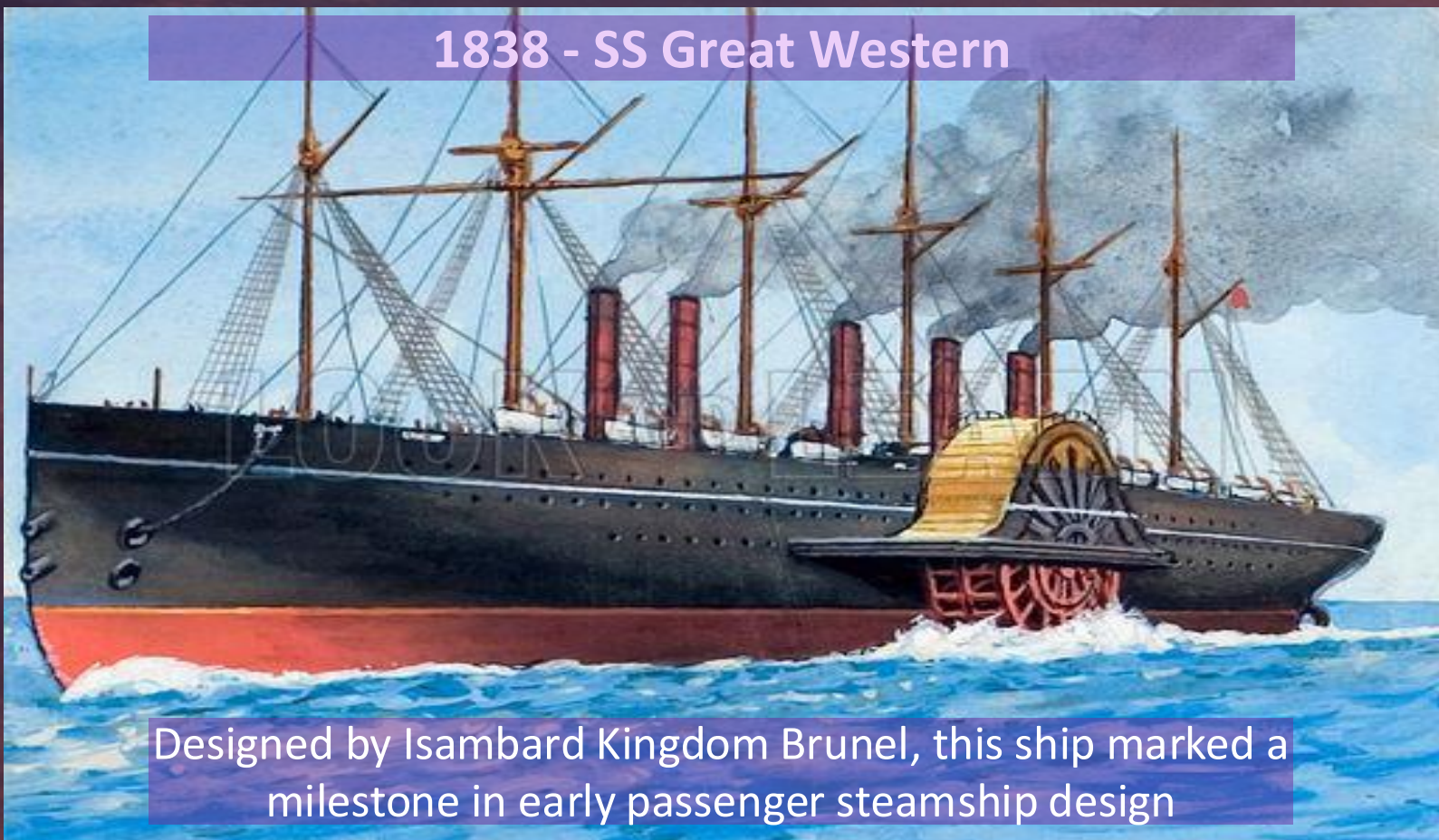
## Passenger Focus

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



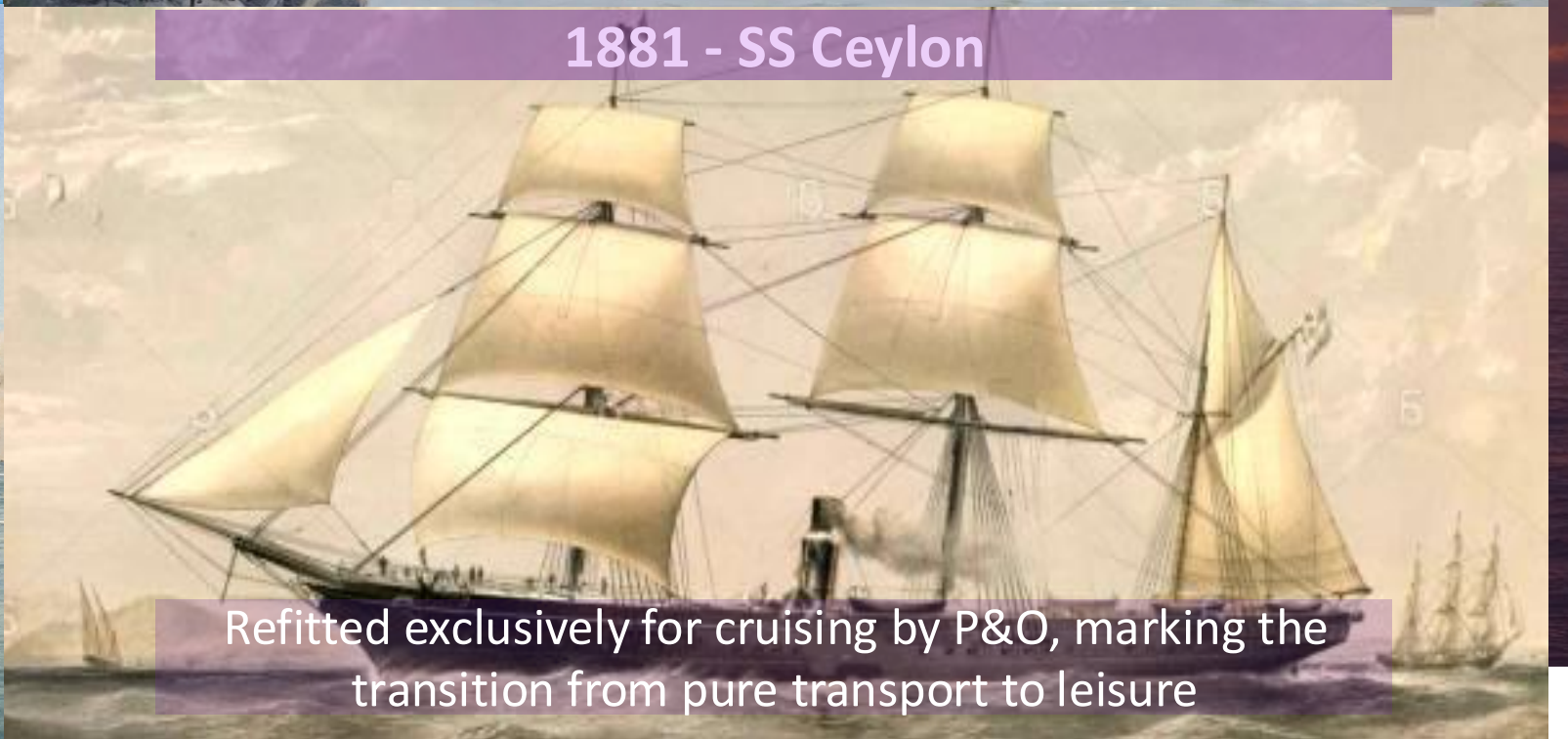
The first iron-hulled, propeller-driven ocean liner, revolutionising ship construction and propulsion

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

# Birth of Modern Cruising - 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

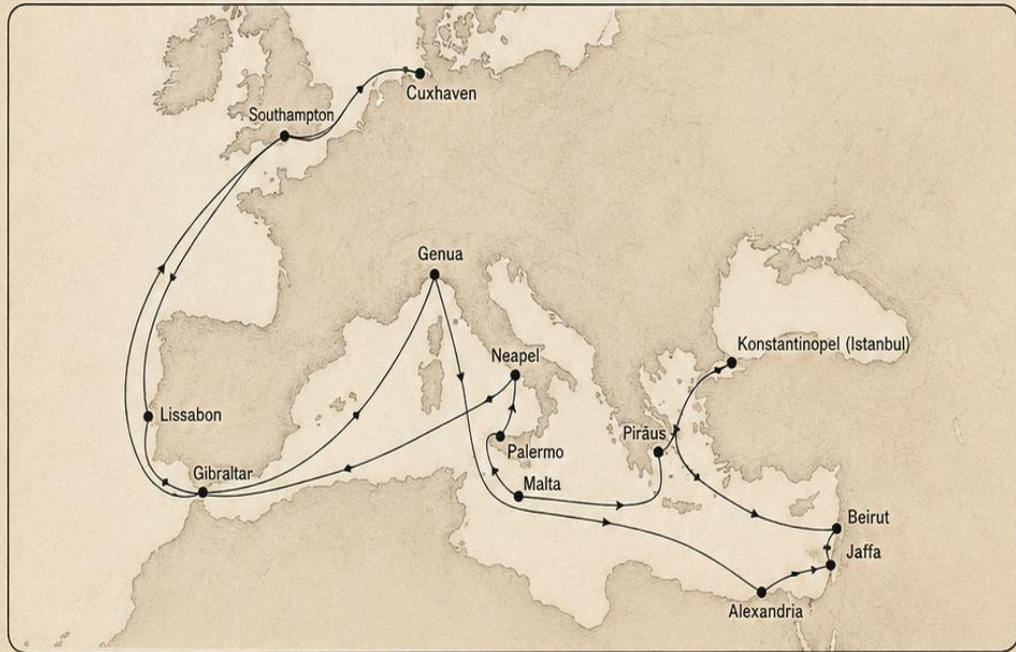
# Augusta Victoria's Cruise Route - I Rather Like It!



# 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 between Compagnie Générale Transatlantique (France), Cunard (UK), Hamburg America Line (Germany), North German Lloyd (Germany), United States Lines (USA), White Star Line (UK)



# 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	Service Entry	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

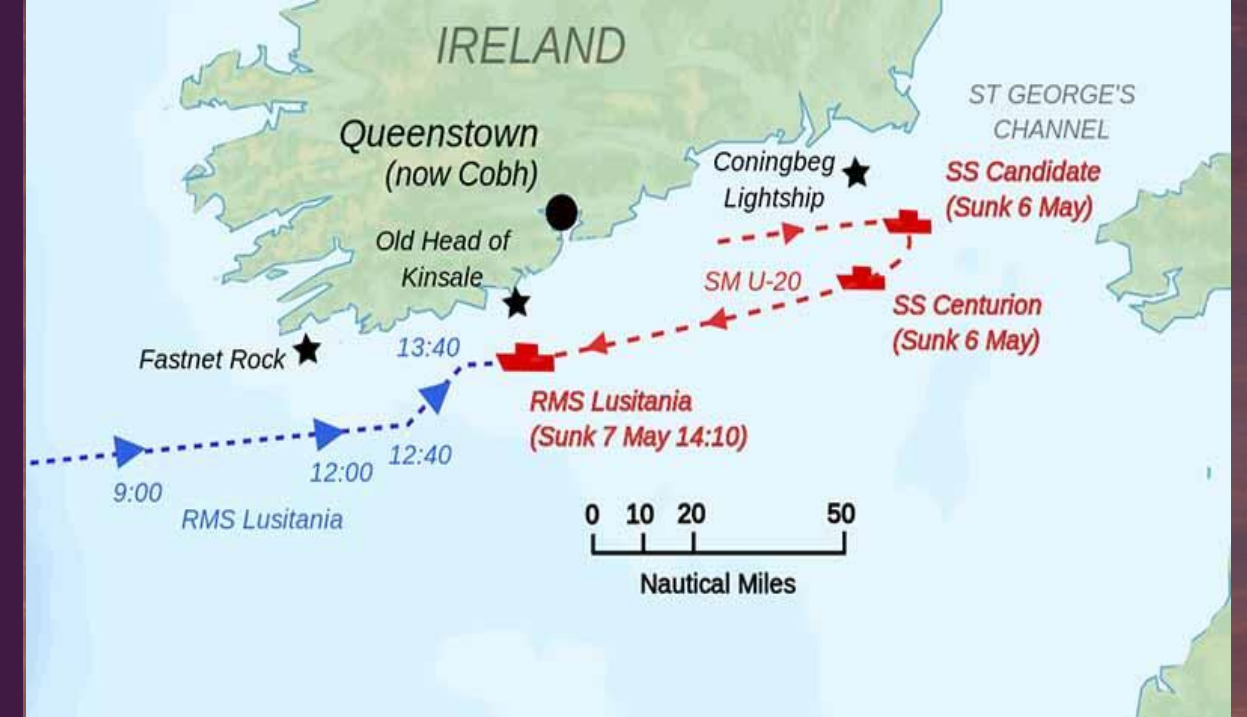


Normandie held the Blue Riband during much of the 1930s and is often regarded as one of the most beautiful liners ever built

# 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.

## The New York Times.

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

L. LXL.—No. 20,154. NEW YORK, MONDAY, APRIL 15, 1912.—TWENTY PAGES. ONE CENT. TWO CENTS IN GREATER NEW YORK.

### USITANIA 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**  
 y Boats Speed to the scene, but Find Only Part of a Deck.  
 an Saved, Clinging to Oar in the Oil-slicked Waters.  
**AIN TURNER GOES DOWN WITH HIS SHIP**  
 ington Deeply Stirred by the Loss of American Citizens.

**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.

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

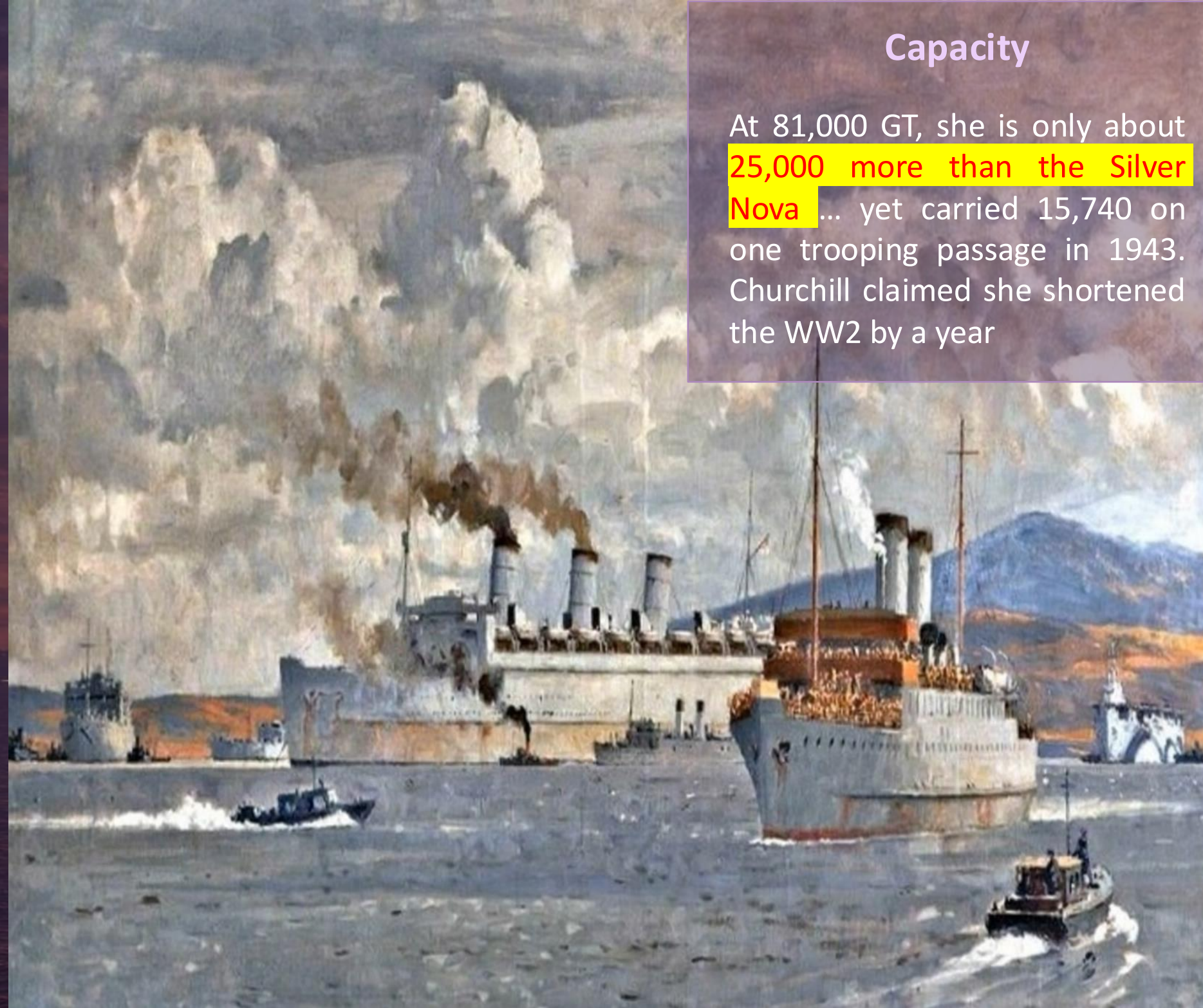
**Cunard Office Has Wireless News of the Disaster**  
 Company Rushes Ships to the Scene as Fast as Possible.

**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.

# RMS Queen Mary - Wartime Troop Carrier



## Capacity

At 81,000 GT, she is only about **25,000 more than the Silver Nova** ... 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 June 2026. She has been cleaned/prepared and is now awaiting 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

# 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 - How it Compares to Silver Nova

Silver Nova










244 m

RMS Titanic



269 m

Measurement		Silver Nova	RMS Titanic	Difference
	Length	244 m	269 m	Titanic was about <b>25 m longer</b>
	Beam / Width	30 m approx	28.2 m	Silver Nova is <b>slightly wider</b>
	Gross Tonnage	54,700 GT approx	46,328 GRT	Silver Nova has <b>more volume</b>
	Draft	8 m approx	10.5 m approx	Titanic sat <b>deeper in the water</b>
	Passenger Capacity	Around 728 guests	Around 2,400 passengers maximum	Titanic carried <b>far more passengers</b>
	Crew	Around 556	Around 900	Titanic carried <b>more crew</b>
	Decks	Around 10 passenger decks	Around 9 main passenger / public decks	Broadly similar in <b>vertical passenger scale</b>

# RMS Titanic - How it Compares to Silver Nova



**I Always Wanted to Know!**



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



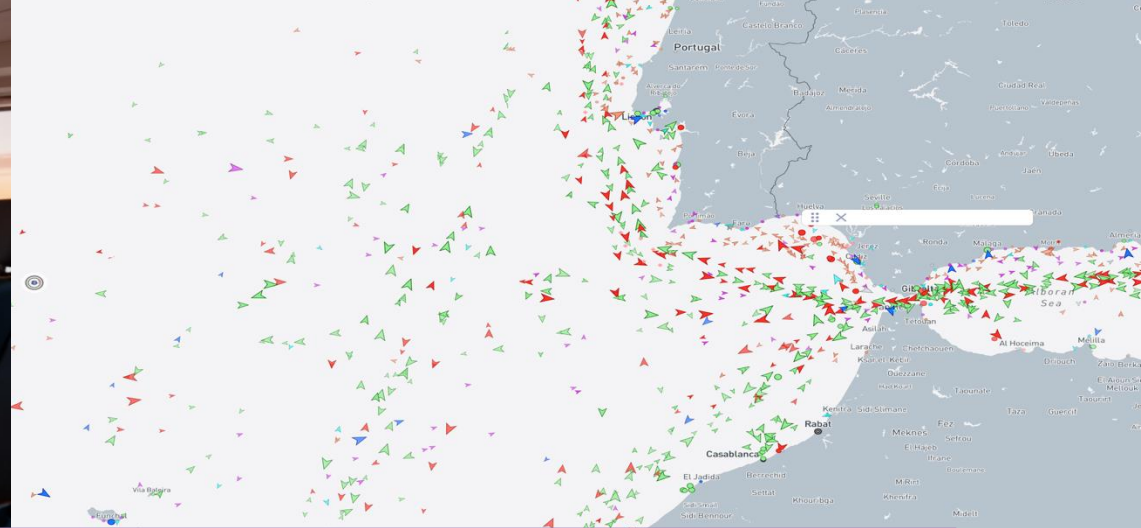
# Well ... Accidents Still Do Happen (1965-2025)(But Not Often!)

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

Service 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 Mardi Gras emphasized entertainment and accessibility for middle-class passengers



## Ice Detection Radar

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



# The Megaship Era - 2000 to 2010



# 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

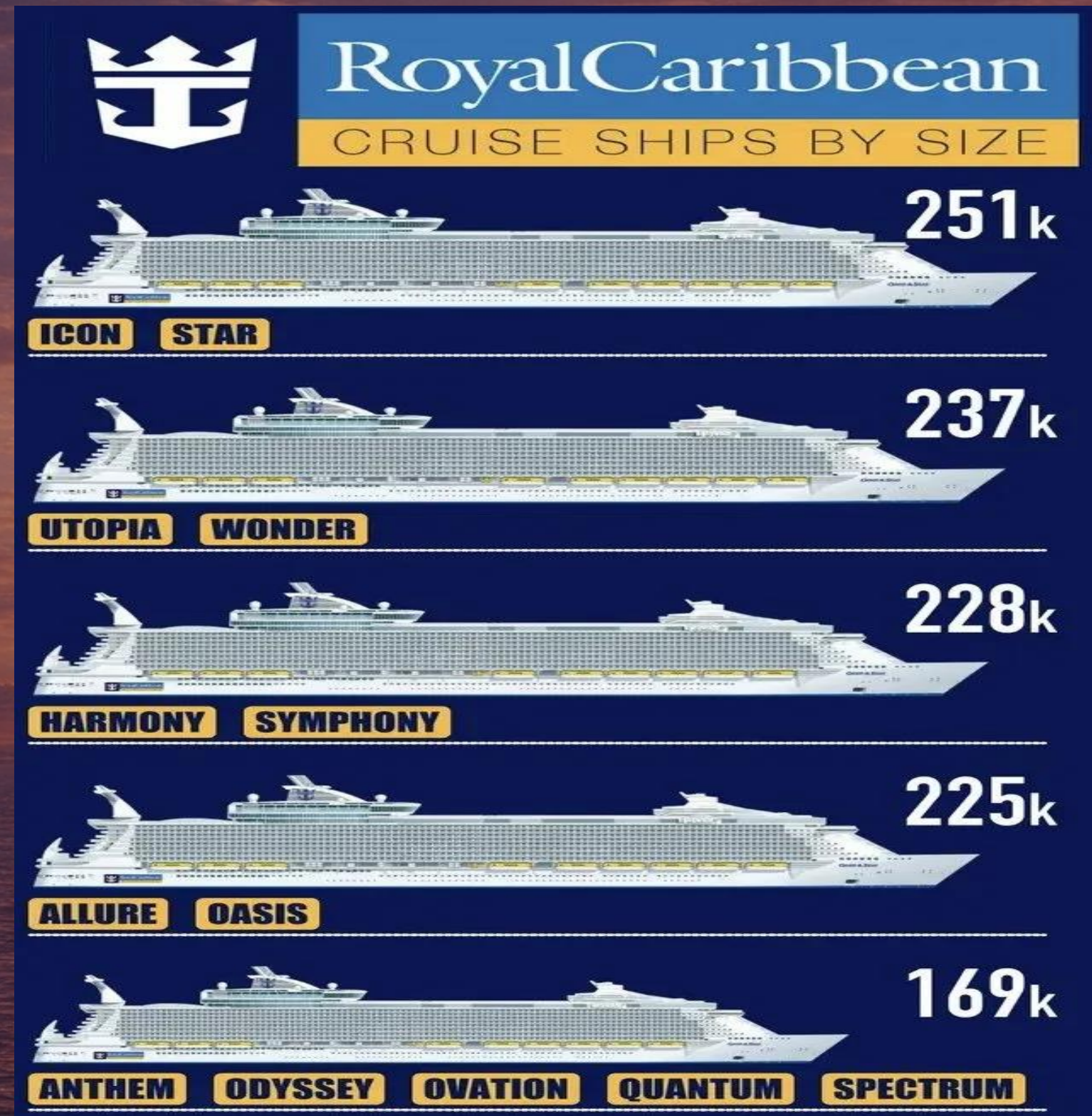
**37.7M**

Annual Passengers in 2025

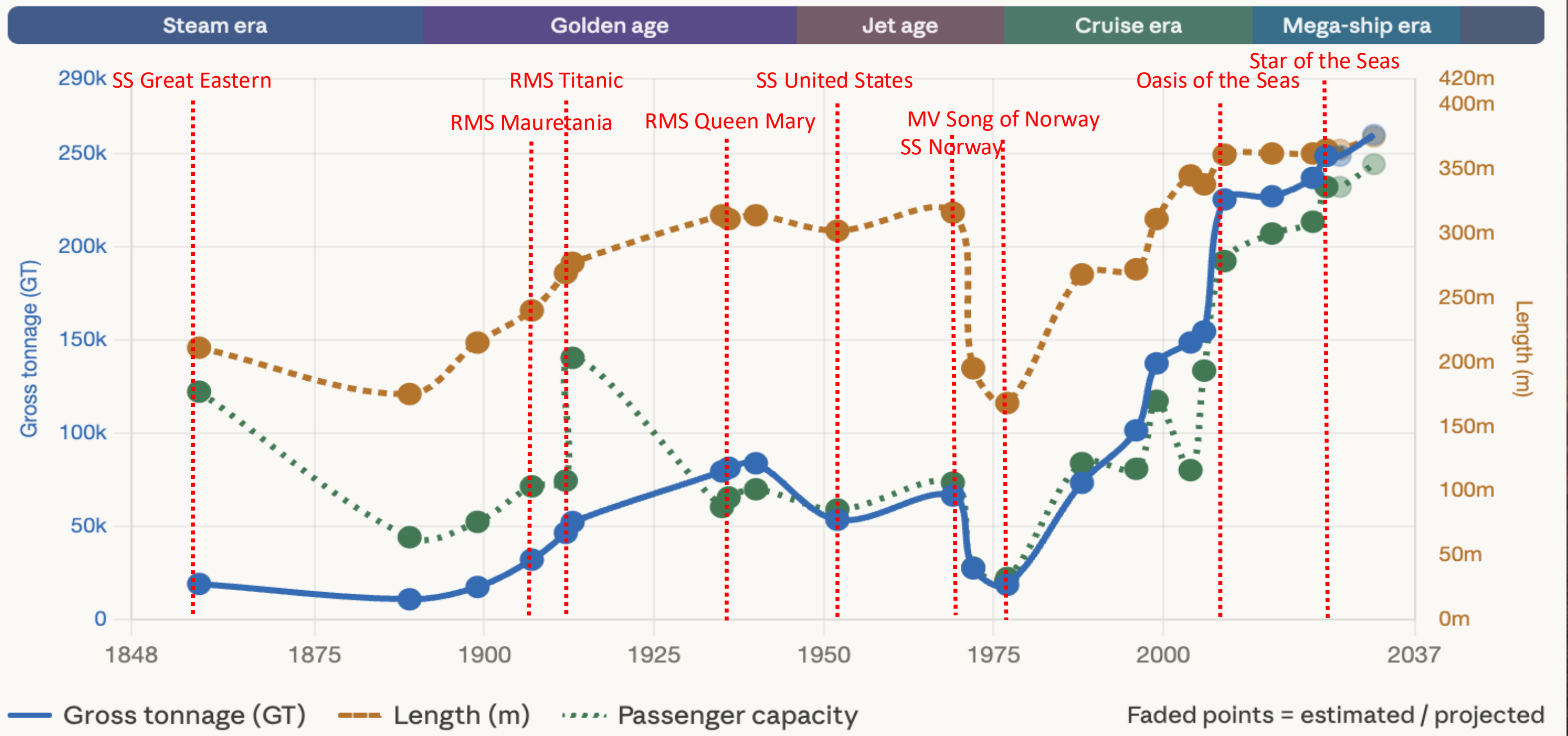
**370**

Cruise Ships Worldwide by end of 2025  
(Cruise Line International Association Members at 310 ships)

# Giants of the Sea



# 175 Years of Change



# The Three Pillars of Global Cruise Travel



## The Caribbean

The Heart Of Modern Cruising

World's most popular cruise region, representing roughly 40% of global itineraries. Warm climate, short sailings and island variety drive its appeal

## The Mediterranean

Cradle Of Cultural Cruising

Birthplace of leisure cruising, tracing back to early P&O pleasure voyages. A blend of culture, history and iconic ports

## Northern Europe and The Baltic

Enchanting Cultural Escapes

Renowned for dramatic scenery, imperial capitals, and long summer daylight. Increasingly popular for immersive cultural cruising

# Evolution of Cruise Destinations

## From Atlantic to Global

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

### Caribbean Paradise

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?



# Smart Ship Revolution

Enhancing the Cruise Experience with Cutting-Edge Technology



## Technology Integration

Modern cruise ships feature AI, wearable devices, and personalised experiences for 21<sup>st</sup> century travellers

### Connected Experience

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



### AI Services

Virtual assistants, facial recognition and personalised recommendations



### Digital Innovation

Keyless entry, mobile payments and real-time service requests



# 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 or 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



**1936**

Grand Ocean Liner  
Elegance



**1968**

Modernist Lounge  
Culture



**2001**

Atrium-Centered  
Mega-Ship Design



**2021**

Immersive Experience  
Architecture

# RMS Queen Elizabeth 2 (Now a Hotel in Dubai)



# What You Might Have Been Wearing

1936



1985

1968

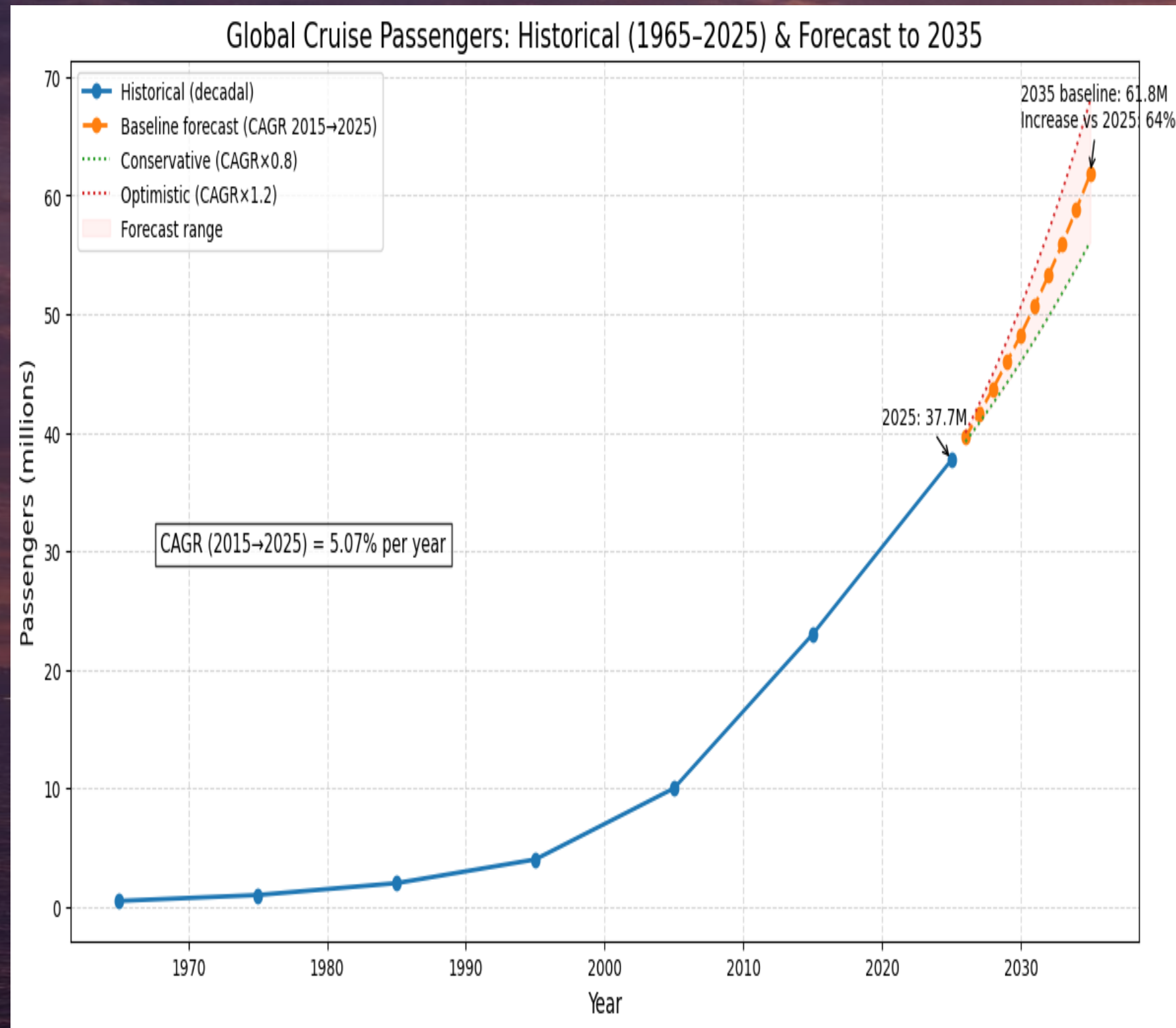


No Imagination Required

2021



# Cruise Ship Passenger Growth - 1965-2035



## Growth Insights

Cruise passenger numbers have grown exponentially from 500,000 in 1965 to nearly 38 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

2024 - Record 34.6 million passengers

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

**2035 - Projected 45.8 million passengers**

# River Cruise Ship Passenger Growth - 2000-2035 - For Comparison

Period	Approx Passengers	Key Driver	Status
~2000	< 0.5 million	European niche, German market	Historical
~2010	~1 million	Fleet expansion, Rhine/Danube growth	Historical
~2018	~2 million	Viking-led North American boom	Historical
2020–21	Near zero	COVID-19 shutdown	Historical
2023	~3-4 million	Strong post-pandemic recovery	Historical
2025	~19 million*	Full recovery + younger demographic	Current
2029 (forecast)	~23 million	North American & Asian growth	Forecast
2035 (forecast)	~35-40 million	CAGR 11–14%, new routes & markets	Forecast

# Major Cruise Line Fleet Overview as of 2025

Updated comprehensive overview reflecting 2025 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 2025	Market Focus	Newest Ship
Carnival Cruise Line	Carnival Corp	29 ships	Mass Market	Carnival Encounter
Princess Cruises	Carnival Corp	17 ships	Premium	Star Princess
Royal Caribbean	Royal Caribbean Group	29 ships	Mass Market	Star of the Seas
Celebrity Cruises	Royal Caribbean Group	17 ships	Premium	Celebrity Xcel
Norwegian Cruise Line	NCLH	20 ships	Freestyle	Norwegian Luna (this month)
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

# The Cruise World Today - Major Cruise Lines Fleet & Branding



## Carnival Corporation

- Carnival Cruise Line - 29 ships
- Princess Cruises - 17 ships
- Holland America - 11 ships
- Costa Cruises - 8 ships
- AIDA Cruises - 11 ships
- Cunard - 4 ships
- Seabourn - 6 ships
- P&O Cruises - 7 ships



Royal  
Caribbean  
Group

## Royal Caribbean Group

- Royal Caribbean - 29 ships
- Celebrity Cruises - 17 ships
- Silversea - 12 ships



## NCL Holdings

- Norwegian Cruise Line - 20 ships
- Oceania Cruises - 8 ships
- Regent Seven Seas - 6 ships

# The Cruise World Today - Others, Specialty and Boutique Cruise Lines



## Luxury & Premium

- Disney Cruises - 7 ships
- Crystal Cruises - 2 ships
- Explora Journeys - 2 ships
- The Ritz-Carlton Yacht - 3 ships
- Viking Ocean - 14 ships
- Virgin Voyages - 4 ships
- Azamara - 4 ships



## Specialty & Regional

- Fred Olsen - 3 ships
- Hurtigruten - 10 ships
- Ponant - 13 ships
- Saga Cruises - 2 ships
- Windstar - 6 ships



## European & Independent

- Celestyal - 3 ships
- Marella - 5 ships
- MSC Cruises - 23 ships
- Phoenix Reisen - 4 ships
- Plantours - 1 ship

# 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

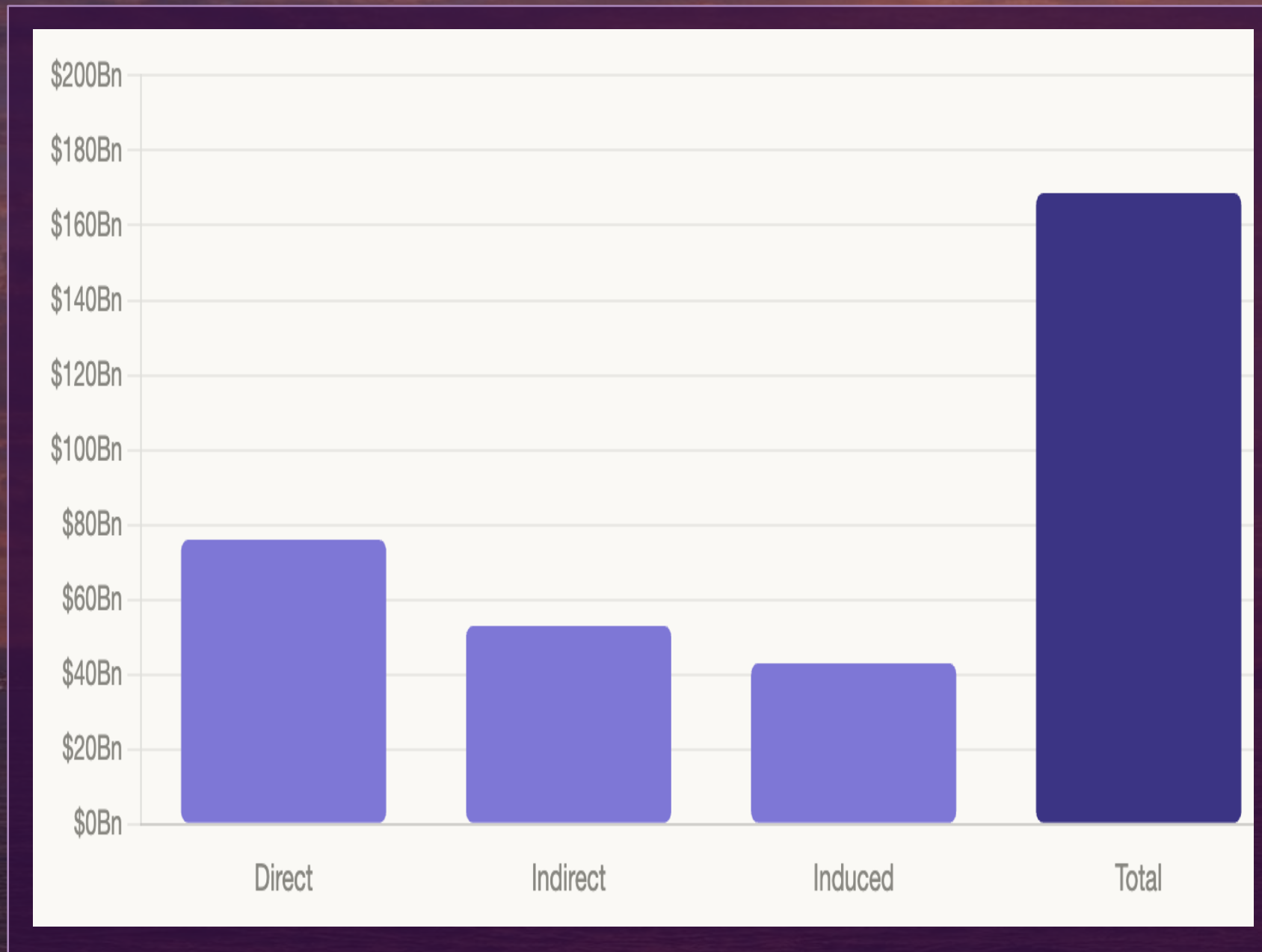
**1,275%**

Total Growth 2000-2025

**\$54.3B**

2025 Revenue

# Global Economic Impact



Cruise Industry Economic Impact (\$Billions in 2023)



**1.6 M Jobs**

Counting all direct, indirect and induced employment effects  
(in 2023 Latest CLIA Report )



**\$168 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



Fully autonomous systems, predictive maintenance, and hyper-personalised experiences



### 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
<b>Queen Anne</b>	Cunard	2024	113,000	3,000	Luxury liner — new Cunard flagship	LNG
<b>Icon of the Seas</b>	Royal Caribbean	2024	248,663	7,600	AquaDome, 8 neighbourhoods, largest ever	LNG
<b>Star of the Seas</b>	Royal Caribbean	2025	248,663	7,600	Beach neighbourhood, Icon sister	LNG
<b>MSC World America</b>	MSC	2025	215,863	6,762	World-class design, North America focus	LNG
<b>Norwegian Aqua</b>	Norwegian	2025	156,300	3,571	Prima Plus class, Aqua Slidecoaster	LNG
<b>Star Princess</b>	Princess	2025	175,500	4,300	Sphere-class, LNG-powered flagship	LNG
<b>Celebrity Xcel</b>	Celebrity	2025	141,420	3,260	Edge-class, eco flex-fuel engines	Multi-fuel
<b>Disney Destiny</b>	Disney	2025	144,000	4,000	Wish-class, heroes & villains theme	LNG
<b>Virgin Brilliant Lady</b>	Virgin Voyages	2025	110,000	2,762	Lady-class, adults-only lifestyle ship	Conv
<b>Ritz-Carlton Luminara</b>	Ritz-Carlton	2025	~47,000	456	Ultra-luxury expedition yacht	Conv
<b>Legend of the Seas</b>	Royal Caribbean	2026 (Jul)	250,800	7,600	Icon class 3rd ship - Europe debut	LNG
<b>Norwegian Luna</b>	Norwegian	2026	156,300	3,571	Prima Plus class, Elton John show	LNG
<b>MSC World Asia</b>	MSC	2026 (Dec)	215,863	6,762	World class, Asia-inspired design	LNG
<b>Disney Adventure</b>	Disney	2026	208,000	6,700	Singapore homeport, Marvel Landing	LNG
<b>Explora III</b>	MSC Explora	2026 (Aug)	63,900	922	Luxury expedition, boutique experience	LNG
<b>Carnival Festivale</b>	Carnival	2027	183,521	5,374	Excel-class 4th ship, LNG-powered	LNG
<b>Carnival Tropicale</b>	Carnival	2028	183,521	5,374	Excel-class 5th ship	LNG
<b>Celebrity Xcite</b>	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
<b>Carnival Project Ace 1</b>	Carnival	2029	230,000	~8,000	New class — largest Carnival ever built	LNG
<b>MSC World Class 5 (TBN)</b>	MSC	2029	215,863	6,762	5th World-class ship	LNG
<b>RCL Discovery Class 1 (TBN)</b>	Royal Caribbean	2029	<i>TBC</i>	<i>TBC</i>	New Discovery class — smaller, versatile concept	LNG
<b>RCL Icon Class (TBN)</b>	Royal Caribbean	2029	250,800	7,600	Icon class 4th ship - Europe debut	LNG
<b>Oceania Arietta</b>	Oceania	2029	86,000	1,390	Sonata-class - premium culinary focus	Multi-fuel
<b>Seven Seas Prestige</b>	Regent	2029	77,000	822	Prestige class - ultra-luxury, all-inclusive	Multi-fuel
<b>MSC World Class 6 (TBN)</b>	MSC	2030	215,863	6,762	6th World-class ship	LNG
<b>NCL New Class 1 (TBN)</b>	Norwegian	2030	~227,000	~5,000	New-generation mega-ship, largest NCL ever	LNG
<b>RCL Icon Class (TBN)</b>	Royal Caribbean	2030	250,800	7,600	Icon class 5th ship	LNG
<b>Seven Seas Prestige Class 2</b>	Regent	2030	77,000	822	Second Prestige-class luxury vessel	Multi-fuel
<b>Carnival Project Ace 2</b>	Carnival	2031	230,000	~8,000	Project Ace 2nd ship	LNG
<b>RCL Discovery Class 2 (TBN)</b>	Royal Caribbean	2031	<i>TBC</i>	<i>TBC</i>	Second Discovery-class vessel	LNG
<b>NCL New Class 2 (TBN)</b>	Norwegian	2032	~227,000	~5,000	Second NCL new-generation mega-ship	LNG
<b>Oceania Sonata Class 3 (TBN)</b>	Oceania	2032	86,000	1,390	Third Sonata-class ship	Multi-fuel
<b>Carnival Project Ace 3</b>	Carnival	2033	230,000	~8,000	Project Ace 3rd ship	LNG
<b>Seven Seas Prestige Class 3</b>	Regent	2033	77,000	822	Third ultra-luxury Prestige-class vessel	Multi-fuel
<b>NCL New Class 3 (TBN)</b>	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



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)

## Celebrity Cruise Demand Drives Major Ship Order

John Konrad

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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.

## 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.

# Royal Caribbean - More Icon Class on the WAY

**Royal Caribbean Cruise Line  
orders 2 more Icon Class ships  
from Meyer Turku, set for delivery  
in 2029 and 2030.**



# Meyer Werft - Project Vision - 2031



## 82,000 tons Displacement

- 275 meters long, could accommodate 1,856 passengers (so bigger than **Silver Nova**)
- **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?

## Will future cruise ships dwarf the Titanic?

1912\*  
**Titanic**  
46,300 GT



**1,500** passengers



2024  
**Icon of the seas**  
248,700 GT



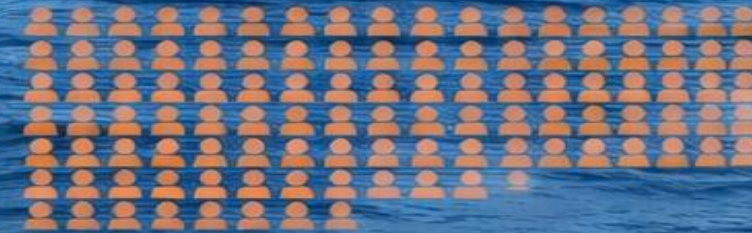
**7,600** passengers



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

## 2025-2050 (High Confidence)

- The industry has collectively **committed to net-zero carbon cruising by 2050**, with current investment focused on alternative fuels, advanced propulsion, and port infrastructure

## 2050-2075 (Medium Confidence)

- **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



## 2075-2125 (Low Confidence)

- **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