



PRINCESS  
CRUISES®

EST. 1965

# 2016 Asia Cruise Forum

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Trey Hickey

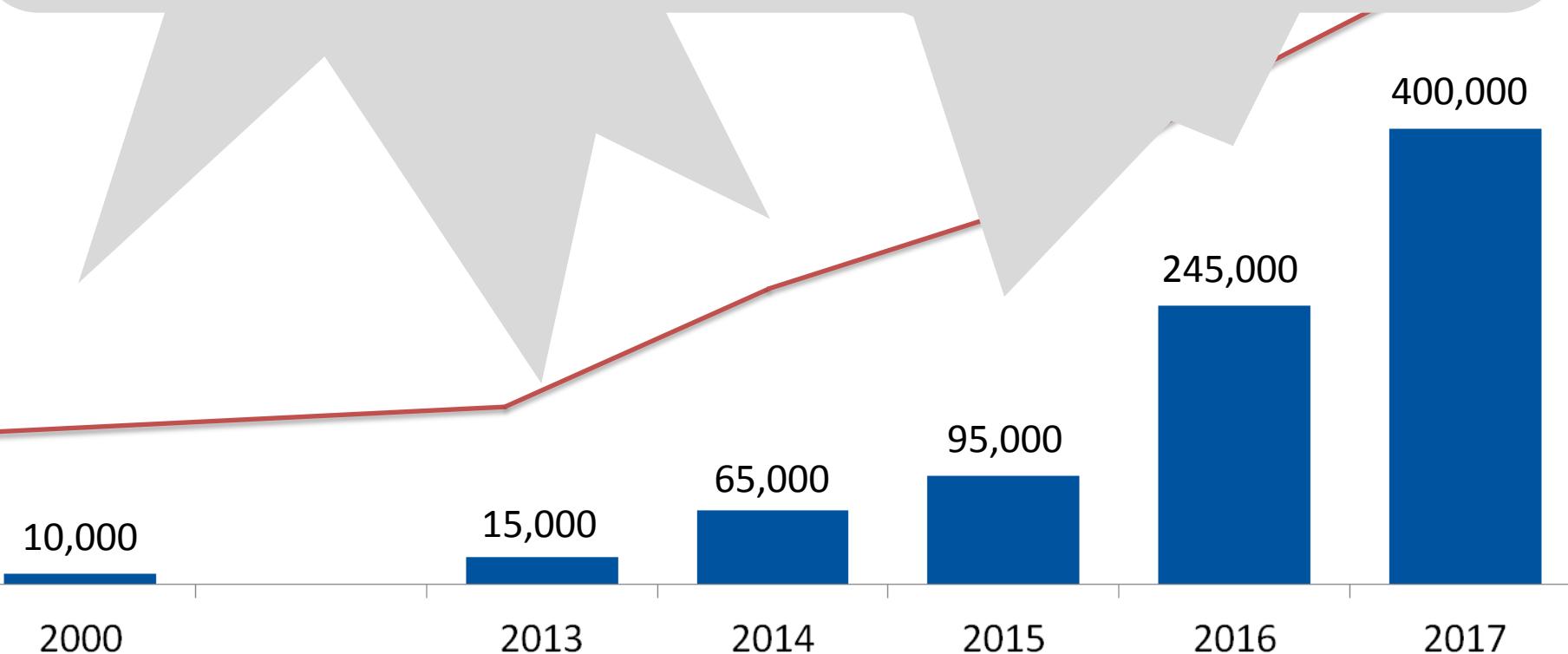
Senior Vice President, International Sales  
Princess Cruises

# Princess ALBD Taiwan Milestones



We project even further growth to 150 nights or +400,000 hotel nights including the possibility of new Taiwan home port in addition to Keelung resulting in significant focus on both domestic Taiwan and regional fly cruise sourcing into Taiwan

Introduced new ports on cruises including Beppu, Kobe, Kochi, ...  
to increase the international appeal of ex-Taiwan cruises for the overseas market



# Homeport Business In Perspective



115,000 PASSENGERS EQUALS:  
350 X BOEING 747s OVER 5 MONTHS

OR

2.5 747 Flights Per Day  
Thru Keelung Harbor

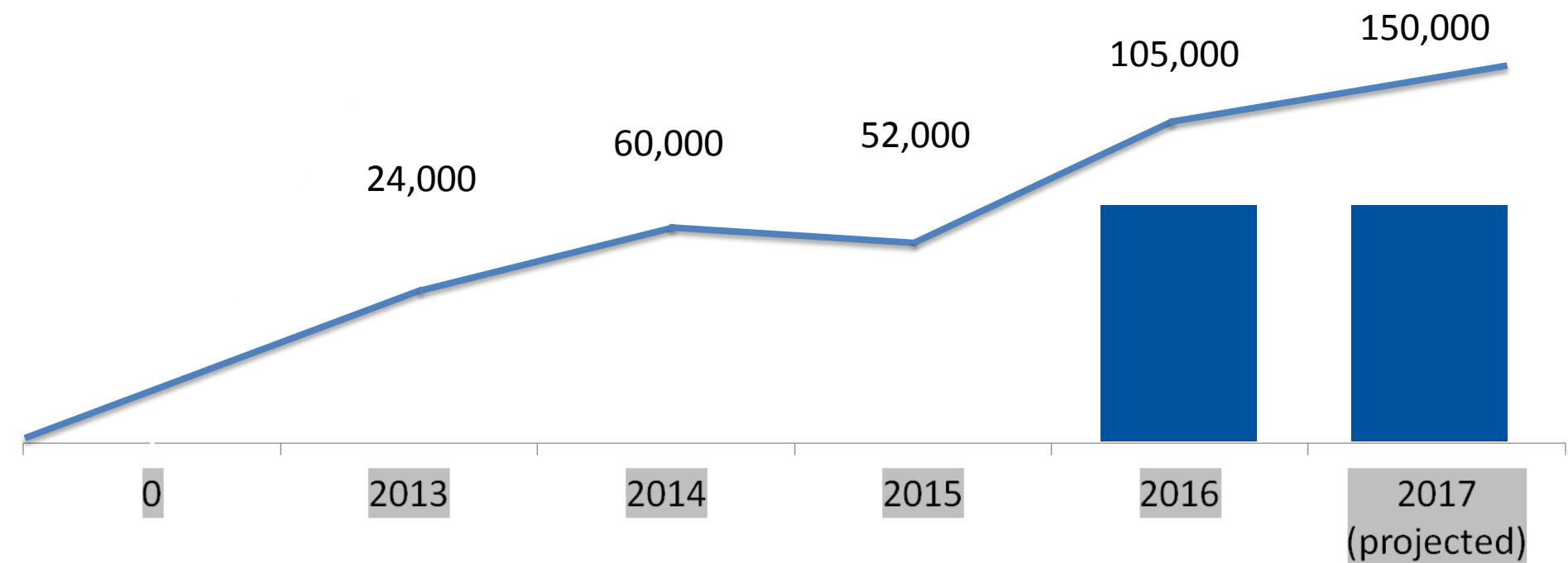


X 350

# Princess Cruises Taiwan Visits



We have grown total Taiwan visits on Princess from essentially zero in 2012 to over 150,000 within 5 years (including 50,000 projected visits to Taiwan from overseas next year)



# In Conclusion



Princess Cruises is proud to be contemporary cruise leader in Taiwan, but we couldn't do it without the support of the Taiwan government TIPC, the Taiwan Tourism Bureau and the travel agent community in Taiwan.

Thank you for your continued support as we grow the industry together into the future.