



Research World Cruises

CRUISIN' DESTINATIONS: FOCUS ON ASIA.



Knowing Asia – It's What We Do Best!



“An International Cruise Line **HOMEGROWN IN ASIA**”

“**50 YEARS** of affiliated experience in hospitality & **CRUISING IN ASIA**”

“Year-Round Homeports in **Asia**:   ”



FOCUS on ASIAN Destinations

 Sanya

 Hong Kong

 Bali / Bintan / Surabaya

 Naha / Miyakojima

 KL / Penang / Port Dickson

 Boracay / Manila

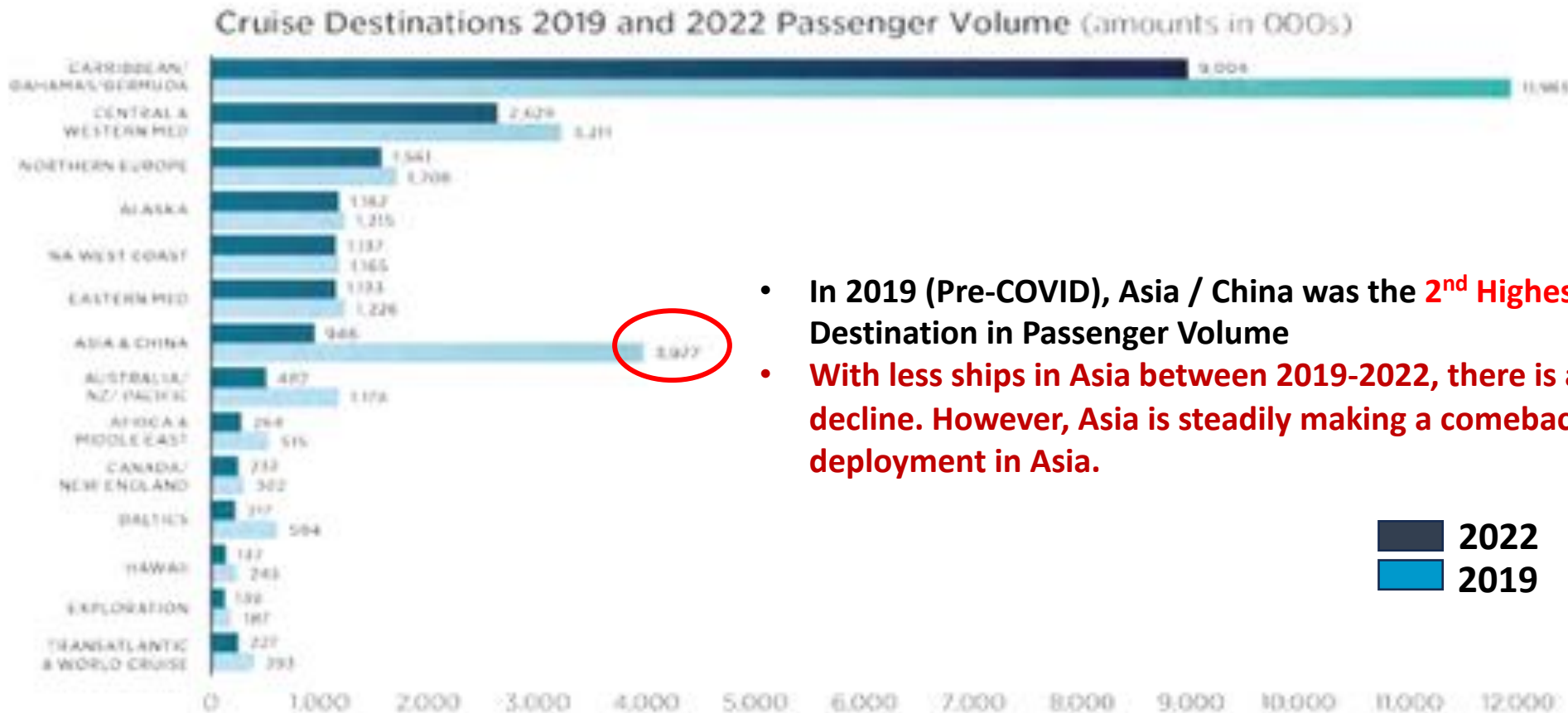
 Kaohsiung / Penghu

 Nha Trang / Da Nang

CRUISING DESTINATIONS



How popular is Asia?



- In 2019 (Pre-COVID), Asia / China was the **2nd Highest** Cruise Destination in Passenger Volume
- With less ships in Asia between 2019-2022, there is a temporary decline. However, Asia is steadily making a comeback with more deployment in Asia.

2022
2019

Choosing Destinations: A Cruise Line Perspective



CRUISE INFRASTRUCTURE

CONNECTIVITY / NETWORK / ACCESSIBILITY

GOVERNMENT INCENTIVES

ITINERARY CONFIGURATION

PROCESSES / AUTHORITY CLEARANCES

COSTING VARIABLES



Choosing Destinations: A Customers' Perspective / Trends



BUDGET / VALUE \$\$\$

DURATION OF CRUISE TRIP

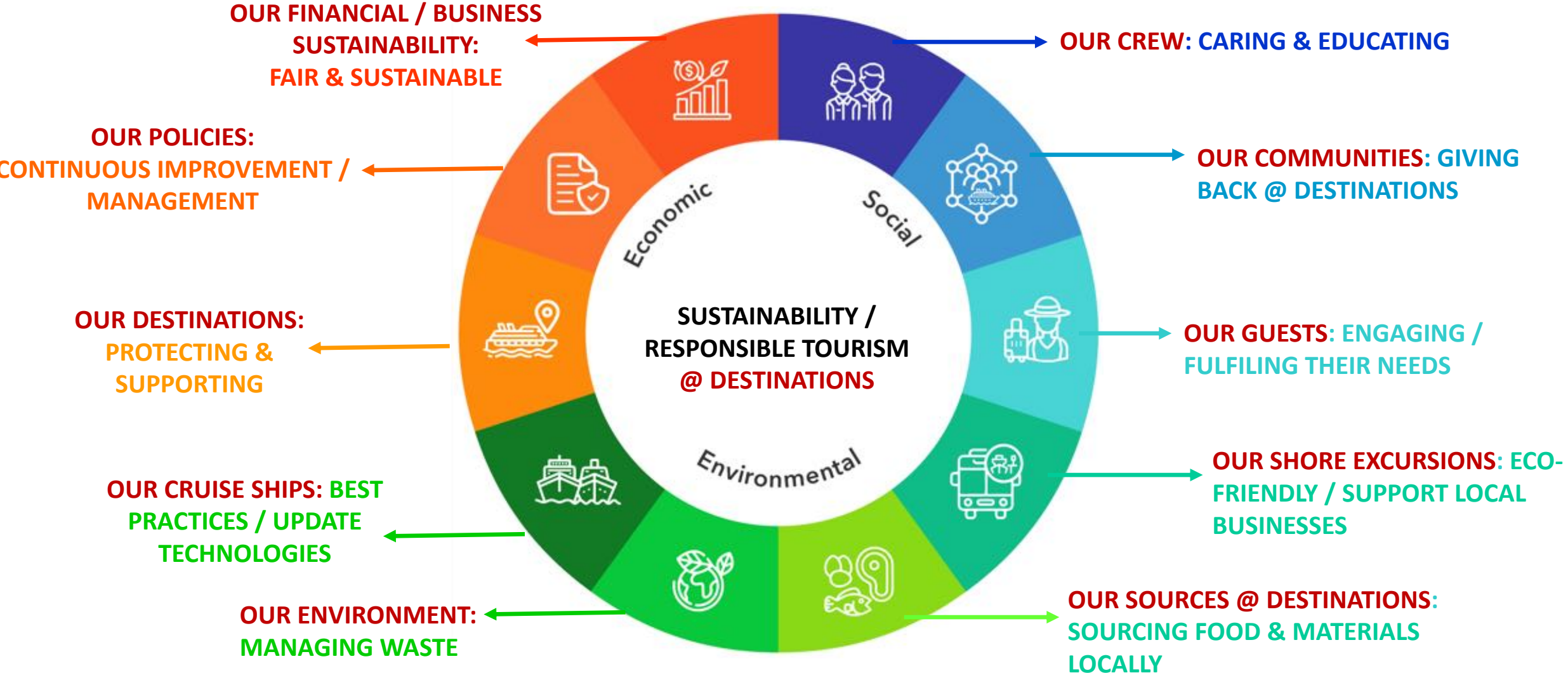
TYPE OF TRAVEL EXPERIENCE

TRAVEL COMPANION

VISA / LANGUAGES / GEOPOLITICS / INFRASTRUCTURE

SUSTAINABLE TOURISM

Sustainable Cruise Tourism: @ Destinations



CHALLENGES & OPPORTUNITIES AHEAD FOR ASIAN DESTINATIONS



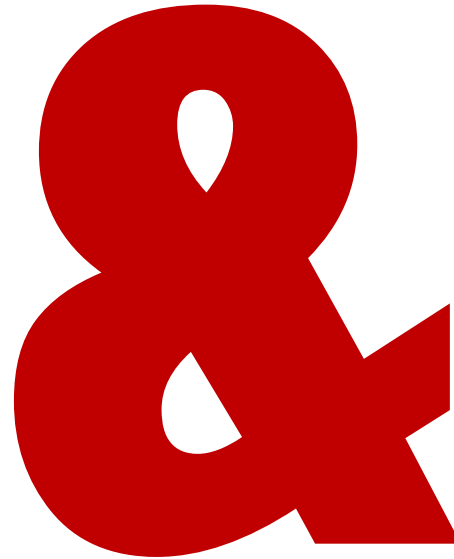
Asia vast Options / More Ships & Deployment

Source Market Diversification (Domestic & Regional)

Rebranding & Marketing to new customer segments

Advance Technologies to Market

Sustainable & Ecotourism Trends



Cruise Infrastructures / Processes

Streamlining procedures in region

Local Government Support / Investment

Understanding consumer behaviour / evolving demographics

THE END