



18



28



46

## table of contents

Demand Drives Growth .....	6
44 New Ships .....	10
Luxury Orderbook .....	14
Key Brand Overview .....	16
Quoted .....	18
Major Cruise Product Groups .....	20
Luxury Cruise Capacity .....	22
2018-2027 Capacity .....	28
Major Sailing Regions .....	38
<b>Seabourn:</b> Charging Ahead .....	46
<b>Seabourn:</b> Strong Deployment Footprint .....	48
<b>Seabourn:</b> Expedition F&B .....	50
<b>Viking:</b> More Ships, Expedition Entry .....	52
Viking Octanis .....	54
<b>Atlas Ocean:</b> Carving Out Luxe Adventure .....	56
<b>Silversea:</b> Unique Position .....	60
<b>Silversea:</b> Experience Cruising .....	62
<b>Silversea:</b> 24-Hour Luxury .....	64
Silver Shadow Updates .....	66
<b>Crystal:</b> Success on Multiple Fronts .....	68
<b>Crystal:</b> Clear Around the World .....	70
<b>Regent:</b> Splendor Makes Five .....	72
Regent Seven Seas Splendor .....	74
The Regent Suite .....	76
<b>Regent:</b> Growing Capacity In High-Yielding Markets .....	78
<b>Ponant:</b> 12 Ships In Market .....	80
Ponant Le Bellot .....	82
<b>Ponant:</b> Expedition Sustainability .....	84
Le Ponant Set for Major Overhaul .....	86
<b>Ritz-Carlton:</b> Worth The Wait .....	88
<b>Windstar:</b> Proudly Different .....	90
<b>Windstar:</b> Going Farther .....	92
<b>Windstar:</b> Lengthening The Star Class .....	94
<b>SeaDream:</b> Eager to Build .....	96
<b>SeaDream:</b> A Yachty Hangout .....	98
<b>Paul Gauguin:</b> Building Up .....	100
<b>Paul Gauguin:</b> Expanding the Map .....	102
<b>CMI Leisure:</b> Pushing Quality .....	104
<b>V.Ships:</b> Customizing the Experience .....	106
<b>Hapag-Lloyd:</b> 'Strategic Expansion' .....	108
<b>Scenic:</b> Six-Star Product .....	110
<b>Emerald:</b> New Player .....	112
Growing Market .....	114
Some Brands Rely on Diversified Distribution .....	118
Big Ship Luxury .....	120
<b>Royal Caribbean:</b> Suites Show Off Big Ship Intimacy .....	122
Personalizing MSC's Yacht Club .....	124
<b>Cunard:</b> Grill Suites .....	126
<b>Norwegian:</b> The Haven, At the Top .....	128
<b>Celebrity:</b> The Retreat .....	129
Ship Within A Ship Capacity .....	130
Orderbook .....	139



52



60



74



80



100