



CARNIVAL
AUSTRALIA

WHERE IS THE DOMESTIC CRUISING MARKET GOING?

CDU Conference (19 September 2013)

PETER LITTLE – VICE PRESIDENT FLEET OPERATIONS

- A 22 year veteran with the organization
- Held various technical positions onboard up to Chief Engineer
- Moved from ship to shore in 2003 covering roles in Compliance, Assurance and Operations
- Joined the Carnival Australia leadership team in 2008 heading up the Fleet Operations division

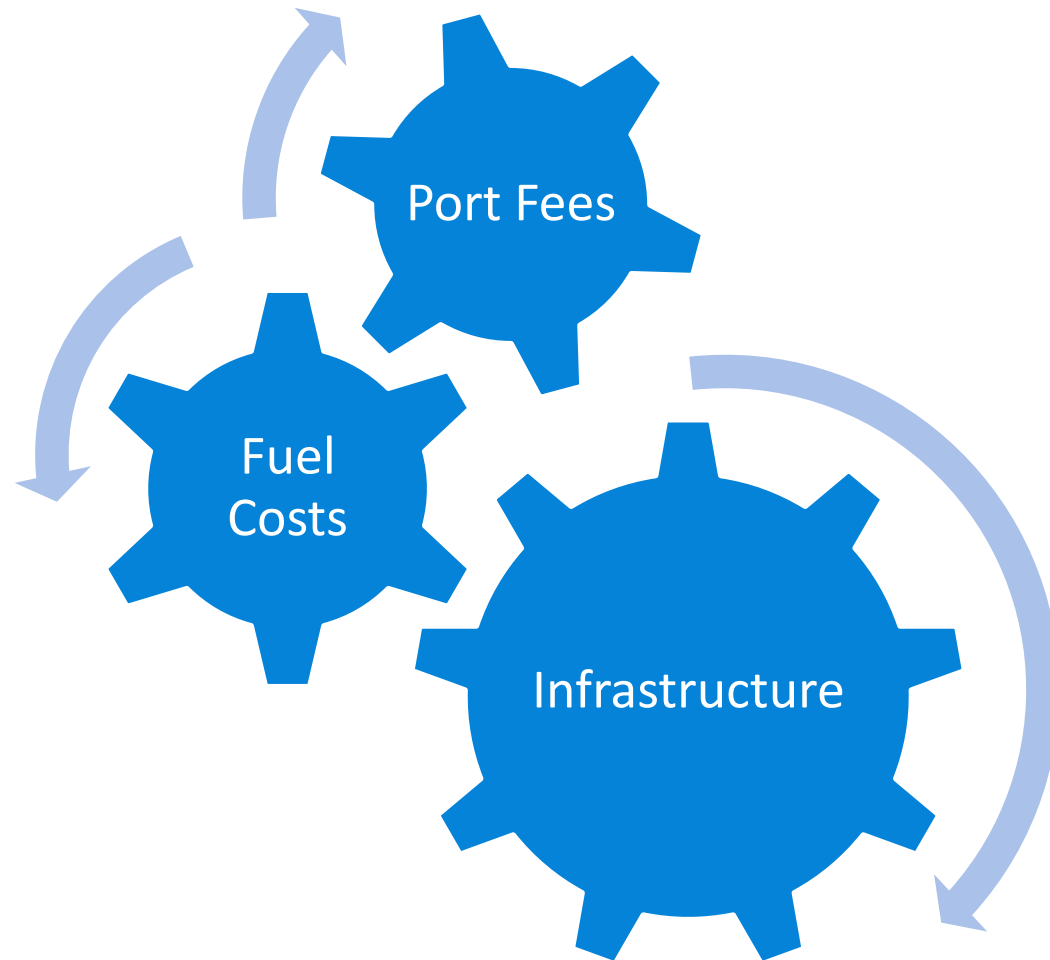
GREAT DOMESTIC POTENTIAL



DYNAMICS OF A SUCCESSFUL MARKET

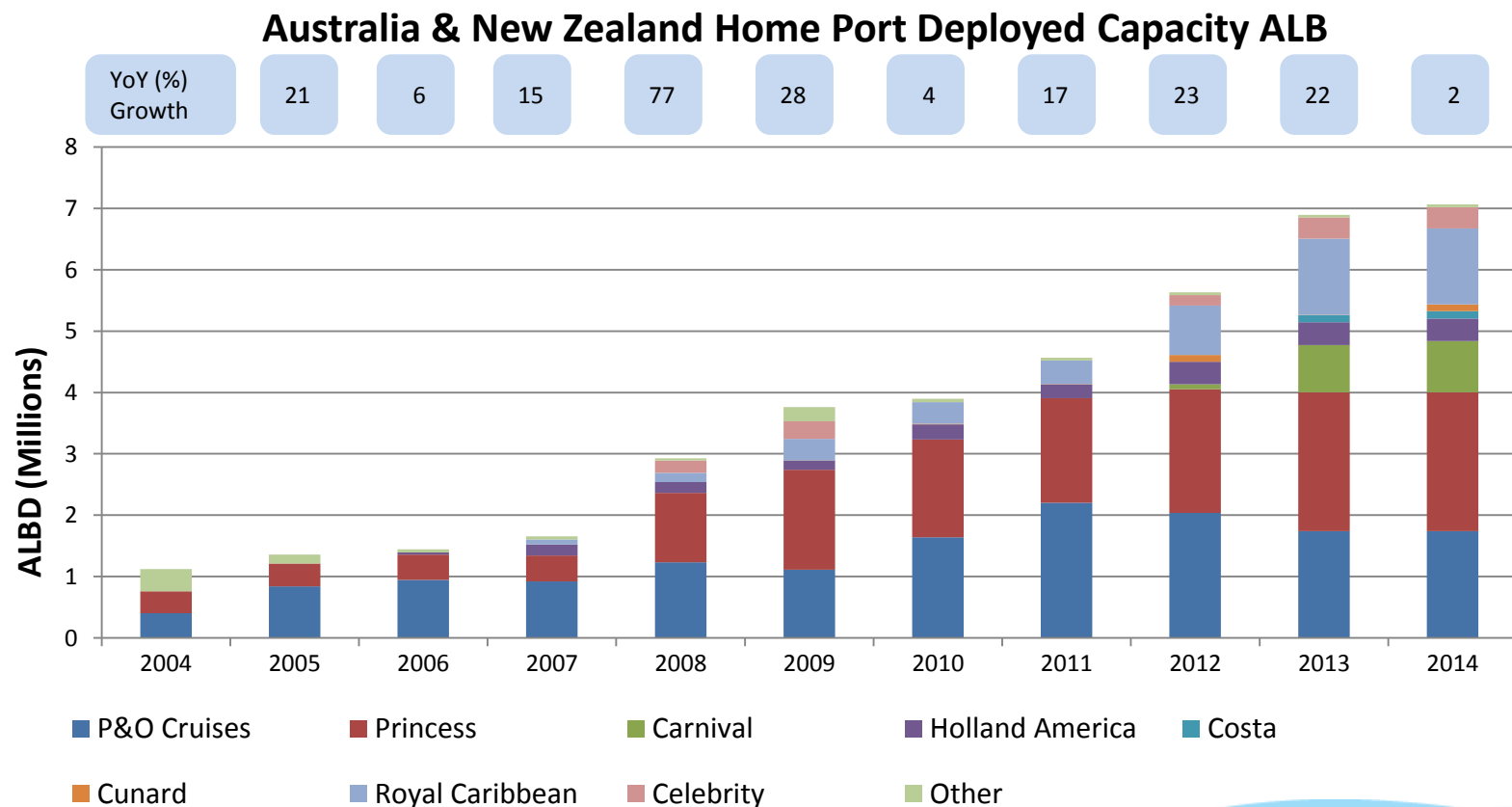
- Australia's economic performance = strong consumer balance sheet
- Conditions have remained robust over the past 5 years
- Unemployment approx 5.5% for last 3 years
- Interest rates slowly declining
- A\$ retreated slightly

DYNAMICS OF A SUCCESSFUL MARKET



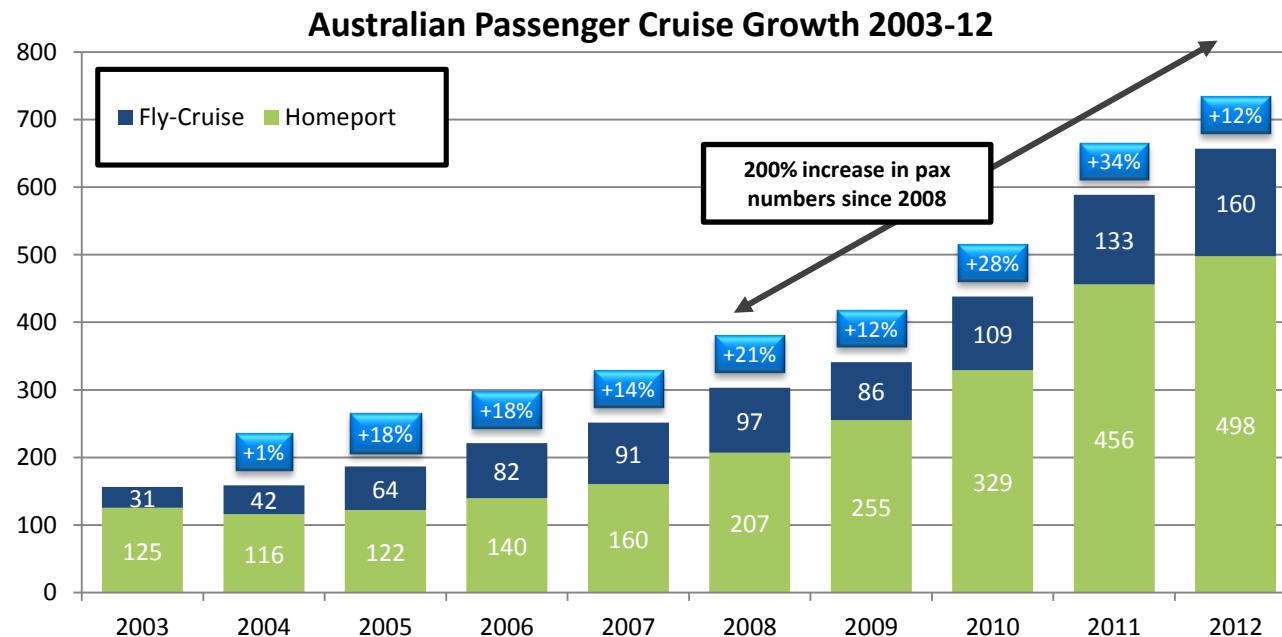
UNPRECEDENTED CAPACITY GROWTH

- Market size has almost doubled in 4 years



PASSENGER NUMBERS FORECAST TO EXCEED 700K BY END OF 2013: AN INCREASE OF +200% SINCE 2008

- Passenger numbers grew to 660k in 2012, a two fold increase since 2008 and expected to reach +1 million by 2016
- The economic contribution of the cruise sector was A\$830m in 2010-11 and expected to grow to over A\$3.2b by 2020 NOTE 1

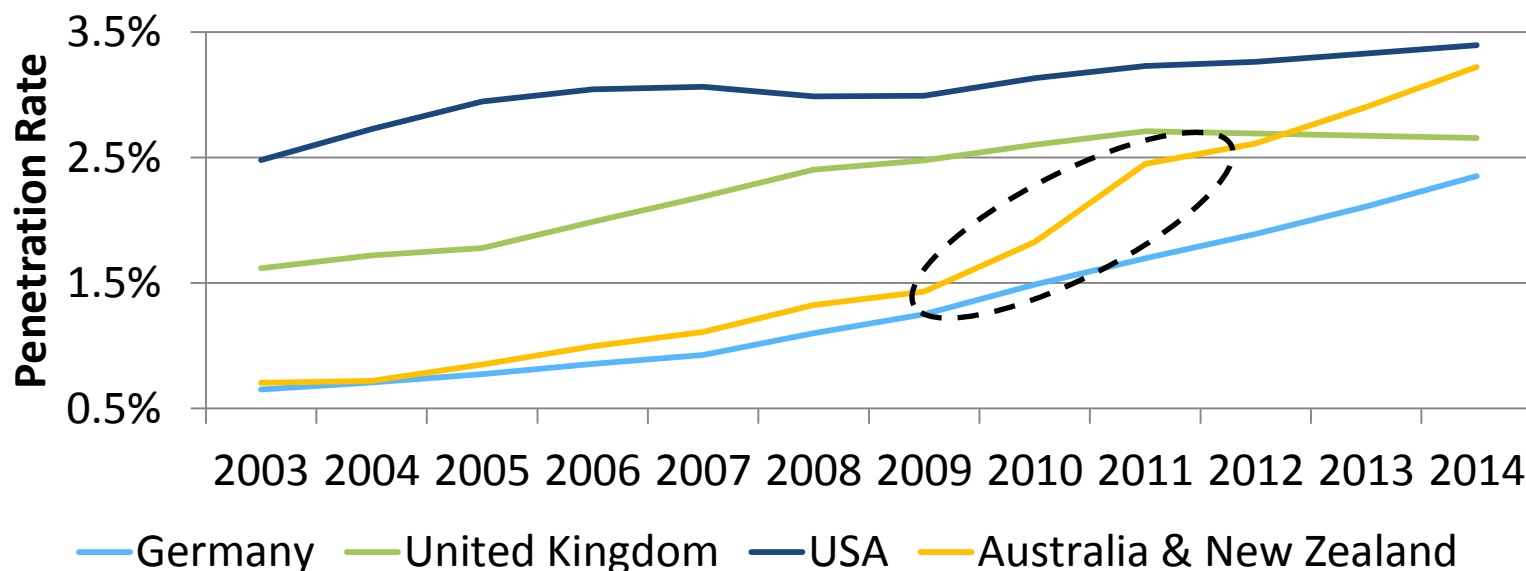


Source: ICCA Annual Market Report 2012 (excludes river cruising passenger numbers)

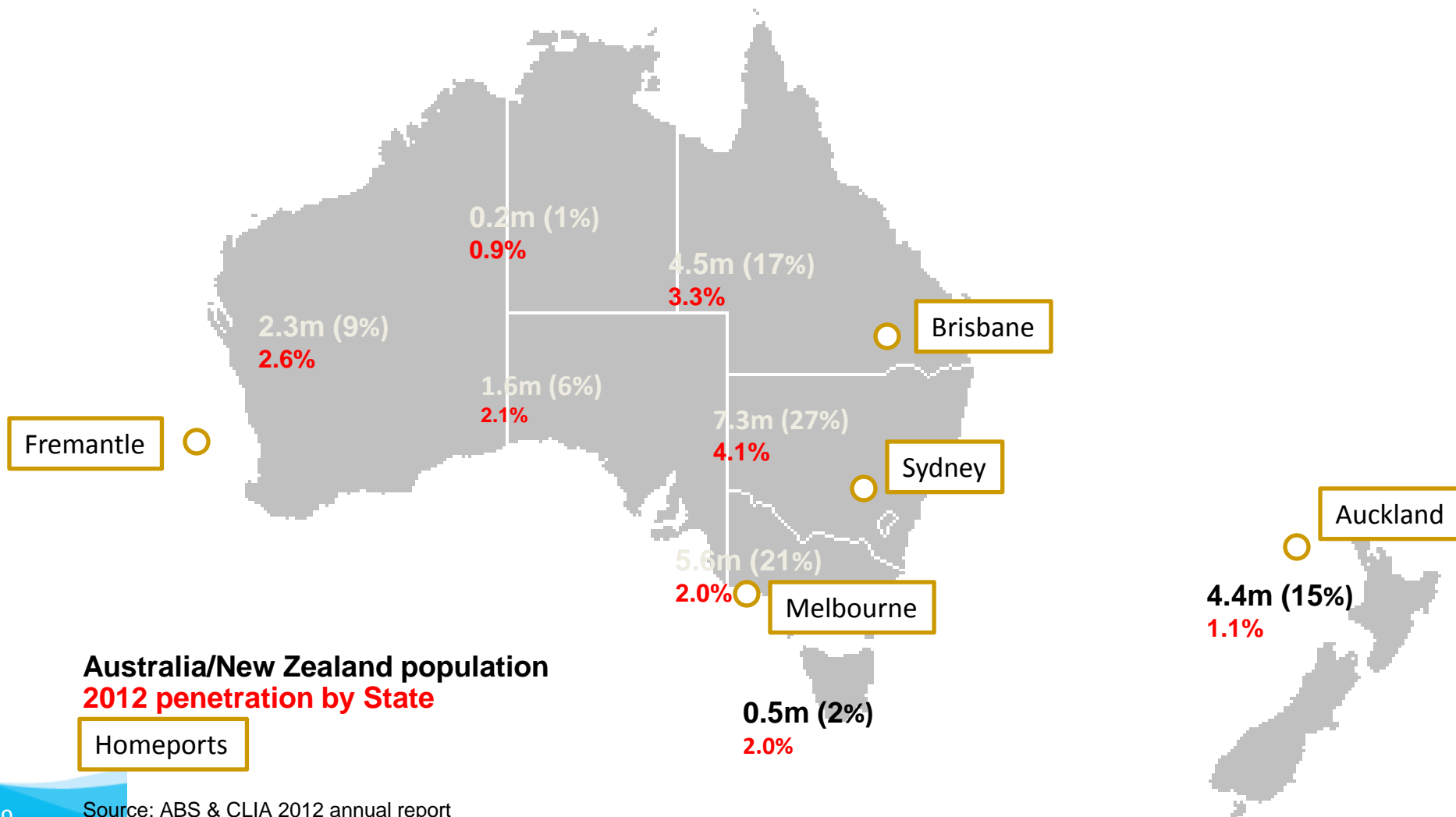
NOTE 1: Deloitte Access Economic Report March 2012

MARKET PENETRATION RATES APPROACHING US LEVELS: DOUBLING IN UNDER 5 YEARS

- Penetration rate at 2.8% in 2012 and forecast to reach 2.9% in 2013
- Australia second most penetrated market globally remaining ahead of Germany and now surpassing the UK



COASTAL POPULATION WITH EASY ACCESS TO HOMEPORTS: POTENTIAL FOR THE PENETRATION RATE TO GROW WELL BEYOND THE US



HOME PORTED SHIPS

REGIONAL CALLS

P&O Cruises

Princess

Costa

Princess

P&O Cruises UK



Pacific Pearl



Diamond Princess



Costa Deliziosa
Cost Neo Romantica



Ocean Princess
Pacific Princess



Aurora
Arcadia



Pacific Jewel
Pacific Dawn



Sun Princess
Dawn Princess
Sea Princess

Cunard

Queen Mary 2
Queen Victoria
Queen Elizabeth



Carnival

HAL

HAL

Seabourn



Spirit
Legend



Oosterdam
Volendam



Amsterdam



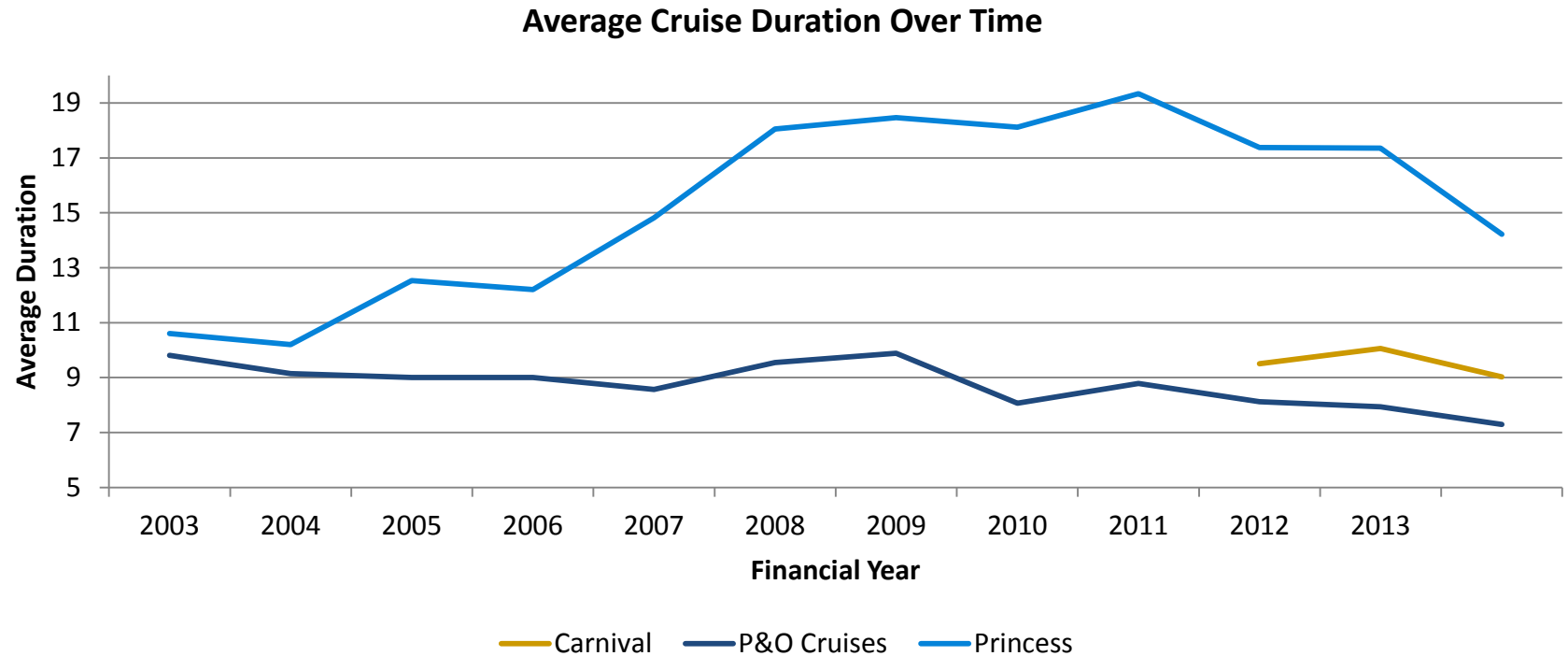
Soujourn
Odessey



CARNIVAL

Seasonal deployment from Oct-14

CRUISE BRANDS SHORTENING ITINERARIES: HOLIDAY TRENDS SUGGEST MORE FREQUENT SHORTER TRIPS AND FEWER LARGER HOLIDAYS



THE GROWTH OF P&O'S DOMESTIC CRUISING MARKET

Annual average
growth
rate of **22%**
over the
past 5 years

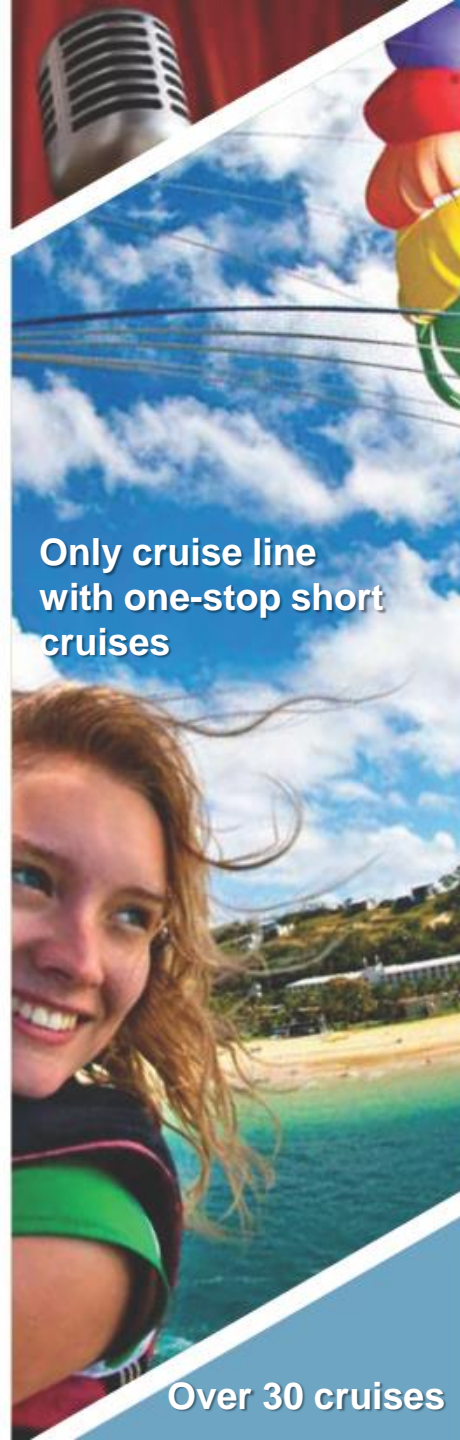
18 domestic sailings in
2010 **rising** to **39** in
2014



P&O *SeaBreaks*

The fastest way
to slow down

Food & wine,
comedy and
lifestyle themed
cruises



Only cruise line
with one-stop short
cruises

Over 30 cruises

2-5 night cruises



Meet Luke Mangan



P&O *MainEvents*

Take your next special
event to sea



Only Australian
Open Tennis
cruises



Christmas cruises



Still the best
way to experience
the Melbourne Cup



Mothers Day
cruises



3 ships in
Sydney Harbour for
Australia Day 2014



New Year cruises

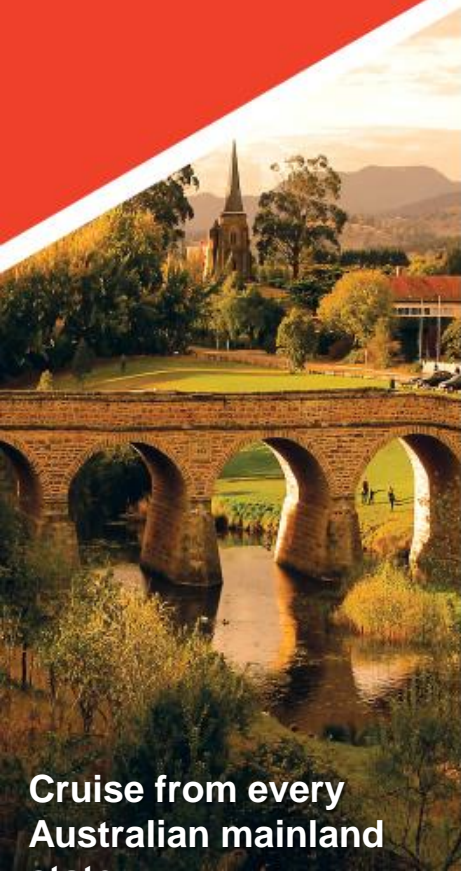


MORETON ISLAND



P&O *SeaAustralia*

Australia's favourite destination
with its favourite cruise line



Cruise from every
Australian mainland



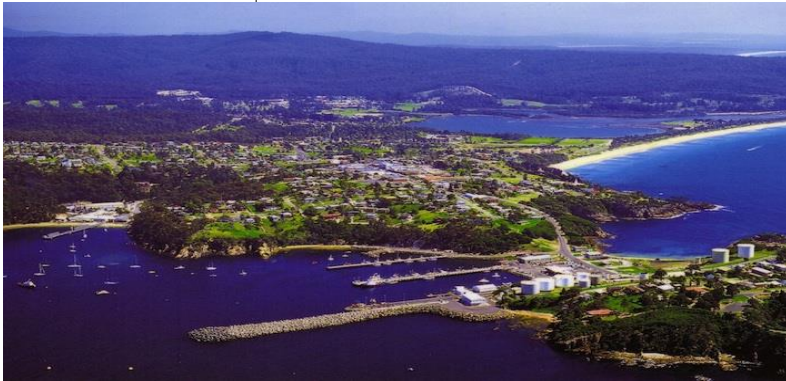
18 cruises on
5 unique itineraries



Visit Kangaroo
islands, Australia's
Galapagos



EDEN – A REGIONAL OPPORTUNITY





**Australia Day
cruises**



**NZ Natural
ice cream
onboard**



**Australian Open
Tennis cruises**



**4 Kids stop-motion film
classes**



**Moreton island
one-stop short cruise**



**6 Celebrity chef restaurant
Salt grill by Luke Mangan**



**7 Live NRL & AFL
on the Big Screen**



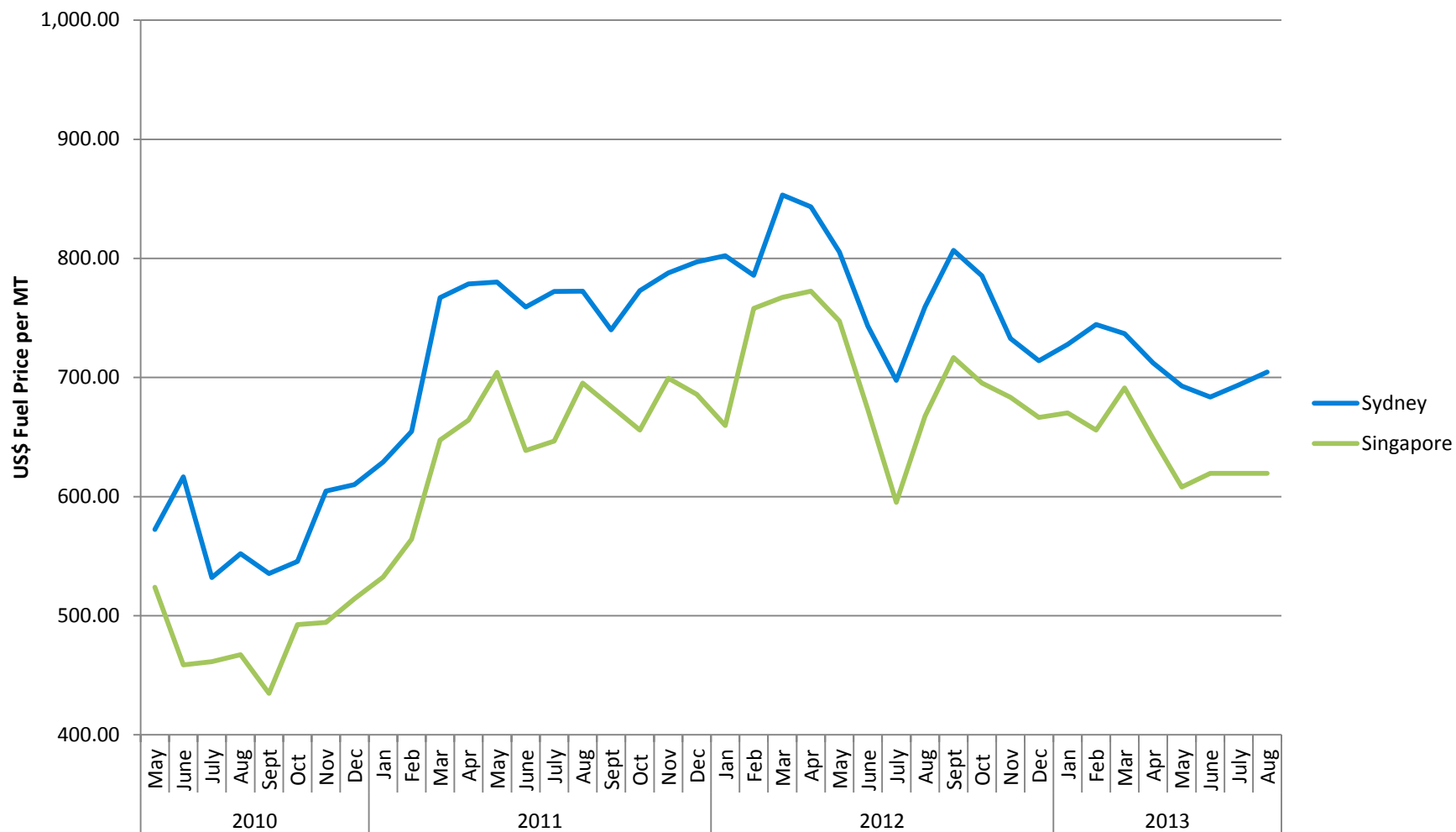
**F1 and V8 car simulators
onboard**



**8 Dedicated
Papua New Guinea
cruises**

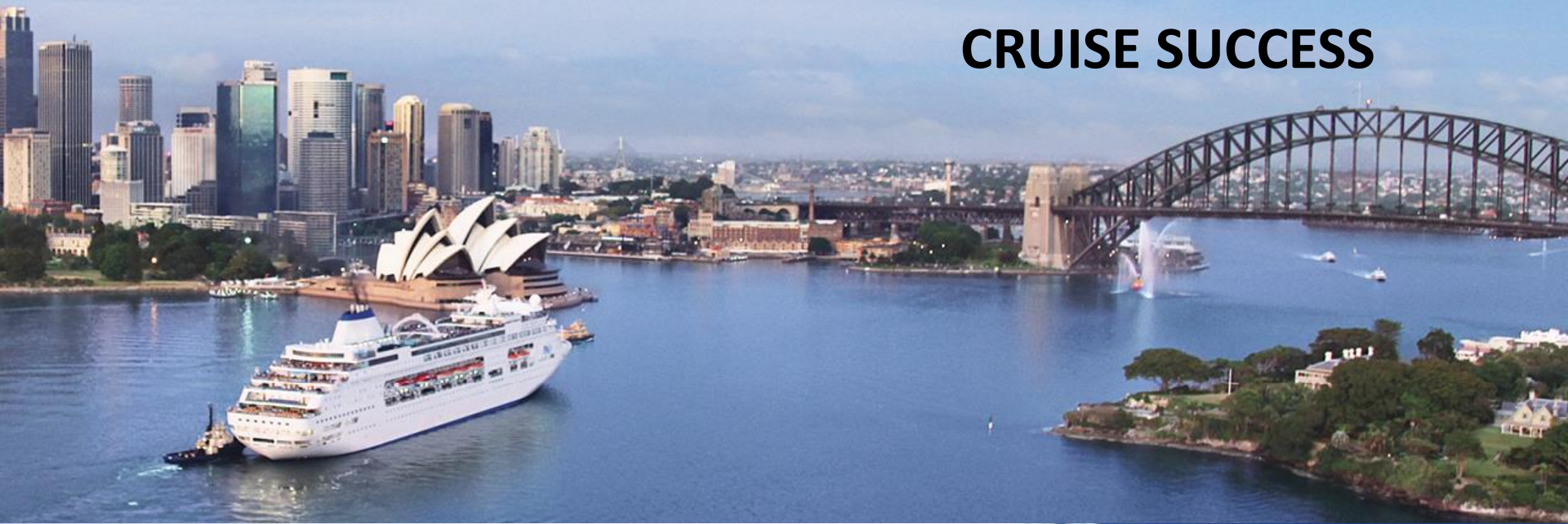
**Only on
P&O**
CRUISES

FUEL PRICE ON UPWARD TREND AGAIN



Source:
 Sydney prices from CAU actual lifting's
 Singapore prices from Corporate forecast

CRUISING HUBS KEY TO SHORT CRUISE SUCCESS



P&O SeaAsia

Discover a hassle-free
Southeast Asia

12 nt cruises
roundtrip Fremantle
to Indonesia



12-16 night
cruises visiting up to 5
countries in one
holiday

AUSTRALIA VS ASIA



CRUISE V CONTAINER





CARNIVAL

AUSTRALIA

THANK YOU