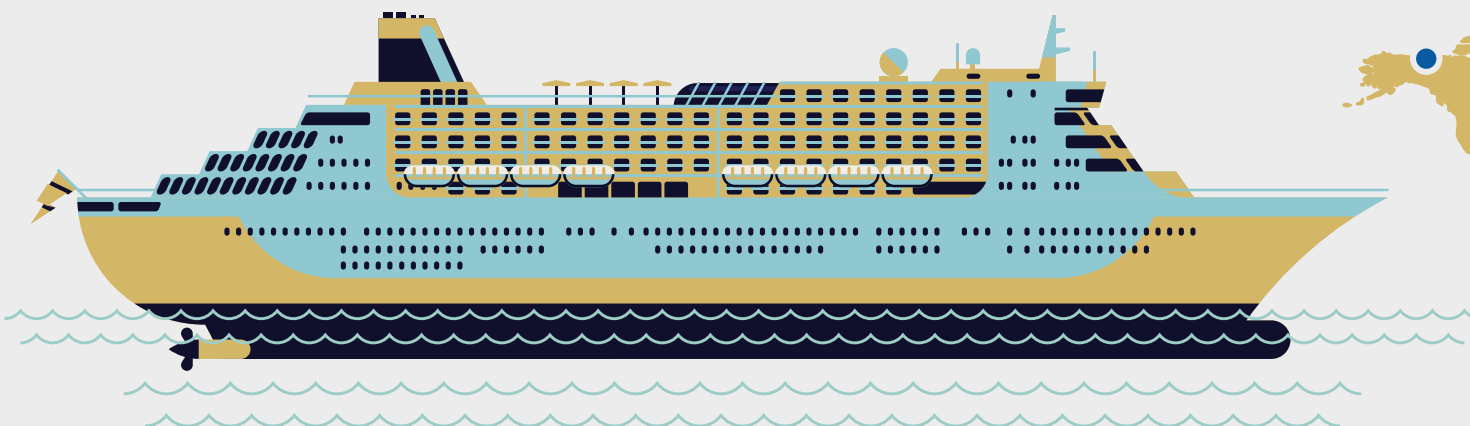


# INFOGRAPHIC



**30** YEARS OF EXPERIENCE! WE CARRY PASSENGERS OF **140** NATIONALITIES  
SINCE 1986 **6M.** PASSENGERS HAVE TRAVELLED WITH OUR VESSELS

30% N. AMERICA • 20% LAT. AMERICA  
5% AUSTRALIA • 9% ASIA

**1986**

ENTERING  
THE CRUISE INDUSTRY

**2004**

THE ONLY CRUISE  
COMPANY BASED  
IN GREECE  
(HOMEPORTING)

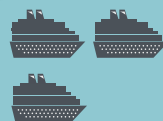
**5**

CRUISE SHIPS



**3**

DEPARTING FROM  
GREEK PORTS



**2**

CHARTERED BY THE  
RENOWNED TOURIST  
GROUP TUI CRUISES



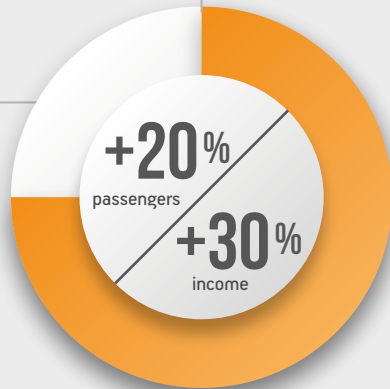
**90%**

OF THE HOMEPORTING  
IN GREECE

# THE GREEK CRUISE IN NUMBERS

From 2014 to 2015

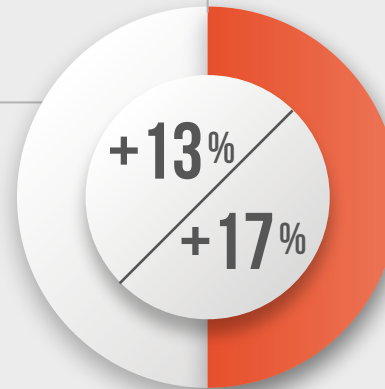
A



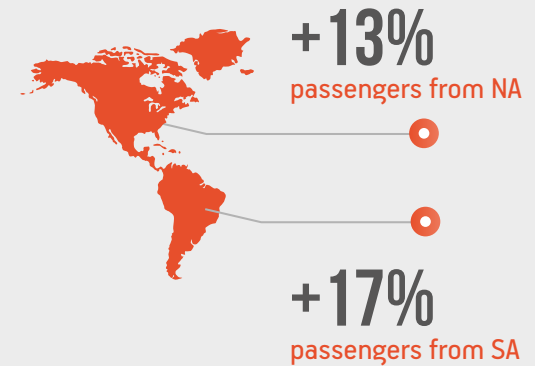
- Total number of passengers travelled with the cruise ships of Celestyal Cruises within 2015 **129.731**  
20% increase in passengers  
30% increase in revenues from tickets



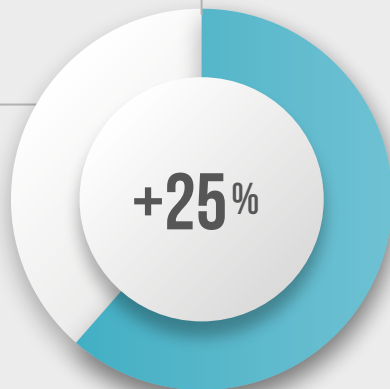
B



- Double digit growth for passengers from North America  
Respectively for South America



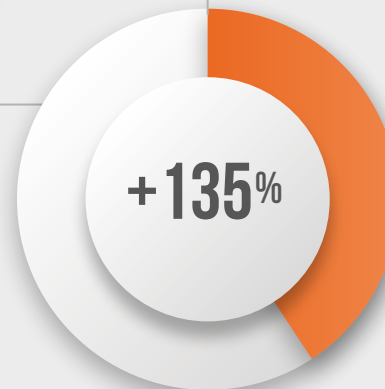
C



- Double digit growth for passengers from Europe **+25%**  
Despite the crisis, Greece has maintained the same number of passengers as in 2014



D



- Impressive increase of Turkish passengers in year on year basis **+135%**





## CELESTYAL IN CUBA



Third season of continued development in Cuba for Celestyal Cruises  
-the only company visiting **4 PORTS**- due to the particularities of Cuban ports  
and because of the size of our vessels



**11.000**

confirmed passengers for the winter season



Last winter season we finished with

**8.180** passengers

The estimation for 2015 is up to

**14.500** passengers

representing an increase of

**77%**



## CELESTYAL CRUISES HOME PORTING

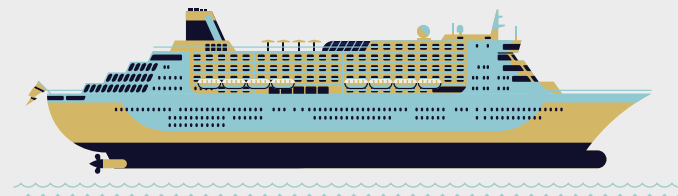
### GREEK PORTS

4.162 cruise ship calls to Greece

977 calls from Celestyal Cruises **(25%)**

129.731 passengers from Celestyal Cruises

516.000 overnight stays for foreign passengers (pax nights)



## HOMEPORTING

ANNUAL CONTRIBUTION  
TO THE NATIONAL ECONOMY

**110** MIL. EUROS

**40** MIL. EUROS

100,000 passengers homeporting  
in Greece X costs 400 € per passenger

**37** MIL. EUROS

598,000 visits X 62 € per passenger  
(average CLIA 2014)

**33** MIL. EUROS

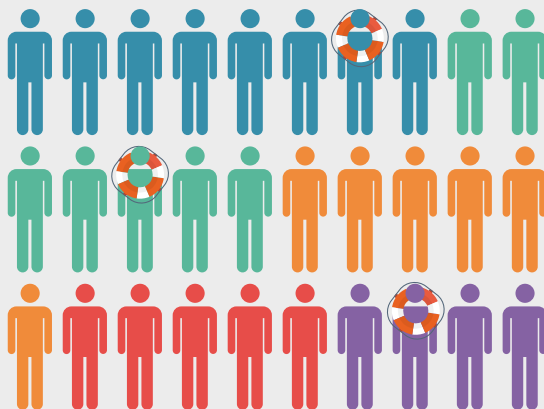
Direct annual operating expenditure



# 33 MIL

DIRECT OPERATING EXPENSES FOR 2015

A TOTAL OF  
**300** POSITIONS FOR GREEK  
MARINE OFFICERS



**75** new positions hired since 2012

**25-30** seasonal recruitments

**203** overall headcount  
for Celestyal Cruises



**3,3 MIL** EUROS TOTAL EXPENDITURE WITHIN 2015  
FOR PROMOTING AND ADVERTISING GREECE

**20 MIL** EUROS TO SHIPYARD OPERATIONS FOR 2015

## SUPPORTING SHIPPING & GREEK ENTREPRENEURSHIP

**8 EK €**  
TO GREEK BUSINESSES  
(FOOD AND BEVERAGE))

**300**  
GREEK SAILORS  
corresponding to



ATHENS

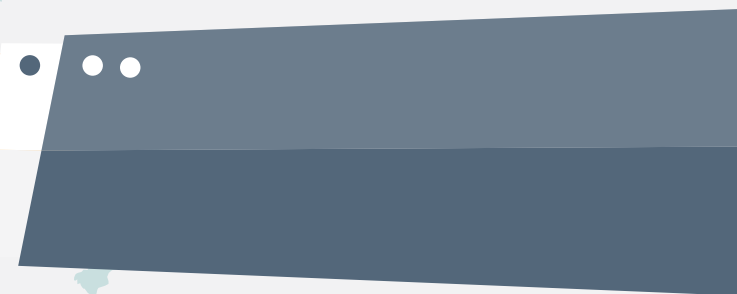
**KORRES**

**mastihashop**  
MEDITERRANEAN NATURAL PRODUCTS



**62**  
GREEK  
WINE  
LABELS

**60**  
CARGO SHIPS



## SUPPORT OF GREEK PRODUCT & PRODUCERS

Indicative consumption of Greek products on board

MELONS

104.041 KG CONSUMPTION 85.677,20 € COST

WATERMELONS

161.507 KG CONSUMPTION 82.164,45 € COST

ORANGES

63.601 KG CONSUMPTION 57.148,62 € COST

EGGS

1.740.000 PCS CONSUMPTION 157.960,35 € COST

SPRING WATER

290.831 BTL CONSUMPTION 55.124,14 € COST





# 2015



1 GOLD AWARD  
in the category cruise-  
themed events



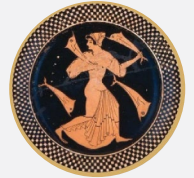
2 SILVER AWARDS  
in the categories Contribution  
in national economy  
and Support of local communities -  
New destinations



5 HR AWARDS



5 HR AWARDS



EFKRANTI AWARD  
Strategic Communication

# 2014



1 GOLD AWARD  
for contributing  
in local and social  
development.



1 SILVER AWARD  
for promoting Greek  
destinations  
in 17 countries.



1 BRONZE AWARD  
for the rich Greek  
gastronomic  
experience we offer  
in our cruise ships.



1 SILVER AWARD  
Best Social Media  
Strategy for Sales.



for the 'Lynceus' innovation  
project

# 2011



Member of CLIA Europe (Cruise  
Lines International Association  
Europe), which represents the  
interests of the biggest cruise  
lines in the world.



We have twice received the  
Award of Conde Nast Travelers Choice

# 2010



**BEST COMPANY OF THE YEAR FOR PASSENGER LINES**

in the leading institution of maritime awards organized  
annually in Greece by Lloyd's List