

Cruise Lines

Cruise pricing: most regions continue to improve

Industry Overview

Most regions continue to improve

Based on cruise prices pulled in early February, industry pricing was broadly improved from January. Pricing for most regions accelerated sequentially, while Australia remains volatile. Western Caribbean pricing saw the greatest strength as demand for *Icon of the Seas* continues to build, and we noticed a nice improvement in prices for Alaska sailings. See inside tables with details by region and cruise line.

Western Caribbean sees greatest sequential strength

Pricing for Western Caribbean itineraries saw the greatest sequential acceleration this month at +21%, ahead of Eastern Caribbean at +2%, and modestly outpaced Alaska at +18%. Western Caribbean strength was broad, with all three cruise lines seeing better pricing than last month. Pricing for *Icon of the* Seas was strong with the sailings we track 48% ahead of early January prices. Excluding *Icon of the Seas*, Western Caribbean pricing would have been up +13% sequentially.

Europe stronger than the Mediterranean

European and Mediterranean sailings improved +5% and +1%, respectively, compared to last month. This month's survey saw the first monthly acceleration for European pricing since September. By contrast, Mediterranean pricing has been stronger, despite some itinerary adjustments driven by geopolitical pressures in the region. Over the past three months, Mediterranean pricing has been +1% on average, compared to Europe at -1% on average.

Australia remains most volatile region

This month, pricing for Australia itineraries was down -11%, partially reversing last month's +18% acceleration. Australia remains the most volatile region in our survey, with the prior month's pricing move at least partially reversed in the following month in each of our last nine surveys. Over the past three months, Australia pricing has been flat on average.

RCL pricing the strongest over the last three months

On a trailing three-month average, RCL (Royal Caribbean) has seen the greatest strength for the second consecutive month at +9%, followed by NCLH (Norwegian) at +3%. CCL's (Carnival) pricing was +1% over the last three months, down from +3.6% last month as much of CCL's regions were flat in our latest price checks. Most notably, CCL's sailings in the Western Caribbean (pricing +2%) did not see this month's double-digit acceleration enjoyed by RCL and NCLH. Since the fall 2022, we have noticed much more steady pricing at CCL while there has been more monthly volatility at RCL and NCLH.

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Equity
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Cruise pricing survey

Methodology

This pricing survey complements our research on BAC aggregated credit and debit card cruise spending data (see report link) that we publish monthly. We track cruise prices in all major regions: Alaska, Asia, Australia, Caribbean, Europe and the Mediterranean, by types of itineraries (such as 5-day, 7-day, and 10-day sailings), types of state rooms (suite, balcony, oceanview, and inside) and departure cities. We believe our pricing checks provide useful insight into month-on-month changes in ticket prices.

Exhibit 1: Industry sequential price changes by region

Western Caribbean sailings saw the strongest sequential increase in February

Sequential Change:	10/1/2023	11/1/2023	12/1/2023	1/1/2024	2/1/2024
E. Caribbean	70/	10/	150/	00/	40/
Inside	-7%	1%	15%	8%	4%
Balcony	-25%	62%	32%	-34%	0%
Oceanview	-6%	-2%	2%	0%	-1%
Suite	-7%	-8%	3%	-5%	6%
Average	-11%	13%	13%	-8%	2%
W. Caribbean					
Inside	3%	-2%	-4%	1%	1%
Balcony	1%	-5%	4%	6%	18%
Oceanview	-1%	-2%	-11%	133%	44%
Suite					
Average	1%	-3%	-4%	47%	21%
Alaska					
Inside	-5%	6%	5%	3%	1%
Balcony	-10%	15%	1%	-9%	0%
Oceanview	-3%	7%	4%	-5%	54%
Suite					
Average	-6%	9%	3%	-4%	18%
Europe					
Inside	6%	-14%	-5%	-1%	11%
Balcony	4%	-4%	0%	-1%	0%
Oceanview	-27%	2%	-11%	-3%	3%
Suite					
Average	-6%	-5%	-5%	-1%	5%
Mediterranean					
Inside	5%	1%	0%	-2%	6%
Balcony	-2%	9%	2%	0%	-1%
Oceanview	10%	3%	-2%	-6%	0%
Suite	-29%	51%	-3%	18%	-1%
Average	-4%	16%	-1%	3%	1%
Australia					
Inside	-29%	51%	-3%	18%	-1%
Balcony					
Oceanview	26%	-46%	-25%	32%	-36%
Suite	4%	-1%	3%	4%	4%
Average	0%	1%	-8%	18%	-11%
Asia					
Inside	5%	3%	6%	-8%	5%
Balcony	4%	-1%	3%	4%	4%
Oceanview					
Suite	8%	-7%	3%	-6%	9%
Average	6%	-2%	4%	-3%	6%

Source: Cruiseline.com

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Exhibit 2: CCL sequential price changes by region

CCL's Asia sailings saw the strongest sequential increase in February

	Carnival Corporation	10/1/2023	11/1/2023	12/1/2023	1/1/2024	2/1/2024
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E. Caribbean Inside



Exhibit 2: CCL sequential price changes by region CCL's Asia sailings saw the strongest sequential increase in February

arnival Corporation	10/1/2023	11/1/2023	12/1/2023	1/1/2024	2/1/2024
Balcony					
Oceanview	-6%	-2%	2%	0%	-1%
Suite					
Average	-6%	-2%	2%	0%	-1%
W. Caribbean					
Inside	3%	-2%	-4%	1%	1%
Balcony					
Oceanview					
Suite	-2%	0%	1%	-1%	3%
Average	1%	-1%	-1%	0%	2%
Alaska					
Inside	0%	4%	-2%	1%	-5%
Balcony	-3%	-2%	-1%	4%	-1%
Oceanview					
Suite					
Average	-2%	1%	-2%	2%	-3%
Europe					
Inside	-5%	3%	0%	1%	-1%
Balcony	6%	5%	5%	-3%	1%
Oceanview	6%	5%	5%	-3%	1%
Suite					
Average	2%	4%	3%	-1%	0%
Mediterranean					
Inside					
Balcony					
Oceanview	10%	3%	-2%	-6%	0%
Suite	-4%				
Average	3%	3%	-2%	-6%	0%
Australia					
Inside	-29%	51%	-3%	18%	-1%
Balcony					
Oceanview					
Suite					
Average	-29%	51%	-3%	18%	-1%
Asia					
Inside					
Balcony	4%	-1%	3%	4%	4%
Oceanview					
Suite					
Average	4%	-1%	3%	4%	4%

Source: Cruiseline.com BofA GLOBAL RESEARCH

Exhibit 3: RCL sequential price changes by regionRCL's Western Caribbean sailings saw the strongest sequential increase in February

Royal Caribbean	10/1/2023	11/1/2023	12/1/2023	1/1/2024	2/1/2024
E. Caribbean					
Inside					
Balcony	-25%	62%	32%	-34%	0%
Oceanview					
Suite	-7%	-8%	3%	-5%	6%
Average	-16%	27%	18%	-20%	3%
111 0 111					

W. Caribbean Inside



Exhibit 3: RCL sequential price changes by region

RCL's Western Caribbean sailings saw the strongest sequential increase in February

Royal Caribbean	10/1/2023	11/1/2023	12/1/2023	1/1/2024	2/1/2024
Balcony					
Oceanview	-1%	-2%	-11%	133%	44%
Suite					
Average	-1%	-2%	-11%	133%	44%
Alaska					
Inside					
Balcony	-18%	36%	-1%	-19%	0%
Oceanview	-3%	7%	4%	-5%	54%
Suite					
Average	-10%	22%	1%	-12%	27%
Europe					
Inside	16%	-28%	-10%	-3%	30%
Balcony	-17%	1%	-13%	-3%	9%
Oceanview	-17%	1%	-13%	-3%	9%
Suite					
Average	-6%	-9%	-12%	-3%	16%
Mediterranean					
Inside	17%	10%	0%	-4%	17%
Balcony	-2%	9%	2%	0%	-1%
Oceanview					
Suite					
Average	8%	9%	1%	-2%	8%
Australia					
Inside					
Balcony					
Oceanview					
Suite	1%	7%	-9%	-31%	20%
Average	1%	7%	- 9 %	-31%	20%
Asia					
Inside	8%	3%	6%	-2%	8%
Balcony					
Oceanview					
Suite	8%	-7%	3%	-6%	9%
Average	8%	-2 %	4%	-4%	9%

Source: Cruiseline.com

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Exhibit 4: NCLH sequential price changes by region

NCLH's Western Caribbean sailings saw the strongest sequential increase in February

Norwegian Cruise Line	10/1/2023	11/1/2023	12/1/2023	1/1/2024	2/1/2024
E. Caribbean					
Inside	-7%	1%	15%	8%	4%
Balcony					
Oceanview					
Suite					
Average	-7%	1%	15%	8%	4%
W. Caribbean					
Inside					
Balcony	1%	-5%	4%	6%	18%
Oceanview					

Exhibit 4: NCLH sequential price changes by region

NCLH's Western Caribbean sailings saw the strongest sequential increase in February

lorwegian Cruise Line	10/1/2023	11/1/2023	12/1/2023	1/1/2024	2/1/2024
Suite					
Average	1%	-5%	4%	6%	18%
Alaska					
Inside	-7%	7%	8%	3%	3%
Balcony					
Oceanview					
Suite					
Average	-7%	7%	8%	3%	3%
Europe					
Inside					
Balcony	10%	5%	-4%	0%	0%
Oceanview					
Suite	6%	-10%	3%	1%	-3%
Average	8%	-3%	0%	1%	-2%
Mediterranean					
Inside	6%	-3%	0%	-1%	2%
Balcony					
Oceanview					
Suite		1%	-1%	2%	1%
Average	6%	-1%	-1%	1%	1%
Australia					
Inside					
Balcony					
Oceanview	26%	-46%	-25%	32%	-36%
Suite					
Average	26%	-46%	-25%	32%	-36%
Asia					
Inside	-12%	-15%	5%	31%	-1%
Balcony					
Oceanview					
Suite					
Average	-12%	-15%	5%	31%	-1%

Source: Cruiseline.com BofA GLOBAL RESEARCH



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