

Every journey tells a story

136

**Guests' Nationalities** 

\*travel restrictions due to the pandemic strongly affected the variety of countries

1030

Shipboard **Employees** 

2

Cruise Ships
Operating in the
Aegean Sea and
East Med

**151** 

Office Employees 9

**Key Source Markets** 

United States, Greece, Spain, Turkey, Mexico, Bulgaria, Brazil, France and United Kingdom

4

**Home Ports** 

Piraeus, Lavrio, Thessaloniki, Limassol

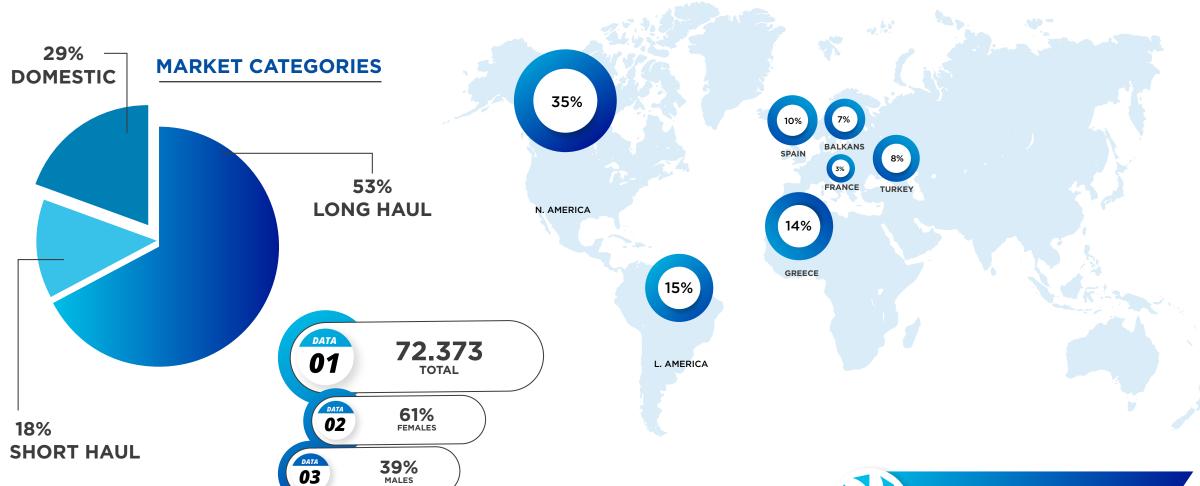
## **OUR GUESTS IN NUMBERS**

\*2019: 120.000 Guests

For the operating period 18/04/22 - 04/01/23

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#### TOP SOURCE MARKETS



14% SOLO TRAVELERS

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# YEAR HIGHLIGHTS



Launches New Choice Driven "Inclusive" & "Enhance" Pricing Model

Repositioned as flexible, destination immersive company with more freedom of choice



Chris Theophilides acknowledged as Cruise Personality of the Year at 2022 Seatrade Cruise Awards



Strategic development of Balkan markets

Focus on Bulgarian market in 2022



**Cruise Critic Pick's Editors Awards 2022** 

Recognized as one of this year's best cruise lines, winning Best Service (Ocean Category)



N. American Business

Development Team to
further serve retail &
wholesale partners



Established strategic partnerships with Greek international brands like

The Real Greek &
Mavrommatis restaurants
and Hello Fresh meal kit
delivery service in Australia



Introduced "Authentic Encounters", the new intimate, immersive and hands-on shore excursions that allow guests to go deeper into a destination & pursue personal passions

#### **CELESTYAL.COM**

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# CELESTYAL

## **GOES GLOBAL**

Celestyal helped Greece "travel" to 5 Continents within 9 months of operation during 2022 and showcased the variety of opportunities its guests had by visiting at least 6 destinations in just a 3-night cruise.

Familiarization trips for travel agents & media representatives from Greece and abroad (USA, Australia, France, England, Bulgaria, Germany, Spain, Cyprus, Serbia, Romania, Poland) took place:

**65** journalists in 10 group press trips

70 individual journalists

60 travel agents in 6 fam trips

Over **200** articles in top-tier publications in USA, UK, France, Spain, Germany, France, Bulgaria, Turkey, Cyprus, Australia & Greece, were generated out of these fam & press trips.



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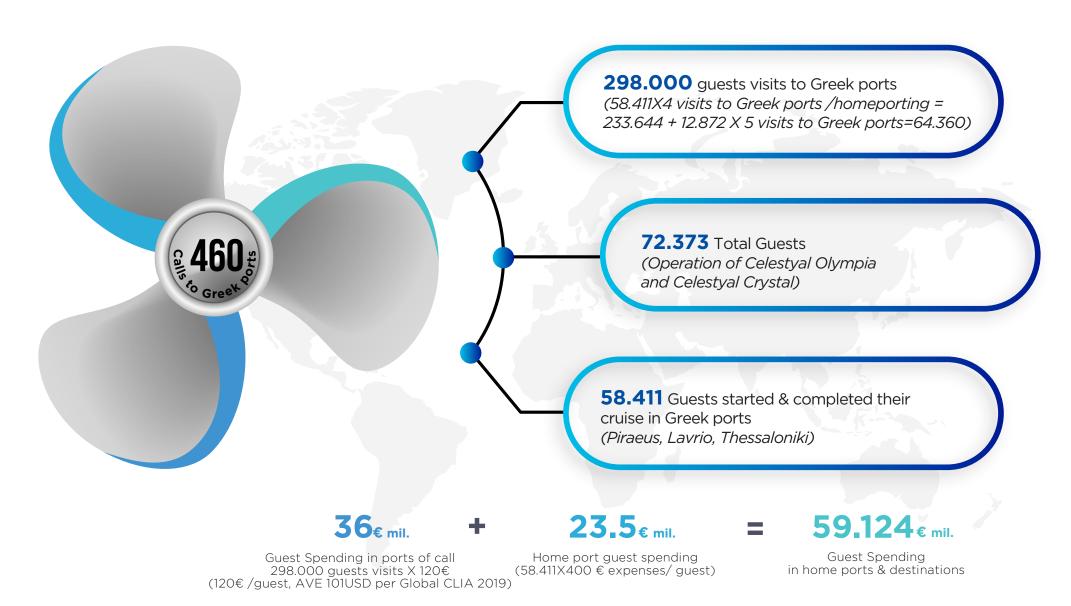
# 2022 **CUSTOMER** SATISFACTION RESEARCH

#### **KEY PERFORMANCE INDICATORS**



## **CONTRIBUTION TO PORTS & DESTINATIONS 2022**

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# TOTAL CONTRIBUTION TO THE NATIONAL ECONOMY 2022

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**32€** mil.
Annual Direct Operational Expenses

+59.124€ mil.

Annual Guest Spending in Home Ports & Destinations

91€ mil.
Total Annual
Contribution

Greek Marine Officers &

Crew Employed.

Volume of crew equal
to 20 cargo ships

# COMMITMENT TO SUSTAINABLE DEVELOPMENT

We are committed to the protection of the environment and the sustainability of the local communities we serve.

We complied with the new EU SRR (EU Ship Recycling Regulation) and the HKC (Hong Kong Convention) requirements in order to ensure the safe and environmentally viable management of hazardous materials and the sustainable recycling of ships.

We are taking all necessary measures in order to be aligned with IMO (International Maritime Organization) strategy on GHG (Greenhouse Gases) reductions with the ambition to reduce total GHG emissions from shipping by at least 50% in 2050 compared to 2008 and to comply with the Energy Efficiency Existing Ship Index (EEXI) and Carbon Intensity Indicator rating (CII).





#### WHAT WE HAVE ACHIEVED SO FAR:

**6% total** reduction in fuel consumption based on the initial budget, equals 3.450 Mt less CO2 / NOx / SOx emission

3.000Mt reduction in CO2 emissions

**82%** of water consumed on board was produced by sea water due to optimized Reverse Osmosis (RO) utilization

15% garbage disposal reduction, compared to 2016

**Compliance** with the implementation of 0.5% sulfurcap for marine fuel, based on IMO Joint Industry Guidance (JIG)

Full DNV GL compliance and certification

for correct and systematic monitoring, recording and notification of CO2 emissions, based on the requirements of the European Regulation

**Automation** of on-board consumption monitoring and recording systems

# CONSISTENCY IN CORPORATE SOCIAL RESPONSIBILITY STRATEGY

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Celestyal actively supported international institutions promoting Greece as well as the local communities in which it operates and visits.











**Support to the NGO "Ark Of The World"**, the non-profit organization committed to providing care and protection to children, who come from single-parent families or are without parents and who experience difficult circumstances, neglect, abandonment, lack of medical care and an uncertain future, by hosting onboard 40 refugees, mothers and children from Ukraine on a three-night educational cruise so they could experience Aegean destinations in their "home away from home". Also offered a seven-night educational cruise to 35 children.

**Support to the NGO "PEK-AMEA"**, the Union of Parents, Guardians & Friends of mentally disabled children of Piraeus by generating revenue to the NGO via offering their handmade products at annual special occasions and by hosting 14 children and their escorts onboard a three-night cruise at the Aegean.

**Collaboration with "The Hellenic Initiative"**. Celestyal has been named one of THI's Corporate Ambassadors and the exclusive cruise partner of the global non- profit organization and is donating 5% of the total cost of 2022-2023 cruises booked by THI membership in support of the organization's philanthropic initiatives.

Strategic alliance with the American Hellenic Educational Progressive Association (AHEPA).

**Support to the "HIPPOCRATIC CANCER RESEARCH FOUNDATION"** in US by offering a seven-night cruise for 2 people at their annual raffle.

#### **SETTING HIGHER GOALS**

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#### **MAJOR INTERNATIONAL ACKWNOLEDGMENTS**





TOP CRUISE LINE FOR SOLO GUESTS



AWARD FOR THE CRUISE LINE WITH GREATEST COMMITMENT TO THE EAST MED REGION



FIRST PLACE IN CATEGORIES SHORE EXCURSIONS & VALUE, SECOND PLACE IN CATEGORIES SERVICE & ENTERTAINMENT



FIRST PLACE IN CATEGORY BEST SERVICE



FOR SOLO GUESTS

