Seatrade Cruise Global, Ft. Lauderdale

Hapag-Lloyd Cruises

March 2017

HAPAG 18 91 LLOYD
CRUISES

Who do we want to appeal to?

HAPAG 18 91 LLOYD CRUISES

Traditional Luxury Client

Modern
Luxury Client

Academic Client

Naming

HANSEATIC nature

April 2019

HANSEATIC inspiration

October 2019

Insights

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Identical ships

5-star design concept	“Inspired by nature”
Gross tonnage	15,540
Length	138 m (452 ft)
Width	22 m (72 ft)
Nominal draught	5.4 m (17.7 ft)
Passenger decks	7 – pool area with retractable roof
Cabins and suites	120
Maximum passenger capacity	230 people – 199 in Antarctica
Crew	Up to 170 crew members

Deck track at the bow
TUG

Retractable glass balcony

Marina for water sports

Insights

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Cabins and suites

8	Cabins with panoramic windows	22 m^2 (236 ft^2)
20	Cabins with French balconies	21 m^2 (226 ft^2)
63	Balcony cabins	28 m^2 (301 ft^2)
14	Junior suites	43 m^2 (462 ft^2)
4	Grand suites	71 m2 (764 ft^2)
10	Cabins with windows	22 m^2 (236 ft^2)
1	Disabled cabin	37 m^2 (398 ft^2)

Junior suite | Angle 2
43 m² (462 ft²): [37 m² (398 ft²) suite and 6 m² (64 ft²) balcony]

Balcony cabin | Angle 2
28 m^2 (301 ft^2): [22 m^2 (236 ft^2) cabin and 6 m^2 (64 ft^2) balcony]

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Thank you
for your attention!