



1966

One of Norway's oldest and most respected shipping companies, Oslo-based Klosters Rederi, repositions its ship M/S Sunward from Europe to PortMiami and establishes Norwegian-Caribbean Lines. Through the directive of Company co-founder, Knut Kloster, M/S Sunward begins offering bi-weekly cruises to the Bahamas and the Caribbean on December 19, 1966.



1971

The "First Fleet of the Caribbean" is born with four ships:

- | M/S Sunward (1966)
- | M/S Starward (1968)
- | M/S Skyward (1970)
- | M/S Southward (1971)



1974

Norwegian-Caribbean Lines launches "Cloud 9 Cruises," becoming the first cruise line to offer a national air/sea program using scheduled carriers to transport guests to departure ports.



1977

Norwegian-Caribbean Lines purchases Great Stirrup Cay in the Bahamas, becoming the first cruise line to offer a private island experience.



1979

Norwegian-Caribbean Lines purchases S/S France and spends \$100 million to rebuild the ship for Caribbean cruising. Renamed S/S Norway, she was the world's largest cruise ship by a wide margin for much of the 1980s. The Company takes advantage of her extra space to create a variety of onboard entertainment options — thus paving the way for a new era of cruise ships.



1987

With new ships and new itineraries, Norwegian-Caribbean Lines is renamed Norwegian Cruise Line (NCL) to reflect expanded itinerary offerings.



1988

NCL becomes the first cruise line to offer specialty dining with The Palm Tree Restaurant on M/S Seaward. The Company adds West Coast cruising with itineraries from Los Angeles and San Diego and Ensenada, Mexico.



1989

NCL creates "Kids' Crew," becoming the first cruise line to offer a kids' program at sea. Junior cruisers ages 2-17 can take part in activities, games, parties and more.

COMPANY HISTORY (CONT.)



1992

Disco music icon Diana Ross becomes the godmother to the Company's first ship that sailed out of Fort Lauderdale, Fla. — M/S Dreamward.



1995

NCL becomes the first cruise company to launch a website.



1996

NCL becomes an independent company and operates as "Norwegian Cruise Line Ltd."



1997

NCL introduces the "Norwegian" prefix with the launch of Norwegian Dynasty.

The Company also purchases the M/S Royal Majesty, renames her Norwegian Majesty and selects the legendary Liza Minnelli as the ship's godmother.



1998

NCL sails to South America for the first time with Norwegian Crown.



1999

NCL launches Norwegian Sky, the world's very first all-employee christened ship and the first in the Company's modern fleet. More than 1,200 NCL team members participate, setting the Guinness World Record as the world's largest christening of a ship.

Freestyle Cruising®

2000

NCL introduces its Freestyle Cruising concept aboard Norwegian Sky and revolutionizes the industry forever, allowing guests the freedom and flexibility to create an ideal holiday experience, with no fixed meal times, no dress code, various restaurants, and a variety of lounges, bars, theaters and other activities.

NCL becomes the first cruise line to offer round-trip Alaska sailings from Seattle.

Mandara Spa, LLC enters into agreement to operate NCL shipboard spas across the fleet.



2001

The Company hosts a simultaneous christening ceremony for Norwegian Star and Sun, welcoming actress Brooke Burke (Norwegian Sun) and Miss America Angela Perez Baraquier (Norwegian Star) to serve as the godmothers. Norwegian Sun debuts as the first ship custom built to deliver the Freestyle Cruising experience.

COMPANY HISTORY (CONT.)



2002

Norwegian Dawn is christened in Manhattan and begins sailing out of New York City. "Sex & The City" star Kim Cattrall becomes the official godmother.

NCL becomes the first cruise line to launch WiFi fleetwide.



2003

The NCL America brand debuts, featuring the first U.S.-flagged modern ocean cruise ships operated by U.S. crew in nearly 50 years.



2004

Norwegian Sky is renamed Pride of Aloha, becoming part of the NCL America brand.



2005

Pride of America launches and is added to the NCL America brand and remains today the only U.S.-flagged cruise ship, offering weekly, round-trip, inter-island cruises from Honolulu.

Norwegian Jewel joins NCL's fleet and is christened by Melania Trump in New York City.



2006

NCL becomes the first cruise line to offer fleetwide cellphone service.

Norwegian Pearl expands the fleet and features the world's first bowling alley at sea.

The Company becomes the only cruise line to offer weekly inter-island Hawaii cruises year-round on three ships, including Pride of Aloha (Norwegian Sky), Pride of America and Pride of Hawaii (Norwegian Jade).



2007

Norwegian Gem, the fourth and final ship of the Jewel Class, enters service.



2010

The Company becomes the first to revolutionize cruise ship entertainment, offering world-class branded acts such as Blue Man Group, Cirque Dreams & Dinner®, Legends in Concert and Howl at the Moon, all of which debut on the new Norwegian Epic.

Norwegian Epic premieres the world's largest on-board suite complex, new innovative studio staterooms for solo travelers and a new entertainment and dining experience.



2011

NCL debuts its ship-within-a-ship concept, The Haven by Norwegian® on board Norwegian Epic, a year after her debut.

COMPANY HISTORY (CONT.)



2012

NCL expands its world-class entertainment offerings and acquires Sixthman, the industry leader in music and entertainment vacation experiences.

2013

The Company completes its initial public offering and Norwegian Cruise Line Holdings Ltd. is officially listed on the NASDAQ stock exchange, trading under the ticker symbol "NCLH".

NCL debuts a major innovation in ship design on board Norwegian Breakaway with The Waterfront, an oceanfront boardwalk lined with shops, restaurants and bars.

2014

The Company acquires Prestige Cruises International, Inc. ("Prestige"), adding itself, Oceania Cruises and Regent Seven Seas Cruises under the holdings Company's portfolio.

2015

Frank Del Rio becomes president and CEO of Norwegian Cruise Line Holdings Ltd.



2016

The Company debuts Harvest Caye in southern Belize, a new resort-style destination.

The brand unveils The Norwegian Edge® program, a \$400 million initiative to elevate the standard of excellence across NCL's fleet, culinary offerings and destination experiences.



2017

The brand debuts Norwegian Joy and introduces the industry's first-ever race track at sea.

NCL announces its next generation of new-build ships with Project Leonardo.



2018

The Company eliminates single-use plastic straws across its fleet and two resort island destinations, Great Stirrup Cay and Harvest Caye.

Norwegian Cruise Line Holdings Ltd. breaks ground on a new, dedicated Norwegian Cruise Line terminal at PortMiami in Miami.

Norwegian Bliss breaks multiple records, becoming the most successful ship launched in the Company's history at that time, as well as the largest passenger ship to traverse the expanded Panama Canal, to be christened in Seattle and to sail from Los Angeles.

COMPANY HISTORY (CONT.)



2019

Norwegian eliminates and replaces all single-use plastic water bottles fleetwide by January 1, 2020, beginning with its newest ship, Norwegian Encore.

Norwegian Joy repositions from Asia and is introduced to the North America market.

The brand delivers Norwegian Encore, the last of its Breakaway Plus Class ships, the most innovative, successful class in the Company's fleet.



2020

Harry Sommer becomes president and CEO of Norwegian Cruise Line.

NCL's partnership with JUST Goods launches on board, making NCL the first major global cruise company to eliminate single-use plastic water bottles across its fleet.

The brand introduces the most extensive bow-to-stern renovation in the Company's history with Norwegian Spirit, a more than \$100 million revitalization.

NCL Co-Founder Knut Kloster passes away at the age of 91. The Company announces it will dedicate a section of its terminal at PortMiami to him. NCL also creates an annual team member recognition award in memory of his humanitarian, environmentalist and innovative spirit.

NORWEGIAN
PRIMA CLASS



2021

NCL announces Prima Class, its first new class of ships in nearly a decade, and Norwegian Prima, the first of six Prima Class ships. Norwegian Prima debuts as the Company's most in-demand vessel by breaking Norwegian Bliss's single-best booking day and best initial booking week sales.

NCL launches its content platform, "EMBARK with NCL", introducing the people, destinations and exclusive experiences through engaging visual storytelling.

Norwegian Jade is the first NCL ship to set sail again in the Company's Great Cruise Comeback after 500 days of suspension. The first ship to return to service in the U.S. is Norwegian Encore sailing to Alaska from Seattle.

2022

NCL introduces Norwegian Viva, its second Prima Class ship, mirroring the upscale design and structure of her sister ship, Norwegian Prima.

The brand launches the cruise-industry's first NFT collection with art pieces created by Norwegian Prima and Norwegian Viva hull artist Manuel di Rita aka 'Peeta'. The NFT collection sells out in twenty minutes with all proceeds to be donated to Teach for America.

NCL takes delivery of Norwegian Prima and christens her as the very first cruise ship in Reykjavik, Iceland. Global pop superstar Katy Perry serves as her godmother.

The company launches its first-ever Military Appreciation Program to recognize active and retired U.S. military members and their spouses.



2023

David J. Herrera becomes President of Norwegian Cruise Line following eight years with the brand. Herrera was pivotal in launching the Military Appreciation Program.

The company reaches record-breaking booking levels, beginning 2023 in the best-booked position in the brand's history.

Norwegian Cruise Line unveils Rebel Fish Creative Group, first-ever in-house agency to lead Company's strategic creative marketing efforts.