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NCLH
NORWEGIAN CRUISE LINE HOLDINGS LTD.

Pacific Whale Foundation and Norwegian Cruise Line Holdings Partner to Expand Keiki Whale Watch, Doubling Access for Maui Students

As part of the partnership, NCLH will also support Pacific Whale Foundation's annual whale parade celebrations on Maui.

MAUI, HAWAIʻI - February 4, 2026 - Pacific Whale Foundation and Norwegian Cruise Line Holdings (NCLH) announce a new partnership to expand the Keiki Whale Watch program, significantly increasing access to hands-on ocean education for Maui students in grades two through eight. The collaboration supports NCLH's global sustainability program, Sail & Sustain, which prioritizes environmental stewardship, community engagement, and education. Through this partnership, Pacific Whale Foundation will be able to at least double the number of students served in 2026.

As part of the expanded collaboration, NCLH will also support Pacific Whale Foundation's World Whale Day Parade, a vibrant, family-friendly community celebration that caps a week of ocean conservation events on Maui. The parade takes place on Sunday, February 15, 2026, along South Kihei Road beginning at 9:00 a.m., and brings together community groups, creative marine-themed floats, music, and thousands of participants and spectators to honor humpback whales and promote ocean awareness.

"At Norwegian Cruise Line Holdings, we believe that ocean stewardship begins with education and meaningful connection," said Heike Naigur, PhD, Senior Director of Sustainability at NCLH. "Supporting Keiki Whale Watch and Maui's whale parade is a natural extension of our Sail & Sustain strategy, investing in communities, protecting the ocean, and inspiring the next generation of environmental stewards."

Keiki Whale Watch is Pacific Whale Foundation's flagship education program, designed to inspire environmental stewardship through immersive marine science learning. The program combines classroom lessons aligned with Next Generation Science Standards, with an on-the-water whale watch experience led by trained Education Specialists. For many students, particularly those from underserved communities, this is their first time on a boat and their first opportunity to see humpback whales in the wild.

In 2025, Pacific Whale Foundation served 1,109 students through Keiki Whale Watch. Of those, 423 students from Title I schools were able to participate entirely free of charge. Nearly 20 percent of participating students reported they had never seen whales before. With support from NCLH, Pacific Whale Foundation anticipates serving at least 2,200 Maui County (Maui, Lānaʻi, and Molokaʻi) students in 2026, with at least 50% of the students being fully sponsored through the program.

“Education is the foundation of conservation,” said Lauren Spencer, Education Manager at Pacific Whale Foundation.

During parade weekend, Norwegian Cruise Line will promote the event onboard Pride of America through featured onboard programming and dedicated educational talks led by the ship’s Hawaiian Ambassador. Guests will receive details on parade timing, location, and transportation, reinforcing the cultural, educational, and environmental significance of whale season on Maui.

About Pacific Whale Foundation

Pacific Whale Foundation is a nonprofit organization dedicated to inspiring and advancing conservation for whales, dolphins, and the ocean. Through science, education, advocacy, and community engagement, the organization works to protect marine ecosystems, foster stewardship, and create meaningful connections between people and ocean life in support of a future where both thrive harmoniously.

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About Norwegian Cruise Line Holdings

Norwegian Cruise Line Holdings Ltd. (NYSE: NCLH) is a leading global cruise company that operates Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises. With a combined fleet of 34 ships and more than 71,000 berths, NCLH offers itineraries to approximately 700 destinations worldwide. NCLH expects to add 14 additional ships across its three brands through 2036, which will add over 39,200 berths to its fleet. To learn more, visit www.nclhltd.com.

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