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Mayor Bloomberg and Norwegian Cruise Line Announce New York City Will Be Home to New State-of-the-Art 4,000 Passenger Cruise Ship

Manhattan Cruise Terminal Will Serve As Year-Round Home Port Beginning in 2013 for at Least 88 Calls, Generating an Additional \$35 Million in Direct Spending in New York City

NEW YORK--(BUSINESS WIRE)-- Mayor Michael R. Bloomberg and Norwegian Cruise Line CEO Kevin Sheehan today announced that Norwegian Cruise Line's new state-of-the-art 4,000 passenger ship, Norwegian Breakaway, will make New York City its year-round home port. Beginning in May 2013, Norwegian Breakaway—which will be the largest ship ever to home port in the City—will replace Norwegian Star, and embark on a minimum of 88 cruises from the Manhattan Cruise Terminal through March 31, 2015. The ship calls will bring an estimated 140,000 additional embarking passengers into New York City over two years, resulting in an estimated \$35 million in additional direct spending. Mayor Bloomberg and Norwegian Cruise Line were joined at the announcement in the Manhattan Cruise Terminal by New York City Economic Development Corporation President Seth W. Pinsky and NYC & Co CEO George Fertitta.

From Left to Right: Seth W. Pinsky, New York City Economic Development Corporation President; Kevin Sheehan, CEO of Norwegian Cruise Line; Mayor Michael R. Bloomberg; Peter Max, artist; George Fertitta, CEO of NYC & Company (Photo: Zev Starr-Tambor)

“Out-of-town visitors spent \$31 billion last year, supporting hundreds of thousands of jobs in

our restaurants, shops, hotels, and cultural institutions,” said Mayor Bloomberg. “By making New York City home to its newest and largest ship, Norwegian Cruise Line is further confirming our standing as a top cruise destination and a place that tourists from around the world want to visit.”

“New York is not only one of our top markets, but also my hometown,” said Norwegian Cruise Line Chief Executive Officer Kevin Sheehan. “Therefore, I am thrilled to announce that New York will be the year-round home for our next generation Freestyle Cruising ship, Norwegian Breakaway. In addition, we are offering an exciting inaugural summer itinerary cruising to the beautiful island of Bermuda, a much sought-after summer destination.”

“Norwegian Breakaway will be the largest ship ever to homeport in New York City, bringing more passengers, generating more spending, and creating more jobs in our City,” said New York City Economic Development Corporation President Seth W. Pinsky. “Thank you to Norwegian Cruise Line for their commitment to New York City, and for making Manhattan Cruise Terminal the homeport for this amazing new state-of-the-art ship.”

"New York City remains one of the top ten cruise ports in the United States, and we thank Norwegian Cruise Line for making Manhattan Cruise Terminal Norwegian Breakaway's year-round home port," said George Fertitta, CEO of NYC & Company, New York City's marketing and tourism arm. "Approximately 583,000 cruise passengers embarked in New York City in 2010 and that number continues to grow helping the City to report record breaking tourism numbers year after year. We hope Norwegian Breakaway and all of the Norwegian Cruise Line passengers will have an opportunity to visit New York City pre- or post-cruise and discover the energy and vibrancy of all five boroughs."

Norwegian Cruise Line was the first cruise line to homeport year-round in New York City beginning in 2003. Since then, the company has been committed to bringing its newest and largest ships to the Big Apple, with two ships calling in New York City since 2005. In 2013 alone, Norwegian Breakaway is expected to make 34 calls at Manhattan Cruise Terminal (MCT). In addition, Norwegian Gem will continue to call year-round at MCT, with an expected 47 calls, and Norwegian Star will make 15 calls in 2013 before being replaced. In total, Norwegian Cruise Line ships will bring approximately 285,000 embarking passengers into New York City in 2013, generating approximately \$70 million in direct spending in the City - a \$13.5 million increase due to the additional passengers on Norwegian Breakaway.

Currently under construction at Meyer Werft in Germany, Norwegian Breakaway will be 144,017 gross tons and is scheduled for delivery in April 2013. Following inaugural events, the ship will sail a series of 22 seven-day cruises from New York to Bermuda beginning May 12, 2013 through Oct. 6, 2013. Departing on Sundays, the ship will spend three full days in Bermuda, along with three days at sea.

"The Government of Bermuda is honored to be the destination of choice for the inaugural sailings of Norwegian Breakaway for 2013. As a long-standing partner with Norwegian Cruise Line, we look forward to the launch of this new and innovative cruise product," said the Hon. Terry Lister, Minister of Transport. "We know their passengers will enjoy the cruise itinerary and the hospitality of the Bermudian people."

Norwegian Breakaway's New York to Bermuda cruises are scheduled to go on sale to Latitudes members, Norwegian's frequent guests, on Friday, October 14, 2011 and to the public on Monday, October 17, 2011. Also, as part of its Partners First commitment, Norwegian will open Norwegian Breakaway's sailings for group block bookings exclusively for travel partners on Monday, October 10, 2011. Travel partners wishing to block a group should call Norwegian at 800-327-7030.

Information on Norwegian Breakaway's accommodations and itineraries can be found at www.ncl.com/breakaway. To book a cruise on Norwegian Breakaway, contact a travel professional, call Norwegian at 800-327-7030 or visit www.ncl.com.

About Norwegian Cruise Line

Norwegian Cruise Line is the innovator in cruise travel with a 44-year history of breaking the boundaries of traditional cruising, most notably with the introduction of Freestyle Cruising which has revolutionized the industry by allowing guests more freedom and flexibility.

Today, Norwegian has 11 purpose-built Freestyle Cruising ships, providing guests the opportunity to enjoy a relaxed cruise vacation on some of the newest and most contemporary ships at sea. The Company has two 4,000-passenger vessels on order for delivery in spring 2013 and spring 2014.

Norwegian's largest and most innovative Freestyle Cruising ship, Norwegian Epic, debuted in June 2010. Norwegian Cruise Line is the official cruise line of Blue Man Group, appearing for the first time at sea on Norwegian Epic, as well as the official cruise line of Legends in Concert, Howl at the Moon Dueling Pianos, Gibson Guitar, and Nickelodeon, the number-one entertainment brand for kids. Cirque Dreams® & Dinner is also featured on board Norwegian Epic as the first show of its kind at sea under a big top.

High resolution, downloadable images are available at www.ncl.com/pressroom. For further information on Norwegian Cruise Line, visit www.ncl.com, follow us on [Facebook](#) and [Twitter](#), watch us on [YouTube](#), or contact us in the U.S. and Canada at 888-NCL-CRUISE (625-2784).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50019824&lang=en>

Norwegian Cruise Line

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