

# Gustavo (Gus) Antorcha

President, Princess Cruises

---

Gus Antorcha is the President of Princess Cruises, one of the world's most iconic premium cruise lines, celebrated for delivering unforgettable vacation experiences, immersive destinations, and world-class service. In his role, Gus oversees all aspects of Princess Cruises' operations, including its fleet of 17 ships that sail to over 330 destinations worldwide. He is responsible for driving the brand's strategic vision and ensuring its continued leadership in delivering enriching travel experiences and unmatched access to iconic destinations

Gus assumed the role of President of Princess Cruises in December 2024, building on his successful leadership as President of Holland America Line and his oversight of Seabourn, Carnival Corporation's ultra-luxury cruise brand. Reporting to Josh Weinstein, CEO of Carnival Corporation Ltd., Gus is widely recognized for his ability to drive operational excellence, deliver exceptional guest experiences, and champion innovative strategies that enhance brand performance.

From 2020 to 2024, Gus served as President of Holland America Line, where he guided the brand's recovery to full fleet operations following the global industry pause in 2020. His tenure was marked by several achievements, including the launch of Rotterdam VII, the creation of the Legendary Voyages category offering regionally immersive cruises from 28 to 59 days, and the successful celebration of Holland America Line's 150th anniversary through global events honoring the company's heritage. Under his leadership, the brand also achieved record-breaking sales milestones, including the largest booking day in its history.

Gus has more than 25 years of experience in the travel and hospitality industry. Prior to his role at Holland America Line, he held senior leadership positions at Carnival Cruise Line, including Chief Operating Officer, and briefly served as CEO of SeaWorld Parks & Entertainment. Earlier in his career, Gus was a Partner and Managing Director at the Boston Consulting Group, where he specialized in advising travel and leisure clients on strategies to drive growth, innovation, and operational success.

## Roles & Chronology

2024 – Present	President, Princess Cruises
2022 – 2024	President, Holland America Line and Seabourn
2020 – 2024	President, Holland America Line
2019 – 2020	Chief Operating Officer, Carnival Cruise Line
2019 – 2019	Chief Executive Officer, SeaWorld Parks & Entertainment
2017 – 2019	Executive Vice President, Chief Operating Officer, Carnival Cruise Line
2015 – 2017	Executive Vice President, Shipboard Operations, Carnival Cruise Line
2015 – 2017	Senior Vice President, Hotel Operations, Carnival Cruise Line
2010 – 2015	Senior Vice President, Guest Commerce, Carnival Cruise Line
1996 – 2010	Partner and Managing Director, The Boston Consulting Group



## Personal & Educational Background

Gus holds a Master of Business Administration from Stanford Graduate School of Business and graduated magna cum laude with distinction from Duke University with a Bachelor of Arts in economics.