

Every Drop Counts

As a global cruise company, we live and work on the ocean, so we understand just how precious it is. That's why we've made water conservation a priority. Our "Every Drop Counts" strategy helps us use less and reclaim more, helping reduce our impact and protect the thriving communities and delicate ecosystems that depend on clean seas.

Encouraging Water Conservation

Our Every Drop Counts strategy includes a range of smart technologies and practices to holistically manage and minimize our water use and has enabled us to limit our usage to significantly less water onboard per person than the average person's daily use on land.* Some ways we encourage conservation and efficient water use include:

- We regularly upgrade appliances and fixtures like efficient laundry machines and dishwashers, and have installed over 100,000 performance-flow showerheads and sink aerators – saving over 4 billion gallons annually.
- Guests are invited to participate in conservation initiatives, such as skipping daily towel and linen changes and making other small choices to conserve water.
- Our crew members are trained regularly on water efficiency practices as part of our environmental training program.

Thanks to our Every Drop Counts strategy, we use almost 40% less water onboard per person than the average person's daily use on land.*

Producing Our Own Water Onboard

Beyond reducing water use overall, we sustainably produce our freshwater used onboard from abundant ocean and sea water, fulfilling the majority of our own water needs:

- 89% of our onboard fresh water needs are met by self-producing from the abundant source of seawater.
- We use advanced desalination systems, including evaporators often using heat recovered from our engines, and reverse osmosis equipment to produce our onboard freshwater.
- Our self-sufficient water production systems also mean we help preserve other freshwater sources for the people and places that depend on them.
- In drought-affected regions, we support local conservation efforts by carefully adjusting how we source any water – based on availability, reliability, quality and cost considerations.

Today we source the vast majority of our water needs from seawater ourselves and are aiming to self-produce 90% of our water by 2030. By sustainably sourcing our water from the sea, we've avoided over \$37 million annually in costs associated with purchasing freshwater from other sources.**

Treating and Reusing Water Responsibly

Our ships are like self-contained cities, and just like on land, wastewater is part of daily life. Because every drop counts, we process wastewater onboard to ensure it meets strict water quality standards before returning it to the natural water cycle the right way while finding new ways to reclaim water that could otherwise go to waste.

Onboard:

- Nearly 75% of our fleet capacity is equipped with Advanced Waste Water Treatment Systems (AWWTS), a technology modeled after large-scale city water treatment plants that enables us to purify the water used onboard before releasing it back to nature.
- The few remaining ships without AWWTS process used wastewater through certified onboard Marine Sanitation Devices to meet strict water quality standards before it rejoins the sea.
- 100% of our ballast water (used to stabilize ships at sea) is sanitized before returning to nature.

On land:

- On land, AWWTS are installed at four of our owned and operated port destinations to treat water for reuse in landscape irrigation, helping to maintain the natural flora and fauna in our ports. In 2025 alone, this included over 2 million gallons of water that we purified, recycled and reused.
- In our Puerta Maya port destination, we repurpose organic output from our wastewater treatment into compost, promoting plant growth and improving water retention.
- Some of our ports also collect rainwater to self-supply their water needs, such as for fire suppression and toilet flushing.

We're not only making every drop count onboard, we're also driving water stewardship in our destination communities, where in 2025 we:

- **Reused over 2 million gallons of treated water from our wastewater treatment plant for landscape irrigation.**
- **Sustainably produced more than 52 million gallons of our freshwater needs from seawater using our in-house reverse osmosis plants at Amber Cove, Celebration Key, Princess Cays and RelaxAway, Half Moon Cay.**

*Our water use rate is 51 gallons per person per day, which is almost 40% less than the U.S. national average of 82 gallons per person per day. Source: **United States Environmental Protection Agency**.

Based on the 2024 average national commercial cost for 1,000 gallons of water. Source: **United States Environmental Protection Agency.