

2025 ASIA CRUISE ECONOMIC COOPERATION AND DEVELOPMENT SEMINAR
AT SHANGHAI UNIVERSITY OF ENGINEERING SCIENCE
ON NOVEMBER 10, 2025

History and the State of the Art of Japanese Cruise Industry



Yoshiho Ikeda

Professor Emeritus of Osaka Prefecture University (OMU now)
Secretary general and the first president
of the Academic Society for Cruise & Ferry, Japan

MY PROFILE

- ▶ Born in 1950
- ▶ Graduated Dept. of Naval Architecture,
College of Engineering of Osaka Prefecture University
- ▶ Doctor degree in 1979
- ▶ Research assistant, Lecturer, Associate Professor, Professor,
Dean of Engineering of Osaka Prefecture University
- ▶ Retired from the University in 2015, and Prof. Emeritus of the University
- ▶ Now, Guest Professor of Osaka Metropolitan University (Osaka Prefecture and City Universities were merged in 2022)



My Cruise experiences

- ▶ First cruise ; Coral Princess in 1972
- ▶ More than 150 cruises.

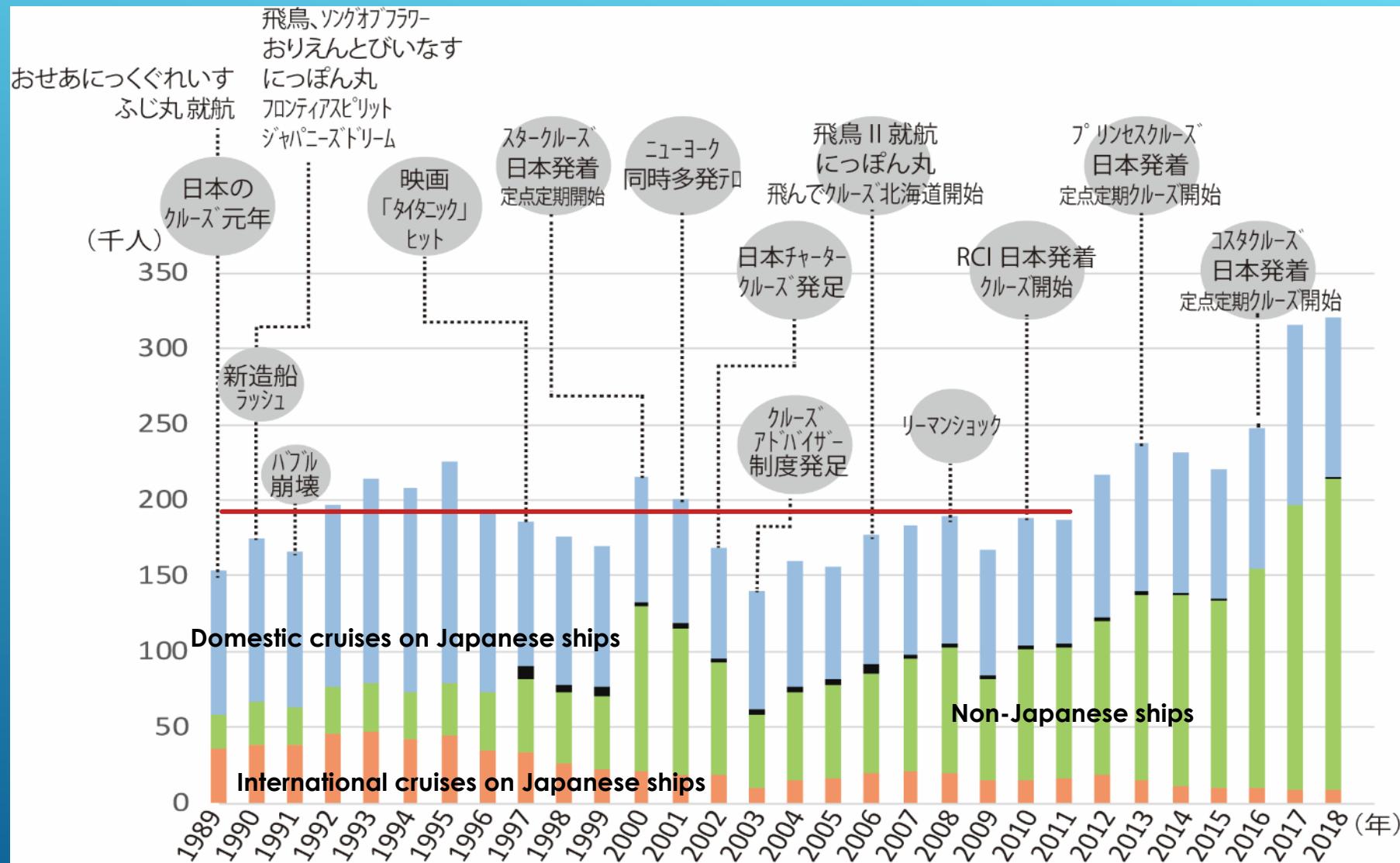
Search on Cruise

- ▶ Started a research workshop for promoting Japanese cruise business in 1980
- ▶ Members of several committees for promoting Japanese Cruise Market organized by Japanese Government, local governments and so on.
- ▶ Established the Academic Society for Cruise & Ferry, Japan in 2010, and the first president of the Society.

BRIEF HISTORY OF JAPANESE CRUISE INDUSTRY

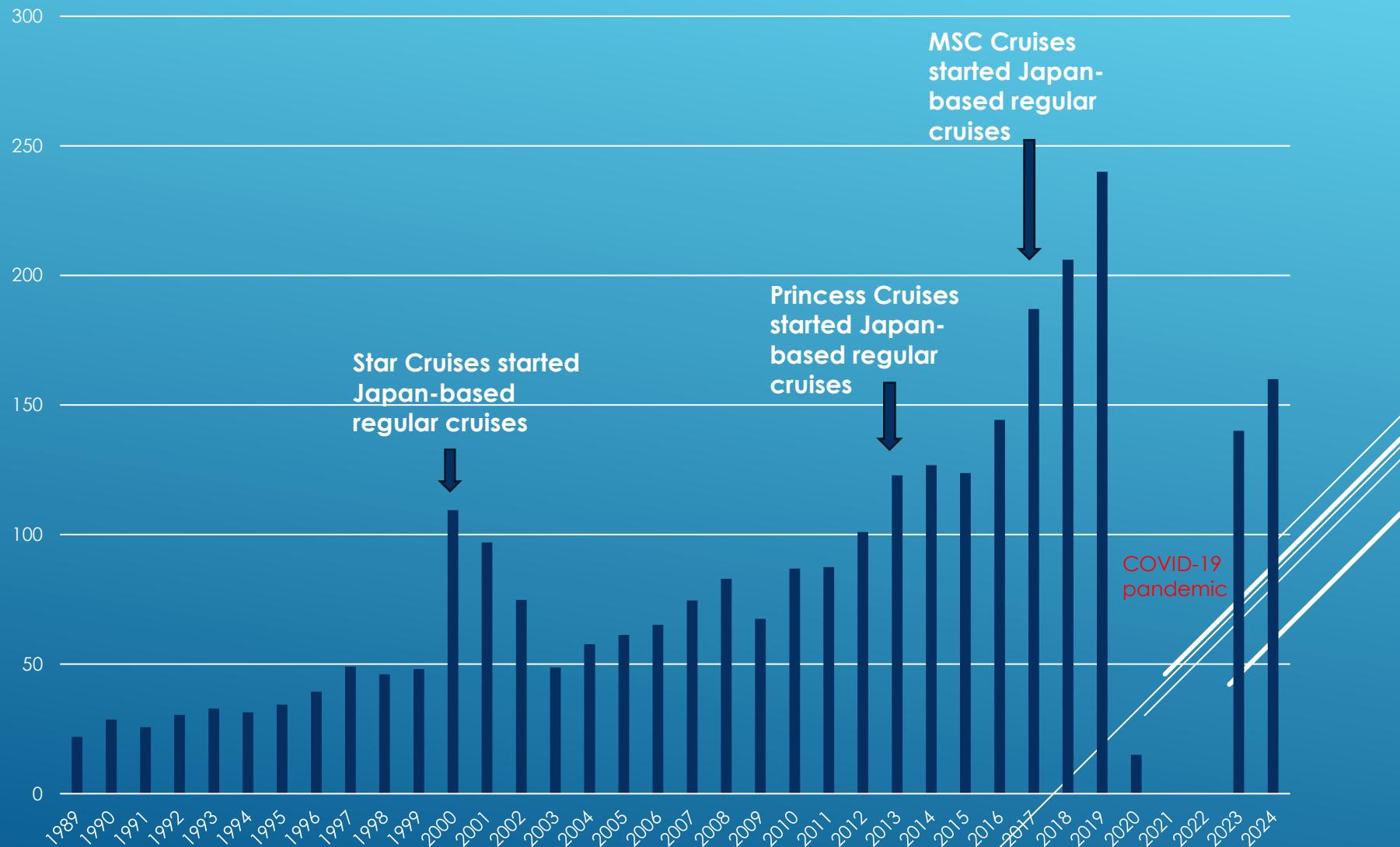
- ▶ 1906 1st Japanese cruise by Rosetta Maru for Korea & China.
- ▶ 1972 Coral Princess(9639GT, Hong Kong) started Japan-based cruises
- ▶ 1972 Nippon Maru of MOL passengers started Japan-based cruises
A lot of **cruises for training or education** on board were carried out.
by Nippon Maru (1st & 2nd), Shin-Sakura Maru, Sakura, Sunshine Fuji,
Sunflower 7, Utopia, New Utopia
- ▶ 1989 New Era of Japanese Cruise Industry; Fuji maru & Oceanic Grace were built.
Following them **nine cruise ships appeared**.
 - Change of Business model; **from Educational cruise to Leisure cruise**
- ▶ 10 years later; Only **three Japanese cruise ships remained!!**
- ▶ **REASON WHY?**
Most of the ships are small and luxury.
Only rich and old people could enjoy cruises.

JAPANESE CRUISE PASSENGERS

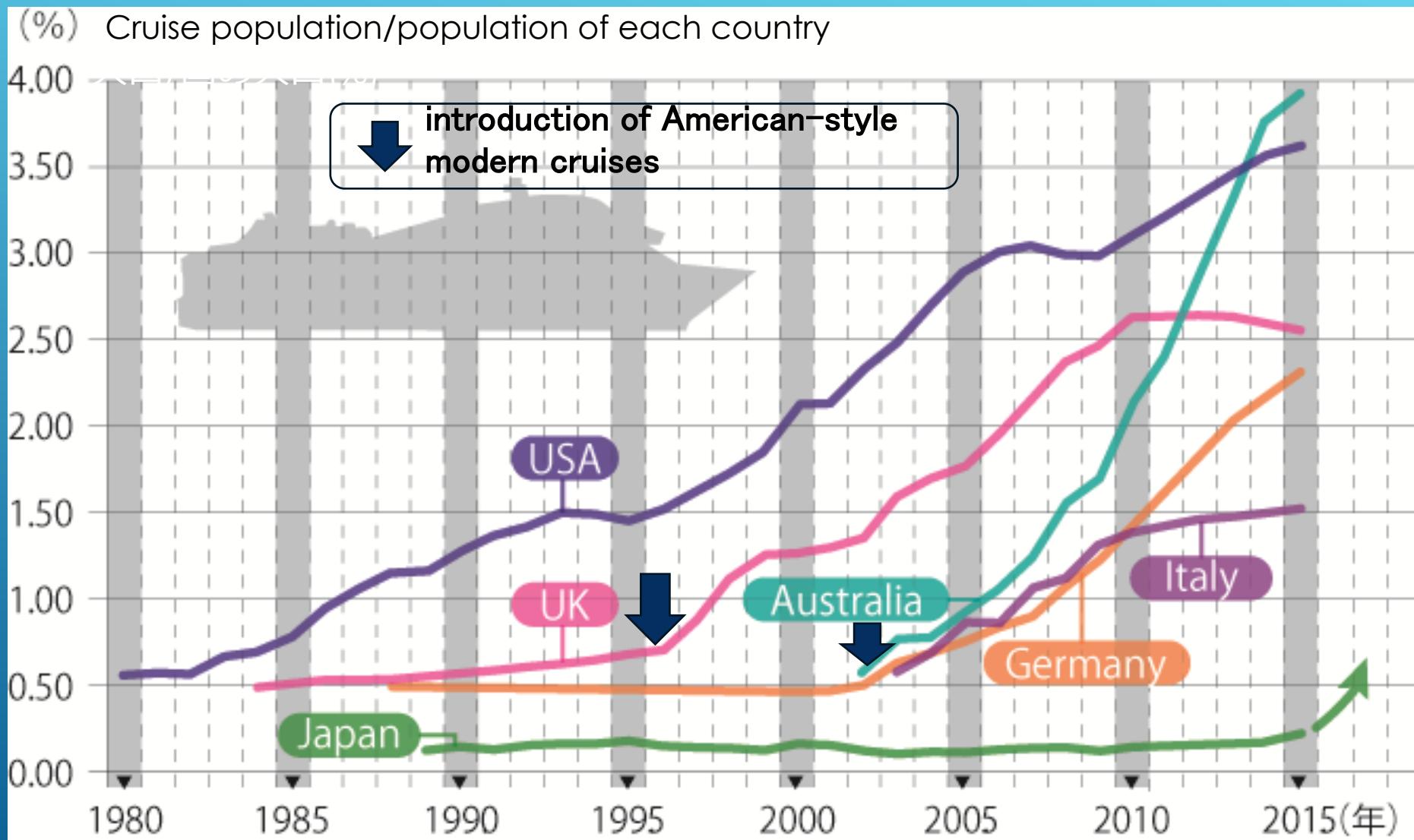


JAPANESE CRUISE PASSENGERS ON NON-JAPANESE SHIPS

千人 (Unit: K)



EFFECTS OF INTRODUCTION OF AMERICAN-STYLE MODERN CRUISES ON CRUISE POPULATION OF EACH COUNTRY



BRIEF HISTORY OF INTRODUCTION OF AMERICAN-STYLE MODERN CRUISE INTO JAPAN

- 2010 RCI tried Japan-based **Irregular cruise** for Korea and China.
- 2013 Princess Cruises started Japan-based **regular cruises**; Sun Princess & Diamond Princess
- 2016 Costa Cruises started Japan-based regular cruises and Interporting
- 2017 MSC cruises started Japan-based regular cruises
- 2024 MSC started regular & short **fly & cruises** based in Naha in winter season
- 2025 **Cruises around Japan** is booming; more than 40 cruises were carried out
- 2026 Princess Cruises will add a ship to Japan-based regular cruises; Sapphire Princess
- 2028 Disney Cruises will start Japan-based regular cruises; Japanese flag



Example of Cruise around Japan

NEW JAPANESE CRUISE SHIPS IN RECENT YEARS

- ▶ Nippon Yusen (Yusen Cruises)
 - ASUKA III (2025~)
- ▶ Mitsui OSK (Mitsui Ocean Cruises)
 - MITSUI OCEAN FUJI (2024~)
 - MITSUI OCEAN SAKURA(2026~)
More two ships (planned)

All ships showed above are Luxury or Ultra Luxury ships

- ▶ Oriental Land (Tokyo Disney + Disney Cruises)
 - 2028; a 140,000GT new ship of Japanese flag
 - Targets: Family & Young adult
 - Short/nowhere cruises based in Tokyo port

The first premium/casual large cruise ship in Japanese-flag

BODIES FOR PROMOTING CRUISES IN JAPAN

- ▶ **Japanese Government, Ministry of Land, Infrastructure and Transport(国土交通省)**
 - Maritime Bureau (海事局); promotion of Japanese Cruise Industries and Market
 - 1990; established Japan Oceangoing Passenger Ship Association(JOPA;日本外航客船協会) Cruise adviser Certification (2003~)、'Cruise of the Year' Award(2010~)
 - Ports and Harbors Bureau (港湾局); promotion of Inbound cruise ships and developing/maintaining infrastructures in ports for cruise ships
 - 2017; established "Cruise Research Center" (クルーズ総合研究所) in Waterfront Vitalization and Environment Research Foundation(みなと総合研究財団)
- ▶ **Local Governments (地方自治体)**
 - Port Authority (港湾局)
 - Local Cruise Promotion Conference or Association (地方クルーズ振興協議会)
 - 151 Local Governments join 'The Japan Cruise Port Association' (JCPA;全国クルーズ活性化会議)
- ▶ **Private Sectors (民間)**
 - Japan Oceangoing Passenger Ship Association(JOPA;日本外航客船協会)
 - Japan International Cruise Committee(JICC;日本国際クルーズ協議会)
- ▶ **Academic**
 - The Academic society for Cruise & Ferry, Japan (日本クルーズ&フェリー学会)

TARGETS FOR DEVELOPING JAPANESE CRUISE

► **Maritime Bureau (海事局):**

Make Japanese cruise passengers 1 million by 2030

 Increase by 5 times from now!!

1. Increase of Japanese cruise ships and Non-Japanese ships based Japanese ports
2. Various Promotions for Increasing Japanese cruise passenger number
3. Support for development of Japanese Cruise Market

► **Ports and Harbors Bureau (港湾局):**

1. Make inbound cruise passengers 2.5million by 2025
2. Make visits of cruise ships to Japanese ports 2000 by 2025
3. Make 100 ports which accept cruise ships in Japan by 2025

► **Academic Society for Cruise & Ferry, Japan (日本クルーズ&フェリー学会):**

Development of a new maritime cluster for Cruise Industries

Building cruise ships in Japan, again!!