



Culture Framework

Our corporation's
common goal...

Corporate Vision

As the global leader in the cruise industry, we will lead the way in innovative and sustainable cruising to deliver memorable vacations and build borderless connections.

Corporate Mission & Purpose

To deliver unforgettable happiness to our guests by providing extraordinary cruise vacations, while honoring the integrity of every ocean we sail, place we visit and life we touch.

...and expected
behaviors...

Culture Essentials

Speak up

Respect and
Protect

Improve

Communicate

Listen and learn

Empower

...delivered in the Princess way

Princess Shared Purpose and Core Values

To share our world, share our hearts, protect our Earth, and create lasting memories.

Core Values



Protect

- Put **SAFETY** first, together, always
- Do the right thing
- **SPEAK UP** when something does not seem right
- Think ahead
- **COMPLY** with all standards
- Protect our Earth



Respect

- Be **OPEN** and **HONEST**
- Build **TRUST**
- Celebrate differences
- **INCLUDE** everyone
- Support **CHANGE**
- Use resources wisely
- **CARE** for ourselves, communities and each other



Connect

- Connect with guests and each other
- Deliver **GENUINE, HAPPY, EXPERT** service
- **EXCEED** expectations
- **LEARN** every day
- **SHARE** new ideas
- Own and **RESOLVE** issues

