



Your Entry into the Ocean Cruise Market

With a Custom-Made Vessel to Match Your Brand



A Smarter Way into Ocean Operation

We Provide Cruise Infrastructure That Integrates into Your Customer Ecosystem

Entering the ocean cruise market is no longer a question of if, but how. For tour operators and investors, the challenge lies in balancing speed, capital efficiency, and long-term strategic control.

UNITED WATERWAYS enables seamless entry into ocean cruising by providing integrated cruise infrastructure tailored to your brand, distribution, and customer ecosystem. We act as a strategic partner for operators and investors seeking a smart, scalable, and carefully managed entry into ocean cruising, with a clear focus on small vessels that we call Pocket Cruisers and Expedition Ships.

Our role is not transactional. We structure, enable, and accompany ocean projects from strategic intent to operational reality. By bridging strategy, asset, and operation, we allow our partners to launch, scale, and diversify cruise products without assuming unnecessary complexity or risk. From initial strategy to operational execution, UNITED WATERWAYS aligns assets, governance, and experience delivery with your growth objectives.

In operations, we support the full setup and management of cruise platforms, including organizational structures, operating models, and day-to-day execution frameworks. We establish scalable processes across marine, hotel, safety, and compliance functions to ensure reliable and efficient operations. Our operational services are designed to integrate seamlessly into existing organizations while maintaining full transparency and control for owners and partners.

We Are the One-Stop Shop for All Waterways

UNITED WATERWAYS is Much More Than a Cruise Service Provider



At UNITED WATERWAYS, we go far beyond the traditional role of an ocean cruise service provider. As a group operating across river and ocean cruising, we act as a one-stop platform for integrated cruise infrastructure supporting passenger, expedition, event, and specialty cruise concepts. Our strength lies in delivering modular, white label services that integrate seamlessly into your brand and organization, ensuring the guest experience feels entirely yours from the first point of contact to day-to-day operations on board.

4'000+
Employees

Over 4'000 professionals enable your customers to experience some of the most beautiful waterways in the world.

120+
Vessels

We operate river cruise vessels, event and day ships, and ocean charters.

30+
Brands

We earned the trust of many well-established business partners, in the cruise industry and some of the most iconic consumer brands in travel.

100+
Berths

We operate significant infrastructure in Europe that ensures the handling of passenger traffic and ship logistics through one source.

Pocket Cruisers and Expedition Ships

Your Strategic Entry into the Ocean Cruise Market

Small ship cruising represents one of the most attractive and resilient segments within the ocean cruise market. It combines destination access, product differentiation, and operational flexibility while responding to evolving guest expectations and investor requirements.

At UNITED WATERWAYS, our small ship focus centers on two vessel categories: Pocket Cruisers and Expedition Ships. Each category is designed to support specific market strategies and deployment models while sharing a common foundation of flexibility, scalability, and operational control.

Pocket Cruisers

Pocket Cruisers provide an efficient and flexible entry point into ocean cruising. Their compact size enables access to smaller ports and destinations while supporting a wide range of itineraries and product concepts.

These vessels are ideally suited for operators and investors seeking fast market entry, brand-focused product development, and operational simplicity without sacrificing guest experience or scalability.

Expedition Ships

Expedition Ships address the growing demand for remote, experience driven travel. These vessels operate in challenging environments and require high technical standards, specialized operations, and strong compliance frameworks.

UNITED WATERWAYS supports expedition projects with a focus on technical feasibility and regulatory alignment.





Designing Small Ships - From Concept to Delivery

At UNITED WATERWAYS, shipbuilding is approached as an integrated design and execution process rather than a purely technical exercise. Every vessel is developed by aligning exterior architecture, interior layout, and operational requirements from the outset to ensure consistency, efficiency, and long-term usability.

Exterior Design and Naval Architecture

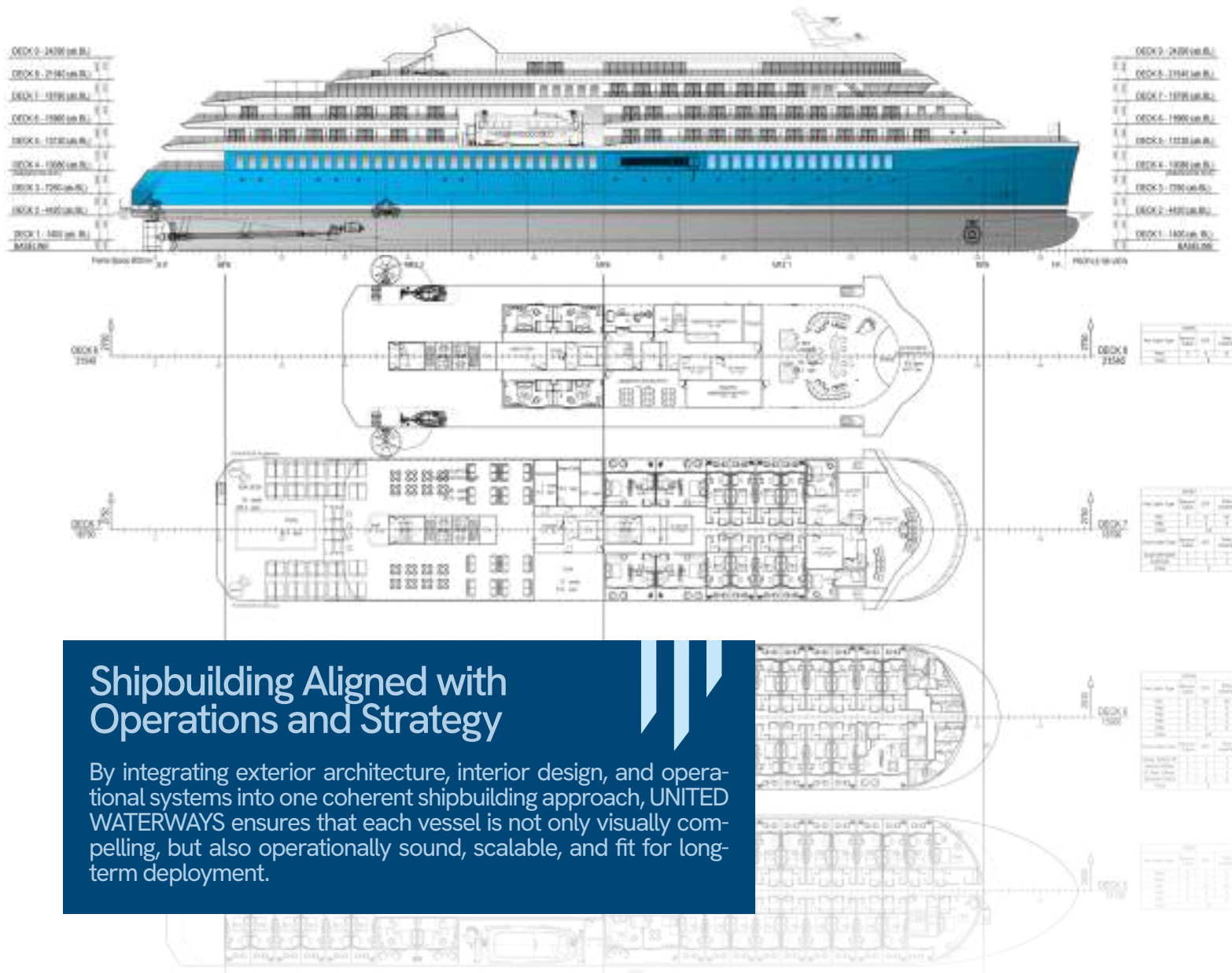
The exterior design of our small ships is driven by deployment strategy and operational environment. Hull form, draft, and superstructure are optimized to enable access to smaller ports, coastal routes, and remote destinations while meeting regulatory and safety requirements.

Interior Design and Guest Experience

Interior spaces are designed to support both guest expectations and operational efficiency. Cabin layouts, public areas, and service zones are carefully balanced to maximize space utilization, comfort, and flow. Interior options are modular and adaptable, allowing alignment with different brands, target markets, and experience concepts without structural compromise.

Operational and Technical Integration

From bridge to engine room, technical systems are selected and integrated with a clear focus on reliability, compliance, and ease of operation. Crew workflows, safety systems, and maintenance access are embedded into the design process to ensure smooth day-to-day operations once the vessel enters service.



Shipbuilding Aligned with Operations and Strategy

By integrating exterior architecture, interior design, and operational systems into one coherent shipbuilding approach, UNITED WATERWAYS ensures that each vessel is not only visually compelling, but also operationally sound, scalable, and fit for long-term deployment.

From Shipyard to Operational Service Readiness

UNITED WATERWAYS supports vessels beyond construction and handover. We manage and coordinate the delivery process to ensure a smooth transition from shipyard to operational readiness.

This includes final inspections, regulatory approvals, crew onboarding, and the setup of operational frameworks. Our delivery approach ensures that vessels enter service on time, fully compliant, and aligned with the intended operational and commercial strategy.

We act as the central interface between shipyards, owners, authorities, and operational teams throughout the delivery phase.



Integrated Services at a Glance



- White label ocean ship management
- Nautical and marine operations
- Technical management and compliance coordination
- Hospitality and onboard service management
- Crew management and training
- Operational performance monitoring and optimization



Structuring Reliable Cruise Operations from Day One

Operational Excellence Across the Vessel Lifecycle

UNITED WATERWAYS supports cruise operations well beyond delivery and market entry. Our operational model is designed to ensure stability, transparency, and performance throughout the entire vessel lifecycle, from initial deployment to long-term operation.

We establish clear operating structures covering marine, hotel, safety, and compliance functions. Standardized processes and governance frameworks ensure consistent quality while allowing flexibility for different brands, itineraries, and markets.

By acting as a long-term operational partner, UNITED WATERWAYS enables tour operators and investors to focus on commercial strategy and guest experience while maintaining full oversight and control of day-to-day operations. Our approach ensures that cruise platforms remain reliable, scalable, and aligned with strategic objectives over time.

Cruise Operations That Strengthen Your Brand

We integrate seamlessly into existing brand, sales, and customer ecosystems. From onboard branding and guest touchpoints to service standards and operational processes, every element is structured to reflect your identity and positioning in the market. Our white label operations provide clear governance, defined responsibilities, and transparent reporting. This allows owners and partners to retain strategic control and brand consistency, while UNITED WATERWAYS manages day-to-day operations with reliability and accountability.

A Strategic Decision Framework for Ocean Market Entry

Newbuild, Conversion or Charter

Entering the ocean cruise market requires a clear choice of asset strategy. UNITED WATERWAYS supports tour operators and investors in evaluating newbuild, conversion, and charter options based on strategic objectives, timelines, and risk appetite. There is no one-size-fits-all solution. The optimal strategy depends on market timing, brand objectives, organizational readiness, and long-term growth plans. UNITED WATERWAYS supports this decision process by aligning asset strategy with operational execution and strategic intent.

Newbuild

Best suited for:

Long-term portfolio strategies and full brand control

A newbuild offers maximum flexibility in design, layout, and technical specification. It allows full alignment with brand positioning and long-term operational strategy.

However, newbuild projects involve extended timelines, higher complexity, and increased execution risk. This option is most suitable for investors and operators with a long investment horizon and the capacity to manage complex development processes.

Conversion

Best suited for:

Accelerated entry with controlled customization

Conversions enable faster market entry by adapting an existing vessel to new operational and brand requirements. They offer a balance between speed and differentiation while leveraging a proven technical platform.

This approach requires careful assessment of technical feasibility and long-term suitability. UNITED WATERWAYS ensures that converted vessels meet regulatory, operational, and guest experience standards while supporting sustainable deployment.

Charter

Best suited for:

Flexible, capital efficient market entry

Charter models allow immediate access to operationally ready vessels without ownership complexity. They are ideal for testing markets, launching new brands, or scaling capacity with controlled risk.

Charter solutions provide flexibility to adjust deployment or exit markets while maintaining professional operations and brand consistency through UNITED WATERWAYS operating frameworks.





Following the Sun Across Seasonal Markets

Year Round Deployment Through Strategic Routing

UNITED WATERWAYS develops routing strategies that enable small ships to operate across regions and seasons, maximizing utilization and operational continuity throughout the year. By following seasonal demand and favorable weather patterns, vessels can be repositioned to remain active rather than laid up.

Our routing concepts allow ships to cruise northern European and Scandinavian coasts during the summer season and transition to southern regions and the Arabian market during winter months. This approach supports consistent deployment while offering guests varied itineraries aligned with seasonal expectations.

By combining regional expertise, regulatory planning, and operational coordination, UNITED WATERWAYS ensures that repositioning is efficient, compliant, and commercially viable. The result is a routing strategy that supports year round operations, diversified revenue streams, and long-term asset performance.

Polar Seasons, Continuous Operations

Expedition ships are deployed according to polar seasons, operating in the Arctic during the northern summer and transitioning to Antarctica for the southern summer months. This seasonal routing enables continuous operation while aligning with optimal weather windows, regulatory frameworks, and wildlife cycles. By coordinating repositioning, permits, and operational readiness, UNITED WATERWAYS ensures that expedition assets remain active year round and positioned for long-term performance.



Creating Distinctive Routes with Operational Clarity

Small ship cruising enables access to secondary ports, emerging destinations, and less frequented regions. This allows tour operators to design itineraries that stand apart from mass market offerings while maintaining predictable operations and strong destination partnerships.

Destination strategy is developed in close alignment with routing, seasonality, and regional regulations. By coordinating port access, turn-around logistics, and local service integration, UNITED WATERWAYS ensures that itineraries are operationally sound and commercially viable across different markets.

The result is a portfolio of routes that supports brand positioning, enhances guest experience, and enables flexible redeployment.

One Platform. Global Scale.

UNITED WATERWAYS - Where Strategy Becomes Scalable Cruise Operations

UNITED WATERWAYS brings together decades of experience across river and ocean cruising into one integrated platform. By operating across multiple vessel types, regions, and markets, we create scale that directly benefits our partners in terms of efficiency, reliability, and strategic flexibility.

One Integrated Platform



UNITED WATERWAYS brings together strategic advisory, asset expertise, and operational execution within one integrated platform. This structure allows decisions to be made holistically, with full visibility across commercial objectives, asset deployment, and operational realities.

By reducing interfaces and aligning responsibilities under a single governance framework, we simplify complexity and improve execution quality. Partners benefit from a clear structure that supports consistency, accountability, and long-term strategic alignment across river and ocean operations.

Economies of Scale



Operating across multiple vessels, regions, and cruise segments enables UNITED WATERWAYS to create meaningful economies of scale. Shared standards, centralized expertise, and consolidated processes increase efficiency and reliability while reducing duplication and operational friction.

These scale effects benefit tour operators and investors through improved predictability, optimized resource allocation, and access to proven systems that would be costly and complex to build independently. Scale is not only about size, but about structure and repeatability.

Long-Term Strategic Partner



UNITED WATERWAYS is an independent and operator aligned partner with a long-term perspective on cruise development. We support partners beyond individual projects, focusing on sustainable growth, scalable platforms, and resilient operating models.

By combining experience across markets and vessel types with disciplined execution, we enable controlled market entry, thoughtful expansion, and long-term value creation. Our role is to accompany partners as strategies evolve, ensuring stability, flexibility, and continuity over time.

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