



## PONANT looks back at 2019: authentic luxury and environmental commitment



PONANT, the leading name in French luxury cruising, takes a look back at the highlights of 2019. An ever-stronger commitment to the environment and a surge in demand for authentic luxury are two factors behind PONANT's growth.

International expansion, the delivery of two new ships in the PONANT EXPLORERS series and the acquisition of PAUL GAUGUIN CRUISES, internationally renowned expert in the South Pacific, allowed PONANT to achieve sales of 380 million euros last year. The PONANT fleet, which now includes 10 Cleanship certified ships, embarked 60 000 passengers on 350 cruises in 2019. In doing so, the company consolidated its position as the leader for exceptional destinations and was awarded around thirty prizes recognizing the signature feature of PONANT cruises: authentic luxury.

- “**Best cruise company**” for the fourth time at the Victoires du Tourisme (France)
- “**Adventure travel experience of the year**”, according to the Grands Reportages prize for the Russia – Alaska cruise: *Volcanoes of the Aleutian Islands* (France)
- “**Best for Adventure**” in the Luxury category of the Cruise Critic awards (USA)
- Three PONANT ships appear in the “**Top Ten Boutique Ships**” listing of Berlitz Cruising & Cruise Ships 2020

### **A strong commitment to responsible and sustainable tourism**

Success is only meaningful when seen through the prism of the company's exemplary approach of focusing its growth on the most-environmentally friendly choices.

In June 2019 PONANT announced the **creation of the PONANT Foundation**, whose mission is to help preserve the oceans, the polar regions and bring peoples together. It has chosen to support a number of research, awareness-raising and conservation projects and notably: *Plastic Odyssey*, an association working to fight the plastic waste polluting the oceans; *Conservation International*, an NGO studying humpback whales in the Antarctic; and *Pure Ocean*, a foundation supporting nine applied research projects selected by scientists in the area of ocean protection.

In addition, PONANT has taken major initiatives affecting its fuel consumption in order to reduce its air emissions:

- Fitting its ships with electric connections in order to use the quayside mains power supply in ports where this is available
- Using biofuels as soon as they become available.
- Developing the hybrid nature of the ships: fitted with batteries in order to switch off generators at the quayside, when anchored, or when near inhabited areas.
- Limiting the average speed of its ships to 12 knots

### **Limiting sulphur emissions (SOx)**

From January 1 2019, PONANT decided to **totally eliminate the use of heavy fuel oil**. PONANT is the first cruise company to have taken this decision, for all ships and all oceans. By using a cleaner fuel (LS MGO - Low Sulphur Marine Gas Oil), PONANT has an average sulphur emission level of 0.05%, 10 times lower than current maritime standards.

### **Limiting Nitrogen Oxide emissions (NOx)**

Ships in the PONANT EXPLORERS series have now divided their nitrogen oxide emissions fourfold by **activating their catalytic converters 24/7 in all geographic regions**. This is a unique initiative that has become a benchmark for the industry.

### **Offsetting carbon emissions (CO2)**

PONANT has taken a decision that is unique on the cruise market, to **offset 150% of the carbon emissions of its entire fleet**. PONANT has been investing in Verified Carbon Standard certified projects for Amazon reforestation and the production of renewable energies in India.

Eco-design of ships, reduction of single-use plastics, favouring short supply chains, optimal processing of waste water and recycling of waste, environmental impact studies and raising passenger awareness are also some of the actions carried out by the company to promote sustainable tourism.

*“Created by sailors keen to share their passion for the seas, for more than 30 years PONANT has been taking its guests to some of the most secret places on the planet, where nature reigns supreme. This choice places on us great responsibilities both to the environment and to local people. Not only do we want to practise our profession in a responsible manner, but in the years to come we wish to pursue our efforts to promote sustainable tourism and the values of maritime excellence that drive us,” concludes Jean Emmanuel Sauvée, PONANT CEO.*

## **ABOUT PONANT**

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Established in 1988 by Jean Emmanuel Sauvée and a dozen officers from the French Merchant Navy, PONANT has led the way with a new style of luxury cruising through a unique concept of sea travel which combines exceptional itineraries with luxury hotel services aboard smaller-scale ships. In 2018, going further in its commitments for a sustainable tourism, PONANT has created a Foundation whose goal is to preserve the oceans and the polar regions and to encourage exchanges between peoples. For more information, visit [www.ponant.com](http://www.ponant.com)

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