



## Strategic Challenges & Opportunities

### Environmental Compliance & Sustainability

- Adapt to SECA, ETS, and FuelEU regulations; explore eco-friendly fuels and technology upgrades to meet stringent emissions regulations, while at the same time address the matter of inevitable fare increases.

### Digital Transformation in Customer Experience

- Enhance digital platforms for bookings, onboard services, and personalized experiences to meet evolving customer expectations.

### Addressing Crew Shortage

- Implement incentive-driven training programs; promote maritime careers in high schools to build a sustainable talent pipeline, amid industry wide shortages.