Princess Cruises Announces Largest-Ever Japan Deployment in 2027

Two Ships, 78 Departures, 50 Itineraries – A Landmark Season of Immersive Exploration

FT. LAUDERDALE, Fla. (August 7, 2025) – In a historic first, Princess Cruises announces its most expansive Japan season ever in 2027, featuring two Japanese-built, sister ships - Diamond Princess and Sapphire Princess - sailing from the Tokyo region throughout the entire season.

Marking a major milestone for the brand's legacy in Asia, the 2027 programme includes 78 departures across 50 unique itineraries, with voyages ranging from seven to 28 nights, making it Princess' most robust Japan deployment to date. The March – December 2027 Japan season opens for sale August 20, 2025.

"This upcoming 2027 season is more than an expansion - it's a homecoming," said Gus Antorcha, President of Princess Cruises. "Our story in Japan has deepened over time and experience and in 2027, we return promising unforgettable experiences, including the renowned Cherry Blossoms, seven spectacular festivals and journeys that immerse you in the awe and wonder of this destination."

2027 Deployment Overview:

- **Two Japanese-built ships**: 2,670-guest *Diamond Princess* and *Sapphire Princess – both built at Mitsubishi Heavy Industries shipyard in Nagasaki*
- **45 cruise destinations across 6 countries**
- **78 total departures and 50 unique itineraries** from the Tokyo region

Itinerary Highlights:

- **Cherry Blossom Voyages** (9–24 nights): Timed to follow the blooming season from south to north across all four of Japan's main islands.
- **Festival Cruises** (8–24 nights): Celebrate Japan's most vibrant summer festivals including the **Aomori Nebuta, Tokushima Awa Odori,** and **Kochi Yosakoi** with late-night stays.

- **Circle and Grand Japan Voyages** (9–28 nights): Circumnavigate the country with visits to **Osaka, Hiroshima, Nagasaki**, and more.
- **Okinawa & Taiwan Itineraries** (9–18 nights): Explore the subtropical beauty of Okinawa and the cultural richness of Taipei and Hualien.
- **Japan Explorer Cruises** (9–13 nights): Discover iconic cities like **Shimizu (for Mt. Fuji), Kobe (for Kyoto),** and **Kagoshima.**

Exclusive Festival Experiences:

Guests can experience **seven spectacular festivals** with late-night stays in port, including:

- **Aomori Nebuta Festival** (Aug 2 and Aug 7): Towering illuminated floats, traditional music and energetic dancers.
- **Hakodate Minato Festival** (Aug 3): A maritime celebration with a historic parade with spectacular floats.
- **Akita Kanto Festival** (Aug 6): Performers balance towering bamboo poles with candlelit lanterns to festive flute and drum music.
- **Yamagata Hanagasa Festival** (from Sakata) (Aug 7): A colourful celebration featuring 10,000 local dancers to the rhythm of taiko drums.
- **Kochi Yosakoi Dance Festival** (Aug 12): One of Japan's largest festivals, with vibrant dance teams and audience participation.
- **Tokushima Awa Odori Dance Festival** (Aug 13): A centuries-old dance event known for the joyful "Fool's Dance" performed throughout the city.
- **Kumano Fireworks Festival** (Aug 17): A dazzling display of over 10,000 fireworks.

More Time Ashore:

With **12 More Ashore late-night ports,** guests enjoy extended evenings in vibrant destinations like **Osaka, Hiroshima, Hakodate, Sakata,** and **Halong Bay.**

Cultural Enrichment & World Heritage Sites:

Princess guests can visit **21 UNESCO World Heritage Sites,** such as:

- **Mount Fuji** (from Shimizu)
- **Itsukushima Shrine & Hiroshima Peace Memorial** (from Hiroshima)
- **Ancient Kyoto Monuments** (from Kobe or Osaka)
- **Jomon Prehistoric Sites** (from Aomori or Hakodate)

Scenic Sailings:

Marvel at iconic sights from sea:

- **Sail past Mount Fuji in Shimizu Bay**
- **Cruise the Kanmon Straits and Japan Inland Sea**
- **Admire Sakurajima Volcano from Kagoshima Bay**

Legendary Cities & Cultural Gems:

Experience Japan's vibrant contrasts - from the electric streets of **Tokyo's Ginza district** to peaceful **Zen gardens in Kyoto**, bustling fish markets in **Shimizu,** and the powerful reflection of **Hiroshima's Peace Memorial Park.**

Japanese Touches Onboard:

Guests sailing on Diamond Princess and Sapphire Princess will come back from an immersive day in port to enjoy Japanese touches onboard, such as:

- Regional dishes including noodles and freshly prepared sushi
- Spirited drinks like fine Japanese whiskies, sake and shochu
- Delight in the 400-year tradition of storytelling known as "rakugo"
- Join in an evening of karaoke and watch folkloric dancers bring Japanese culture to life

Guests booking by August 27, 2025, will enjoy Captain's Circle Savings up to $200 per stateroom.

Additional information about Princess Cruises is available by visiting the company's website at princess.com, or by contacting your Personal Cruise Specialist.

# # #

About Princess Cruises

Princess Cruises is The Love Boat and delivers dream holidays to millions of guests every year in the most sought-after destinations on the largest ships that offer elite service personalisation and simplicity customary of small, yacht-class ships. Well-appointed staterooms, world class dining, grand performances, award-winning casinos and entertainment, luxurious spas, imaginative experiences and boundless activities blend with exclusive Princess MedallionClass service to create meaningful connections and unforgettable moments in the most incredible settings in the world - the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England, Antarctica, and World Cruises. Sun Princess, the line's newest Love Boat, introduces the groundbreaking Sphere Class platform and will be joined by sister ship, Star Princess, in Autumn 2025. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE:CUK).

Newsroom

Additional media information is available at princess.com/news