

STARLINK

Starlink Improves Carnival Corporation Throughput By 3x, Latency By More Than 6x, And Boosts Guest And Crew Satisfaction

As the world's largest cruise company, Carnival Corporation & plc hosts nearly 13 million annual guests on a fleet of more than 90 ships that visit over 700 ports worldwide.

With 300,000+ cruise guests and crew sailing aboard the company's fleet at any given time, a scalable and reliable internet solution is crucial to upholding their high standard of crew and guest experience.



Like many other businesses operating at sea, prior to adopting Starlink, Carnival faced the challenges of existing internet connectivity solutions.

Historically, satellite internet options have been limited to Geostationary Earth Orbit (GEO) satellite. However, its significant distance from the earth (~36,000 km) often results in high latency and low bandwidth. Moreover, traditional GEO service requires extensive maintenance operations, which coupled with their large footprint makes it costly and susceptible to mechanical issues. These factors combined with sensitivity to weather conditions, often affect reliability. Carnival's experience was no exception.

"With the explosion of online video, our guests and crew -- just like people everywhere -- expect to have the same type of connectivity at sea that they're accustomed to at home to stay connected to their friends and family. Traditional GEO services on their own could not keep up with the growing demand, so we began looking for a solution. We knew we needed to move quickly to continue delivering the great guest experiences our cruise lines are known for."

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SOLUTION



Unlike traditional GEO satellite providers, Starlink builds and operates satellites in Low Earth Orbit (LEO). LEO satellites are 550 km away from Earth, compared to GEO that orbit around 36,000km. Starlink satellites operate 65x closer to the people they serve, resulting in low-latency, resilient, high-speed internet connection.

Using multiple Starlink kits to supplement its GEO services, Carnival Corporation has seen enhanced latency performance, bandwidth, uptime, and coverage:

“Rivalling on-land connectivity experiences, Starlink greatly advances Carnival Corporation’s focus on providing the best available Wi-Fi experience for its guests to stay connected while on vacation, including sharing photos and videos, streaming movies and live sporting events, and enjoying other content onboard with a reliable connection at even faster speeds”

By distributing capacity across multiple terminals per ship, Carnival is also able to achieve “consistent service with no hard down [events]”.

Enhanced connectivity across the board

- Equipment monitoring
- Real time ship to shore communication
- Crew well-being
- Guest experience
- Video and live sports streaming
- Upload & downloading videos

3x

Added Throughput

10x

Reduction in Latency

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“Adding Starlink's innovative technology to the company's existing connectivity platform helps our amazing crew stay in touch with friends, family and loved ones and makes it as easy as possible for our guests to share all their great moments and memories...Additionally, the added low latency bandwidth gives our nine world-class cruise lines the capabilities and flexibility to introduce new guest services and features, as well as help enhance operational functions like onboard equipment monitoring and real-time communications between ship and shore teams.” – John Harshaw, Vice President of IT Connectivity, Ports and Destinations at Carnival Cruise Line

For more information on Starlink Maritime, visit starlink.com