



2025 Review 2026 Planning





Public Cruises



Passengers

2025	198	8,334
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2024	199	9,577
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2023	199	9,298
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2025 Average Passenger Count = 42

2024 Average Passenger Count = 48

2023 Average Passenger Count = 47





Riverboat Cross + Up Sell Opportunities

2025: 2,142

Refreshments & Memorabilia

2024: 2,554



2025: 489

Mini-Golf add-on

2024: 529 mini-golf add-ons



2025: 15

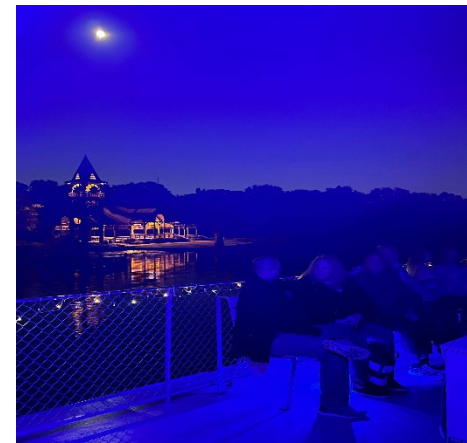
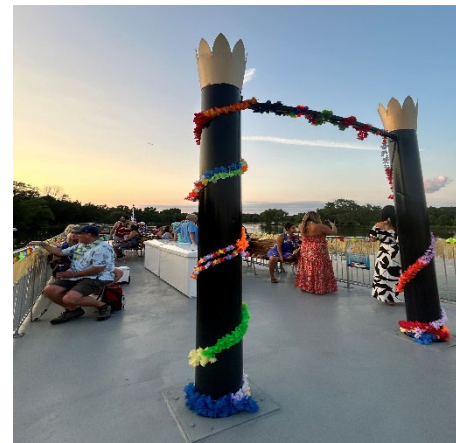
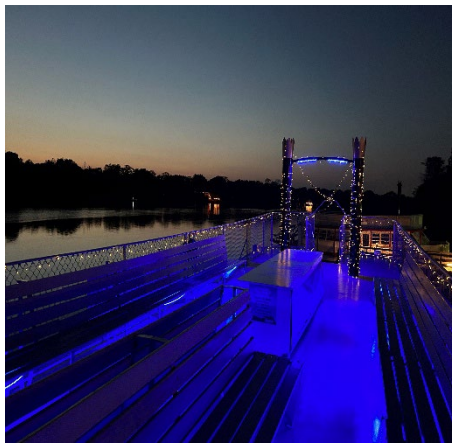
Charcuterie Board add-on's!

Special Events

17 Specialty Cruises

- BYOB Sunset Cruises
- Wine Down Wednesdays
- Tiki Tuesday – Adults Only
- Tiki Tuesday – Family Friendly
- Pirate and Princess Adventure
- Under the Stars Cruise

671 Special Event Passengers
2024: 868





Private Charters

85 Charters

2024: 95 / 2023: 91

Weddings, engagement parties,
bridal showers, baby showers, senior
group outings, camp outings,
birthday parties, networking events,
team building, company outings,
fundraisers etc.



"Hi Tera –

We has a great time on the Paddlewheel Cruise last Friday!

Thanks to you and the crew for making it another great time for our company!

Love that Taco Bar!! – Candi McIlrath w/ Randall Retail Group"

"Hi Tera!

I just wanted to say how great our experience was on Saturday. Our whole team had an enjoyable and relaxing time! Captain Liam and his staff were great too!

Thanks again! – Adrienne with Aqua Backflow"



Marine Recruitment

- **Steersman Program** – We have two deckhands gaining hours and experience toward their 100 Ton Master's License: Will Lackner will test next spring, and David Young is expected to qualify by mid-season next year
- **Training** - Introduced Riverboat driving training for our deckhands to ensure they are fully prepared to assist the Captain in an emergency. Prior to each cruise, we review near-miss situations and discuss a safety topic to reinforce awareness and preparedness
- **Retention** - As part of the Steersman Program, deckhands are eager to return, recognizing promising opportunities in the marine industry. This year, we launched an upselling contest to foster a fun atmosphere while promoting teamwork and skill-building



U.S. Coast Guard

- **Annual Inspections – June 9, 2025**
The Fox River Queen and St. Charles Belle II successfully completed their U.S. Coast Guard annual inspections, ensuring continued safety and regulatory compliance
- **5-Year Dry Dock Inspection – December 10, 2025**
The St. Charles Belle II will undergo its required 5-year dry dock inspection while on land. The U.S. Coast Guard will review the hull, mechanical systems, and overall condition to confirm the vessel meets safety standards
- **Next Annual Inspections – June 2026**
The Fox River Queen and St. Charles Belle II are scheduled for their next annual inspections



Influencer Collaboration

Expanding awareness of the St. Charles Paddlewheel Riverboats reach via Social Media



Debut: Paddlewheel Riverboats debuted on Instagram in Spring 2025, opening the door for St. Charles experience collaborations



Wide Reach: Reached over 120,000 across social media, with multiple reels surpassing 10k-100k views

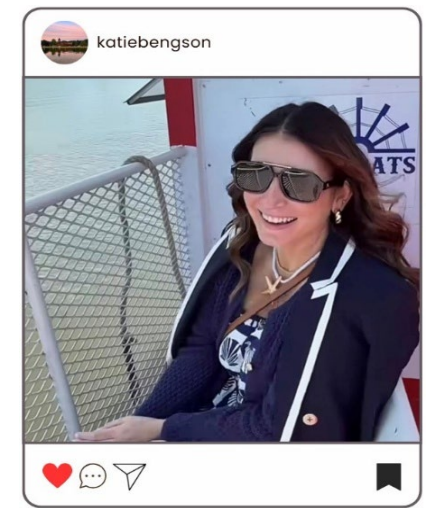
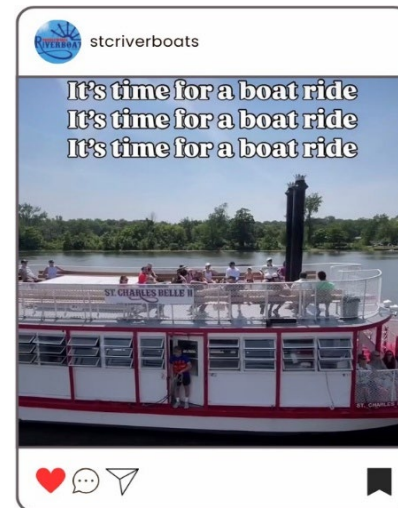
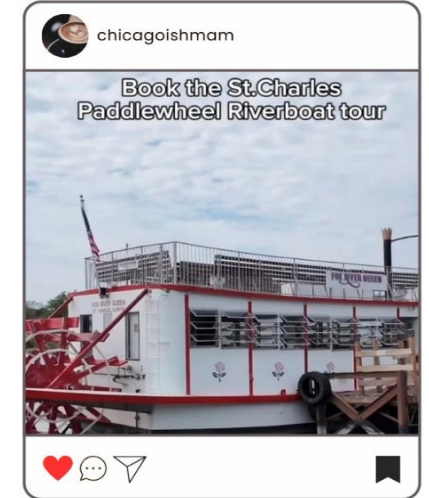
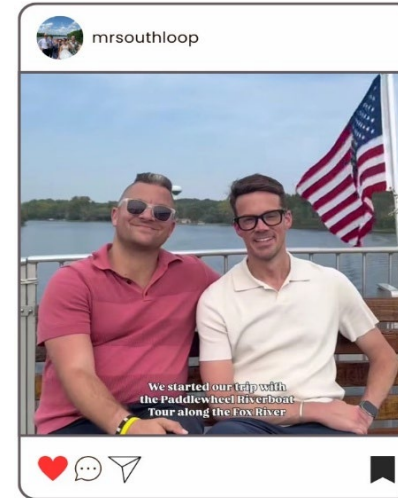


Top-performing post:

- 100K + views
- 2,600 + likes
- 2,200 + shares (and counting)



Impact: Social engagement drove awareness, shares, and conversations about cruising board the St. Charles Paddlewheel Riverboats



What else was new in 2025?



South Dock Rebuild



80th Anniversary
Installation + Live
Speaking



Cinema
Feature



Bench Project
+
New Windows

Looking Ahead 2026

More Chances to Cruise!

Add extra weekday pop-up sailings on high-demand dates so more guests can enjoy a memorable trip on the river

Fall Fridays on the River

Introducing Friday Public cruises in September and October to give guests more chances to enjoy the river and to take in the beautiful Fall Foliage

A Little More Time on the Water

Extend public cruises from 45 to 50 minutes for added relaxation, scenery, and value

Making Waves Online

Continue partnership with influencers and the marketing team to grow reach, boost bookings, and attract new visitors

Introducing the “Captain’s Special!”

Launch onboard promotions for upcoming events to inspire same-day bookings

