

## Cruises - International - June 2014

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“Companies are using Big Data to source demographic and buying pattern information on passengers and then using it to dictate how they market their products to them.”  
– Jessica Rawlinson, Senior Tourism Analyst

### This report looks at the following areas:

- How will cruise companies respond to shareholder demand for improved return on investment?
- Exactly what impact will new emissions regulations now have on fuel costs and deployment decisions?
- Will management restructuring make the major companies more profitable?
- Is the newfound support for the travel trade just a temporary fix for cruise companies?
- Has the cruise demand potential from China and the rest of Asia been overstated?
- Will the power of social media prove to be positive or negative for the future of cruising?

This report provides an overview of current developments in the global cruise sector and identifies key trends that will influence its future. It covers both the established source markets where growth has started to stall and also the emerging markets where progress has not been as rapid as originally forecast. It also addresses the way the industry is using its own beneficial impact on the economies of the regions in – and to, which it operates to gain the fiscal support to develop the required infrastructure and also to deflect the rising tide of criticism from environmental and other lobby groups to the whole concept of cruise tourism. The report highlights the challenges facing cruise companies, with rising fuel and other operational costs and consumer markets unwilling to pay higher prices for cruise or any other holiday choices. There is also a detailed breakdown of the innovations being introduced by individual cruise brands seeking to differentiate themselves in an increasingly crowded but discerning marketplace.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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