

Carnival Corporation plc. in Travel (World)

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Abstracts

After a number of incidents that plagued Carnival Corp's reputation and impacted revenues, the company is back on track thanks to a recovery of Costa Cruises's image and returning demand. A more solid 2014 means that the company is fully dedicated to its fleet renewal plans while it phases out inefficient ships. Growth in China, meanwhile, is under way, and a new social brand, Fathom, was launched in 2014.

Euromonitor International's Carnival Corporation plc. in Travel (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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