

# Global Cruise Briefing: The Calm After the Storm

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## Abstracts

Following a period of intensive discounting and low operational margins, cruise companies switched their businesses strategies to focus on value for money offers with great success in 2011 and 2012. This, coupled, with a growing presence in emerging markets, led to stronger results over the 2010-2012 period. However, recent incidents and negative press coverage have undermined financial performance, but do not seem to be deterring cruisers.

Euromonitor International's Global Cruise Briefing: The Calm After the Storm global briefing offers an insight into to the size and shape of the Travel and Tourism market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

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

## Why buy this report?

Get a detailed picture of the Travel and Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
Global and Regional Performance  
Competitive Landscape  
Key Trends and Developments  
Global Prospects

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