

Cruises: Analysis of the impact of COVID-19 for major cruise companies using the SWOT framework - Company Impact Report - Issue 1

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Abstracts

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SUMMARY

COVID-19, commonly referred to as the Coronavirus, is dominating headlines the world over. The travel & tourism sector is suffering significant disruption and few industries have seen as much disruption as cruise liners.

KEY HIGHLIGHTS

The number of active cruise ships has dropped dramatically, this is reflected in the steep fall in share prices.

Companies can use the COVID-19 pandemic as a time to demonstrate corporate responsibility and rebuild relationships with customers, creating long term benefits.

New competition, a slowdown in developing markets and backlash from both employees and customers threaten cruise businesses in the coming months ahead.

SCOPE

This report provides insight into what constitute strengths, weaknesses, opportunities and threats for players in the cruise industry. It also provides examples of relevant companies for each SWOT element.

REASONS TO BUY

Assess the impact COVID is having on industry players

Look at the impact coronavirus is having on share prices

Understand what constitute strengths, weaknesses, opportunities and threats in this industry in the current climate

Look at real-world examples of company strategies

Contents

Overview
Share Price Impact
SWOT Analysis
Company Focus - Strengths
Company Focus - Weaknesses
Company Focus - Opportunities
Company Focus - Threats
References

COMPANIES MENTIONED

Carnival Corporation
MSC
Royal Caribbean
Norwegian Cruise Line
Virgin Voyages
Genting
MSC
Fred Olsen

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