

Impact of COVID-19 on the Global Cruise Industry: Hot Topic Brief - Issue 4

<https://marketpublishers.com/r/I006BFF5997CEN.html>

Date: May 2020

Pages: 22

Price: US\$ 495.00 (Single User License)

ID: I006BFF5997CEN

Abstracts

Impact of COVID-19 on the Global Cruise Industry: Hot Topic Brief - Issue 4

SUMMARY

COVID-19, commonly referred to as the Coronavirus, is dominating headlines the world over. The travel & tourism sector is suffering significant disruption and the cruise industry is being greatly impacted.

Key Highlights

Domestic cruises may experience quicker recovery. American Cruise Lines has announced a strong increase in demand across its domestic portfolio of river and coastal cruises. The company said the bookings were due to the increased awareness of U.S. cruise options along with guests' desire to support all-American businesses. This could start to indicate that some domestic voyages might not be hit as hard by the COVID-19 outbreak.

Suspension of the cruise industry has a far reaching economic impact. Shipbuilder Meyer Turku has said it had negotiations about temporary layoffs in the middle of March, which has since been compounded by the coronavirus pandemic. This will lead to the permanent layoff of 450 people and another 900 are affected by other measures.

The birth of "Generation C". Jamaica's tourism minister (a nation that benefits economically from the cruise industry) has described post-pandemic travelers as "Generation-C" and said the coronavirus crisis will change how destinations target this new breed of customers. The minister GEN-C travelers would not be

defined by traditional demographics such as age and would need particular reassurance around the safety of the places they visit.

SCOPE

This report provides insight into the current state of play, offers a look at potential future scenarios and assesses the actions that cruise lines can take to mitigate the impact of COVID-19.

REASONS TO BUY

Gain an overview of the current global COVID-19 situation

Understand the impact that COVID-19 is having on the industry

Explore future industry scenarios

Assess possible mitigating actions

Compare key industry players' actions

Contents

Analyst's Overview
Current COVID-19 Situation
Industry Impact
Future Scenarios
Actions to mitigate the impact of COVID-19
References

COMPANIES MENTIONED

Carnival Corporation
MSC
Royal Caribbean
Norwegian Cruise Line
Virgin Voyages
American Cruise Lines
Bahamas Paradise Cruise Line

I would like to order

Product name: Impact of COVID-19 on the Global Cruise Industry: Hot Topic Brief - Issue 4

Product link: <https://marketpublishers.com/r/I006BFF5997CEN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I006BFF5997CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970