

# Royal Caribbean Cruises Ltd - Strategy, SWOT and Corporate Finance Report

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## Abstracts

Royal Caribbean Cruises Ltd - Strategy, SWOT and Corporate Finance Report

### SUMMARY

Royal Caribbean Cruises Ltd - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY HIGHLIGHTS

Royal Caribbean Cruises Ltd (RCL) is a provider of cruise vacation services. Its major brands include Silversea Cruises, Royal Caribbean International, Azamara and Celebrity Cruises. It also operates TUI Cruises through a joint venture agreement with TUI AG and holds a 49% stake in Pullmantur Cruceros. These cruise lines offer onboard activities, services and amenities including dining, simulated surfing, swimming pools, sun decks, beauty salons, and exercise and spa facilities. It provides in-line skating, basketball courts, rock climbing walls, miniature golf courses, gaming facilities, lounges, bars, and cinemas. The company offers cruise services to all major destinations in Asia, North America, Europe, South America, and Australia. RCL is headquartered in Miami, Florida, the US.

### SCOPE

Detailed information on Royal Caribbean Cruises Ltd required for business and competitor intelligence needs

A study of the major internal and external factors affecting Royal Caribbean Cruises Ltd in the form of a SWOT analysis

An in-depth view of the business model of Royal Caribbean Cruises Ltd including a breakdown and examination of key business segments

Intelligence on Royal Caribbean Cruises Ltd's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Royal Caribbean Cruises Ltd, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## **REASONS TO BUY**

Gain understanding of Royal Caribbean Cruises Ltd and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess Royal Caribbean Cruises Ltd as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Royal Caribbean Cruises Ltd's business structure, strategy and prospects.

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