

Covid-19 Impact on Global Luxury Cruise Tourism Market Size, Status and Forecast 2020-2026

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Abstracts

Cruise travel is booming with luxury travellers increasingly choosing to spend their holiday on-board ultra-luxury cruise liners. The cruise industry has been growing y-o-y since 2007, and according to Royal Caribbean Cruises CEO Richard Fain, the ultra-luxury and expedition segments are growing at twice the rate of any other segment in the industry. Luxury travel today is defined less by thread count and Michelin stars and more by access to the people, places and experiences that represent all that is authentic about a destination. There's no denying that comfort factors still apply and high standards of accommodation and dining will always feature on the luxury traveller's wish list. However, today's luxury traveller seeks more depth of understanding and immersion into local culture than ever before. People don't just want to see – they want to participate. The sales process is also critical and whilst the online proposition can be an asset in terms of booking more simple arrangements, clients looking for luxury experiential travel require a deep level of sophisticated knowledge and confidence during the sales process.

For this report, we undertook primary and secondary research in association with Tourism Economics, Amadeus Travel Intelligence, Connections Events, The Telegraph and various industry experts. Approaches include: analysing tourism Economics estimations of the number of outbound luxury trips from each region between 2012 and the present (using an arrival definition), and projected growth patterns until 2022. To compare the growth in overall travel with the growth in luxury travel, luxury travellers were defined as those with an annual household income of more than \$350,000, and bookings arrivals order costs more than \$3000 per person made by these traveller were deemed as luxury trips.

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019

(COVID-19) are already starting to be felt, and will significantly affect the Luxury Cruise Tourism market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Luxury Cruise Tourism industry.

Based on our recent survey, we have several different scenarios about the Luxury Cruise Tourism YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size of Luxury Cruise Tourism will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Luxury Cruise Tourism market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Luxury Cruise Tourism market in terms of revenue.

Players, stakeholders, and other participants in the global Luxury Cruise Tourism market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Luxury Cruise Tourism market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Luxury Cruise Tourism market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020. On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Luxury Cruise Tourism market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Luxury Cruise Tourism market. The following players are covered in this report:

MSC Cruises

Celebrity Cruise

Royal Caribbean

The Anschutz Corporation

Cruise Critic

Viking Cruise

Princess Cruises

Carnival Cruise Line

American Cruise Lines

Norwegian Cruise Lin

Genting Hong Kong

MS Berlin

AIDA Cruises

Azamara Club Cruises

Costa Cruise Lines

Cunard Line

Disney Cruise Line

Holland America Line

Oceania Cruises

P&O Cruises

Pullmantur Cruises

Regent Seven Seas Cruises

Seabourn

TUI Cruises

Luxury Cruise Tourism Breakdown Data by Type

Expedition cruises

River cruises

Sea cruises

Theme cruises

Mini cruises

World cruises

Transit cruises

Turnaround cruises

Others

Luxury Cruise Tourism Breakdown Data by Application

Millennial

Generation X

Baby Boomers

Contents

1 REPORT OVERVIEW

- 1.1 Study Scope
- 1.2 Key Market Segments
- 1.3 Players Covered: Ranking by Luxury Cruise Tourism Revenue
- 1.4 Market Analysis by Type
 - 1.4.1 Global Luxury Cruise Tourism Market Size Growth Rate by Type: 2020 VS 2026
 - 1.4.2 Expedition cruises
 - 1.4.3 River cruises
 - 1.4.4 Sea cruises
 - 1.4.5 Theme cruises
 - 1.4.6 Mini cruises
 - 1.4.7 World cruises
 - 1.4.8 Transit cruises
 - 1.4.9 Turnaround cruises
 - 1.4.10 Others
- 1.5 Market by Application
 - 1.5.1 Global Luxury Cruise Tourism Market Share by Application: 2020 VS 2026
 - 1.5.2 Millennial
 - 1.5.3 Generation X
 - 1.5.4 Baby Boomers
- 1.6 Coronavirus Disease 2019 (Covid-19): Luxury Cruise Tourism Industry Impact
 - 1.6.1 How the Covid-19 is Affecting the Luxury Cruise Tourism Industry
 - 1.6.1.1 Luxury Cruise Tourism Business Impact Assessment - Covid-19
 - 1.6.1.2 Supply Chain Challenges
 - 1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products
 - 1.6.2 Market Trends and Luxury Cruise Tourism Potential Opportunities in the COVID-19 Landscape
 - 1.6.3 Measures / Proposal against Covid-19
 - 1.6.3.1 Government Measures to Combat Covid-19 Impact
 - 1.6.3.2 Proposal for Luxury Cruise Tourism Players to Combat Covid-19 Impact
- 1.7 Study Objectives
- 1.8 Years Considered

2 GLOBAL GROWTH TRENDS BY REGIONS

2.1 Luxury Cruise Tourism Market Perspective (2015-2026)

2.2 Luxury Cruise Tourism Growth Trends by Regions

2.2.1 Luxury Cruise Tourism Market Size by Regions: 2015 VS 2020 VS 2026

2.2.2 Luxury Cruise Tourism Historic Market Share by Regions (2015-2020)

2.2.3 Luxury Cruise Tourism Forecasted Market Size by Regions (2021-2026)

2.3 Industry Trends and Growth Strategy

2.3.1 Market Top Trends

2.3.2 Market Drivers

2.3.3 Market Challenges

2.3.4 Porter's Five Forces Analysis

2.3.5 Luxury Cruise Tourism Market Growth Strategy

2.3.6 Primary Interviews with Key Luxury Cruise Tourism Players (Opinion Leaders)

3 COMPETITION LANDSCAPE BY KEY PLAYERS

3.1 Global Top Luxury Cruise Tourism Players by Market Size

3.1.1 Global Top Luxury Cruise Tourism Players by Revenue (2015-2020)

3.1.2 Global Luxury Cruise Tourism Revenue Market Share by Players (2015-2020)

3.1.3 Global Luxury Cruise Tourism Market Share by Company Type (Tier 1, Tier 2 and Tier 3)

3.2 Global Luxury Cruise Tourism Market Concentration Ratio

3.2.1 Global Luxury Cruise Tourism Market Concentration Ratio (CR5 and HHI)

3.2.2 Global Top 10 and Top 5 Companies by Luxury Cruise Tourism Revenue in 2019

3.3 Luxury Cruise Tourism Key Players Head office and Area Served

3.4 Key Players Luxury Cruise Tourism Product Solution and Service

3.5 Date of Enter into Luxury Cruise Tourism Market

3.6 Mergers & Acquisitions, Expansion Plans

4 BREAKDOWN DATA BY TYPE (2015-2026)

4.1 Global Luxury Cruise Tourism Historic Market Size by Type (2015-2020)

4.2 Global Luxury Cruise Tourism Forecasted Market Size by Type (2021-2026)

5 LUXURY CRUISE TOURISM BREAKDOWN DATA BY APPLICATION (2015-2026)

5.1 Global Luxury Cruise Tourism Market Size by Application (2015-2020)

5.2 Global Luxury Cruise Tourism Forecasted Market Size by Application (2021-2026)

6 NORTH AMERICA

- 6.1 North America Luxury Cruise Tourism Market Size (2015-2020)
- 6.2 Luxury Cruise Tourism Key Players in North America (2019-2020)
- 6.3 North America Luxury Cruise Tourism Market Size by Type (2015-2020)
- 6.4 North America Luxury Cruise Tourism Market Size by Application (2015-2020)

7 EUROPE

- 7.1 Europe Luxury Cruise Tourism Market Size (2015-2020)
- 7.2 Luxury Cruise Tourism Key Players in Europe (2019-2020)
- 7.3 Europe Luxury Cruise Tourism Market Size by Type (2015-2020)
- 7.4 Europe Luxury Cruise Tourism Market Size by Application (2015-2020)

8 CHINA

- 8.1 China Luxury Cruise Tourism Market Size (2015-2020)
- 8.2 Luxury Cruise Tourism Key Players in China (2019-2020)
- 8.3 China Luxury Cruise Tourism Market Size by Type (2015-2020)
- 8.4 China Luxury Cruise Tourism Market Size by Application (2015-2020)

9 JAPAN

- 9.1 Japan Luxury Cruise Tourism Market Size (2015-2020)
- 9.2 Luxury Cruise Tourism Key Players in Japan (2019-2020)
- 9.3 Japan Luxury Cruise Tourism Market Size by Type (2015-2020)
- 9.4 Japan Luxury Cruise Tourism Market Size by Application (2015-2020)

10 SOUTHEAST ASIA

- 10.1 Southeast Asia Luxury Cruise Tourism Market Size (2015-2020)
- 10.2 Luxury Cruise Tourism Key Players in Southeast Asia (2019-2020)
- 10.3 Southeast Asia Luxury Cruise Tourism Market Size by Type (2015-2020)
- 10.4 Southeast Asia Luxury Cruise Tourism Market Size by Application (2015-2020)

11 INDIA

- 11.1 India Luxury Cruise Tourism Market Size (2015-2020)
- 11.2 Luxury Cruise Tourism Key Players in India (2019-2020)
- 11.3 India Luxury Cruise Tourism Market Size by Type (2015-2020)
- 11.4 India Luxury Cruise Tourism Market Size by Application (2015-2020)

12 CENTRAL & SOUTH AMERICA

- 12.1 Central & South America Luxury Cruise Tourism Market Size (2015-2020)
- 12.2 Luxury Cruise Tourism Key Players in Central & South America (2019-2020)
- 12.3 Central & South America Luxury Cruise Tourism Market Size by Type (2015-2020)
- 12.4 Central & South America Luxury Cruise Tourism Market Size by Application (2015-2020)

13 KEY PLAYERS PROFILES

13.1 MSC Cruises

- 13.1.1 MSC Cruises Company Details
- 13.1.2 MSC Cruises Business Overview and Its Total Revenue
- 13.1.3 MSC Cruises Luxury Cruise Tourism Introduction
- 13.1.4 MSC Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)
- 13.1.5 MSC Cruises Recent Development

13.2 Celebrity Cruise

- 13.2.1 Celebrity Cruise Company Details
- 13.2.2 Celebrity Cruise Business Overview and Its Total Revenue
- 13.2.3 Celebrity Cruise Luxury Cruise Tourism Introduction
- 13.2.4 Celebrity Cruise Revenue in Luxury Cruise Tourism Business (2015-2020)
- 13.2.5 Celebrity Cruise Recent Development

13.3 Royal Caribbean

- 13.3.1 Royal Caribbean Company Details
- 13.3.2 Royal Caribbean Business Overview and Its Total Revenue
- 13.3.3 Royal Caribbean Luxury Cruise Tourism Introduction
- 13.3.4 Royal Caribbean Revenue in Luxury Cruise Tourism Business (2015-2020)
- 13.3.5 Royal Caribbean Recent Development

13.4 The Anschutz Corporation

- 13.4.1 The Anschutz Corporation Company Details
- 13.4.2 The Anschutz Corporation Business Overview and Its Total Revenue
- 13.4.3 The Anschutz Corporation Luxury Cruise Tourism Introduction
- 13.4.4 The Anschutz Corporation Revenue in Luxury Cruise Tourism Business (2015-2020)
- 13.4.5 The Anschutz Corporation Recent Development

13.5 Cruise Critic

- 13.5.1 Cruise Critic Company Details
- 13.5.2 Cruise Critic Business Overview and Its Total Revenue

- 13.5.3 Cruise Critic Luxury Cruise Tourism Introduction
- 13.5.4 Cruise Critic Revenue in Luxury Cruise Tourism Business (2015-2020)
- 13.5.5 Cruise Critic Recent Development
- 13.6 Viking Cruise
 - 13.6.1 Viking Cruise Company Details
 - 13.6.2 Viking Cruise Business Overview and Its Total Revenue
 - 13.6.3 Viking Cruise Luxury Cruise Tourism Introduction
 - 13.6.4 Viking Cruise Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 13.6.5 Viking Cruise Recent Development
- 13.7 Princess Cruises
 - 13.7.1 Princess Cruises Company Details
 - 13.7.2 Princess Cruises Business Overview and Its Total Revenue
 - 13.7.3 Princess Cruises Luxury Cruise Tourism Introduction
 - 13.7.4 Princess Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 13.7.5 Princess Cruises Recent Development
- 13.8 Carnival Cruise Line
 - 13.8.1 Carnival Cruise Line Company Details
 - 13.8.2 Carnival Cruise Line Business Overview and Its Total Revenue
 - 13.8.3 Carnival Cruise Line Luxury Cruise Tourism Introduction
 - 13.8.4 Carnival Cruise Line Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 13.8.5 Carnival Cruise Line Recent Development
- 13.9 American Cruise Lines
 - 13.9.1 American Cruise Lines Company Details
 - 13.9.2 American Cruise Lines Business Overview and Its Total Revenue
 - 13.9.3 American Cruise Lines Luxury Cruise Tourism Introduction
 - 13.9.4 American Cruise Lines Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 13.9.5 American Cruise Lines Recent Development
- 13.10 Norwegian Cruise Lin
 - 13.10.1 Norwegian Cruise Lin Company Details
 - 13.10.2 Norwegian Cruise Lin Business Overview and Its Total Revenue
 - 13.10.3 Norwegian Cruise Lin Luxury Cruise Tourism Introduction
 - 13.10.4 Norwegian Cruise Lin Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 13.10.5 Norwegian Cruise Lin Recent Development
- 13.11 Genting Hong Kong
 - 10.11.1 Genting Hong Kong Company Details
 - 10.11.2 Genting Hong Kong Business Overview and Its Total Revenue
 - 10.11.3 Genting Hong Kong Luxury Cruise Tourism Introduction

- 10.11.4 Genting Hong Kong Revenue in Luxury Cruise Tourism Business (2015-2020)
- 10.11.5 Genting Hong Kong Recent Development
- 13.12 MS Berlin
 - 10.12.1 MS Berlin Company Details
 - 10.12.2 MS Berlin Business Overview and Its Total Revenue
 - 10.12.3 MS Berlin Luxury Cruise Tourism Introduction
 - 10.12.4 MS Berlin Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 10.12.5 MS Berlin Recent Development
- 13.13 AIDA Cruises
 - 10.13.1 AIDA Cruises Company Details
 - 10.13.2 AIDA Cruises Business Overview and Its Total Revenue
 - 10.13.3 AIDA Cruises Luxury Cruise Tourism Introduction
 - 10.13.4 AIDA Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 10.13.5 AIDA Cruises Recent Development
- 13.14 Azamara Club Cruises
 - 10.14.1 Azamara Club Cruises Company Details
 - 10.14.2 Azamara Club Cruises Business Overview and Its Total Revenue
 - 10.14.3 Azamara Club Cruises Luxury Cruise Tourism Introduction
 - 10.14.4 Azamara Club Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 10.14.5 Azamara Club Cruises Recent Development
- 13.15 Costa Cruise Lines
 - 10.15.1 Costa Cruise Lines Company Details
 - 10.15.2 Costa Cruise Lines Business Overview and Its Total Revenue
 - 10.15.3 Costa Cruise Lines Luxury Cruise Tourism Introduction
 - 10.15.4 Costa Cruise Lines Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 10.15.5 Costa Cruise Lines Recent Development
- 13.16 Cunard Line
 - 10.16.1 Cunard Line Company Details
 - 10.16.2 Cunard Line Business Overview and Its Total Revenue
 - 10.16.3 Cunard Line Luxury Cruise Tourism Introduction
 - 10.16.4 Cunard Line Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 10.16.5 Cunard Line Recent Development
- 13.17 Disney Cruise Line
 - 10.17.1 Disney Cruise Line Company Details
 - 10.17.2 Disney Cruise Line Business Overview and Its Total Revenue
 - 10.17.3 Disney Cruise Line Luxury Cruise Tourism Introduction
 - 10.17.4 Disney Cruise Line Revenue in Luxury Cruise Tourism Business (2015-2020)
 - 10.17.5 Disney Cruise Line Recent Development

13.18 Holland America Line

10.18.1 Holland America Line Company Details

10.18.2 Holland America Line Business Overview and Its Total Revenue

10.18.3 Holland America Line Luxury Cruise Tourism Introduction

10.18.4 Holland America Line Revenue in Luxury Cruise Tourism Business
(2015-2020)

10.18.5 Holland America Line Recent Development

13.19 Oceania Cruises

10.19.1 Oceania Cruises Company Details

10.19.2 Oceania Cruises Business Overview and Its Total Revenue

10.19.3 Oceania Cruises Luxury Cruise Tourism Introduction

10.19.4 Oceania Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)

10.19.5 Oceania Cruises Recent Development

13.20 P&O Cruises

10.20.1 P&O Cruises Company Details

10.20.2 P&O Cruises Business Overview and Its Total Revenue

10.20.3 P&O Cruises Luxury Cruise Tourism Introduction

10.20.4 P&O Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)

10.20.5 P&O Cruises Recent Development

13.21 Pullmantur Cruises

10.21.1 Pullmantur Cruises Company Details

10.21.2 Pullmantur Cruises Business Overview and Its Total Revenue

10.21.3 Pullmantur Cruises Luxury Cruise Tourism Introduction

10.21.4 Pullmantur Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)

10.21.5 Pullmantur Cruises Recent Development

13.22 Regent Seven Seas Cruises

10.22.1 Regent Seven Seas Cruises Company Details

10.22.2 Regent Seven Seas Cruises Business Overview and Its Total Revenue

10.22.3 Regent Seven Seas Cruises Luxury Cruise Tourism Introduction

10.22.4 Regent Seven Seas Cruises Revenue in Luxury Cruise Tourism Business
(2015-2020)

10.22.5 Regent Seven Seas Cruises Recent Development

13.23 Seabourn

10.23.1 Seabourn Company Details

10.23.2 Seabourn Business Overview and Its Total Revenue

10.23.3 Seabourn Luxury Cruise Tourism Introduction

10.23.4 Seabourn Revenue in Luxury Cruise Tourism Business (2015-2020)

10.23.5 Seabourn Recent Development

13.24 TUI Cruises

- 10.24.1 TUI Cruises Company Details
- 10.24.2 TUI Cruises Business Overview and Its Total Revenue
- 10.24.3 TUI Cruises Luxury Cruise Tourism Introduction
- 10.24.4 TUI Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)
- 10.24.5 TUI Cruises Recent Development

14 ANALYST'S VIEWPOINTS/CONCLUSIONS

15 APPENDIX

- 15.1 Research Methodology
 - 15.1.1 Methodology/Research Approach
 - 15.1.2 Data Source
- 15.2 Disclaimer
- 15.3 Author Details

List Of Tables

LIST OF TABLES

- Table 1. Luxury Cruise Tourism Key Market Segments
- Table 2. Key Players Covered: Ranking by Luxury Cruise Tourism Revenue
- Table 3. Ranking of Global Top Luxury Cruise Tourism Manufacturers by Revenue (US\$ Million) in 2019
- Table 4. Global Luxury Cruise Tourism Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026
- Table 5. Key Players of Expedition cruises
- Table 6. Key Players of River cruises
- Table 7. Key Players of Sea cruises
- Table 8. Key Players of Theme cruises
- Table 9. Key Players of Mini cruises
- Table 10. Key Players of World cruises
- Table 11. Key Players of Transit cruises
- Table 12. Key Players of Turnaround cruises
- Table 13. Key Players of Others
- Table 14. COVID-19 Impact Global Market: (Four Luxury Cruise Tourism Market Size Forecast Scenarios)
- Table 15. Opportunities and Trends for Luxury Cruise Tourism Players in the COVID-19 Landscape
- Table 16. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis
- Table 17. Key Regions/Countries Measures against Covid-19 Impact
- Table 18. Proposal for Luxury Cruise Tourism Players to Combat Covid-19 Impact
- Table 19. Global Luxury Cruise Tourism Market Size Growth by Application (US\$ Million): 2020 VS 2026
- Table 20. Global Luxury Cruise Tourism Market Size by Regions (US\$ Million): 2020 VS 2026
- Table 21. Global Luxury Cruise Tourism Market Size by Regions (2015-2020) (US\$ Million)
- Table 22. Global Luxury Cruise Tourism Market Share by Regions (2015-2020)
- Table 23. Global Luxury Cruise Tourism Forecasted Market Size by Regions (2021-2026) (US\$ Million)
- Table 24. Global Luxury Cruise Tourism Market Share by Regions (2021-2026)
- Table 25. Market Top Trends
- Table 26. Key Drivers: Impact Analysis
- Table 27. Key Challenges

- Table 28. Luxury Cruise Tourism Market Growth Strategy
- Table 29. Main Points Interviewed from Key Luxury Cruise Tourism Players
- Table 30. Global Luxury Cruise Tourism Revenue by Players (2015-2020) (Million US\$)
- Table 31. Global Luxury Cruise Tourism Market Share by Players (2015-2020)
- Table 32. Global Top Luxury Cruise Tourism Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Luxury Cruise Tourism as of 2019)
- Table 33. Global Luxury Cruise Tourism by Players Market Concentration Ratio (CR5 and HHI)
- Table 34. Key Players Headquarters and Area Served
- Table 35. Key Players Luxury Cruise Tourism Product Solution and Service
- Table 36. Date of Enter into Luxury Cruise Tourism Market
- Table 37. Mergers & Acquisitions, Expansion Plans
- Table 38. Global Luxury Cruise Tourism Market Size by Type (2015-2020) (Million US\$)
- Table 39. Global Luxury Cruise Tourism Market Size Share by Type (2015-2020)
- Table 40. Global Luxury Cruise Tourism Revenue Market Share by Type (2021-2026)
- Table 41. Global Luxury Cruise Tourism Market Size Share by Application (2015-2020)
- Table 42. Global Luxury Cruise Tourism Market Size by Application (2015-2020) (Million US\$)
- Table 43. Global Luxury Cruise Tourism Market Size Share by Application (2021-2026)
- Table 44. North America Key Players Luxury Cruise Tourism Revenue (2019-2020) (Million US\$)
- Table 45. North America Key Players Luxury Cruise Tourism Market Share (2019-2020)
- Table 46. North America Luxury Cruise Tourism Market Size by Type (2015-2020) (Million US\$)
- Table 47. North America Luxury Cruise Tourism Market Share by Type (2015-2020)
- Table 48. North America Luxury Cruise Tourism Market Size by Application (2015-2020) (Million US\$)
- Table 49. North America Luxury Cruise Tourism Market Share by Application (2015-2020)
- Table 50. Europe Key Players Luxury Cruise Tourism Revenue (2019-2020) (Million US\$)
- Table 51. Europe Key Players Luxury Cruise Tourism Market Share (2019-2020)
- Table 52. Europe Luxury Cruise Tourism Market Size by Type (2015-2020) (Million US\$)
- Table 53. Europe Luxury Cruise Tourism Market Share by Type (2015-2020)
- Table 54. Europe Luxury Cruise Tourism Market Size by Application (2015-2020) (Million US\$)
- Table 55. Europe Luxury Cruise Tourism Market Share by Application (2015-2020)
- Table 56. China Key Players Luxury Cruise Tourism Revenue (2019-2020) (Million

US\$)

Table 57. China Key Players Luxury Cruise Tourism Market Share (2019-2020)

Table 58. China Luxury Cruise Tourism Market Size by Type (2015-2020) (Million US\$)

Table 59. China Luxury Cruise Tourism Market Share by Type (2015-2020)

Table 60. China Luxury Cruise Tourism Market Size by Application (2015-2020) (Million US\$)

Table 61. China Luxury Cruise Tourism Market Share by Application (2015-2020)

Table 62. Japan Key Players Luxury Cruise Tourism Revenue (2019-2020) (Million US\$)

Table 63. Japan Key Players Luxury Cruise Tourism Market Share (2019-2020)

Table 64. Japan Luxury Cruise Tourism Market Size by Type (2015-2020) (Million US\$)

Table 65. Japan Luxury Cruise Tourism Market Share by Type (2015-2020)

Table 66. Japan Luxury Cruise Tourism Market Size by Application (2015-2020) (Million US\$)

Table 67. Japan Luxury Cruise Tourism Market Share by Application (2015-2020)

Table 68. Southeast Asia Key Players Luxury Cruise Tourism Revenue (2019-2020) (Million US\$)

Table 69. Southeast Asia Key Players Luxury Cruise Tourism Market Share (2019-2020)

Table 70. Southeast Asia Luxury Cruise Tourism Market Size by Type (2015-2020) (Million US\$)

Table 71. Southeast Asia Luxury Cruise Tourism Market Share by Type (2015-2020)

Table 72. Southeast Asia Luxury Cruise Tourism Market Size by Application (2015-2020) (Million US\$)

Table 73. Southeast Asia Luxury Cruise Tourism Market Share by Application (2015-2020)

Table 74. India Key Players Luxury Cruise Tourism Revenue (2019-2020) (Million US\$)

Table 75. India Key Players Luxury Cruise Tourism Market Share (2019-2020)

Table 76. India Luxury Cruise Tourism Market Size by Type (2015-2020) (Million US\$)

Table 77. India Luxury Cruise Tourism Market Share by Type (2015-2020)

Table 78. India Luxury Cruise Tourism Market Size by Application (2015-2020) (Million US\$)

Table 79. India Luxury Cruise Tourism Market Share by Application (2015-2020)

Table 80. Central & South America Key Players Luxury Cruise Tourism Revenue (2019-2020) (Million US\$)

Table 81. Central & South America Key Players Luxury Cruise Tourism Market Share (2019-2020)

Table 82. Central & South America Luxury Cruise Tourism Market Size by Type (2015-2020) (Million US\$)

Table 83. Central & South America Luxury Cruise Tourism Market Share by Type (2015-2020)

Table 84. Central & South America Luxury Cruise Tourism Market Size by Application (2015-2020) (Million US\$)

Table 85. Central & South America Luxury Cruise Tourism Market Share by Application (2015-2020)

Table 86. MSC Cruises Company Details

Table 87. MSC Cruises Business Overview

Table 88. MSC Cruises Product

Table 89. MSC Cruises Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)

Table 90. MSC Cruises Recent Development

Table 91. Celebrity Cruise Company Details

Table 92. Celebrity Cruise Business Overview

Table 93. Celebrity Cruise Product

Table 94. Celebrity Cruise Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)

Table 95. Celebrity Cruise Recent Development

Table 96. Royal Caribbean Company Details

Table 97. Royal Caribbean Business Overview

Table 98. Royal Caribbean Product

Table 99. Royal Caribbean Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)

Table 100. Royal Caribbean Recent Development

Table 101. The Anschutz Corporation Company Details

Table 102. The Anschutz Corporation Business Overview

Table 103. The Anschutz Corporation Product

Table 104. The Anschutz Corporation Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)

Table 105. The Anschutz Corporation Recent Development

Table 106. Cruise Critic Company Details

Table 107. Cruise Critic Business Overview

Table 108. Cruise Critic Product

Table 109. Cruise Critic Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)

Table 110. Cruise Critic Recent Development

Table 111. Viking Cruise Company Details

Table 112. Viking Cruise Business Overview

Table 113. Viking Cruise Product

Table 114. Viking Cruise Revenue in Luxury Cruise Tourism Business (2015-2020)
(Million US\$)

Table 115. Viking Cruise Recent Development

Table 116. Princess Cruises Company Details

Table 117. Princess Cruises Business Overview

Table 118. Princess Cruises Product

Table 119. Princess Cruises Revenue in Luxury Cruise Tourism Business (2015-2020)
(Million US\$)

Table 120. Princess Cruises Recent Development

Table 121. Carnival Cruise Line Business Overview

Table 122. Carnival Cruise Line Product

Table 123. Carnival Cruise Line Company Details

Table 124. Carnival Cruise Line Revenue in Luxury Cruise Tourism Business
(2015-2020) (Million US\$)

Table 125. Carnival Cruise Line Recent Development

Table 126. American Cruise Lines Company Details

Table 127. American Cruise Lines Business Overview

Table 128. American Cruise Lines Product

Table 129. American Cruise Lines Revenue in Luxury Cruise Tourism Business
(2015-2020) (Million US\$)

Table 130. American Cruise Lines Recent Development

Table 131. Norwegian Cruise Lin Company Details

Table 132. Norwegian Cruise Lin Business Overview

Table 133. Norwegian Cruise Lin Product

Table 134. Norwegian Cruise Lin Revenue in Luxury Cruise Tourism Business
(2015-2020) (Million US\$)

Table 135. Norwegian Cruise Lin Recent Development

Table 136. Genting Hong Kong Company Details

Table 137. Genting Hong Kong Business Overview

Table 138. Genting Hong Kong Product

Table 139. Genting Hong Kong Revenue in Luxury Cruise Tourism Business
(2015-2020) (Million US\$)

Table 140. Genting Hong Kong Recent Development

Table 141. MS Berlin Company Details

Table 142. MS Berlin Business Overview

Table 143. MS Berlin Product

Table 144. MS Berlin Revenue in Luxury Cruise Tourism Business (2015-2020) (Million
US\$)

Table 145. MS Berlin Recent Development

- Table 146. AIDA Cruises Company Details
- Table 147. AIDA Cruises Business Overview
- Table 148. AIDA Cruises Product
- Table 149. AIDA Cruises Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 150. AIDA Cruises Recent Development
- Table 151. Azamara Club Cruises Company Details
- Table 152. Azamara Club Cruises Business Overview
- Table 153. Azamara Club Cruises Product
- Table 154. Azamara Club Cruises Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 155. Azamara Club Cruises Recent Development
- Table 156. Costa Cruise Lines Company Details
- Table 157. Costa Cruise Lines Business Overview
- Table 158. Costa Cruise Lines Product
- Table 159. Costa Cruise Lines Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 160. Costa Cruise Lines Recent Development
- Table 161. Cunard Line Company Details
- Table 162. Cunard Line Business Overview
- Table 163. Cunard Line Product
- Table 164. Cunard Line Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 165. Cunard Line Recent Development
- Table 166. Disney Cruise Line Company Details
- Table 167. Disney Cruise Line Business Overview
- Table 168. Disney Cruise Line Product
- Table 169. Disney Cruise Line Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 170. Disney Cruise Line Recent Development
- Table 171. Holland America Line Company Details
- Table 172. Holland America Line Business Overview
- Table 173. Holland America Line Product
- Table 174. Holland America Line Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 175. Holland America Line Recent Development
- Table 176. Oceania Cruises Company Details
- Table 177. Oceania Cruises Business Overview
- Table 178. Oceania Cruises Product

- Table 179. Oceania Cruises Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 180. Oceania Cruises Recent Development
- Table 181. P&O Cruises Company Details
- Table 182. P&O Cruises Business Overview
- Table 183. P&O Cruises Product
- Table 184. P&O Cruises Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 185. P&O Cruises Recent Development
- Table 186. Pullmantur Cruises Company Details
- Table 187. Pullmantur Cruises Business Overview
- Table 188. Pullmantur Cruises Product
- Table 189. Pullmantur Cruises Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 190. Pullmantur Cruises Recent Development
- Table 191. Regent Seven Seas Cruises Company Details
- Table 192. Regent Seven Seas Cruises Business Overview
- Table 193. Regent Seven Seas Cruises Product
- Table 194. Regent Seven Seas Cruises Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 195. Regent Seven Seas Cruises Recent Development
- Table 196. Seabourn Company Details
- Table 197. Seabourn Business Overview
- Table 198. Seabourn Product
- Table 199. Seabourn Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 200. Seabourn Recent Development
- Table 201. TUI Cruises Company Details
- Table 202. TUI Cruises Business Overview
- Table 203. TUI Cruises Product
- Table 204. TUI Cruises Revenue in Luxury Cruise Tourism Business (2015-2020) (Million US\$)
- Table 205. TUI Cruises Recent Development
- Table 206. Research Programs/Design for This Report
- Table 207. Key Data Information from Secondary Sources
- Table 208. Key Data Information from Primary Sources

List Of Figures

LIST OF FIGURES

- Figure 1. Global Luxury Cruise Tourism Market Share by Type: 2020 VS 2026
- Figure 2. Expedition cruises Features
- Figure 3. River cruises Features
- Figure 4. Sea cruises Features
- Figure 5. Theme cruises Features
- Figure 6. Mini cruises Features
- Figure 7. World cruises Features
- Figure 8. Transit cruises Features
- Figure 9. Turnaround cruises Features
- Figure 10. Others Features
- Figure 11. Global Luxury Cruise Tourism Market Share by Application: 2020 VS 2026
- Figure 12. Millennial Case Studies
- Figure 13. Generation X Case Studies
- Figure 14. Baby Boomers Case Studies
- Figure 15. Luxury Cruise Tourism Report Years Considered
- Figure 16. Global Luxury Cruise Tourism Market Size YoY Growth 2015-2026 (US\$ Million)
- Figure 17. Global Luxury Cruise Tourism Market Share by Regions: 2020 VS 2026
- Figure 18. Global Luxury Cruise Tourism Market Share by Regions (2021-2026)
- Figure 19. Porter's Five Forces Analysis
- Figure 20. Global Luxury Cruise Tourism Market Share by Players in 2019
- Figure 21. Global Top Luxury Cruise Tourism Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Luxury Cruise Tourism as of 2019)
- Figure 22. The Top 10 and 5 Players Market Share by Luxury Cruise Tourism Revenue in 2019
- Figure 23. North America Luxury Cruise Tourism Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 24. Europe Luxury Cruise Tourism Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 25. China Luxury Cruise Tourism Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 26. Japan Luxury Cruise Tourism Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 27. Southeast Asia Luxury Cruise Tourism Market Size YoY Growth (2015-2020) (Million US\$)

Figure 28. India Luxury Cruise Tourism Market Size YoY Growth (2015-2020) (Million US\$)

Figure 29. Central & South America Luxury Cruise Tourism Market Size YoY Growth (2015-2020) (Million US\$)

Figure 30. MSC Cruises Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 31. MSC Cruises Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 32. Celebrity Cruise Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 33. Celebrity Cruise Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 34. Royal Caribbean Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 35. Royal Caribbean Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 36. The Anschutz Corporation Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 37. The Anschutz Corporation Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 38. Cruise Critic Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 39. Cruise Critic Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 40. Viking Cruise Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 41. Viking Cruise Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 42. Princess Cruises Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 43. Princess Cruises Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 44. Carnival Cruise Line Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 45. Carnival Cruise Line Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 46. American Cruise Lines Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 47. American Cruise Lines Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 48. Norwegian Cruise Lin Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 49. Norwegian Cruise Lin Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 50. Genting Hong Kong Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 51. Genting Hong Kong Revenue Growth Rate in Luxury Cruise Tourism

Business (2015-2020)

Figure 52. MS Berlin Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 53. MS Berlin Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 54. AIDA Cruises Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 55. AIDA Cruises Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 56. Azamara Club Cruises Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 57. Azamara Club Cruises Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 58. Costa Cruise Lines Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 59. Costa Cruise Lines Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 60. Cunard Line Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 61. Cunard Line Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 62. Disney Cruise Line Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 63. Disney Cruise Line Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 64. Holland America Line Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 65. Holland America Line Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 66. Oceania Cruises Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 67. Oceania Cruises Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 68. P&O Cruises Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 69. P&O Cruises Revenue Growth Rate in Luxury Cruise Tourism Business (2015-2020)

Figure 70. Bottom-up and Top-down Approaches for This Report

Figure 71. Data Triangulation

Figure 72. Key Executives Interviewed

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