

Global Cruise Market Report: 2016 Edition

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Abstracts

The global cruise industry has been growing over the years and has made a strong comeback after the recession. The industry has seen significant growth in the number of passengers opting for cruise vacations. Cruising has expanded in recent decades from serving only the very rich to providing activities and entertainment options even for the middle-class vacationers. The cruise has also paved its way to younger generation rather than being populated only by aged people. The modern cruise industry has reacted to wide-ranging market and companies are coming up with innovative designs of ships, increased ship lengths, variety of destinations, new on-board and onshore activities and enhanced choice of cruise holidays that matches everyone's expectations. A growing cruise industry has resulted in growth of employment also.

The cruise industry has begun to find its market in the developing nations of Asia and Africa and countries like Australia and New Zealand are showing tremendous growth. China has also stepped in the competition with an increase in the passengers visiting Japan and Korea. North America is leading the industry followed by Europe.

The key factors driving the growth of the cruise market are decreasing unemployment, growing economic growth, increasing urbanization and variety of destinations. Some of the noteworthy trends and developments of this industry are global shifting of passenger load, creating difference through branding, convenience of on-demand workspace and technological advancements. However, the expansion of cruise industry can be affected by effect of global economic condition, unpleasant incidents at sea, environmental issues and piracy acts.

The report "Global Cruise Industry" provides an in-depth analysis of the market, with a focus on regional markets. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The major players in the industry, Carnival Corporation, Royal Caribbean Cruises and Norwegian Cruise Line are

being profiled.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables.

Contents

1. CRUISE MARKET – AN INTRODUCTION

- 1.1 Types of Cruise
- 1.2 Supply Chain Analysis

2. GLOBAL CRUISE MARKET ANALYSIS

- 2.1 Global Cruise Market by Value
- 2.2 Global Cruise Passengers Carried by Number
- 2.3 Global Cruise Passengers Carried by Region
- 2.4 Global Cruise Industry Capacity Growth
- 2.5 Global Cruise Passenger Capacity Share by Region
- 2.6 Major Cruise Market Penetration Rate by Region
- 2.7 Cruise Market Growth Rate by Region

3. REGIONAL MARKET ANALYSIS

- 3.1 The US Cruise Market
 - 3.1.1 The US Cruise Passengers
 - 3.1.2 Cruise Passengers Embarkations from the US
 - 3.1.3 Passenger Embarkation Breakdown by Ports in the US
 - 3.1.4 The US Direct Cruise Industry Expenditures by Value
 - 3.1.5 Total Economic Impact of Cruise Industry by Value and Employment
- 3.2 European Cruise Market
 - 3.2.1 European Cruise Passengers
 - 3.2.2 Cruise Passenger Embarkations from European Ports
 - 3.2.3 European Cruise Industry Output by Value
 - 3.2.4 Employment Generated by Cruise Industry in Europe
 - 3.2.5 European Direct Cruise Industry Expenditures
 - 3.2.6 European Direct Cruise Industry Expenditures by Segment
 - 3.2.7 European Direct Cruise Expenditures by Country
 - 3.2.8 Economic Impact of the Cruise Industry in Europe
- 3.3 Australian Cruise Market
 - 3.3.1 Australian Cruise Passengers by Number
 - 3.3.2 Australian Cruise Passengers by Destination
 - 3.3.3 Australian Cruise Passengers by State of Origin
 - 3.3.4 Australian Cruise Passengers by Age Group

3.4 New Zealand Cruise Market

- 3.4.1 New Zealand Cruise Activity
- 3.4.2 New Zealand's Cruise Passengers by Source
- 3.4.3 Passenger Activity in New Zealand by Country
- 3.4.4 New Zealand Cruise Industry Expenditure by Region

3.5 China's Cruise Market

- 3.5.1 Chinese Outbound Cruise Tourists by Number
- 3.5.2 Chinese Outbound Cruise Tourist by Province
- 3.5.3 Chinese Outbound Cruise Tourists to Japan-Korea by Number
- 3.5.4 Chinese Outbound Cruise Tourists to South East Asia by Number
- 3.5.5 Chinese Outbound Cruise Tourists to Rest of World by Number
- 3.5.6 Chinese Inbound Cruise Tourists by Number

4. MARKET DYNAMICS

4.1 Growth Drivers

- 4.1.1 Rising Economic Growth
- 4.1.2 Increasing Urbanization
- 4.1.3 Decreasing Unemployment Rate
- 4.1.4 Variety of Destinations

4.2 Key Trends

- 4.2.1 Global Shifting of Passengers
- 4.2.2 Creating Difference through Branding
- 4.2.3 Convenience of On-Demand Work Space
- 4.2.4 Technological Advancements
- 4.2.5 Rise in Small Ship Cruises

4.3 Challenges

- 4.3.1 Economic Risk
- 4.3.2 Unpleasant Incidents at Sea
- 4.3.3 Environmental Issues
- 4.3.4 Piracy Acts

5. COMPETITIVE LANDSCAPE

5.1 Global Cruise Line Market Share

5.2 Global Cruise Line Market Share by Company - Passengers Carried

5.3 Global Cruise Line Brand Shares

5.4 Global Cruise Brand Shares by Passenger Capacity

6. COMPANY PROFILES

6.1 Carnival Corporation & Plc. (CCL)

6.1.1 Business Overview

6.1.2 Financial Overview

6.1.3 Business Strategies

6.2 Royal Caribbean Cruises Ltd. (RCL)

6.2.1 Business Overview

6.2.2 Financial Overview

6.2.3 Business Strategies

6.3 Norwegian Cruise Lines (NCL)

6.3.1 Business Overview

6.3.2 Financial Overview

6.3.3 Business Strategies

7. MARKET OUTLOOK

7.1 Market Forecast

7.2 Forecast Methodology

7.2.1 Dependent and Independent Variables

7.2.2 Correlation Analysis

7.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

Types of Cruise

Terms Used in Cruise Industry

Cruise Industry-Supply Chain

Global Cruise Market by Value (2008-2015)

Global Cruise Passengers Carried by Number (2009-2016E)

Global Cruise Passengers Carried by Region (2015)

Global Cruise Industry Capacity Growth (2009-2017E)

Global Cruise Passenger Capacity Share by Region (2015E)

Major Cruise Market Penetration Rates (2015E)

Global Net New Order Intake and % of Total Fleet (2009-2015)

Cruise Market Growth by Region (2015E)

The US Cruise Passengers by Number (2009-2014)

Cruise Passengers Embarkations from the US by Number (2009-2014)

Passenger Embarkation Breakdown by Ports in the US (2014)

The US Direct Cruise Industry Expenditures by Value (2009-2014)

Total Economic Impact of Cruise Industry by Value and Employment (2009-2014)

European Cruise Passengers (2010-2014)

Cruise Passenger Embarkations from European Ports (2010-2014)

Cruise Passengers Visiting European Ports (2010-2014)

European Cruise Industry Output by Value (2010-2014)

Total Employment Generated by Cruise Industry in Europe (2010-2014)

European Direct Cruise Industry Expenditures (2010-2014)

European Direct Cruise Industry Expenditures by Segment (2014)

European Direct Cruise Expenditures by Country (2014)

Australian Cruise Passengers by Number (2008-2014)

Australian Cruise Passengers by State of Origin (2014)

Australian Cruise Passengers by Age Group (2014)

New Zealand's Cruise Passengers by Source (2014-2015)

Chinese Outbound Cruise Tourists by Number (2013-2020E)

Chinese Outbound Cruise Tourists Number by Province (2015)

Chinese Outbound Cruise Tourists to Japan-Korea by Number (2013-2020E)

Chinese Outbound Cruise Tourists to South East Asia by Number (2013-2020E)

Chinese Outbound Cruise Tourists to Rest of World by Number (2013-2020E)

Chinese Inbound Cruise Tourists by Number (2012-2015)

China's Inbound Tourist by Segment (2015)

Global GDP (2006-2015E)
Global Urban Population (2007-2015E)
Global Unemployment Rate (2009-2017E)
Global Cruise Line Market Share by Company (2015)
Global Cruise Line Market Share by Company - Passengers Carried (2015)
Carnival Corporation plc. Revenue Share by Segments (2015)
Carnival Corporation plc. Revenue Share by Geography (2015)
Carnival Corporation plc. Revenue and Net Income (2011-2015)
Royal Caribbean Cruises Revenue Share by Segment (2015)
Royal Caribbean Cruises Revenue and Net Income (2011-2015)
Norwegian Cruise lines Revenue Share by Segments (2015)
Norwegian Cruise Line's Revenue and Net Income (2011-2015)
Global Cruise Market Forecast (2014-2019E)

List Of Tables

LIST OF TABLES

Total Economic Impact of the US Cruise Sector by Industry (2014)
Cruise Ship Orders (2015-2018)
Scheduled Newbuildings of Ocean going Cruise Vessels (2015-2018)
Direct Economic Impacts of the European Cruise Sector by Industry (2014)
Total Economic Impact of the European Cruise Sector by Industry (2014)
Total Economic Impact of the European Cruise Industry by Country (2014)
Australian Cruise Passengers by Destination (2013/2014)
New Zealand Cruise Activity (2014/2013)
Passenger Activity in New Zealand by Country (2014-2015)
New Zealand Cruise Industry Expenditure by Region (2014-2015)
Cruise Induced Employment by Region (2014-2015)
New Zealand Passenger Activity Forecasting (2015-2017)
Home Port Cruise – Outbound Cruise trips by Number (2013-2020E)
Global Cruise Line Brand Shares (2015)
Global Cruise Brand Shares by Passenger Capacity (2015)
Dependent & Independent Variables (2010-2015)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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