



Cruise Industry Overview

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Cruise defined

Cruise line

Company operating cruise ships on a given body of water that markets cruises to the public with common features like accommodation, all meals and entertainment.



Cruise industry players and offerings

Cruise ship offerings

The term *cruise ship* generally leads to an image of the massive ocean liners filled with passengers bound for paradise. Yet there is a fleet of options available to passengers from those ocean liners to luxury riverboats, specialty sailboats and yachts.



Cruise Lines

These are the companies that operate cruise ships and sell cruises to the public.

Cruise lines serve both as transportation for business and a leisure entertainment business. A duality that carries down into the ships themselves, which have both a crew headed by the ship's captain, and a hospitality staff headed by the equivalent of a hotel manager

Large cruise ships are the big ocean liners and some of the most popular ships in the industry

Ocean liners can hold thousands of passengers during a single trip as well hundreds of crewmembers. While large cruise ships vary in the size and passenger capacity, you can expect to find the outfitted with modern facilities, lavish amenities and abundant with entertainment offerings.

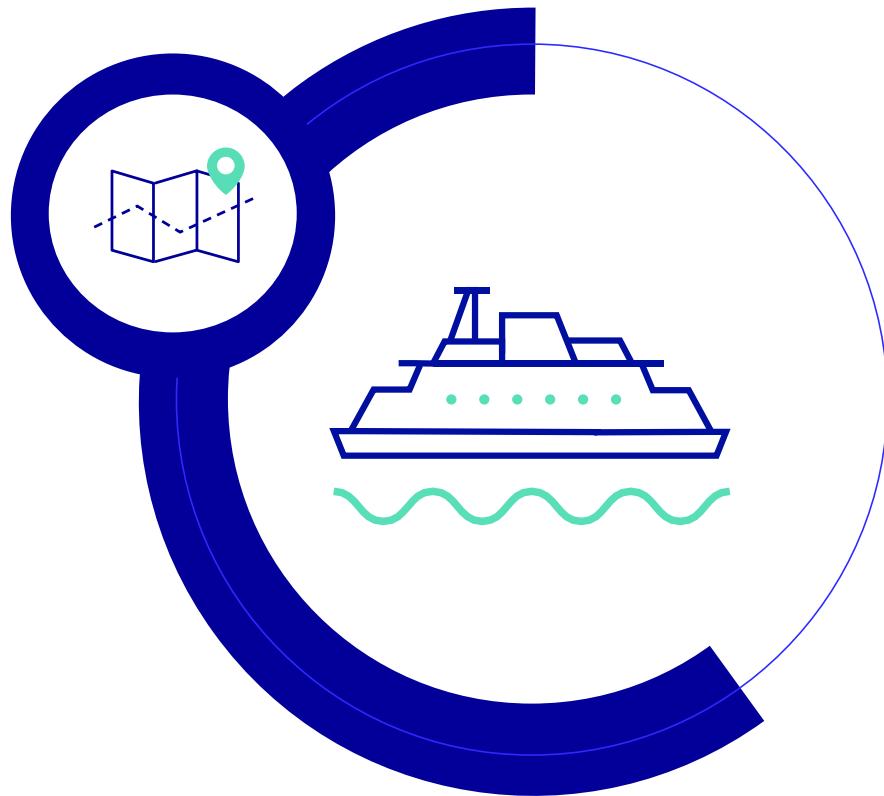




Small cruise ships

Small cruise ships vary by size ranging from less than 500 passengers to sailboats and yachts that hold up to 10 passengers.

Naturally, small cruise ships carry less staff, which requires them to take on multiple roles onboard. For example, a deckhand may be responsible for keeping the ship in order and other duties like cooking, activities and leading guest adventures. Small cruise ships provide the opportunity for more intimate relationships between passengers and crew and allow for access to more remote locations that ocean liners cannot because of their size.



Riverboat and barge cruises offer an informal, intimate atmosphere, given that some smaller river barges cap their passenger count to roughly 10-15 people.

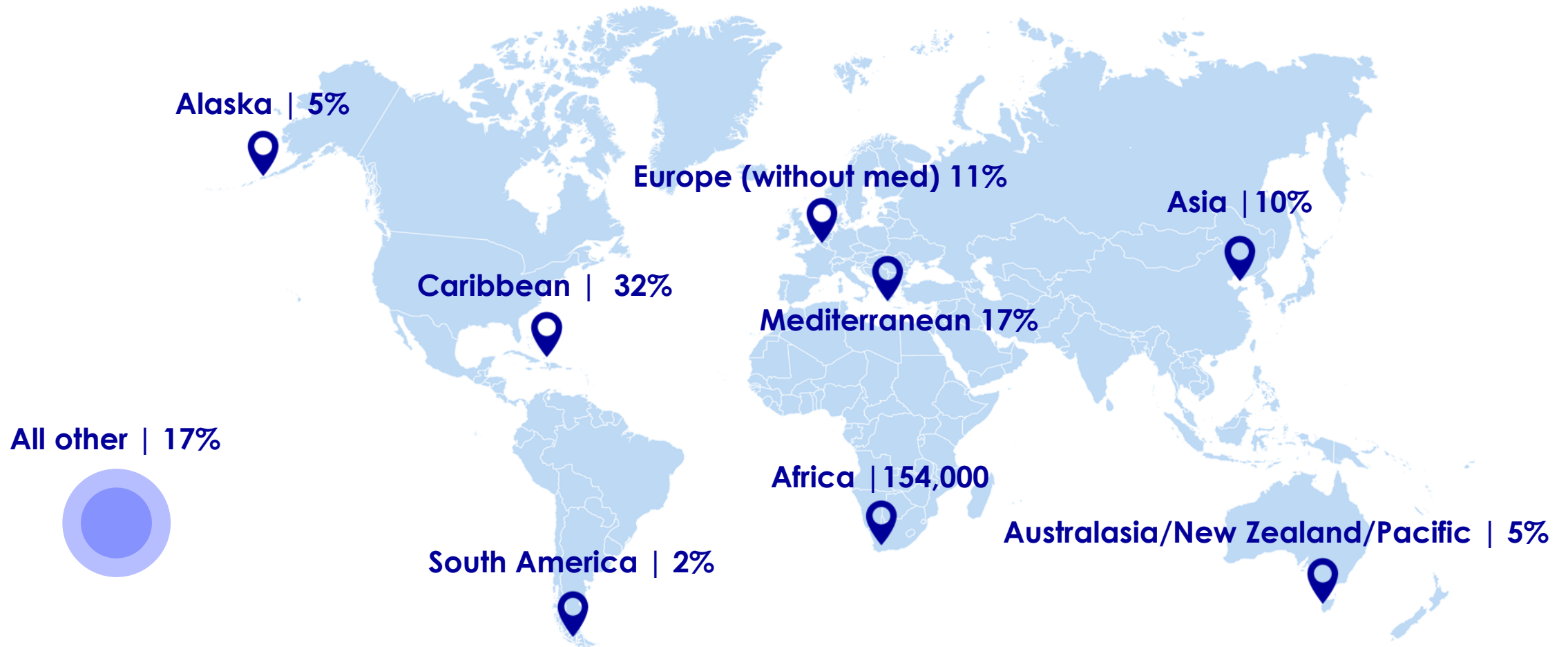
Some of these destinations include the Nile, Amazon, Volga, Yangtze, Mississippi and Danube rivers. Traveling by river offers passengers an ever-changing scenic experience, which contrasts the vast open ocean experience when traveling by ocean liner.



Cruise Lines International Association (CLIA) industry stats



2020 cruise line deployment by region



CLIA 2018 global economic impact





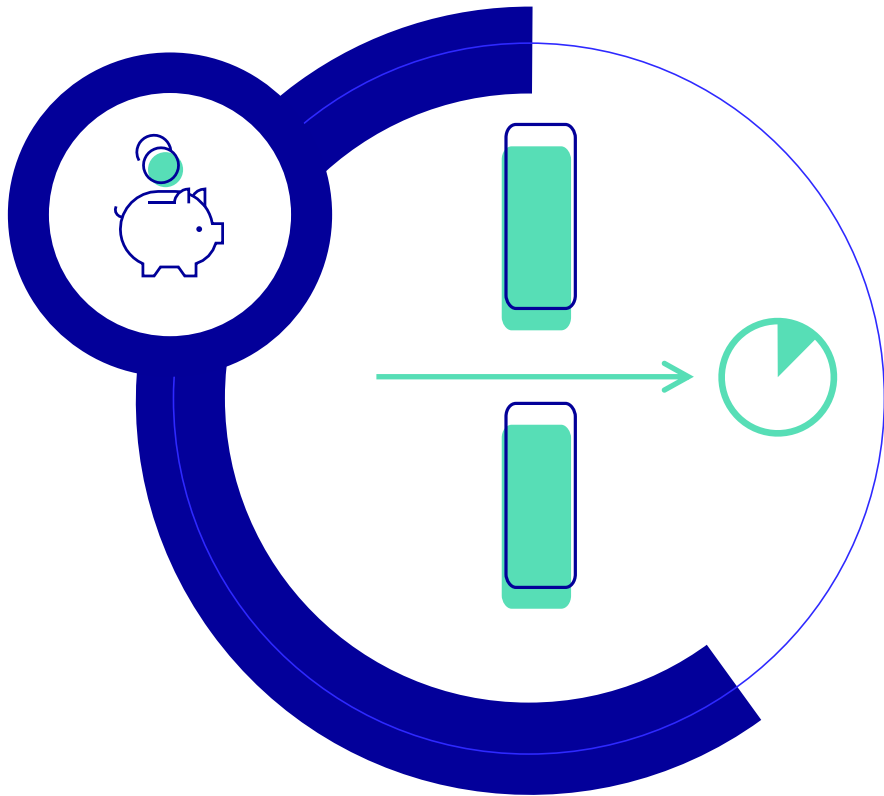
Calculating revenue in cruise

Generating revenue



Cruise ships generate revenue through two channels, ticket sales and onboard purchases, which passengers generally purchase with a pre-loaded card or wristband. On average, tickets account for 62% of total revenue and onboard purchases make up the remaining 38%





Passengers aboard large cruise ships spend \$1,060 per ticket and \$650 in onboard amenities, on average.

After factoring expenses, the typical large cruise ship generates roughly \$291 in net profit per passenger, per cruise. And when at full capacity, a single ship might make \$9.8 million in revenue for one 7-day excursion.

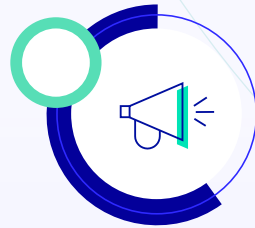


Types of cruise industry roles



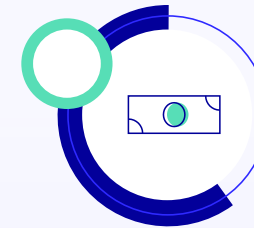
Activity department

- Cruise director
- Entertainer
- Expedition leader
- Lecturer



Service/hospitality

- Kitchen staff
- Bartender
- Housekeep



Corporate

- Marketing
- Sales
- Accounting
- Human resources



Spa and salon

- Fitness instructor or director
- Beautician
- Massage therapist
- Cosmetologist



Deck

- Purser job
- Maintenance worker
- Engineer
- Deckhand
- Ship captain



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