

2023

MARKET PLAN



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INTRODUCTION

- Product Description:
 - Our chosen product is the "Royal Caribbean International Cruise Experience." Royal Caribbean offers diverse cruise services, including luxurious accommodations, entertainment, and exciting destinations.
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- Addressed Need or Want:
 - The Royal Caribbean cruise experience addresses the desire for a unique and immersive travel adventure. It caters to individuals seeking luxury, entertainment, and exploration.
- Product Usage Overview:
 - Passengers can enjoy world-class amenities and onboard entertainment and explore various destinations during their cruise. Visual aids, such as images of cruise activities and destinations, illustrate the richness of the experience.
- Company Background:
 - Royal Caribbean International, founded in 1968, is a global cruise brand known for its innovative ships and exceptional cruise experiences. The company has a rich history of providing unforgettable journeys to travellers worldwide.
- Industry Overview:
 - The cruise industry has become a significant player in travel and tourism, offering diverse experiences ranging from family-friendly cruises to luxury expeditions.



Royal Caribbean

I N T E R N A T I O N A L

THE CONSUMER

- Target Market Chart:
 - The target market for Royal Caribbean includes adults and families seeking a premium travel experience. Variables include demographics (age, family status), psychographics (luxury seekers, adventure enthusiasts), and behaviour (frequent travellers).



No. 01 – Physiological

The Royal Caribbean cruise fulfills the need for relaxation, escape, and the pursuit of leisure on Maslow's hierarchy.



No. 02 – Social

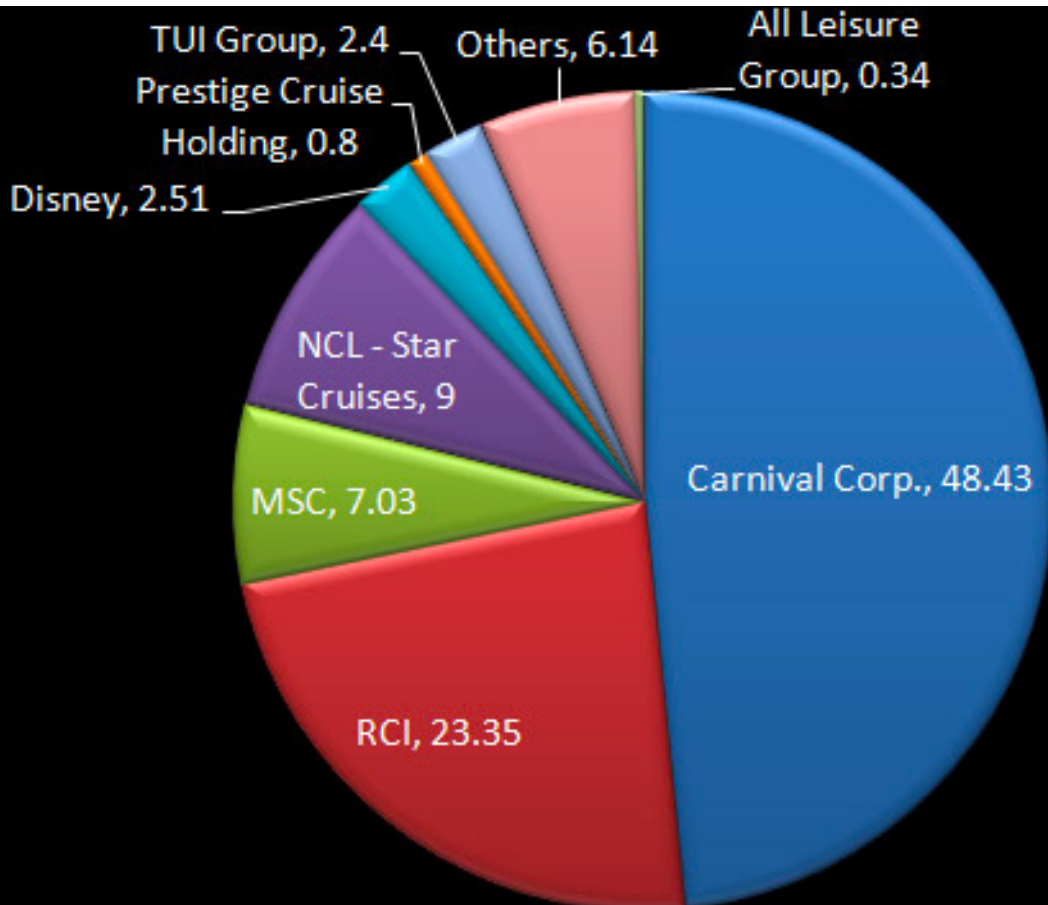
Cultural trends favouring experiential travel, family influence, and recommendations from friends impact the decision to choose a cruise vacation.



No. 03 – Extensive

Typically categorized as an extensive purchase due to the significant financial investment and the expectation of a memorable vacation experience.

THE COMPETITORS



Direct Competitors:

- ***Carnival Cruise Line***
- ***Norwegian Cruise Line***
- ***MSC Cruises***

MARKETING RESEARCH



- Survey Questions:
 - How often do you take vacations?
 - What factors influence your choice of a cruise line?
 - What amenities and features are crucial for an ideal cruise experience?
 - How likely are you to recommend Royal Caribbean to friends and family?
 - What destinations are you most interested in for your next cruise vacation?

***The Number of
Passengers that
were carried on
Royal Caribbean
Cruise reached a
total of 5.5
million in 2022***

CONCLUSION

In conclusion, understanding the diverse consumer base, recognizing competition, and conducting adequate market research are paramount for the success of Royal Caribbean International. By aligning with consumer desires, responding to purchasing influences, and staying competitive in the cruise industry, Royal Caribbean has positioned itself as a leader in providing exceptional cruise experiences. This marketing plan serves as a guide for strategic decision-making and successful implementation in the dynamic and competitive travel and tourism market.

