

TRAVEL

# THE CRUISE LINE INDUSTRY

## Social Media Leaders



**1**

Royal  
Caribbean

Carnival

**2**

**3**

Norwegian



## VIRTUAL REALITY

Many cruise lines are now offering virtual reality tours of cruise ships so that guests can tour around ships before they make their final decision on which cruise to book. This is being incorporated into many cruise line websites.

## INTERNET OF THINGS

Royal Caribbean has partnered with Microsoft to create a better experience for their guests by using the internet. Guests now have access to knowing things such as massage availability, dining waits and open seat availability for shows.

## WEARABLES

Carnival will be giving their guests a token wearable that has all their information on it. It will track drink orders and allow guests to order without moving, let guests into their rooms and even link to screens around the ship that can show the guests their itinerary and more.

# GEN-X & MILLENNIALS

*on the rise!*

## RECOMMENDATIONS

Gen-X and Millennials are reaching the age (21) where they can cruise by themselves. Cruise popularity is increasing as 48% of non-cruisers expressed interest in taking a cruise. What we must do now, is target these younger generations by booming on the social media platforms that they use. With Instagram being at the top, the cruise industry must optimize that platform by increasing their following to at least 1 million followers on individual cruise line pages. They can do this by running endorsements, a celebrity campaign and even by offering contests and rewards.