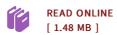




The quest for profitable growth in the modern cruise industry

By Stefano Turconi

GRIN Verlag Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 211x146x7 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: -, London Business School (London Business School / INSEAD), language: English, comment: London Business School / INSEAD , abstract: This report examines the subject of profitable growth in the modern cruise industry by comparing the financial and operating performance and the management practices of the two leading cruise operators, Carnival and Royal Caribbean, over the twelve-year period from 1996 to 2007. During the past 40 years the cruise industry has evolved from a form of mere transoceanic transportation to an alternative vacation at sea. Despite growing at a CAGR of 7.7% since 1980, the penetration rate for the cruise industry is only 17%. In North America alone the cruise industry generated \$20.6 billion in 2006. By comparison, the lodging industry in North America generated revenues of \$133.4 billion during the same year. The cruise industry remains a relatively young industry. This is proven by the fact that, of the 168 million passengers that have cruised globally since 1990, 72% cruised in...



Reviews

Absolutely one of the better ebook We have ever study. it had been writtern quite completely and valuable. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Carol Lehner II

Simply no words to spell out. It can be rally fascinating throgh studying period of time. You will not really feel monotony at at any moment of your own time (that's what catalogues are for concerning if you ask me).

-- Dr. Isabella Turner

Relevant PDFs



Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2012-09-01 Pages: 160 Publisher: the Jiangxi University Press Welcome Salan. service and quality to your satisfaction. please tell...



In Nature s Realm, Op.91 / B.168: Study Score

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****. Composed in 1891, V P irod (In Nature s Realm) is the first of Dvorak s three concert...



Carnival Overture, Op.92 / B.169: Study Score

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book
***** Print on Demand ******.The Carnival Overture, Op.92 - second of the set of three concert overtures originally entitled as Nature,
Life...



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English . Brand New Book ***** Print on Demand *****. The ultimate learn-by-doing approach Written for beginners, useful for experienced developers who want to sharpen their skills and don t mind...



Piano Concerto, Op.33 / B.63: Study Score

Petrucci Library Press, United States, 2015. Paperback. Book Condition: New. 244 x 170 mm. Language: English Brand New Book *****
Print on Demand *****.Composed in the late summer of 1876, Dvorak s first effort at a full-blown concerto shows signs of an...



YJ] New primary school language learning counseling language book of knowledge [Genuine Specials(Chinese

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2011-03-01 Pages: 752 Publisher: Jilin University Shop Books All the new book. the subject of genuine special part...