

# CRUISE INDUSTRY AFTER PANDEMIC







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# THE GLOBAL CRUISE MARKET

The world cruise industry is worth approximately \$150 billion.

Statistics show that cruise companies expected 32 million passengers in 2020.





# COVID-19 IMPACT

- Without passengers, the cruise lines have been losing a lot of money.
- Many of the leading cruise companies sell their ships for scrapping, because they are not able to maintain them any more.
- More than 518,000 crew members lost their jobs
- More than 300 ships have been docked, or kept floating aimlessly at sea





# WHY ARE CRUISE SHIPS SO HIGH-RISK?



"Like other close-contact environments, ships may facilitate the transmission of respiratory viruses from person to person through exposure to respiratory droplets or contact with contaminated surfaces"

**CRUISE SHIPS POST-COVID-19:  
HOW THE PASSENGER  
EXPERIENCE WILL CHANGE?**

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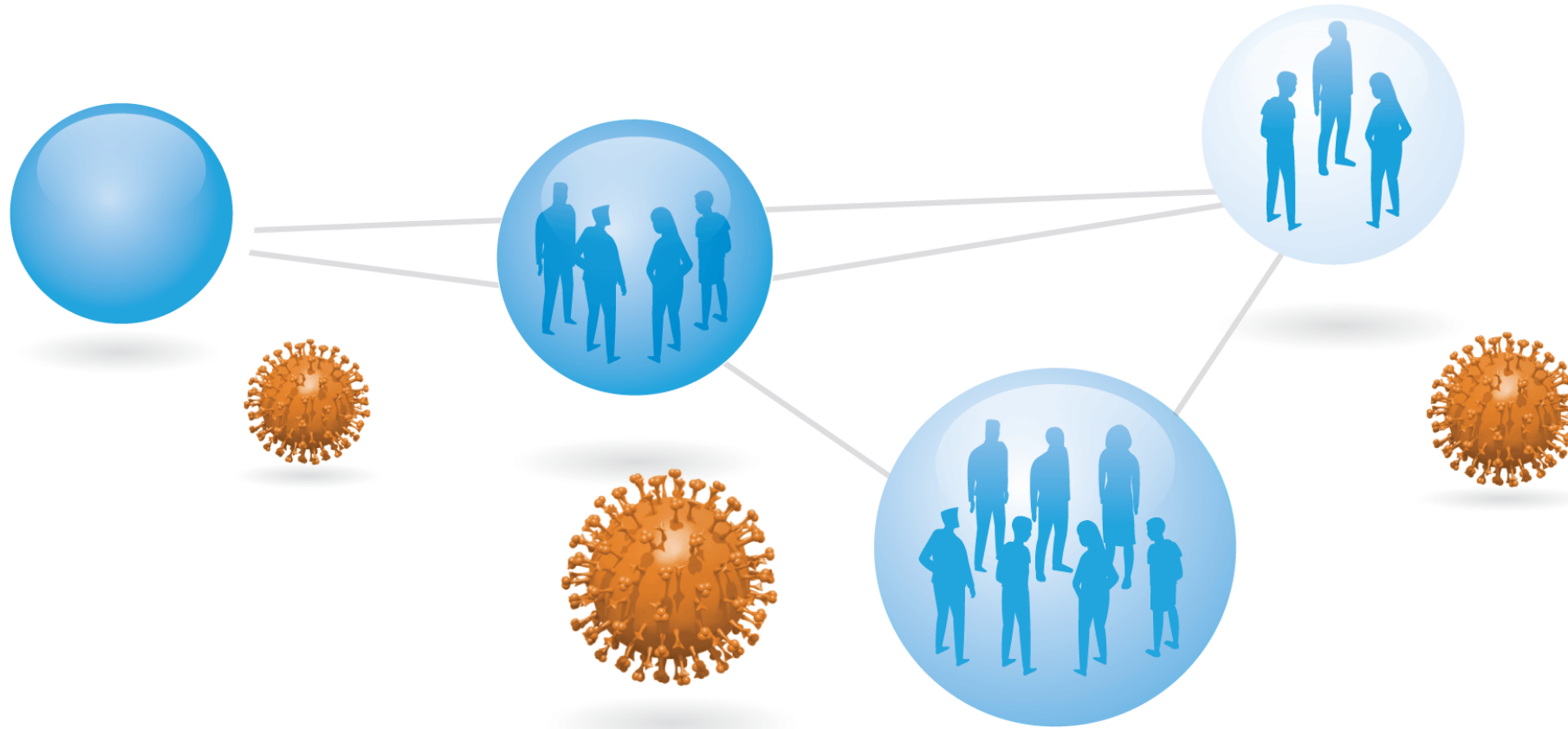


# BEFORE AND DURING EMBARKATION:

Cruise Lines International Association (CLIA) is already working with its members to draw up a set of guidelines for future embarkations. Although these may vary slightly from company to company, the goal will be the same.



# SOCIAL BUBBLES



In port,  
the  
chance to  
go ashore  
on the  
likes of  
MSC  
Cruises is  
being  
restricted



# BETTER VENTILATION

Royal Caribbean says its heating, ventilation and air conditioning system supplies 100 per cent fresh, filtered air from outside to all indoor spaces,





# MORE USE OF TECHNOLOGY

Data from the positive Covid passengers on electronic wristband will be used to trace anyone who has spent more than 15 minutes within a metre of them during the voyage.







# ENHANCED HYGIENE PROCEDURES

Stringent health measures won't stop after passengers arrive on the ship. For example, guestrooms will undergo much tougher cleaning and sanitizing procedures than before the pandemic.



Introducing the measures will be facilitated by new technologies such as cleaning robots, higher cleaning temperatures and the latest disinfecting products.





# DINING

One solution to the dining issue will be to abolish traditional buffets and self-service areas and replace them with table service.





# ENTERTAINMENT: REDUCING CAPACITY AT PUBLIC VENUES



Much like restaurants, some of cruise ships' top attractions will have new limitations to encourage social distancing. Theatres, cinemas, clubs and many other indoor spaces are all going to be rearranged



# SWIMMING POOLS

While pools themselves will remain intact, surrounding areas can be rearranged.





# REPURPOSING SPACES

Several companies are already working on ways to expand their medical facilities, as well as reserving more rooms for doctors and nurses.







# CRUISES IN UKRAINE

There are already cruises planned in Ukraine for summer 2021, where all compulsory measures to prevent COVID-19 will be taken onboard the ships.



“What’s really important is the change in motivation. Once upon a time I could rely on the fact that deals were number one. Today, deals are number three or even number four. And, health protocols and flexibility of booking are numbers one and two,” said Peter Lynch, an industry analyst and the editor-in-chief of Cruise Passenger magazine.





# THANK YOU FOR YOUR ATTENTION



## LIST OF SOURCES

1. <https://future-cruise.nridigital.com>
2. <https://www.usatoday.com>
3. <https://www.independent.co.uk>
4. <https://www.bbc.com>