
**Purpose**
The purpose of this exercise is to examine the marketing strategies and positioning approaches of the world’s top ten cruise lines.

**Steps**
1. Connect to and review these cruise line sites on the Web.
2. From what you can see on the Websites, which specific markets are each of the cruise lines targeting and what type of marketing strategy by focus do these represent?
3. What is each cruise line doing to position itself and what is its positioning approach and statement?
4. What steps are taken by each cruise line to build or enhance their relationships with both cruisers and travel agents?

**Website Addresses**

Carnival  

Costa Cruises  

Cunard Line  

Holland America  

Princess Cruises  

AIDA (German cruise line)  
P&O Cruises
http://www.pocruises.com/

Ocean Village
http://www.oceanvillageholidays.co.uk/

The Yachts of Seabourn
http://www.seabourn.com/

P&O Cruises Australia