

Appendix 6 Cruise Ship Customers

High-quality restaurants, modern fitness centers, and even environmentally friendly practices are no longer enough to receive a five-star rating for cruises (Statista Research Department, 2021). The market keeps involving and more value needs to be provided to achieve the same amount of stars. Improvement of the effortful and time-intensive process for passengers, airports and airlines could help according to SITA. The current state of baggage transfer needs to change and therefore the cruise market and its passengers needs to be understood. A study finds that Chinese cruise customers can be split into multiple segments of which family leisure/relaxation and natural and cultural exploration are the strongest motivations (Jiao et al., 2021). The Chinese market is outside the scope, however, its insights can be used as a indicator for the Dutch market. Interviews will be conducted to find out about the possible customer segments in the Netherlands. Furthermore, it turns out the luxury cruise customer in general expects to find value in as many places as possible which can be summarized in the following points (Rotondo, 2019; Silverstein, 2010).

- **Cruises offer great value per price paid because nearly everything is included.**
- **It is possible to see multiple destinations depending on the cruise**
- **There is a variety of onboard activities**
- **convenient pre- and post-cruise pampering such as ground transportation from airport port and back. This can differentiate from busses to luxury cars or SUVs.**
- **Luxury accommodations such as the view and cabin upgrades**
- **Attentive service**
- **Included beverages and gratuities**
- **Fine dining options**