

Price per person

- **Questions:**

Where do we sell?

What do we sell? What is the problem that we solve?

Who do we sell to? Consumer.(traveller)

- *Age - over 40*
- *Wage*
- *Why should they buy? Rational or/and Emotional*
- *Competition? Other companies*
- *The only thing we should communicate?*

- **Demographics:**

Dustin and Amanda

- *Couple*
- *Over 50*
- *Like to explore the world*
- *(Median household in US is \$121K, but double for persons over 50-60)*
- *Possibly Retired*
- *Race: Doesn't matter*

- **Psychographics:**

- *Strong Character, Lover of nature*
- *Values ?*
- *Lawnmower, goes to play Bingo :)), barbecue*
- *Spends time on social media, sharing stuff*

- **Marketing channels: Online.**

What is the couple's problem? Maybe they feel bored, or feel that the retired life is too overwhelming and they need a new adventure. Want to impress their friends. Dustin wants to impress his wife (other way around too)

The advantages of going on a cruise?

It would get them away from boredom

Make them forget they're retired

Make their friends jealous

Amazing gift for partner (could be also honeymoon / silver wedding.

Price per person

| Cruise Prices Standard | Jewel Deck - 100 Corridor | Sapphire Deck - 200 Corridor | Diamond Deck - 300 Corridor |
|-----------------------------------|----------------------------|------------------------------|-------------------------------|
| Budapest - Regensburg - 1.795 GBP | Standard Suite - 3.265 GBP | Balcony Suite - 3.745-3965 | Balcony Suite - 3.965 - 4.065 |
| | | Deluxe Balcony Suite 4.365 | Junior Balcony Suite - 5. 065 |
| | | Junior Balcony Suite- 4.515 | Deluxe Balcony Suite 4.665 |
| | | | Royal Balcony Suite 5.665 |
| | | | Royal Panorama Suite - 5.875 |
| | | | Royal Owner's Suite - 6.395 |

Features / Benefits

| | |
|--|---------------------------------|
| All inclusive | You don't bother about anything |
| Loyalty | They are at your service 24/7 |
| After first cruise you become member. Gold | More Benefits next cruise |
| European Cuisine | Exotic Food |
| Meet new people | Connections |
| On shore activities/ On board activities | Fun |
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From reviews:

The scenery was magnificent, the crew was wonderful & couldn't do enough to make the entire experience as terrific as could be.

The entire crew, from the Captain to the sailors & all in between, worked tirelessly to make our cruise unforgettable

Exceeds expectations
Very efficient and accommodating service
Abundance of choice for meals
sat down to our first superb dinner all those worries quickly disappeared