

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. Dusting 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

**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