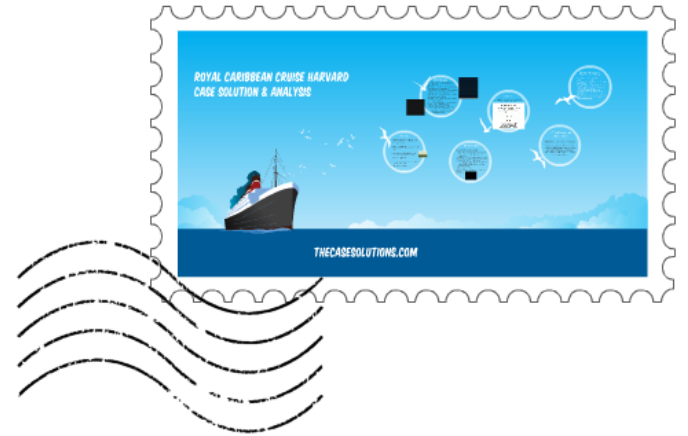


Dear Dr. Kiambi,

You are without a doubt one of the best professors around. The knowledge we have received through you will prepare us for a life of success in the Public Relations industry.

Respectfully,

Amy, J.C., & Emily



ADPR 491

Final Presentation

Give us an A+ !!!!

ROYAL CARIBBEAN CRUISE HARVARD CASE SOLUTION & ANALYSIS



THECASESOLUTIONS.COM

CRISIS

- On May 27th, 2013, 2:15am- electrical issues caused a fire to break out at on “Grandeur of the Seas” cruise ship
- 2:50am- Passengers alerted and sent from their rooms to an area of the deck away from the blaze
- Passengers were informed of evacuation procedures and were given life jackets
- 5am- fire extinguished
- U.S. Coast Guard escorts the ship to Freeport, Bahamas for evaluation
- 10am- ship reaches port





STRATEGIES

- The first ones to tweet a picture of the damaged ship
- All 2,224 guests were fully refunded & given a certificate for a future cruise
- Created a hotline for so that guests' family members could contact them
- Guests in areas affected by smoke or water damage were put in hotels
- President & CEO Adam Goldstein met with passengers in Freeport
- Passengers flown back to Baltimore, where the ship had originally departed
- Said they would investigate the cause
 - Passengers on the next scheduled cruise were refunded & given 50% off a future cruise



VALUES

Some links on their Safety and Security section
of their website don't work

Anchored In Excellence

We always provide service with a friendly greeting and a smile.

We anticipate the needs of our customers.

We make all effort to exceed our customers' expectations.

We take ownership of any problem that is brought to our attention.

We engage in conduct that enhances our corporate reputation and employee morale.

We are committed to act in the highest ethical manner
and respect the rights and dignity of others.

We are loyal to Royal Caribbean and Celebrity Cruises,
and strive for continuous improvement in everything we do.

Vision

Generate superior returns for our shareholders

By empowering and enabling our employees

To deliver the best vacation experience

And enhancing the well-being of our communities

REPUTATION

- Discounts can only do so much
 - First time cruise members more severely impacted than those who have taken a cruise before
- Other Royal Caribbean ship accidents across the world have left a "lingering impact"
 - 2013- Royal Caribbean Cruise Lines had a \$392.8 million quarterly loss in Europe
 - Shares down 4%
- Minimal transparency
- Not the "world's leading global cruise line" as they claim



INTERNATIONAL PR IMPLICATIONS

<http://www.royalcaribbean.com/home.do>

Claiming to be the world's leading global cruise line, going to destinations across 5 continents, this has serious effects on their market globally, as it is such a large, widespread audience.

