



Carnival

Group 4



Our Team



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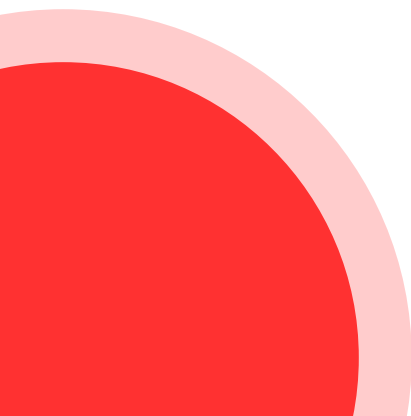
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Research Question

Which of the five potential market areas offers Carnival Cruise Lines the greatest opportunity to attract new cruisers and justify increased marketing investment?



Research Objective

Conduct a market-focused analysis to evaluate consumer interest, travel behavior, and segment attractiveness across Albany, Birmingham, Cincinnati, Denver, and Fort Myers–Naples.

Our goal is to identify the strongest market for Carnival to invest a designated portion of its marketing dollars.



CITY	Average of Population	Average of Avg Income	Average of Avg Age
ALBANY-SCHENECTADY-TROY	5.034,49	\$ 49.960,37	45,92
BIRMINGHAM (ANN AND TUSC)	8.405,36	\$ 41.097,36	40,87
CINCINNATI	11.562,56	\$ 49.533,11	39,63
DENVER	9.346,35	\$ 49.352,24	42,79
FT. MYERS-NAPLES	17.072,35	\$ 54.111,89	51,05
Grand Total	9026,90	\$ 48.287,79	43,11

Ft. Myers–Naples clearly emerges as the strongest market for our focus. It has the **largest population**, the **highest average income**, and the **oldest consumer base**, indicating a segment with greater purchasing power and a preference for comfort, quality, and reliable experiences.

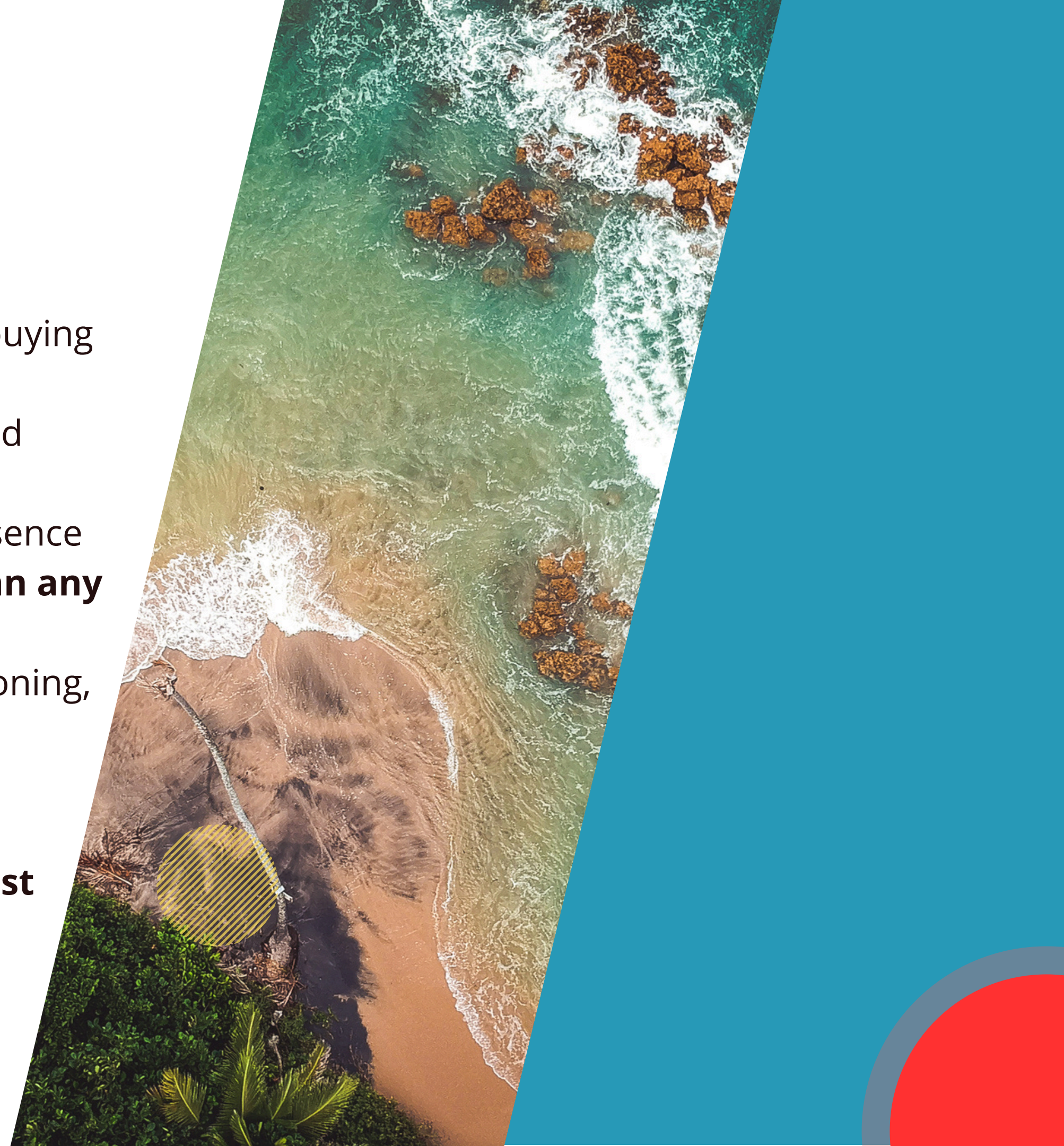




WHY NAPLES IS BEST

- **Highest average income:** \$54,111 (strongest buying power of all markets)
- **Population:** 1.2 million (smaller but affluent and travel-engaged)
- **Average age:** 51.0 — strong Baby Boomer presence
- **Florida residents cruise more frequently than any other state.**
- Market culture strongly oriented toward vacationing, retirement travel, and leisure spending

Compared to Denver, Albany, Cincinnati, and Birmingham, Naples offers the **wealthiest** and **most cruise-aligned demographic**.

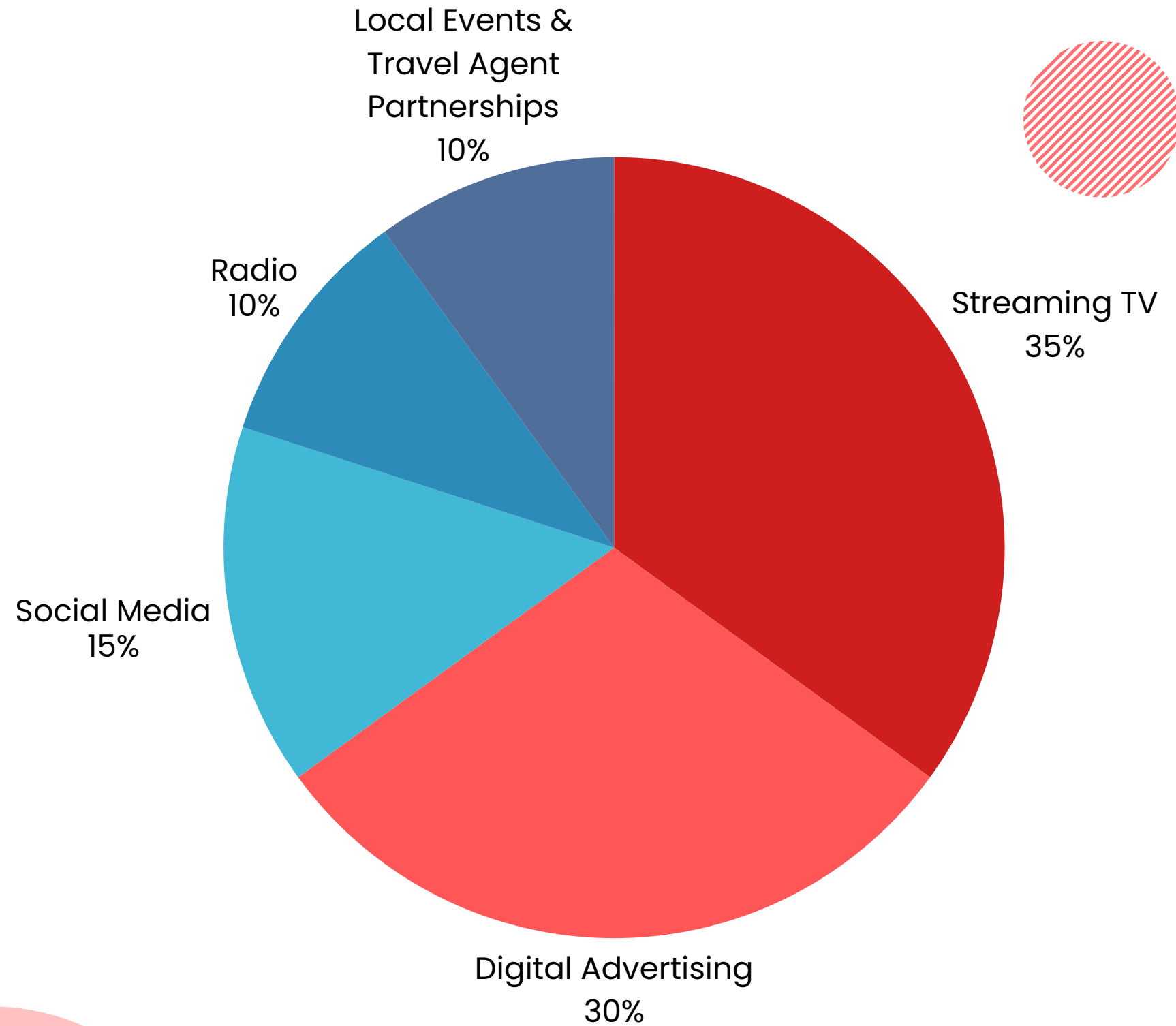




\$1 Million Marketing Spend Breakdown

Proposed Allocation

- **Streaming TV** — 35% (\$350,000)
- **Digital Advertising** — 30% (\$300,000)
- **Social Media** — 15% (\$150,000)
- **Radio** — 10% (\$100,000)
- **Local Events & Travel Agent Partnerships** — 10% (\$100,000)





Key Brand Messages



1. **“Fun for All, All for Fun.”**

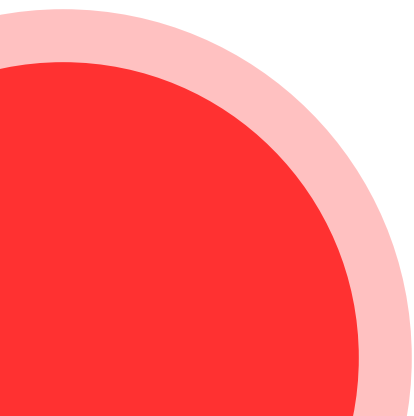
Reinforces Carnival’s inclusive, relaxed, and joyful vacation experience.

2. **“Sail Away to Comfort, Adventure, and Unforgettable Destinations.”**

Appeals to older adults seeking hassle-free travel with multiple stops.

3. **“Your Next Perfect Vacation Is Just a Short Drive to the Port.”**

Proximity message uniquely relevant to Southwest Florida residents.



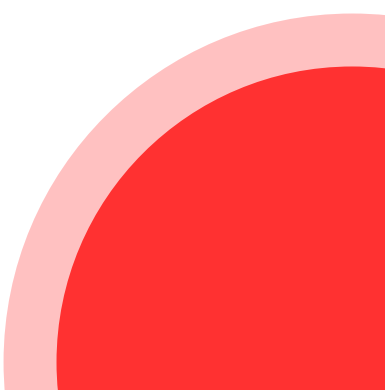


RECOMMENDATIONS

Carnival Cruise Lines should invest its marketing dollars in Fort Myers – Naples, as this market shows the strongest combination of income potential, travel frequency, and interest in leisure experiences.

Denver is recommended as a secondary target due to its youthful demographic and expanding travel demand.

Targeted advertising, regional partnerships, and awareness-building campaigns should focus on highlighting convenient cruise packages and top destinations.





*Thank
You*

QUESTIONS?

