

# OPEN SEAS

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A world map in shades of blue, centered on the Atlantic Ocean, serving as a background for the slide.

# China Cruise Market Overview



ABOUT **10.4%**

Total Cruise Market

A world map with a blue color scheme. The continent of Asia is highlighted in white, while the rest of the world is in various shades of blue. A dark blue rectangular box is overlaid on the left side of the map, containing white text.

ABOUT **60%**

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Asian Cruising Volume



2.8 MILLION

Out of 1.4 Billion Population

0.2%  
PENETRATION

**Growing Market!!!**



# Cruising Trends In China



CHINA

KOREA

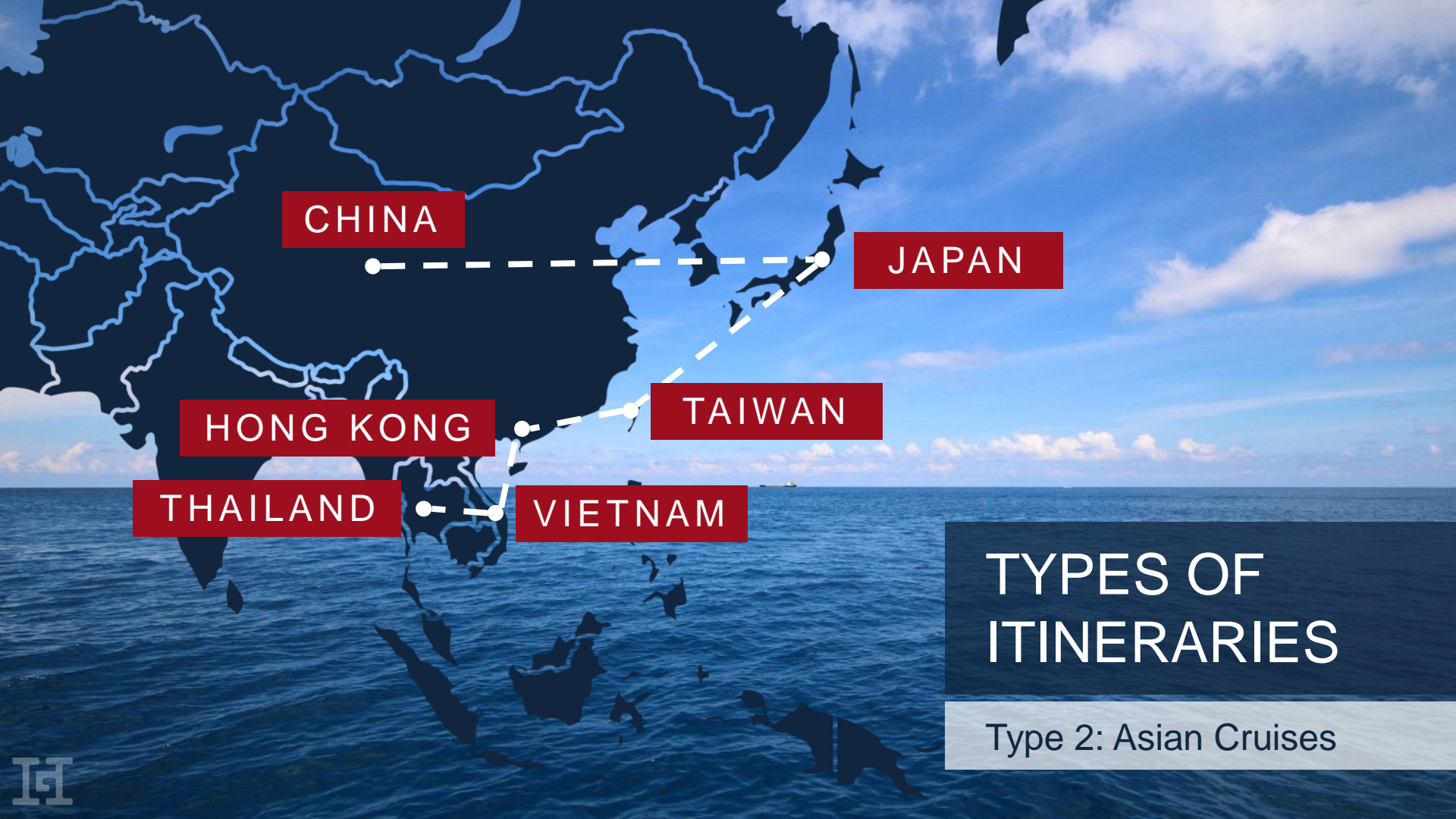
JAPAN

HONG KONG

# TYPES OF ITINERARIES

Type 1: Within North Asia





CHINA

JAPAN

HONG KONG

TAIWAN

THAILAND

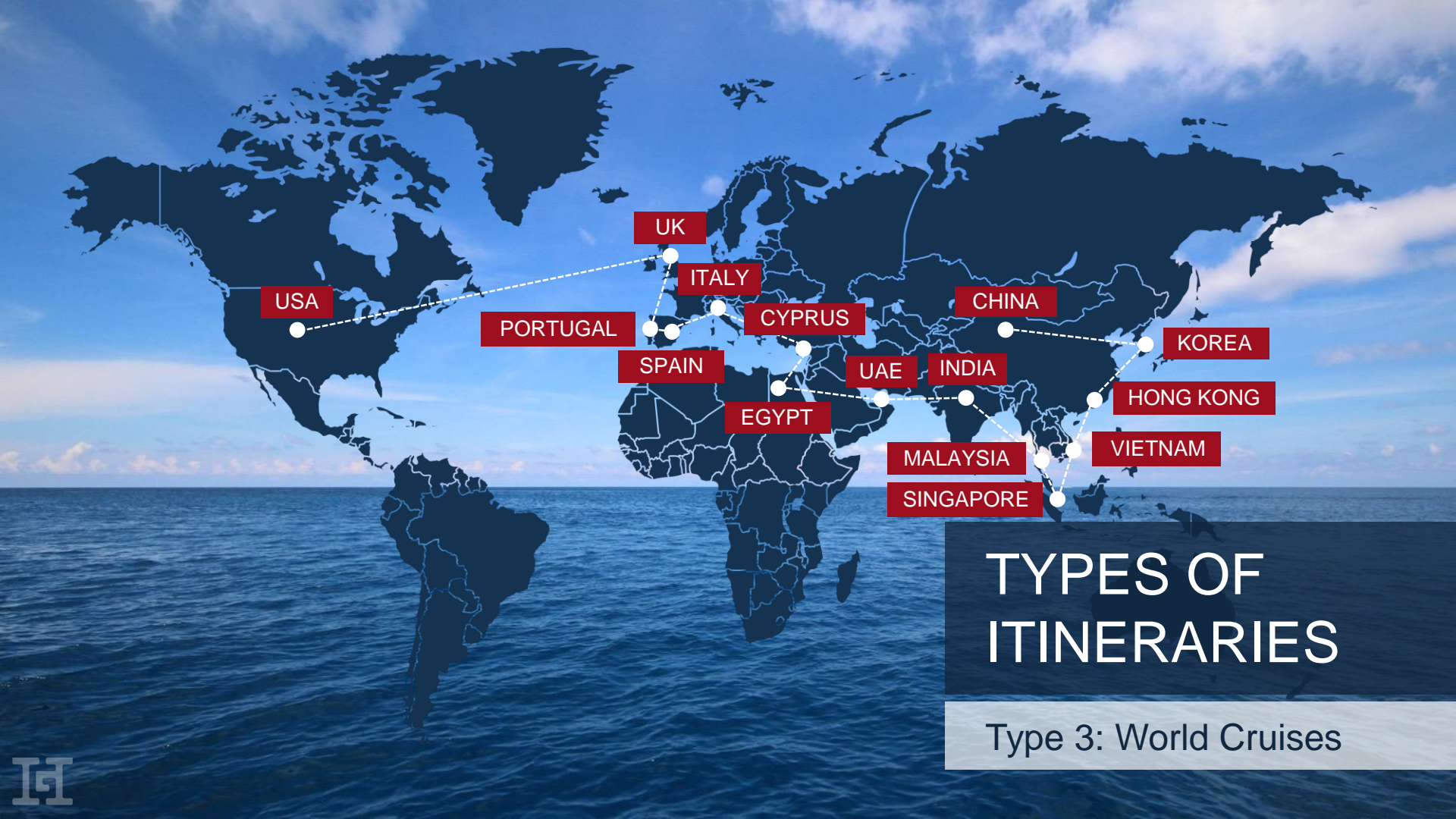
VIETNAM

# TYPES OF ITINERARIES

Type 2: Asian Cruises







USA

UK

ITALY

PORTUGAL

SPAIN

CYPRUS

EGYPT

CHINA

INDIA

UAE

MALAYSIA

SINGAPORE

VIETNAM

HONG KONG

KOREA

# TYPES OF ITINERARIES

Type 3: World Cruises



# TYPES OF ITINERARIES



A cityscape featuring several tall buildings. On the left, there's a building with a classical facade. In the center and right, there are modern skyscrapers with glass facades. The scene is overlaid with a white semi-transparent rectangle containing the text 'Macro-Economic Shifts'. Light trails from traffic are visible at the bottom, and the overall color palette transitions from warm orange on the left to cool blue on the right.

# Macro-Economic Shifts



# STABLE GDP GROWTH

China GDP (USD Trillion)



A stylized map of China in shades of blue. Six major cities are marked with white dots of varying sizes. Each city name is enclosed in a red rectangular box. A legend on the right side of the map explains the meaning of the dot sizes.

BEIJING

SHANGHAI

CHENGDU

WUHAN

GUANGZHOU

SHENZHEN

## URBANISATION

Different Spending  
Power and Pattern

# MILLENNIALS AND GENERATION Z

More

**3-5**  
DAYS

&

**5-8**  
DAYS

Cruises Needed



A blurred city street at dusk, featuring a central text overlay. The scene is filled with motion-blurred pedestrians and vehicles, with a bright sunburst effect in the background. Tall buildings and streetlights are visible, creating a vibrant urban atmosphere. A semi-transparent white box is centered over the image, containing the text "Retail Trends".

# Retail Trends



E-COMMERCE



M-COMMERCE



S-COMMERCE  
SOCIAL COMMERCE





Geographic Business  
Marketers must plan to  
conquer the goals  
of a market.

The variati

HARD OF MARKETING  
Product Place Price Production



DIGITAL SAVVY  
TECHNOLOGY SAVVY  
SEAMLESS SAVVY



RETAILTAINMENT

Experience Driven



## PERSONALISATION

Luxury and Brand Conscious  
Along with a Personal Touch



GENUINE PRODUCTS



# RETAIL TRENDS



S-COMMERCE



DIGITAL  
SAVVY



RETAILTAINMENT



PERSONALISATION



GENUINE  
PRODUCTS

A photograph of a cruise ship deck during a sunset. The ship's white railing and glass panels are in the foreground, reflecting the golden light. In the background, a large, spherical, textured structure is visible against a sky filled with colorful clouds. The ocean stretches to the horizon under the warm glow of the setting sun.

# Cruise Trends

A photograph of an airport terminal's waiting area. The foreground is filled with rows of empty, silver, perforated metal chairs. The background is a large glass wall that looks out onto a sky with scattered clouds. A large white commercial airplane is captured in flight, flying horizontally across the upper portion of the frame. The lighting suggests a sunset or sunrise, with a warm glow on the horizon. A dark blue vertical bar is overlaid on the right side of the image, containing white text.

# Different Spend Patterns from **Airports**



More **Fashion**  
& **Accessories**,  
**Watches** &  
**Jewelry** Focused





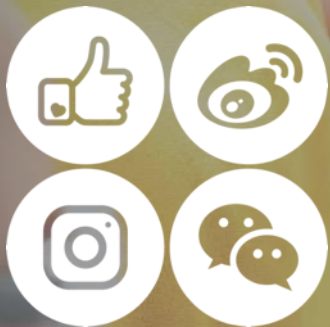
Higher **Dwell Time**,  
**Impulse** and  
**Mood Driven**





# Fitting Retail Trends Onto Cruise





S-COMMERCE  
Social Commerce

Tapping into the Social  
Channels to Build  
Communities





DIGITAL  
TECHNOLOGY



Partnership Between  
Cruise Liners  
and Retailers





RETAILTAINMENT



Event Driven



PERSONALISATION



Customized Offering





GENUINE PRODUCT



Competitive Advantage  
of Physical Stores



# FITTING RETAIL TRENDS ONTO CRUISE



Tapping into the  
Social  
Channels to Build  
Communities



Partnership  
Between  
Cruise Liners  
and Retailers



Event Driven



Customized  
Offering



Competitive  
Advantage of  
Physical Stores



# Challenges and Solutions



2013 route



CHINA

KOREA

JAPAN

TAIWAN

HONG KONG

THAILAND

VIETNAM

CHALLENGE:  
Frequent Change of Routes



2017 route



CHINA

KOREA

TAIWAN

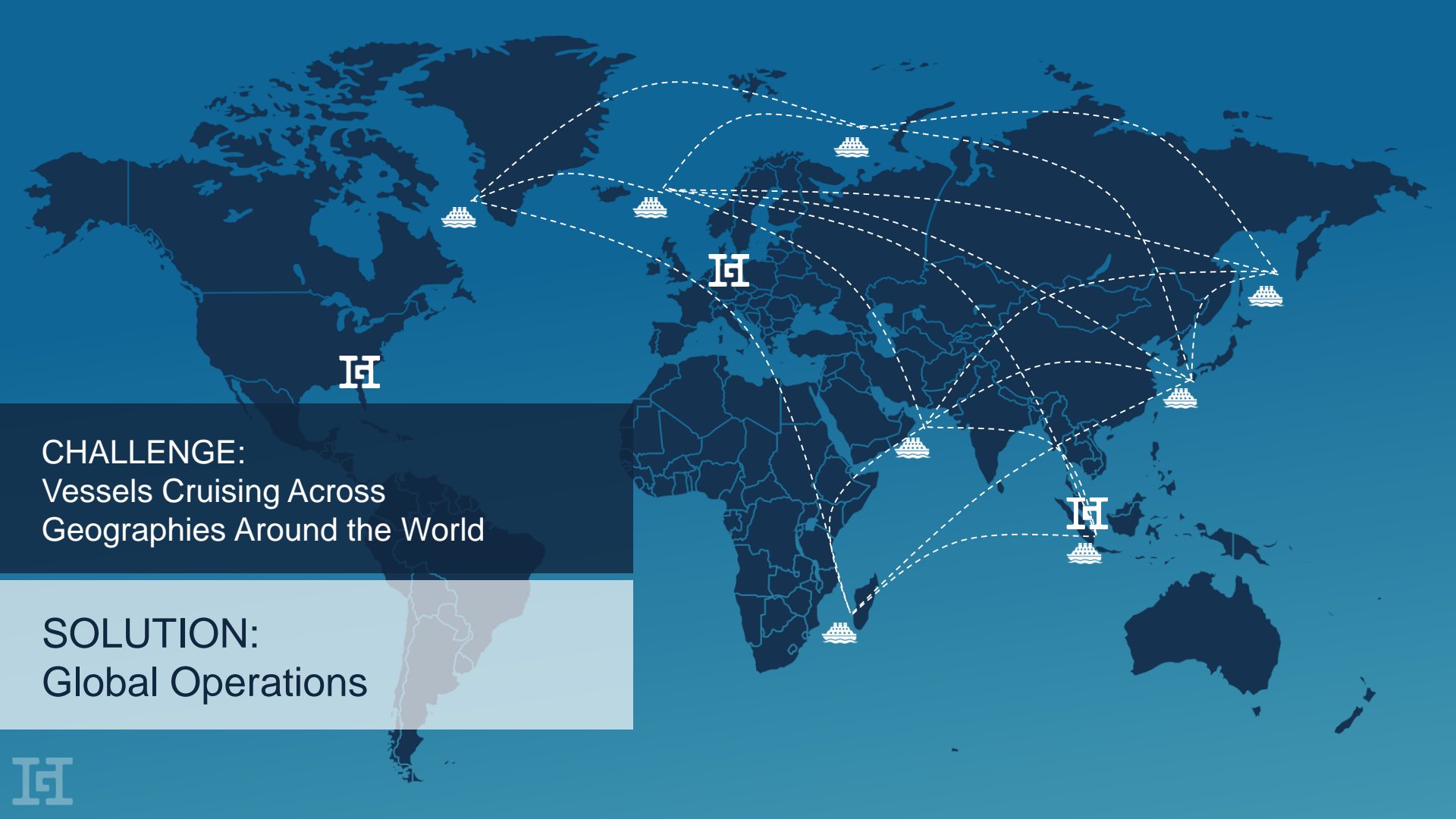
VIETNAM

CHALLENGE:  
Frequent Change of Routes

SOLUTION:  
Agile Operations Supported  
by Just-In-Time Supply Chain  
and Logistics

A world map with a dark blue background and light blue landmasses. Dashed white lines represent cruise ship routes connecting various ports. Ship icons are placed at the starting and ending points of these routes. The routes are dense in the North Atlantic, Europe, and East Asia, and more sparse in the Southern Hemisphere.

CHALLENGE:  
Vessels Cruising Across  
Geographies Around the World



**CHALLENGE:**  
Vessels Cruising Across  
Geographies Around the World

**SOLUTION:**  
Global Operations





CHALLENGE:  
Limited Retail Space



**CHALLENGE:**  
Limited Retail Space

**SOLUTION:**  
Targeted Assortment and  
Category Management



**CHALLENGE:**  
Constantly Evolving Tastes of  
Chinese Consumers





**CHALLENGE:**  
Constantly Evolving Tastes of  
Chinese Consumers

**SOLUTION:**  
Local Understanding and  
Relationships with Brands  
and Consumers

# SOLUTIONS



Just-In-Time



Global  
Operations



Targeted  
Assortment



Local  
Understanding

Thank You!

