

PLC. Its ships are Queen Elizabeth, Queen Mary 2, and Queen Victoria.

- **DISNEY CRUISE LINE**

It is owned by The Walt Disney Company which was incorporated as Magical Cruise Company Ltd. DCL is being marketed as “family vacations”. Disney ships do not have casinos and libraries. Some of the line’s awards among others are: “World’s Best Megaship Ocean Cruise Line for Families” for eight years straight by Travel + Leisure and Cruise Critic, and named best cruised line by Conde Nast Traveler 2016 Readers’ Choice Awards.

- **HOLLAND AMERICA LINE**

Holland America Line is a leader in the premium segment of the cruise industry. Launched in 1873, HAL has been in the industry for more than 140 years. It offers Grand World Voyages of more than 100 days visiting all the seven continents.

- **MSC CRUISES**

The Mediterranean Shipping Company began in 1675, more than 300 years ago, but entered the cruise business only in 1988. MSC Cruises today is the market leading Cruise Company in the Mediterranean, South Africa and Brazil as it grew by 800% between 2004 and 2014.

- **NORWEIGAN CRUISE LINE**

NCL started operating in 1966. It is operated by Norwegian Cruise Line Holdings Ltd., the company that also operates Oceania Cruises and Regent Seven Seas. Free Style Cruising – having a laid-back atmosphere, meaning no specific dress codes and fixed dining times.

- **OCEANIA CRUISES**

It was formed in 2002 that positioned itself as the cruise company of choice for travelers seeking a truly refined and casually elegant travel experience. Oceania Cruises is renowned for its gourmet culinary program inspired by Master Chef Jacques Pepin.

- **P&O CRUISES (UK)**

P&O Cruises is the oldest cruise line in the world and biggest cruise line serving to the British or UK market. It is now owned by Carnival Corporation & plc. And the main homeport is Southampton.

- **PRINCESS CRUISES**

Started in 1965 and is now part of Carnival Corporation, Princess Cruises has become one of the premier cruise lines in the world visiting

worldwide destinations. Princess Cruise is known for its Personal Choice Dining wherein passengers can choose their main dining room experience – traditional seating or a flexible, anytime dining (restaurant – style).

- **REGENT SEVEN SEAS**

Formerly known as Radisson Seven Seas Cruise, Regent Seven Seas Cruises is owned by Norwegian Cruise Line Holdings Ltd. Two of ships feature a “Culinary Arts Kitchen”, a full equipped on board cooking school complemented with Gourmet Explorer Tours” ashore.

- **ROYAL CARRIBEAN INTERNATIONAL**

RCL was launched in 1969 and has been leading in cruise innovation and astounding ship architecture. Its ships are the world’s largest. To date, the world’s largest cruise ship Harmony of the Seas, is a RCI fleet. RCCL fully owns three other brands- Celebrity, Silversea, and Azamara.

- **STAR CRUISES**

Star Cruises is owned by Genking Hong Kong which operated since 1993. It is in the travel hall of fame of Post Trade Gazette for being the “Best Cruise Operator in the Asia-Pacific “ and for five consecutive years voted “Asia’s Leading Cruise Line” in 2016.

- **SILVERSEA**

Silversea Cruises offers luxury cruising and known for its European lifestyle whose highest level personalized service is designed for fewer guests. Silver sea specializes on expedition cruises in Antarctica

- **WINDSTAR CRUISES**

Windstar is the market leader in boutique small ship cruising where its boutique cruise ships are known for an intimate private yacht-style experience, unique itineraries and exclusive access to the world’s best small ports and hidden harbors.

CRUISE FLEET

A cruise line is a company in leisure business that operates and markets a fleet of ships to the cruise tourism markets. Cruise lines own or operate cruise ships, which are luxury vessels that sail for the primary purpose of leisure, taking care of passengers on holiday. The term fleet means cruises ships owned by the same cruise line.

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