

Forecasting for the Love Boat: Royal Caribbean Cruises in 2010

Case Overview

An updated version of the 1998 Case in the book:

1. Analysis of business strategy and industry structure.
2. Accounting for long-lived assets.
3. Ratio analysis versus Carnival Cruise Lines with a focus on asset utilization, operating leverage and financial leverage.
4. Forecasting and valuation analysis for a capital intensive company.