

# **Abstract**

Noticing the average age drop of cruise passengers, the cruise industry is nowadays trying to attract the Millennials generation. This new target audience implies an adapted marketing strategy. The impact of COVID-19 will accelerate the adaptation process of the marketing strategy. The marketing analyze is performed by a literature study, interviews and economical approaches. The conclusion of the research is that cruise companies must focus on the generation of the Millennials and have to consider to implement influencer marketing campaigns in their marketing strategy.