

An emerging trend of compact luxury cruise ships in the marine industry

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Several new cruise lines are adopting an underdog strategy, deviating from the trend of launching increasingly larger cruise ships with up to 10 000 people in passenger capacity. While giant ships are a short-term "cash cow" for operators, smaller ships are believed to have distinct long-term advantages.

Per Stenius, Client Director at Reddal and Markus Koste, Manager at Reddal shared some insights about the maritime industry with Business Insider on October 29, 2023. The original article can be accessed from Business Insider via [Cruise Ships Keep Getting Bigger and It's Splitting the Industry in 2](https://www.businessinsider.com/cruise-ships-keep-getting-bigger-and-it-s-splitting-the-industry-in-2) (businessinsider.com)

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