**ATTACHMENTS**

**Strategic Plan Overview.docx**

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| 1. Mission statement: ‘Providing a world of service and entertainment to relax and rejuvenate.’ 2. Vision statement: ‘To become the world’s premier luxury cruise line.’ 3. Core values 4. Our commitment is to:  * Implement innovation and excellence * To provide enriching entertaining packages to set the standard of service * To deliver a first-class customer experience to ensure high levels of customer satisfaction * To remain up to date with the latest cruising compliance requirements * Continually pursue new knowledge and share this openly with others  1. Strategic plan 20XX 2. Strategic objectives for this year include:  * Increase new clients by 5% on previous year * Maintain 90% retention rate of our existing customers * Grow our business financially by 25% * Implement two new destination offerings |