**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
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