

## **Customer orientation in pricing practices: the example of the cruise industry**

The purpose of this communication is to analyze the pricing practices in the cruise industry, which are used in order to convince customers and increase profitability. This industry is pioneering in developing advanced pricing strategies mainly as a result of the technological advances and big data, and in some ships more than 20 types of rooms are offered. Each of them has its own price, something that facilitates even more customer orientation.