



The perfect cruise

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One of the largest cruise ships in the world, the Anthem of the Seas, is 350 meters long, 40 meters wide, and weighs 168,000 metric tons. Its 16 decks accommodate around 5,000 passengers as well as 1,500 crew members. It heads out onto the high seas throughout the year to beautiful vacation destinations like the Bahamas, Bermuda, or Barbados. On “turnaround day” the ship spends a few hours docked at Cape Liberty near New York, where its crew and the port staff work non-stop to help the previous guests disembark and thousands of new passengers come on board. All the food and other items needed for the next cruise have to be stowed in their designated spaces. Some 10,000 pieces of luggage are carried across the decks at the same time, each one of them to precisely the right cabin door. A logistical masterpiece, for which nothing except the result – a perfect cruise with unsurpassed comfort – should be evident to the passengers. Behind the scenes, Porsche Consulting and Royal Caribbean work together to streamline the processes.

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