

FORA

Cruise Matchmaker

Cruise Line	Segment	Price	Inclusions	Core Audience	Hotel Match Overall Look/ Feel
ORIENT EXPRESS SAILING YACHTS	Ocean- Ultra Luxury	\$\$\$\$\$\$	Inclusive Options	Ultra-luxury design lovers + bucket-list travelers	Raffles
FOUR SEASONS YACHTS	Ocean - Ultra Luxury	\$\$\$\$\$\$	Limited / A La Carte	Luxury families + couples who want high-touch service	Four Seasons
RITZ-CARLTON YACHT COLLECTION	Ocean - Luxury	\$\$\$\$	All-Inclusive	Affluent couples + “luxury lifestyle hotel” travelers	Ritz-Carlton Reserve
SILVERSEA	Ocean/Expedition - Luxury	\$\$\$\$	Inclusive Options	Luxury all-inclusive travelers + destination/ expedition seekers	Four Seasons
SEABOURN	Ocean/Expedition - Luxury	\$\$\$\$	All-Inclusive	Luxury traditionalists + couples seeking elegance & ease	Park Hyatt, Ritz- Carlton
REGENT SEVEN SEAS	Ocean - Luxury	\$\$\$\$	All-Inclusive	Ultra-luxury all-inclusive “no compromises” travelers	Mandarin Oriental, St. Regis
CRYSTAL	Ocean - Luxury	\$\$\$\$	All-Inclusive	Luxury traditionalists + multi-gen travelers	Peninsula, Shangri-la
PONANT	Ocean/Expedition - Luxury	\$\$\$\$	All-Inclusive	Affluent couples + culture-forward small-ship travelers	Relais Chateaux
SCENIC	Ocean/Expedition/ River - Luxury	\$\$\$\$ - \$\$\$\$\$	All-Inclusive	Luxury all-inclusive expedition + adventurous upscale travelers	Four Seasons
EXPLORA JOURNEYS	Ocean - Luxury	\$\$\$	All-Inclusive	Modern luxury couples + younger luxury cruisers	Rosewood / Park Hyatt
VIKING	Ocean/Expedition/ River - Upper Premium	\$\$\$	All-Inclusive	Affluent adults/couples who prefer cultural, no-kids vibe	InterContinental
WINDSTAR	Ocean - Upper Premium	\$\$\$	Limited / A La Carte	Well-traveled mature guests who value service, connection and small ship	Auberge Resorts, Montage, Capella
OCEANIA	Ocean - Premium	\$\$\$	Inclusive Options	Food-and-wine lovers + upscale destination-focused cruisers	JW Marriott
AZAMARA	Ocean - Premium	\$\$\$	All-Inclusive	Destination-immersive adults + longer-port-stay cruisers	Kimpton, Pendry
DISNEY CRUISE LINE	Ocean - Premium	\$\$\$	Limited / A La Carte	Families + multi-gen + Disney loyalists	Disney Resorts
HURTIGRUTEN	Ocean - Premium	\$\$\$	Inclusive Options	Adventure-minded travelers + sustainability-focused cruisers + active explorers	Scandic or Radisson Blu (Scandinavian)
CUNARD	Ocean - Premium	\$ - \$\$\$	Inclusive Options	Traditional luxury cruisers + transatlantic / heritage fans + Britophiles	The Savoy, a Fairmont Hotel, Claridges
CELEBRITY	Ocean - Premium	\$ - \$\$\$	Inclusive Options	Upscale mainstream travelers + couples & families	W Hotels
HOLLAND AMERICA	Ocean - Premium	\$ - \$\$\$	Inclusive Options	Classic cruisers (50+) + Alaska/Europe enthusiasts	InterContinental, Marriott
PRINCESS	Ocean - Premium	\$ - \$\$\$	Inclusive Options	Value-focused couples, families & groups + bucket-list travelers	Hyatt Regency, Westin
VIRGIN VOYAGES	Ocean - Premium	\$ - \$\$\$	Inclusive Options	Adults-only couples + friend groups + “fun but elevated”	Virgin Hotels, W Hotels
ROYAL CARIBBEAN	Ocean - Contemporary	\$	Limited / A La Carte	Families + multi-gen + thrill/activity seekers	Marriott, Hilton, Great Wolf Lodge
NORWEGIAN CRUISE LINE	Ocean - Contemporary	\$	Inclusive Options	Families + groups who want flexibility + entertainment	Marriott, Hilton, Atlantis
MSC CRUISES	Ocean - Contemporary	\$	Inclusive Options	Families + European cruisers + deal seekers	Marriott, Hilton
CELESTYAL CRUISES	Ocean - Contemporary	\$	Inclusive Options	Value travelers + Greece/Med focused cultural cruisers	Marriott, Hilton
CARNIVAL CRUISE LINE	Ocean - Contemporary	\$	Limited / A La Carte	Budget-friendly fun seekers + first-time cruisers	Vegas Hotels
MARGARITAVILLE AT SEA	Ocean - Contemporary	\$	Limited / A La Carte	Budget weekenders + party vibe + casual cruisers	Vegas Hotels
ANTARCTICA21	Expedition - Ultra Luxury	\$\$\$\$	All-Inclusive	Ultra-high-end Antarctica travelers + time-poor luxury explorers + fly-cruise clients	Autograph Collection
NATIONAL GEOGRAPHIC X LINDBLAD EXPEDITIONS	Expedition - Luxury	\$\$\$\$	All-Inclusive	Education-driven travelers + adventure seekers + nature & wildlife enthusiasts	Kimpton, SLH
ATLAS OCEAN VOYAGES	Expedition - Luxury	\$\$\$\$	Inclusive Options	Affluent adventure seekers + Antarctica-first timers + luxury-meets-expedition travelers	Andaz
HX	Expedition - Premium	\$\$\$	Inclusive Options	Adventure-minded travelers + sustainability-focused cruisers + active explorers	Scandic or Radisson Blu (Scandinavian)
UNCRUISE ADVENTURES	Expedition - Premium	\$ - \$\$\$	Inclusive Options	Active, outdoorsy travelers + small-group adventure lovers + nature-first cruisers	Wilderness Lodging
QUARK EXPEDITIONS	Expedition - Premium	\$\$\$	Inclusive Options	Polar-focused adventure travelers + Antarctica/ Arctic specialists + expedition-first cruisers	Longitude 131, Explora Patagonia Lodge
UNIWORLD	River - Ultra Luxury	\$\$\$\$	All-Inclusive	Ultra-luxury river cruisers + boutique hotel lovers	Classic French Boutique
RIVERSIDE LUXURY CRUISES	River - Ultra Luxury	\$\$\$\$	All-Inclusive	Ultra-luxury river travelers who want space + refinement	Aman
TAUCK RIVER	River - Luxury	\$\$\$\$	All-Inclusive	High-end guided travelers + culture + “everything handled”	JW Marriott
AMAWATERWAYS	River - Upper Premium	\$\$\$	Inclusive Options	Couples (50+) + river first-timers + easy-going luxury	Fairmont
AVALON WATERWAYS	River - Upper Premium	\$\$\$	Inclusive Options	Active/curious couples + value-seeking river cruisers	Marriott
EMERALD CRUISES	River - Premium	\$	Inclusive Options	Value luxury couples + younger river cruisers	Novotel
RIVIERA TRAVEL	River - Premium	\$	Limited / A La Carte	Budget-conscious Europeans + longer itineraries + mature couples	Hotel Indigo

All-Inclusive = cruise fare covers a lot (often includes drinks, WiFi, gratuities, specialty dining, and sometimes excursions)
Inclusive Options = variety of fare packages or bundled add ons available
Limited / A La Carte = base fare covers core cruise, but many extras cost more (drinks, WiFi, specialty dining, excursions, gratuities)