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Disney Cruise Line ranks highest in customer satisfaction among cruise line brands
While overall customer satisfaction with cruise lines is high, nearly one in five customers experience a problem while on their cruise, according to the J.D. Power 2013 Cruise Line Satisfaction Report.
The inaugural report measures cruise line customer satisfaction based on seven key factors (in order of importance): service; stateroom; food; embark/debark; entertainment; cost; and excursions.
Disney Cruise Line ranks highest in customer satisfaction with a score of 871 (on a 1,000-point scale), significantly higher than the report average of 824, and performs particularly well in the entertainment and food factors. Royal Caribbean International ranks second with a score of 838, and performs particularly well in service. Holland America Line ranks third at 835, also performing particularly well in service.

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Consultez la source sur Veille info tourisme: Disney Cruise Line se classe premier pour la satisfaction de la clientèle parmi les marques de ligne de croisière