Royal Caribbean Cruises Ltd. (RCL)

Cruising Toward Stronger Earnings



Tradingview

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Royal Caribbean Cruises Ltd.

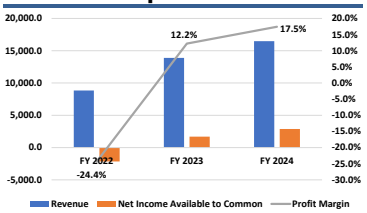
Company profile

Royal Caribbean Cruises Ltd. operates as a cruise company worldwide. The company operates cruises under the Royal Caribbean International, Celebrity Cruises, and Silversea Cruises brands, which comprise a range of itineraries.

Technical Data	
Price	267.78
R1	324.74
R2	363.26
S1	261.58
S2	255.84

M+ Research, Bloomberg

Financial Snapshot



M+ Research, Bloomberg

Technical Outlook

Price rebounded off the EMA 20 after pulling back from its recent all-time-high**,** indicating the uptrend is intact. Price is expected test the next resistance at USD324.74 (Fibonacci extension 0.786), followed by USD363.26 (Fibonacci extension 1.0). Support is located at USD255.84-261.58, with a cut-loss level set at USD245.00.

Trading Catalysts

- **Planned expansion into river cruise market.** RCL plans to enter the river cruise market under its Celebrity brand, with bookings for European sailings starting later this year for 2027 departures—adding a new revenue stream and diversifying its cruise portfolio.

- **Private island strategy enhances yield and brand loyalty.** Proprietary destinations like Perfect Day at CocoCay (RCL's private island in the Bahamas) and the upcoming Perfect Day Mexico (RCL's newly developed private destination on Mexico's Caribbean cost), expected to be launched in 2027, are key yield drivers, boosting customer experience, pricing power and shore excursion revenue.

- **Earnings momentum supported by strong fundamentals.** FY24 EBITDA rose 31.5% YoY to USD5.7b, with a steady GP margin of 48.9% and revenue up 18.6% YoY. The strength continued into 1Q25, with revenue and net profit up 6.3% and 32.3% respectively.

Peer Comparison

Company	Ticker	Price (USD)	Market Cap (USD'bn)	P/E (x)	Forward P/E (x)	ROE (%)	NP Margin (%)	RSI	ST Trend
Royal Caribbean Cruises Ltd.	**RCL**	**267.8**	**72.7**	**20.7**	**16.9**	**49.5**	**17.5**	**Positive bias**	**Up**
Norwegian Cruise Line Holdings Ltd	NCLH	18.4	8.2	10.0	8.6	95.9	9.6	Positive bias	Up
Carnival Corporation & Plc	CCL	23.6	30.6	14.3	12.2	24.6	7.7	Positive bias	Down
Marriott Vacations Worldwide Corp	VAC	68.0	2.3	10.0	9.7	9.4	4.4	Positive bias	Up
Avg ex-Royal Caribbean Cruises Ltd.			**13.7**	**11.4**	**10.2**	**43.3**	**7.2**		

Source: Bloomberg, M+ Research

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