THE BIG SQUEEZE CRUISE EDITION
'THE BIG SQUEEZE' IS A MAIL METRO MEDIA RESEARCH SERIES THAT TRACKS THE ONGOING IMPACT THAT THE COST OF LIVING CRISIS IS HAVING ON CONSUMER FINANCES AND BEHAVIOURS ACROSS A BROAD RANGE OF CATEGORIES.

EACH WEEK WE ASK OUR MATTERS COMMUNITY MEMBERS ABOUT THEIR BEHAVIOURS IN ONE CATEGORY TO ASCERTAIN IF AND HOW IT HAS BEEN IMPACTED BY THE COST OF LIVING CRISIS.

OUR AIM IS TO OFFER USEFUL INSIGHTS AND PRACTICAL GUIDANCE ON HOW BRANDS CAN NAVIGATE THIS DIFFICULT AND TUMULTUOUS PERIOD.

IN THIS ITERATION WE ARE GOING TO FOCUS ON CRUISES AND HOW A TRADITIONALLY MORE AFFLUENT AND ADVENTUROUS AUDIENCE ARE REACTING AND CHANGING THEIR BEHAVIOURS.
METHODOLOGY

APPROACH:
12 mins online survey, respondents recruited through Matters Community & external panel

FIELDWORK DATES:
17th October 2022 – 27th October 2022

SAMPLE:
565 participants

Within this research, we wanted to understand how loyal cruisers currently feel about their future holiday plans, as well as what cruise companies can do to entice a new generation of cruisers.

Weighted to be representative of the MMM weekly audience by gender and age
WHAT WILL WE COVER?

1. APPETITE FOR TRAVEL
2. BEHAVIOUR TRENDS
3. ANCHORS FOR CRUISES
4. CONSUMER PREFERENCES
5. BARRIERS TO CRUISES
6. CRUISE AND MAIL METRO MEDIA
APPETITE FOR TRAVEL
HOLIDAYS UNRIVALLED BY OTHER HOUSEHOLD SPENDING

Nearly 3 in 5 stated they are likely to purchase a holiday in the next 12 months – there remains a strong appetite for travel despite the rising cost of living.

Q - Which, if any, of the following are you likely to purchase in the next 12 months?

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holidays</td>
<td>57%</td>
<td>56%</td>
<td>52%</td>
<td>61%</td>
</tr>
<tr>
<td>Personal technology</td>
<td>33%</td>
<td>47%</td>
<td>38%</td>
<td>21%</td>
</tr>
<tr>
<td>Home improvements</td>
<td>31%</td>
<td>34%</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Home furnishings</td>
<td>29%</td>
<td>29%</td>
<td>24%</td>
<td>18%</td>
</tr>
<tr>
<td>White goods</td>
<td>38%</td>
<td>18%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>TV / Audio equipment</td>
<td>26%</td>
<td>13%</td>
<td>18%</td>
<td>9%</td>
</tr>
<tr>
<td>A new vehicle</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Home essentials (e.g. boilers)</td>
<td>9%</td>
<td>11%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
READERS REAFFIRM THEIR COMMITMENT TO TRAVEL

4 in 5 cruisers stated that travel and holidays are an important part of their life, despite the rising cost of living over half would still make sacrifices to ensure they can get away.

Q - To what extent do you agree or disagree with the following statements about travel and holidays in general?

<table>
<thead>
<tr>
<th>Mental Health</th>
<th>Importance</th>
<th>Sacrifices</th>
<th>Prioritise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel and holidays are important for my mental health</td>
<td>Travel and holidays are an important part of my life</td>
<td>I would make sacrifices to ensure I can go on holiday</td>
<td>I would prioritise spending on my holidays and travel over most things</td>
</tr>
<tr>
<td>67%</td>
<td>64%</td>
<td>45%</td>
<td>35%</td>
</tr>
<tr>
<td>*64% in June 2022</td>
<td>*60% in June 2022</td>
<td>*40% in June 2022</td>
<td>*33% in June 2022</td>
</tr>
</tbody>
</table>

Cruisers: 69%
Open to cruises: 74%

Cruisers: 78%
Open to cruises: 70%

Cruisers: 53%
Open to cruises: 54%

Cruisers: 48%
Open to cruises: 38%

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197
Open to cruises: 155
2023

IN A NUTSHELL

71% of our readers are planning to take a holiday in the next 12 months.

2.81 is how many trips on average our readers are planning on taking over the next 12 months.

34% already have a trip booked for 2023, and 10% for 2024!

Cruisers: 85% | Open to cruises: 73%
Cruisers: 2.92 | Open to cruises: 2.80
Cruisers: 46% | Open to cruises: 28% | 9%

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197
Open to cruises: 155
UK AND EUROPE ARE THE TOP TRAVEL DESTINATIONS – BUT 1 IN 3 ARE LIKELY TO TRAVEL FURTHER

Q - Which of the following short breaks / holidays are you likely to take in the next 12 months?

Cruisers: 68%
Open to Cruises: 74%

Cruisers: 64%
Open to Cruises: 68%

Cruisers: 41%
Open to Cruises: 27%

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197
Open to cruises: 155
OFFERS ARE A BIG DEAL IN INFLUENCING DESTINATION – EASE OF TRAVEL AND RECOMMENDATIONS FOLLOW

1 in 4 readers turn to newsbrands to help them make a decision on holiday destination

Q - Which, if any, of the following are most likely to influence your choice of holiday destination?

- Deals or offers available: 52% Total, 40% 18-34, 52% 35-54, 61% 55+
- Ease of travelling (e.g. no visa, testing, vaccinations): 34% Total, 29% 18-34, 29% 35-54, 31% 55+
- Recommendation from family / friends: 33% 18-34, 35% 35-54, 33% 55+
- Online review websites: 37% Total, 27% 18-34, 31% 35-54, 21% 55+
- Reading about the destination in newsbrands: 24% Total, 21% 18-34, 21% 35-54, 27% 55+
- Seeing the destination (e.g. on TV, on social media): 21% Total, 22% 18-34, 22% 35-54, 17% 55+
- Travel brochures: 13% Total, 10% 18-34, 9% 35-54, 17% 55+

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents

= significant at 95% confidence
BEHAVIOUR TRENDS
PACKAGE HOLIDAYS ARE AN ATTRACTIVE OPTION IN 2023

Nearly half of those looking to or have booked package holidays are doing so as they are seen to represent value for money.

Q - How did you book / will you book your holiday(s) or short break(s) in the next 12 months?
Q - What are the main reasons for booking a holiday(s) as a package?

Have or will book their travels as a package in the next 12 months

Cruisers: 55%
Open to cruises: 39%

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197   Open to cruises: 155

- Security (e.g. ABTA / ATOL protected)
- Value for money
- Easier / quicker to arrange
- Convenience (deal with fewer people / save time)
- Extras included
- Reputation of company
- The trip is specially curated

= significant at 95% confidence
CRUISERS ARE KEEN TO HAVE GOOD TRAVEL INSURANCE POLICIES FOLLOWING THE PANDEMIC

Over 1 in 4 previous cruisers are now more attracted to domestic travel

Q - We would like to know whether any of your holiday behaviours have changed following the pandemic. Which, if any, of the following statements do you agree with? NET: Agree

- **46%**
  - “I will always book with a good travel insurance policy”
    - Cruisers: 60%
    - Open to cruises: 44%
    - Previous cruisers: 52%

- **27%**
  - “I am more interested in domestic tourism since the pandemic”
    - Cruisers: 29%
    - Open to cruises: 28%
    - Previous cruisers: 41%

- **42%**
  - “I pay more attention to the terms and conditions when booking my travels”
    - Cruisers: 46%
    - Open to cruises: 46%
    - Previous cruisers: 48%

- **18%**
  - “I book my holidays closer to departure following the COVID-19 pandemic”
    - Cruisers: 21%
    - Open to cruises: 18%
    - Previous cruisers: 28%

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197  Open to cruises: 155  Previous: 56
CRUISERS BOOK FURTHER IN ADVANCE ON THEIR HOLIDAYS ABROAD

Cruisers book their trips abroad between six and seven months before departure

Q - How far in advance do you typically book your holidays or short trips before departure?

How far in advance trips are booked (month)

<table>
<thead>
<tr>
<th>Trip Type</th>
<th>Total</th>
<th>Cruisers</th>
<th>Previous Cruisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday in the UK</td>
<td>4.20</td>
<td>4.92</td>
<td>5.56</td>
</tr>
<tr>
<td>Holiday in Europe</td>
<td>5.22</td>
<td>5.98</td>
<td>3.41</td>
</tr>
<tr>
<td>Holiday abroad (excluding mainland Europe)</td>
<td>5.81</td>
<td>6.99</td>
<td>6.18</td>
</tr>
</tbody>
</table>

67%

“I enjoy planning my holidays”

Cruisers: 78%
Open to cruises: 72%
Previous cruisers: 65%
Non-cruisers: 58%

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197  Open to cruises: 155  Previous: 56
CRUISERS ARE LESS LIKELY TO BE TRADING DOWN THEIR TRAVELS DUE TO THE RISING COST OF LIVING

Q - Due to the rising cost of living, people's behaviours around travel are changing. Thinking now of your future travel plans, please share your level of agreement or disagreement with each of the following statements. NET: Agree

- **42%**
  "Will look to minimize their spending when travelling"
  - Cruisers: 37%
  - Open to cruises: 34%
  - Previous cruisers: 52%

- **27%**
  "I will choose cheaper travel options this year"
  - Cruisers: 15%
  - Open to cruises: 34%
  - Previous cruisers: 52%

- **27%**
  "I will book cheaper accommodation"
  - Cruisers: 18%
  - Open to cruises: 28%
  - Previous cruisers: 28%

- **26%**
  "I will only travel domestically"
  - Cruisers: 15%
  - Open to cruises: 26%
  - Previous cruisers: 41%
ANCHORS FOR CRUISE HOLIDAYS
BOOKING WITH A WELL-KNOWN COMPANY IS THE BIGGEST PRIORITY WHEN CHOOSING A CRUISE COMPANY

1 in 2 55+ would look for flexible rebooking policies when choosing a cruise company

Q - When choosing a cruise company to travel with, which of the following factors would you prioritise?

- Well-known company: 66% Total, 64% 18-34, 64% 35-54, 69% 55+
- Ease of booking: 56% Total, 49% 18-34, 55% 35-54, 59% 55+
- Offers a flexible cancellation policy: 51% Total, 47% 18-34, 50% 35-54, 54% 55+
- Quality of customer service provided: 50% Total, 51% 18-34, 50% 35-54, 50% 55+
- Offers flexible rebooking policy: 40% Total, 36% 18-34, 34% 35-54, 49% 55+
- Previous experience using the company: 34% Total, 27% 18-34, 19% 35-54, 26% 55+
- Ethical practices of the company: 26% Total, 25% 18-34, 21% 35-54, 30% 55+

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197 Open to cruises: 155

= significant at 95% confidence
CRUISES ARE PERCEIVED TO HAVE HIGH-QUALITY FOOD OFFERINGS AND ACCOMMODATION

People who have been on cruises are more likely to agree they are cost-effective

Please share your level of agreement or disagreement with each of the following statements. NET: Agree

Accommodation on cruises can be as luxurious as premium hotels

- Cruisers: 83%
- Open to cruises: 72%

Cruises tend to have high-quality food offerings

- Cruisers: 85%
- Open to cruises: 70%

River cruises can provide authentic local experiences

- Cruisers: 56%
- Open to cruises: 63%

Cruises are often a more cost-effective way to travel the world

- Cruisers: 72%
- Open to cruises: 48%

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197  Open to cruises: 155
Q – What, if anything, do you believe are the best aspects of a cruise holiday?

Cruisers:

- “Different destinations every day without unpacking each time. Constant entertainment on board. No looking for restaurants to eat. Plenty of lovely food to eat on board. Chance to meet nice people to spend time with.”

- “Once you have got on the ship at a UK port, you can unpack and not have to worry about packing and spending time on coaches/at airports etc to change destination. You can cruise during the night whilst asleep and wake up at a new destination in the morning; a hassle-free way to travel.”

- “Your holiday begins as soon as you get on board. The catering has always been first class. Waking up each day in a different place is just wonderful and exciting. The entertainment has always been good. The ship’s company are always helpful and makes the time on board enjoyable. Cruising is like taking your favourite hotel to different places.”

First-time:

- “The social activities on board, the nightlife and if I want to relax by the pool then I can. Meet new people and have great food.”

- “Ability to see many different places, but to have a static bedroom and lots of onboard activities.”

- “All the facilities that you need on board as the ship takes you to all the destinations while you’re taking part in all the activities.”

- “Ability to travel to several different locations, different countries, no worries about booking accommodation or finding somewhere to eat, the idea of travelling by boat on the sea.”

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197 Open to cruises: 155
DESTINATION, ITINERARY AND ACCOMMODATION ARE THE MOST IMPORTANT FACTORS WHEN CHOOSING

18-34 adults are more likely to prioritise reviews and ease of planning than other age groups

Q - Setting aside price, which of the following factors would be most important to you when choosing a cruise holiday? (Please select up to 3)

- Multi-destination experience
- Itinerary (e.g. seeing famous landmarks)
- Quality of accommodation
- Offer all-inclusive options
- Ship size
- Range of onboard activities / entertainment
- Reviews by other travellers
- Easy to plan

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197 Open to cruises: 155
### THERE IS AN EQUAL PREFERENCE TO SMALLER AND LARGER SHIPS WHEN CRUISING

New destinations and luxury experiences are preferred when cruising

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**Q - Thinking now about your preferences for cruise holidays, given a choice which if any of the following do you prefer?**

- **Visiting somewhere new:** 66%
- **Visiting somewhere familiar:** 11%
- **Out and exploring:** 63%
- **Staying aboard:** 11%
- **Luxury experience:** 60%
- **Cheap and cheerful:** 15%
- **Flexible itinerary:** 42%
- **Everything planned:** 24%
- **Intimate cruises:** 35%
- **Lively cruises:** 23%
- **A smaller ship:** 33%
- **A larger ship:** 33%

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Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197   Open to cruises: 155
EUROPE AND THE CARIBBEAN ARE THE TOP CRUISE DESTINATIONS FOR CONSIDERATION

Which, if any, of the following destinations would you consider for a cruise holiday in the future?

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197   Open to cruises: 155

- NORTHERN EUROPE: 44% 58% 57%
- BRITISH ISLES: 23% 35% 45%
- CARIBBEAN: 45% 59% 41%
- EUROPE & MED: 51% 77% 71%
- ASIA: 42% 41% 21%
- MIDDLE EAST: 23% 16% 14%
- PACIFIC: 29% 30% 25%
- NORTH AND CENTRAL AMERICA: 27% 31% 34%
- NORTH AND CENTRAL AMERICA: 27% 31% 34%
- NORTHERN EUROPE: 44% 58% 57%
- AFRICA: 26% 19% 15%
- AUS & NZ: 37% 42% 29%

Q - Which, if any, of the following destinations would you consider for a cruise holiday in the future?
ALL ABOARD!
ONBOARD PREFERENCES
READERS WOULD EXPECT RESTAURANT ACCESS AND SOFT DRINKS INCLUDED IN ALL-INCLUSIVE CRUISES

4 in 5 55+ adults would like to see gratuities included in all-inclusive cruises

Q - When booking an all-inclusive cruise, which, if any, of the following would you expect to be included in the price?

- 70% Access to all restaurants
- 67% All soft drinks
- 54% Gratuities (e.g. tips)
- 47% Round-trip airfare
- 45% Non-branded alcoholic drinks
- 45% Shore excursions
- 40% Free access to spa facilities
- 39% Laundry included
- 37% Premium drinks (e.g. branded spirits)
- 37% Shore excursions
- 31% A fixed amount of onboard credit
- 23% Use of water-sports equipment

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197   Open to cruises: 155
Wi-Fi is the biggest extra people would like to see offered on sea cruise holidays.

Those open to cruises are wanting spa, salon and fitness facilities available on sea cruise ships.

Q - Which, if any, of the following facilities would you like to see offered on sea cruise holidays?

- Wi-Fi: 77% (Cruisers), 83% (Open to Cruises), 61% (Previous Cruisers)
- Room service: 47% (Cruisers), 44% (Open to Cruises), 23% (Previous Cruisers)
- Spa / Salon: 28% (Cruisers), 30% (Open to Cruises), 23% (Previous Cruisers)
- Fitness facilities: 15% (Cruisers), 29% (Open to Cruises), 19% (Previous Cruisers)
- Onboard shopping: 35% (Cruisers), 39% (Open to Cruises), 20% (Previous Cruisers)
- Mobile apps: 39% (Cruisers), 36% (Open to Cruises), 17% (Previous Cruisers)
- Casinos / Gambling: 18% (Cruisers), 12% (Open to Cruises), 13% (Previous Cruisers)
- Turn-down service: 11% (Cruisers), 9% (Open to Cruises), 17% (Previous Cruisers)

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197  Open to cruises: 155

= significant at 95% confidence
BARRIERS TO CRUISING
FEELING ‘STUCK WITH OTHERS’ IS THE MAIN BARRIER TO CRUISING FOR NON-CRUISERS

18-34 adults are more likely to prioritise reviews and ease of planning than other age groups

Q - Below are some reasons why people choose not to take cruise holidays. Which, if any, of the following apply to you?

I feel like I’d be stuck with other people
They are too expensive
I’d be concerned that illnesses would spread
They’re too crowded
Lack of flexibility to do your own thing
They are too expensive once on board
Not enough time to explore destination(s)

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents   Rejectors: 146

= significant at 90% confidence
BARRIERS TO CRUISING

Accessibility

“Not enough companies offer accessible cruises for disabled travellers. I would need to be sure of assistance being available on the cruise as I would probably be travelling alone.”

“Health issues, being a wheelchair user, I haven’t felt I found anywhere that would accommodate my needs.”

Solo Travel

“Lack of options for solo travellers, uncertainty about whether it is really for me or if it is only for older people.”

Environment

“Reports of illness on ships, from food poisoning etc. and environmental concerns about big ships and spoiling local places (e.g. Venice).”

“Environmental impact, not enough time for sightseeing”

Overwhelmed

“I wouldn’t know where to start booking one and which company to choose. I feel a bit overwhelmed with all the options that are available with cabins, tips included, excursions, dining options, drinks options and so on…”

“Previously I felt I was too young, and cruises seemed too expensive. Now I’m older I’m very tempted by them but the choice seems overwhelming.”

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents   Rejectors: 146
Get to know our cruising audience

**AGE**
18-34: 13%
35-54: 25%
55+: 62%

**REACH**
We reach over 3 in 4 UK adults who have taken a cruise in the last 12 months (916,000)

**GO BIG**
43% of our cruising audience want to ‘splash out’ on their next holiday

**OPEN-MINDED**
84% of our cruising audience agree “I am open to new experiences when on holiday”

**PASSIONATE**
69% of our cruising audience agree “I am passionate about travelling”

**EXPLORERS**
29% of our cruising audience like to travel to exotic or remote locations

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Cruisers: 197
Get to know those open to cruise holidays

**AGE**
- 18-34: 32%
- 35-54: 39%
- 55+: 29%

**CONNECTIVITY**
80% agree “It’s vital to have the internet available to me when travelling

**CULTURED**
Natural beauty and cultural and historical sights were the top influencing factors in their last trip

**OPEN-MINDED**
80% of our open-to-cruises audience agree “I am open to new experiences when on holiday”

**ALL-INCLUSIVE**
21% describe themselves as all-inclusive / package travellers – #1 of all choices

**ECO-EXPLORERS**
40% agree “I consider the environmental impact of my trip when choosing what to book”

Source: Cruise: The Big Squeeze (Nov 22)
Base: 566 respondents
Open to cruises: 155
USE MAIL METRO MEDIA AND WATCH YOUR CAMPAIGN TAKE OFF

POWER OF MAIL METRO MEDIA

70%
of all expenditure on travel last year was spent by our readers

20M
of our readers are planning a holiday this year

REACHING ALL AUDIENCES

15M
55+ adults reached by our brands monthly (73%)

8.8M
parents or grandparents with children U18 reached by our brands monthly (68%)

8.6M
retired adults reached by our newsbrands monthly (74%)

TRUSTED & ALWAYS ON

MOST READ

travel sections in the national press, and our brands are trusted and highly engaged with.

1 in 2
Say our travel sections are a good source of advice

HISTORY OF SUCCESS

+30%
average in consideration of brands featured in partnerships with our titles.

51%
average call to action score for travel category

MAIL METRO MEDIA DATA SEGMENTS

• TRAVEL (10.4M)
• CRUISES (970K)
• LONG HAUL (860K)

Source: TGI October 2022
IMPLICATIONS FOR ADVERTISERS

THEMES THAT MATTER

BOOKING IN ADVANCE
Many have already booked their travels for 2023. Our cruisers book further in advance than average and our readers are on the search for deals and offers. Make a big deal of your offers and showcase to consumers how they can make their money go further.

AN ATTRACTIVE PACKAGE
Package holidays are seen as an attractive proposition during the current climate. Their security, value and ease of booking are their draws. Highlight the great experiences offered by package holidays whilst showing their great value and convenience.

LUXURY ON ALL ACCOUNTS
Cruises are perceived as high-quality, but new cruisers want to see fitness facilities and spas/salons available onboard. Lean into current perceptions and emphasise the range of facilities offered onboard to entice new customers.

INACCURATE BELIEFS
Many barriers to cruising were around the belief they are crowded or restrictive with exploration. Share how cruises are a tailored experience, with different types that suit their needs when travelling.

USE NEWSBRANDS
Name recognition was viewed as the largest priority when choosing a cruise company. Use newsbrands to build your image, inspire wanderlust and encourage bookings for ardent cruisers and a new generation of cruisers.

PRIORITY THE GOOD TIMES
1 in 2 of our cruising audience would prioritise spending on their holidays and travel over most things.

heading abroad
1 in 3 of our readers have already booked their travels for 2023. Nearly 1 in 2 cruisers have already booked their travels for next year.

enticing offers
2 in 5 of our readers are continuing to be savvy, saying deals and offers are likely to influence their holiday destination.

managing spending
2 in 5 of our readers are looking to control their spending when on their travels in response to the rising cost of living.

addressing misconceptions
1 in 2 of our readers who would not consider a cruise do so because “they’d feel stuck with others” and 2 in 5 believe they are crowded on-board.

name recognition
2 in 3 of our readers would prioritise a well-known company when booking a cruise – the most important choice when choosing a cruise company.
IMPORTANCE OF TRAVEL

• Travel is still a priority for many with 2 in 3 stating that travel and holidays are an important part of their lives. 4 in 5 of our cruising audience agree, highlighting the importance of their travels to them.

• 2 in 3 said that travel and holidays are important for their mental health.

TRAVEL INTENTION

• Over 4 in 5 of our cruising audience are planning to take a holiday in the next 12 months, and 1 in 3 have already booked their trips for 2023.

• On average our cruising audience takes 2.92 personal trips a year (vs 2.81 total audience).
THE WHOLE PACKAGE

• Over 2 in 5 have or will book their travels as a package, and this increases to over 1 in 2 for our cruising audience, who are much more likely to do so.

• Security, value for money, and ease are the main draws to booking a holiday as a package.

TRADING DOWN

• 1 in 4 readers will be trading down their travels due to the cost of living crisis, whether it’s choosing cheaper travel options or booking cheaper accommodation. However, our cruising audience is less likely to make these sacrifices.

• Deals and offers are going to be keenly watched, with over 2 in 5 stating they are the most likely influence when choosing their holiday destination.

KEY FINDINGS

SUMMARY
IT’S ALL ABOUT BRANDING

• When choosing a cruise company to travel with, 2 in 3 said they would prioritise a well-known company.

• The new to cruising audience sees the multi-destination experience and numerous facilities available onboard as the most appealing aspects of a cruise.

BARRIERS

• The main barriers to cruising are “feeling stuck with others” or concerns about viruses and illness spreading once onboard.

• The price of cruises is also a barrier, however, 72% of those cruisers see them as a cost-effective way to see the world.

KEY FINDINGS

SUMMARY