

CRUISE SUMMIT

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Future of Cruise

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#CruiseSummit #FutureofCruise

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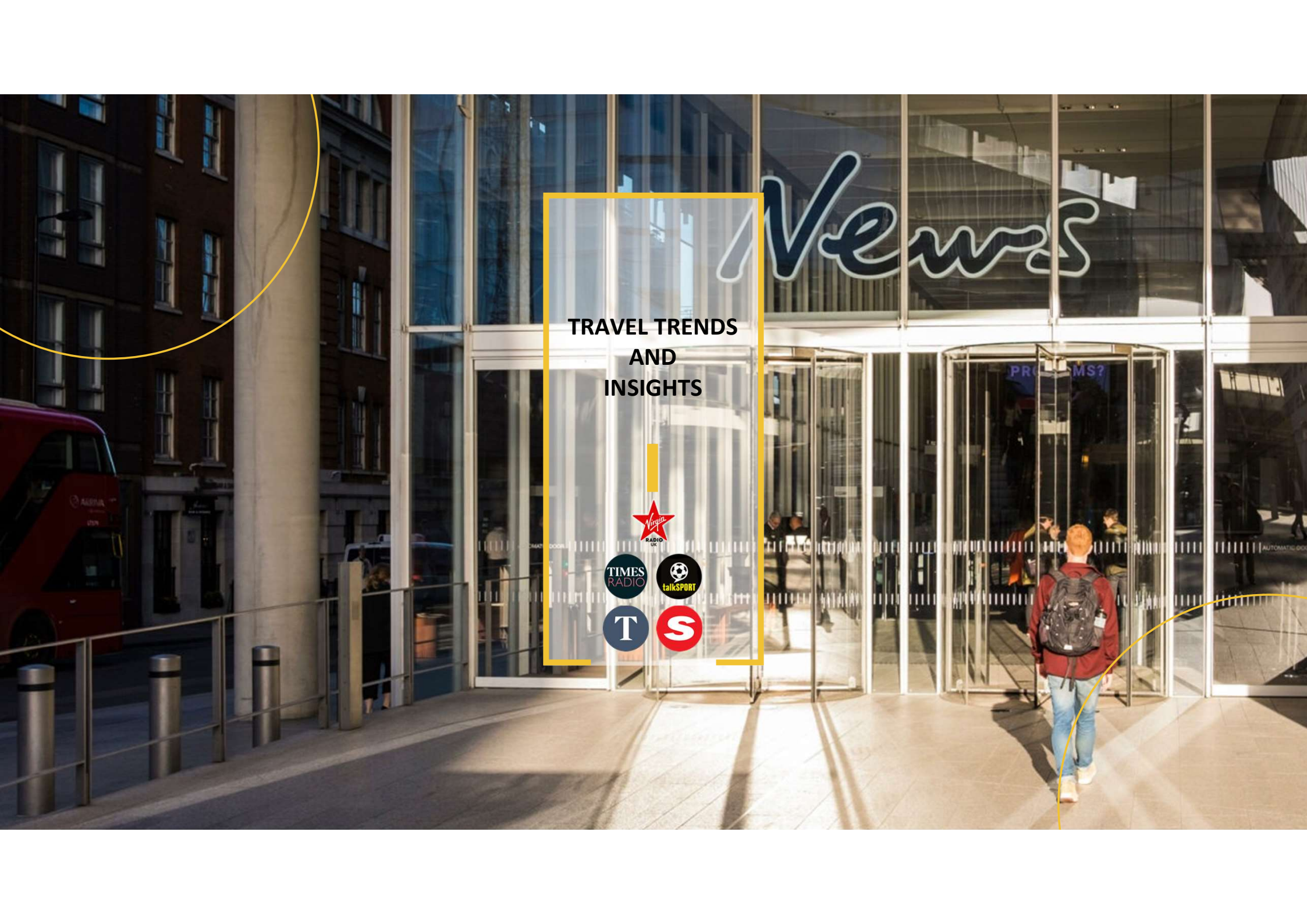
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Session 2: Travel Trends & Predictions



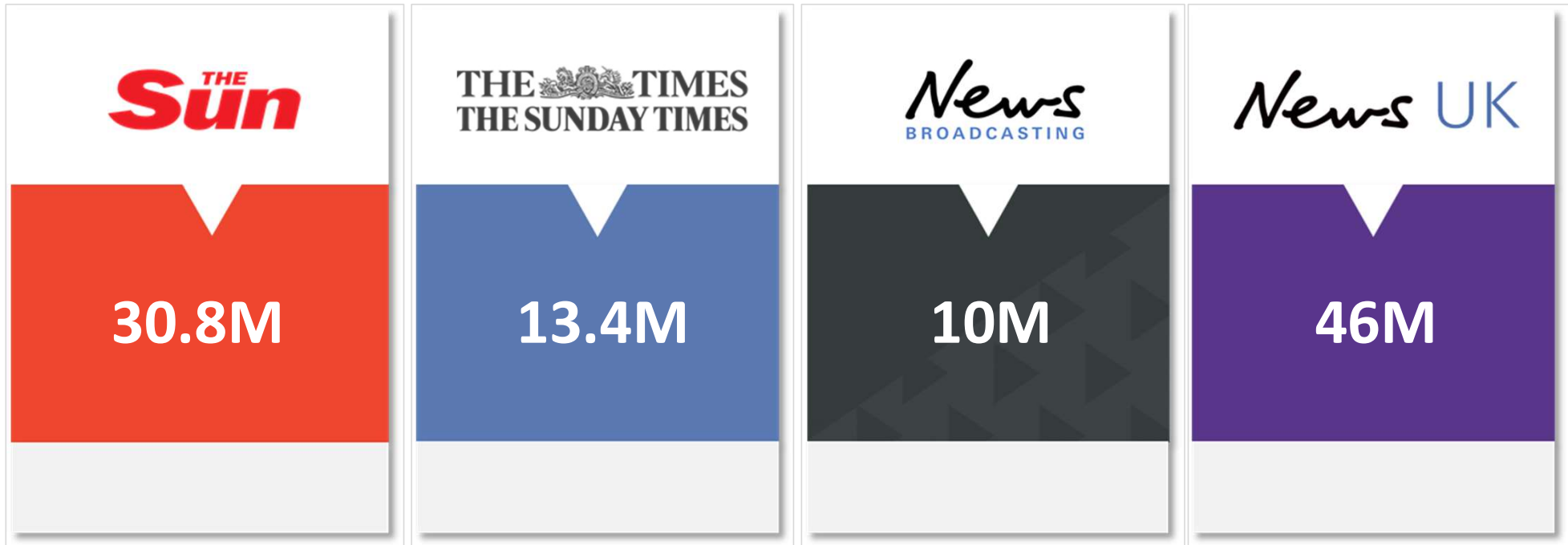


**TRAVEL TRENDS
AND
INSIGHTS**





OUR BRAND REACH



Source: PAMCo Reach & Readership Report, PAMCo H1 2024

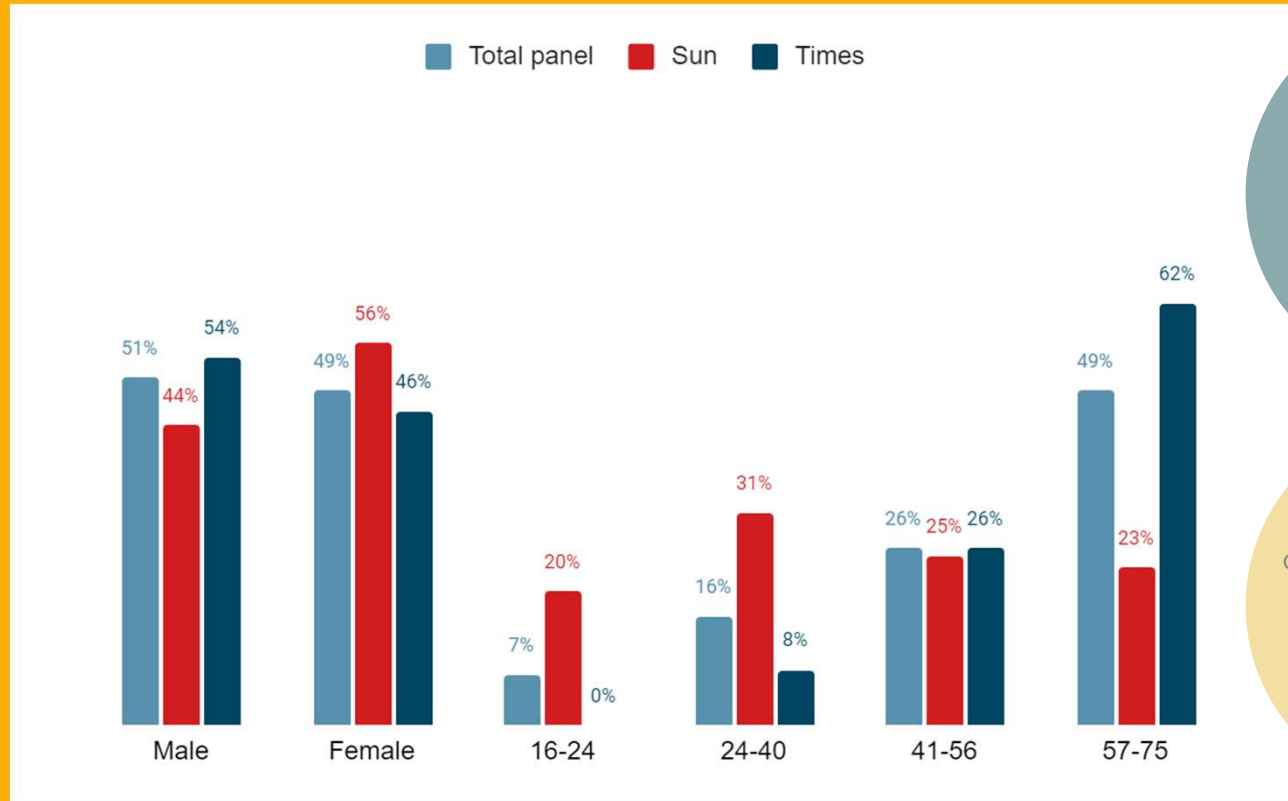


TRAVEL SURVEY - MAY 2024

Reader Panel - The Times, The Sunday Times & The Sun

INTRODUCTION

DEMOGRAPHIC OVERVIEW OF OUR READERS' VOICES PANELS

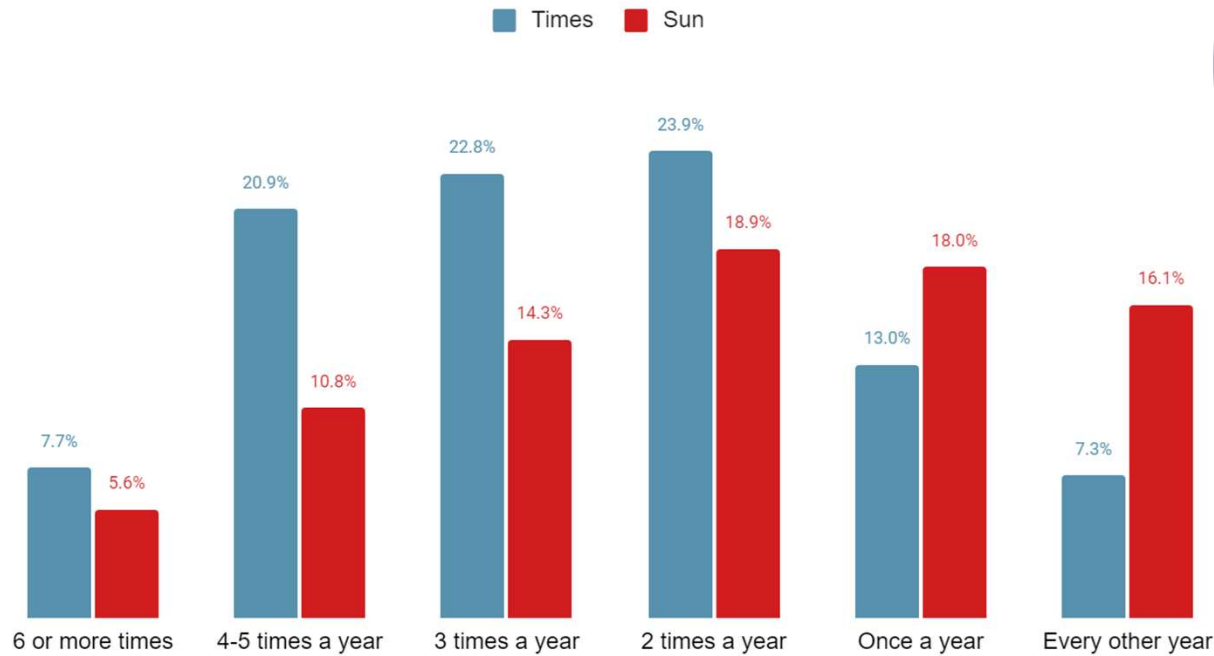


Both our Times and Sun panels offer an audience covering all age ranges, and a relatively even split of men and women.

However, our Times panel skews older, is more ABC1, and has a male bias. Whilst our Sun panel is more mass and has a female bias.

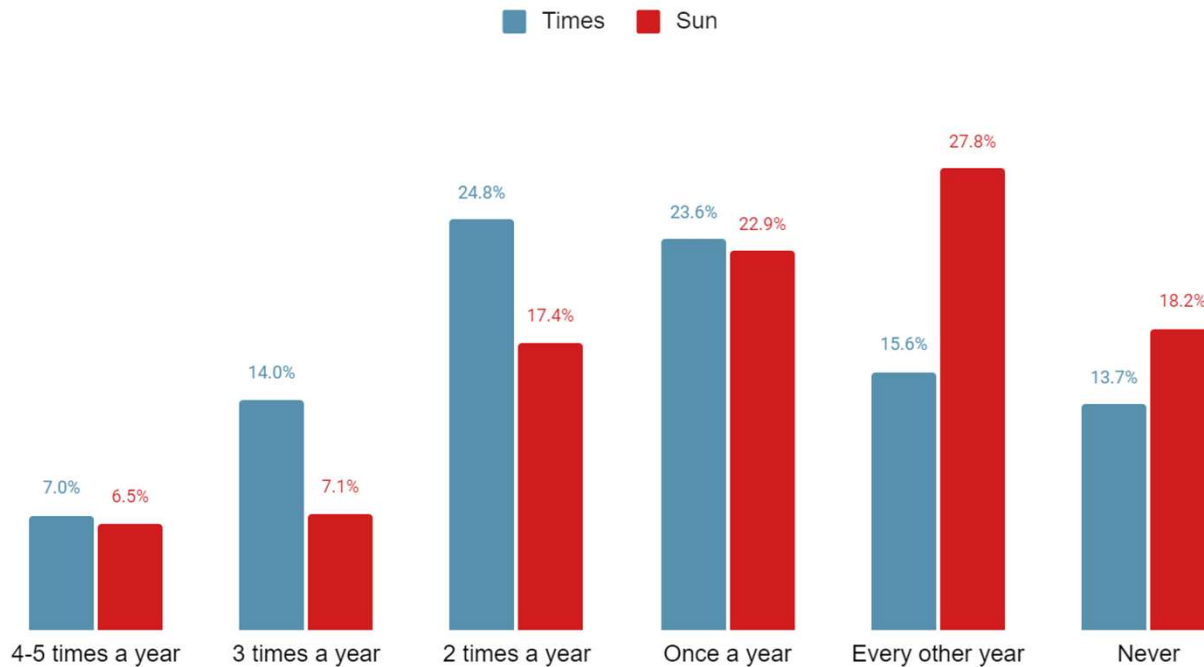
Source: News UK Reader Panel May 2024

TRAVEL IS A HUGE PASSION POINT FOR BOTH OUR TIMES AND SUN AUDIENCES



Sun & Times audiences are taking **Multiple Holidays** every year

OVERSEAS TRAVEL IS A VERY POPULAR CHOICE FOR OUR TIMES AND SUN READERS



>80%
of Times and Sun
audiences are
Travel overseas
every year

READERS ARE LOOKING TO HOLIDAY CLOSER TO HOME THIS YEAR



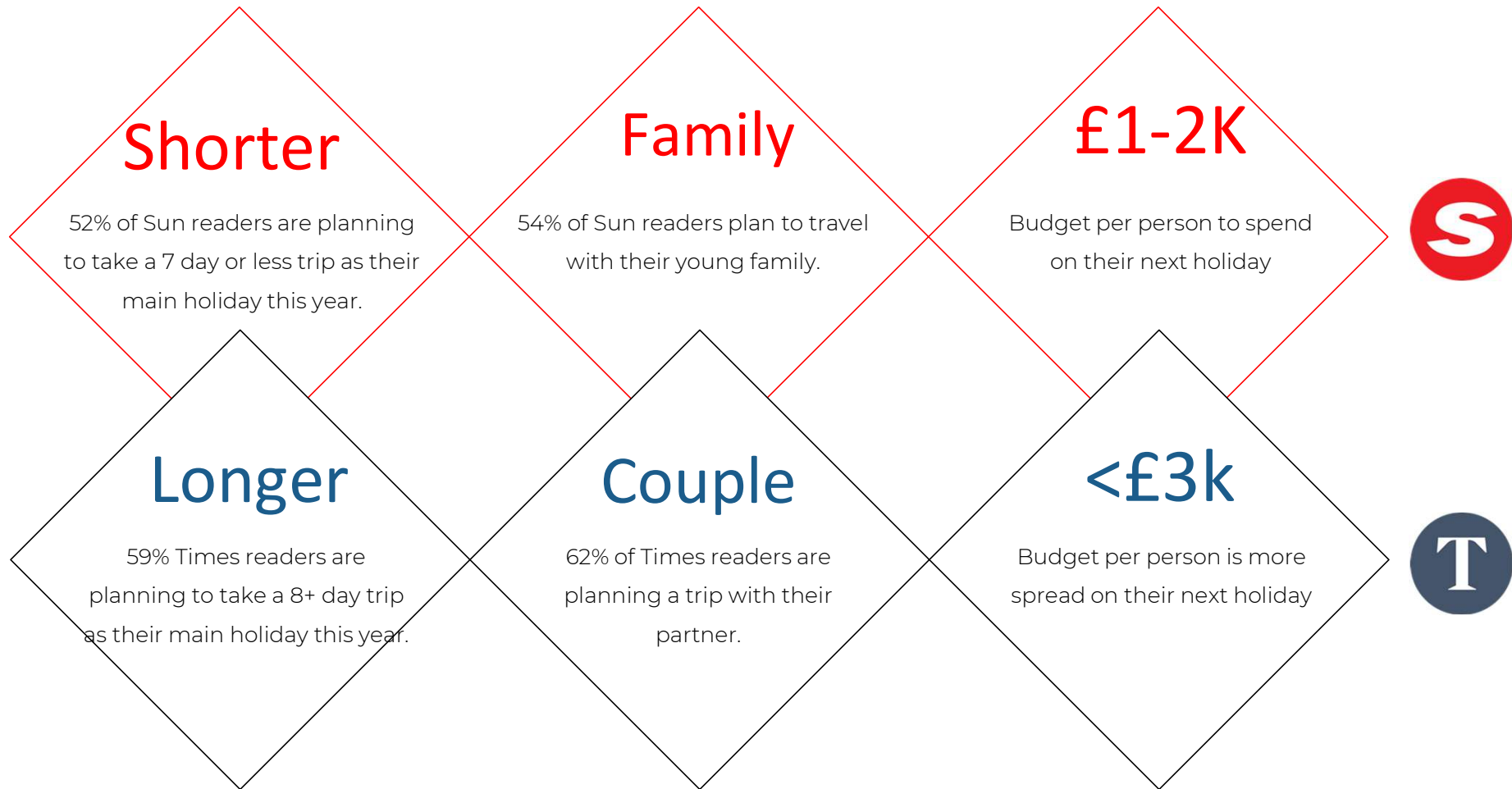
1. UK & Ireland
2. Europe
3. USA or Canada
4. Asia (inc. Middle East)
5. Australia/New Zealand & South Pacific
6. Africa
7. Caribbean
8. Central America
9. South America
10. Indian Ocean



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8. Australia/New Zealand & South Pacific
9. Indian Ocean
10. South America

Source: News UK Reader Panel May 2024. Q. Where are you either going or looking to visit next?

OUR AUDIENCE & TRAVEL

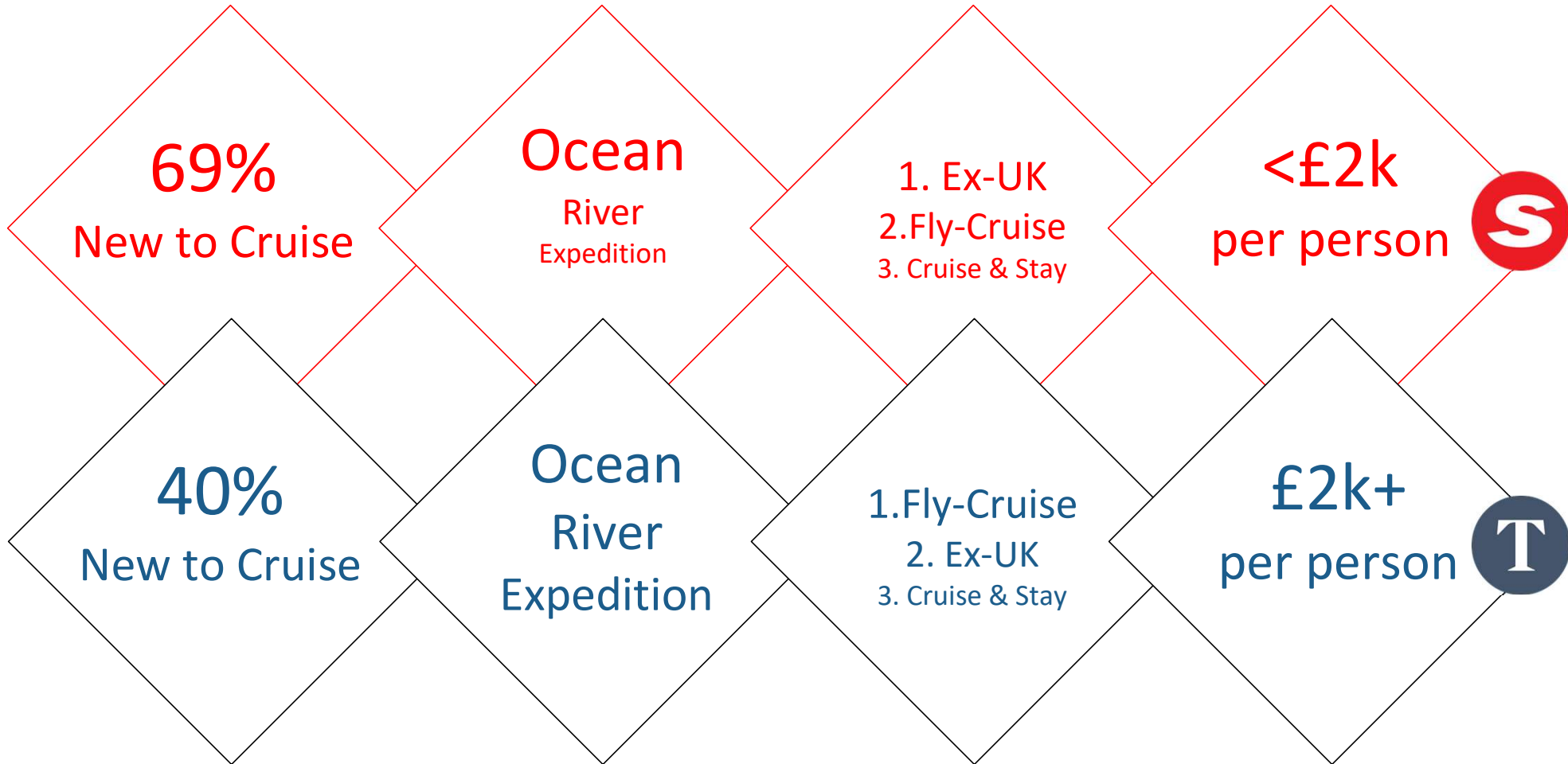




CRUISE

Our Readers' Voices panels & and introduction to our audience

OUR AUDIENCE & CRUISE



THE TOP 5 BRANDS

INTRODUCTION

CRUISE BRANDS



Source: News UK Reader Panel May 2024.
Q. Thinking about different cruise operators, which would you consider booking with?

REASONS TO CRUISE



What our Times and Sunday Times readers are most looking for from a cruise holiday...

1. Visiting multiple destination in one holiday
1. Combination of relaxation & adventure
1. Walking up somewhere different everyday
1. Exploring different culture
1. Onboard amenities



What our Sun readers are most looking for from a cruise holiday...

1. Combination of relaxation & adventure
1. Visiting multiple destination in one holiday
1. Relaxation only
1. Value of money
1. Exploring a different culture



SUMMARY

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TIMES & SUNDAY TIMES

Older Couples

£££ Budget

2+ longer holidays yearly

Ocean, River & Expedition

Cruise appeal: Visiting multiple destination in one holiday

S

THE SUN

Families

££ Budget

1-2 shorter holidays yearly

Ocean

Cruise appeal: Combination of relaxation & adventure

FUTURE OF CRUISE PANEL



Laura Jackson

Deputy Head of
Travel



Lisa Minot

Head of Travel



Michael Rodriguez

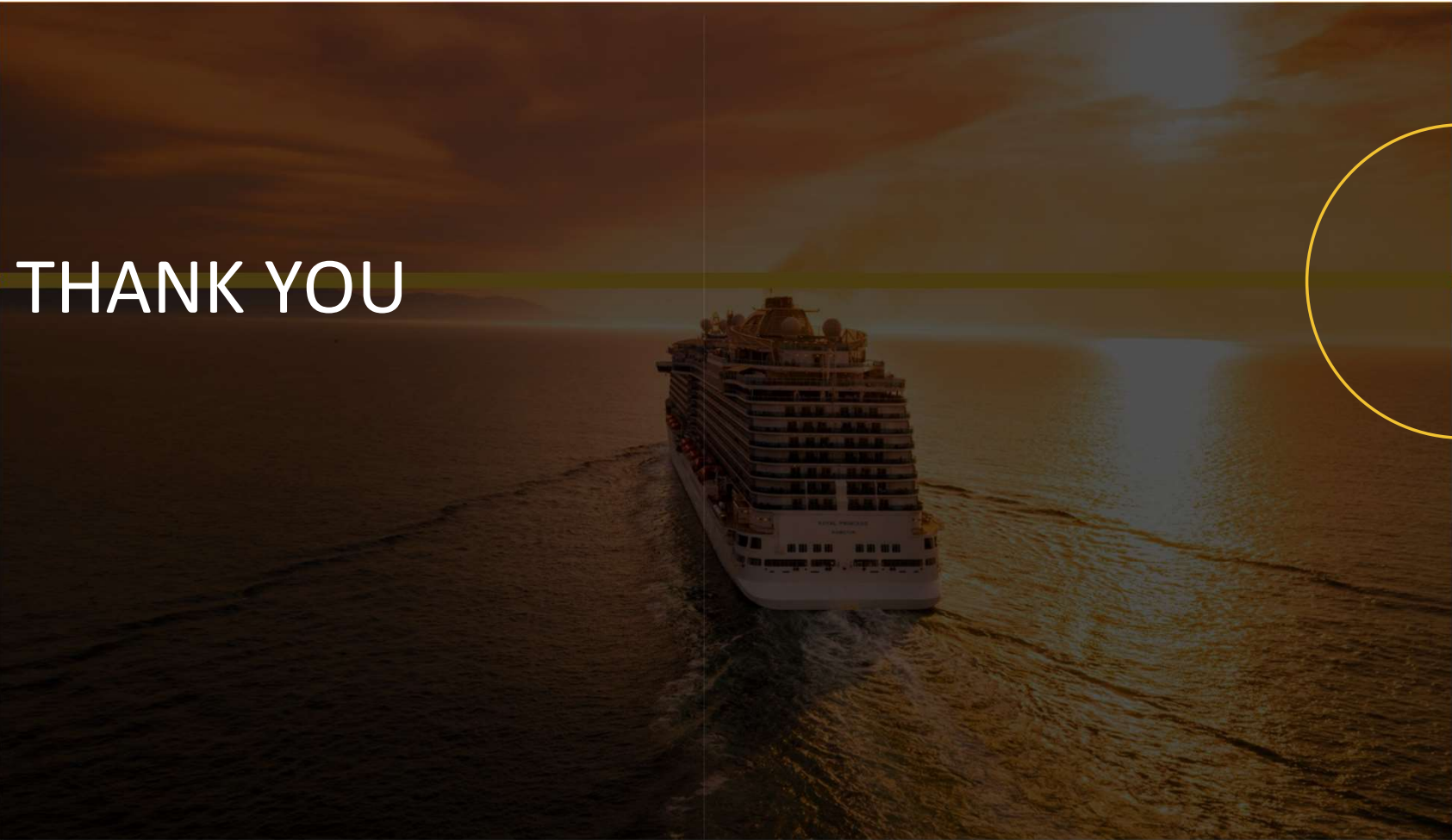
Area Director



Brendan Croft

Trade Director
Black Diamond





THANK YOU

Georgie Lamden

Travel Partnerships Manager
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