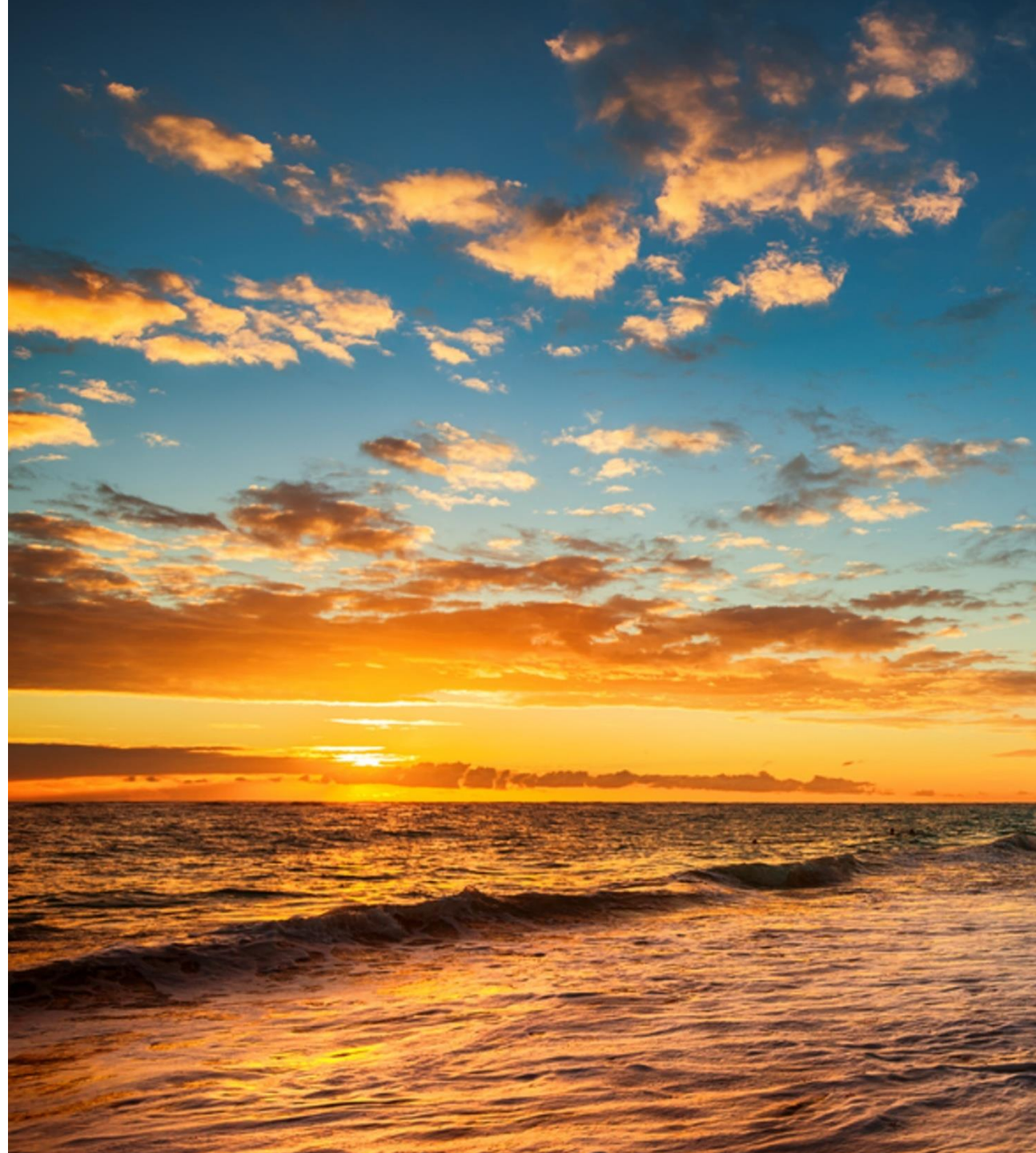


Trade insights

How has the industry developed over the past 12 months, and what needs to be done to entice more people to cruise for the first time?

According to more than 200 Cruise Trade News readers.

cruisetradenews.com



How have cruise bookings performed so far this year compared to the same time last year?

57%

Slightly better
or significantly
better

Ocean

38%

Slightly better
or significantly
better

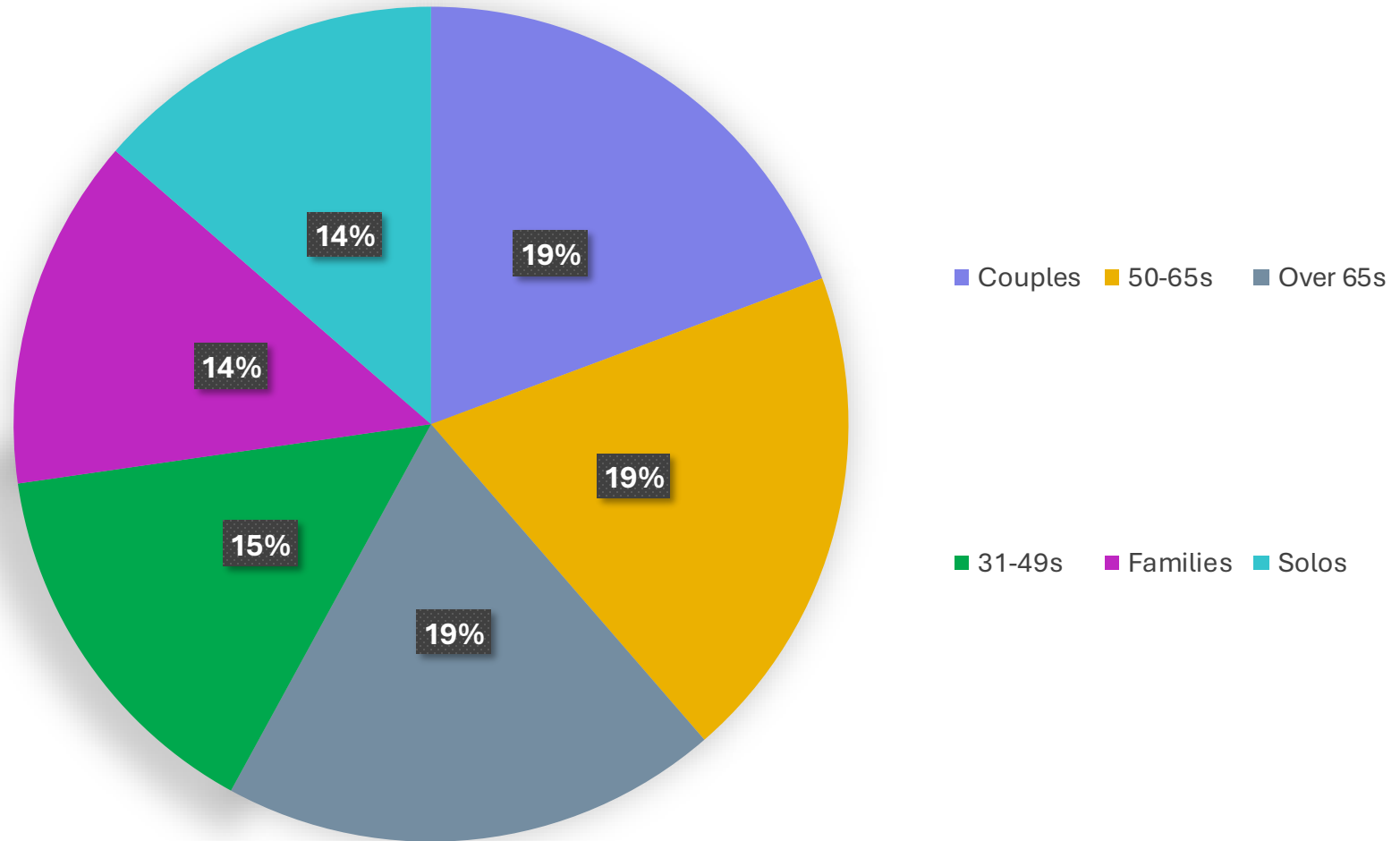
River

32%

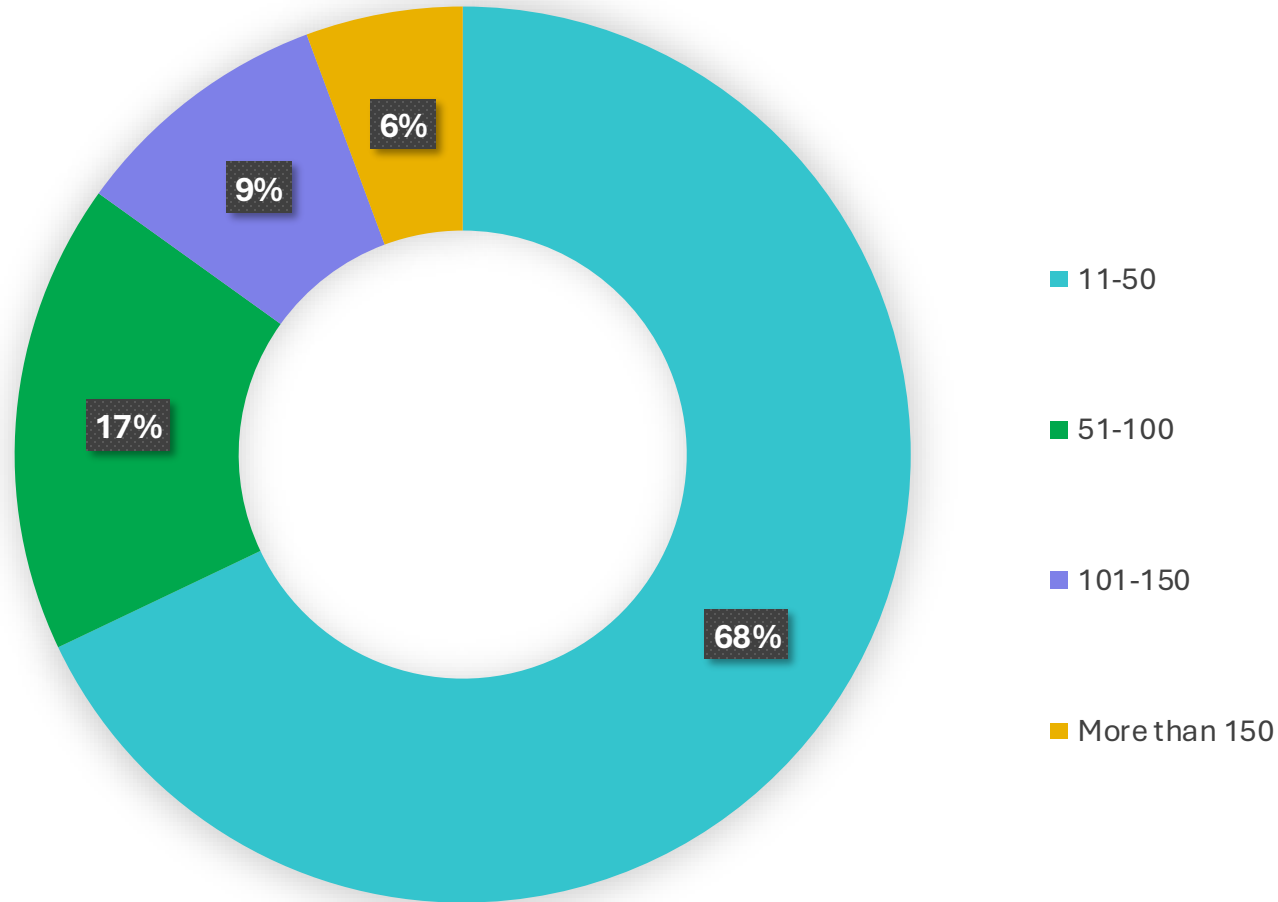
Slightly better
or significantly
better

Expedition

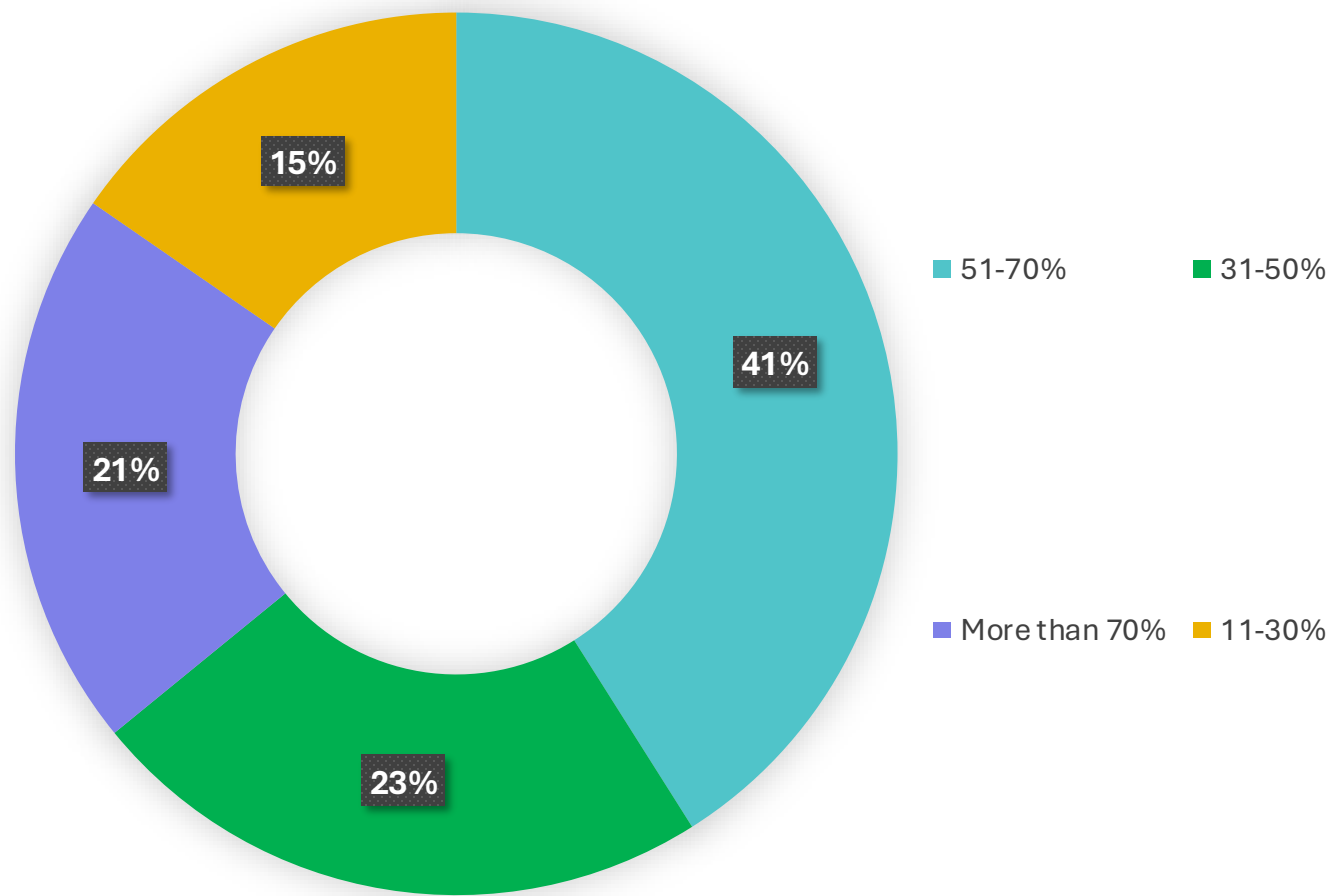
Who is booking cruise holidays?



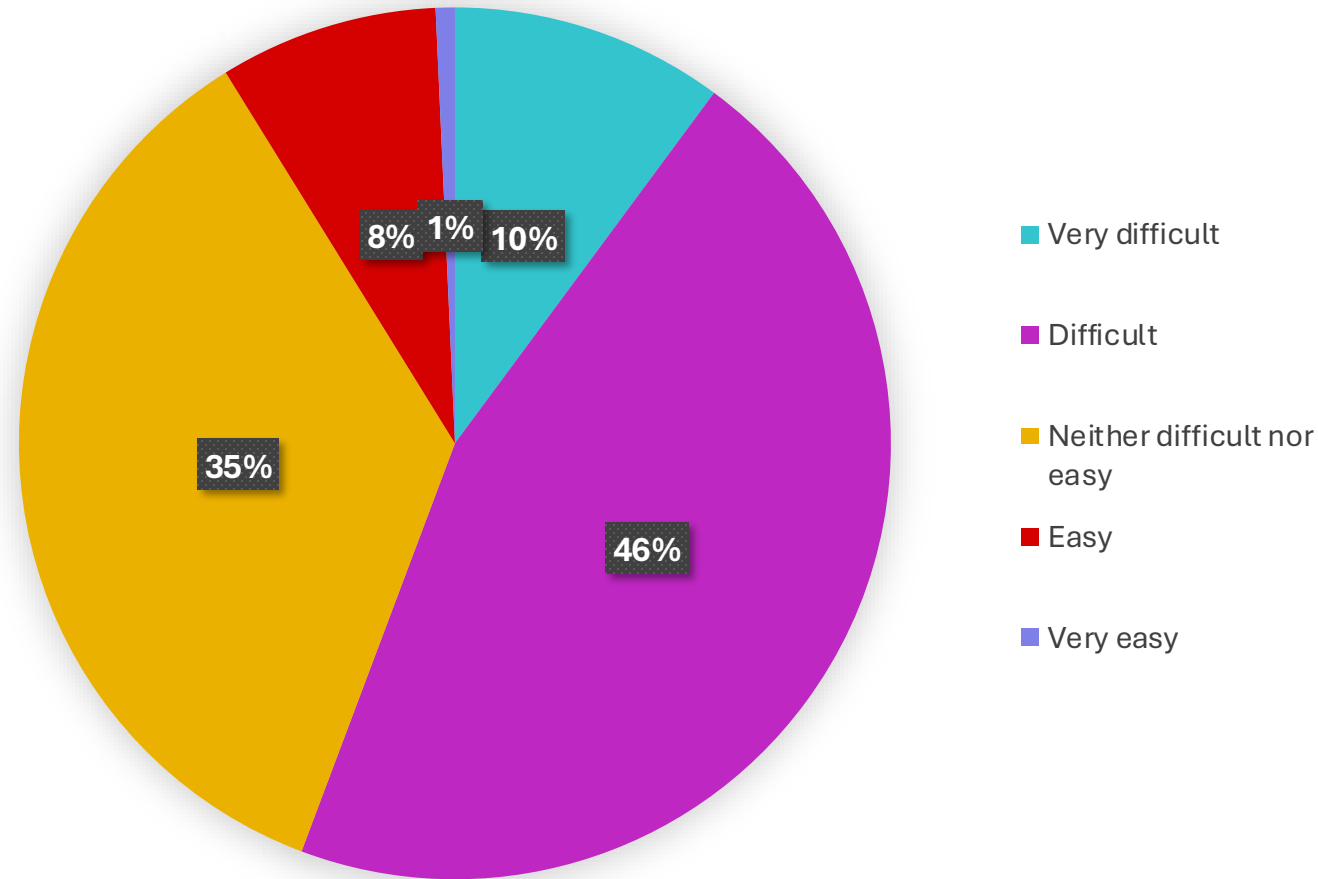
How many new-to-cruise enquiries have you had so far this year?



How many of those enquiries have converted into bookings?



To what extent do you believe cruise is difficult to understand for first timers?



What would make it easier for them to understand?

Addressing
concerns

Value and
transparency

Education
and
expertise

Visual and
practical
tools

Clear
communication

An aerial photograph of a tropical beach. The left side shows a sandy shore with several palm trees and thatched huts. The right side shows the turquoise ocean with gentle waves. The image is used as a background for the slide.

What's to come

- Growth in specialist sectors
- Clearer communication
- New players
- Shoulder season surge
- Destination dilemma

THE VOICE OF THE CRUISE INDUSTRY

CRUISE
Trade News

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