

TRAVELZOO[®]

**From Shore to Ship:
Consumer Trends from
Booking to Boarding
and Beyond...**

Sam Conway



Travelzoo are the Club for Travel Enthusiasts

25+

years of
experience

30M

global audience
reach

4.3M

UK audience
reach

77%

have cruised
before

71%

“new to cruise”
interested in
cruising 2025-26



TRAVELZOO®

Our Mission: Change the Cruise Conversation

Break down barriers with
content that challenged
outdated perceptions

Inspire new-to-cruise
travellers through editorial
storytelling that made cruising
feel fresh and accessible

Act as a true partner to
cruise brands, guiding
travellers from
awareness to action

Delivering on our Promise

186
Top 20
cruise offers

3.4 million
clicks on
cruise offers

38
Solus
content pieces

About the Survey

**Online survey of
active leisure
travellers interested
in taking a cruise**

**750 Prospects and
750 Cruisers**

**Same study
conducted in 6
regions**

**1500 Travelzoo
UK members**

**Total of 8,244 active
Travelzoo global
members**

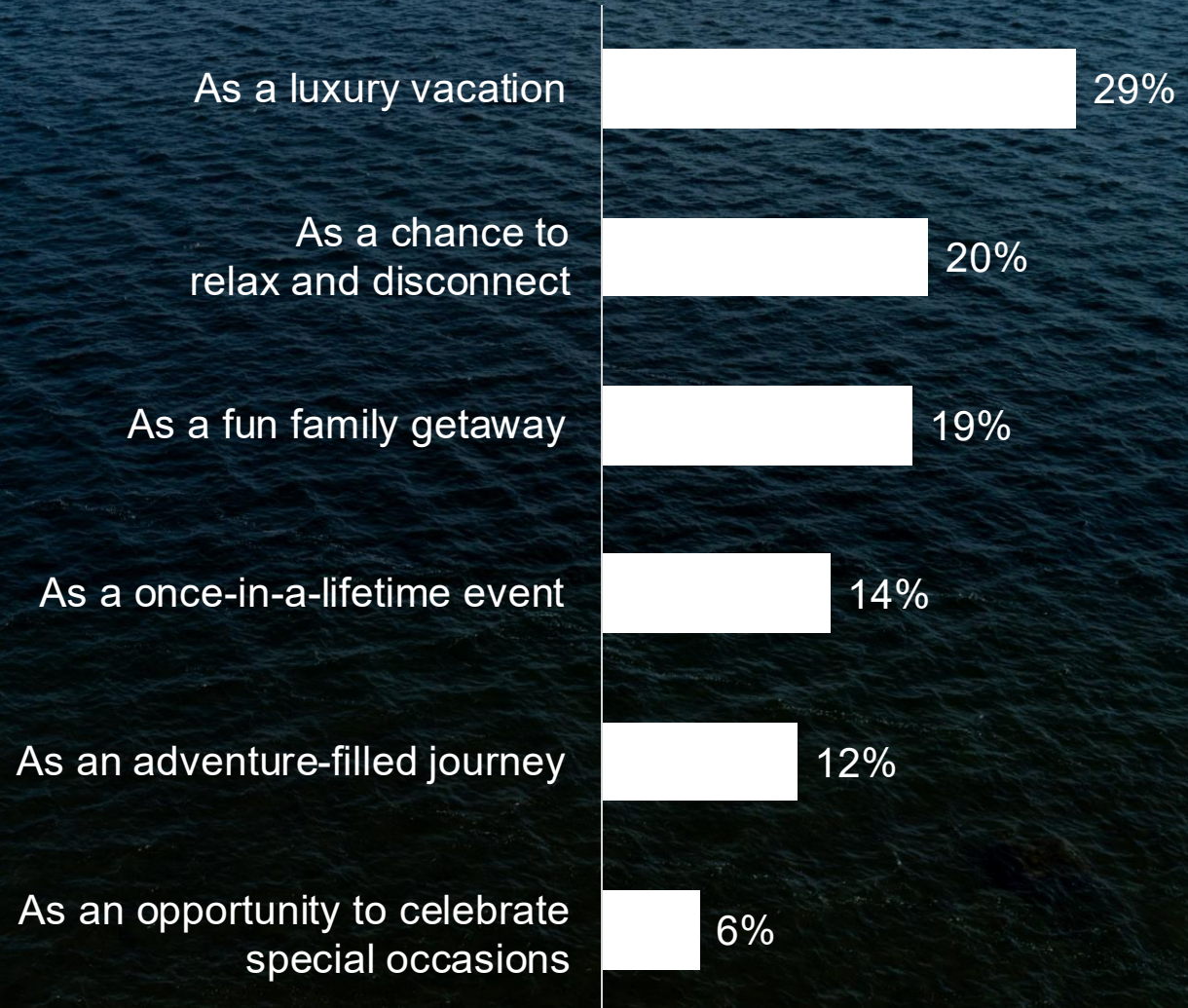
A tropical beach scene with turquoise water, a sandy shore, and a line of palm trees under a blue sky with soft clouds. The text is overlaid in the center.

BEYOND THE BROCHURE

PERCEPTIONS OF CRUISING

Cruises were
perceived as a
luxury holiday
by nearly
1 in 3
respondents

How do you perceive taking a cruise?



- ✓ UK travellers consider cruising to be a luxury vacation above all else
- ✓ For prospects, cruising is more of a once-in-a-lifetime event
- ✓ Travelzoo members are more likely to see cruises as an adventure-filled journey

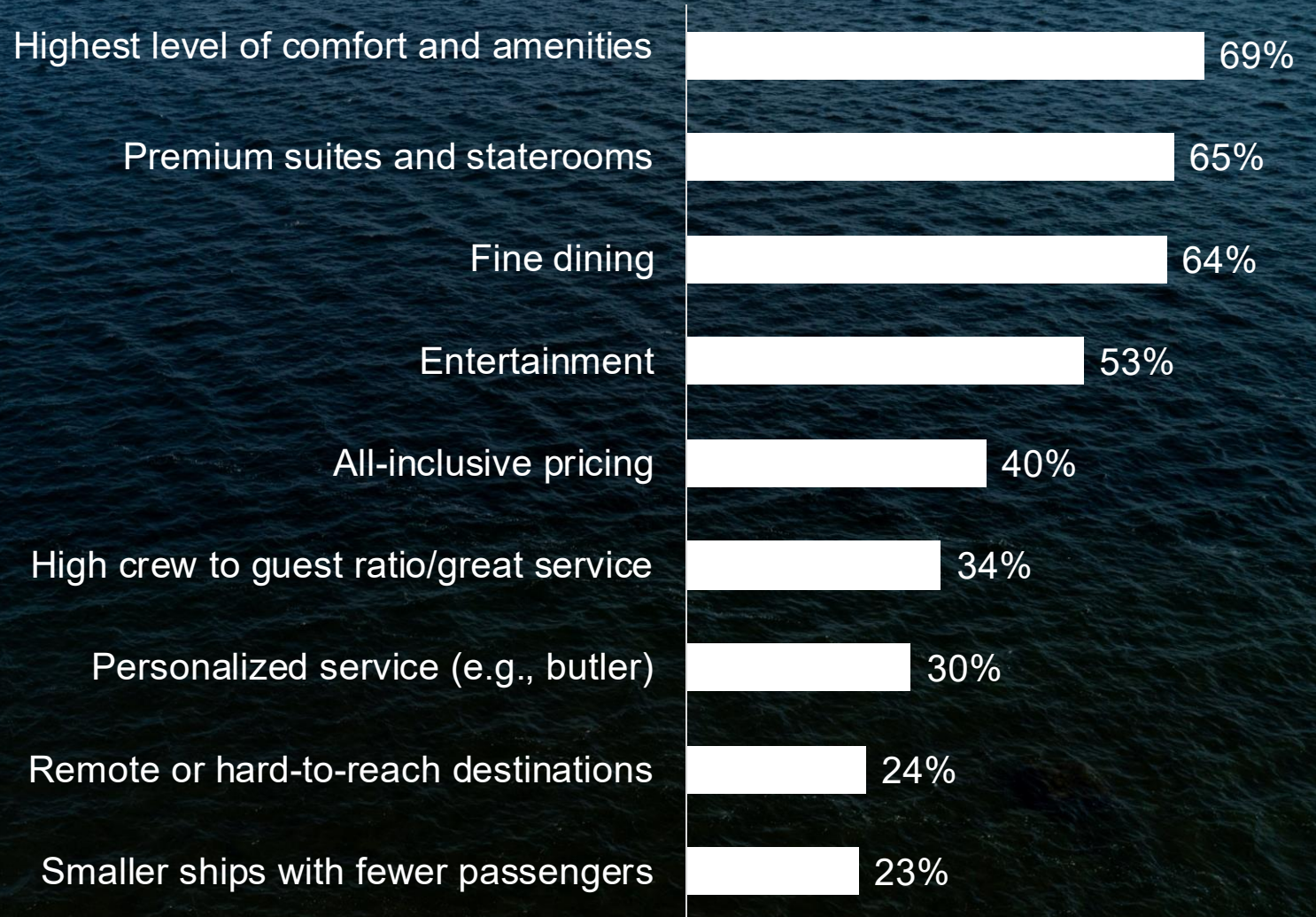
A tropical beach scene with turquoise water in the foreground, a sandy beach, and a line of palm trees and lush greenery in the background under a blue sky with soft clouds.

SAILING IN STYLE

PERCEPTIONS OF LUXURY

Overall, Comfort, Premium Accommodations and Fine Dining Define Luxury Cruising

How do you perceive luxury cruising?



Source: MMGY Portrait of International Cruise Travelers.

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All UK Respondents Were Asked to Rank their Agreement with a Series of Statements about Perceptions of Luxury...

27%

Ranked the following statement as no.1

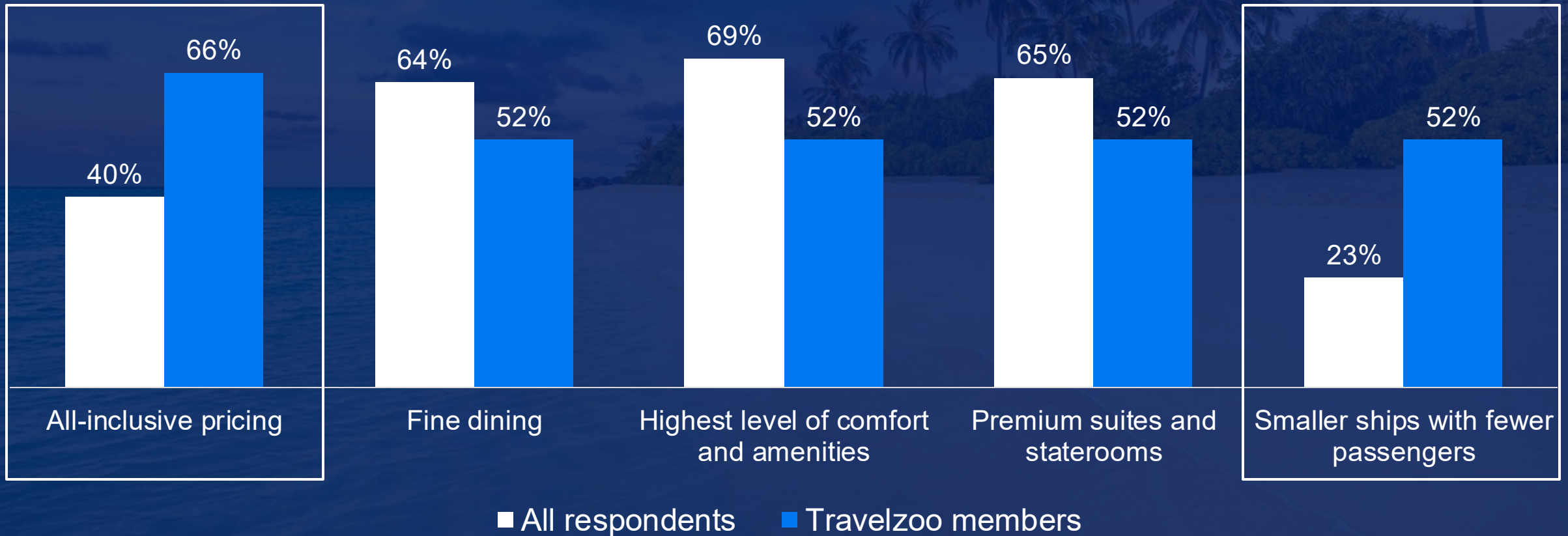
“My perception of luxury is all about a blend of comfort, convenience and the highest quality service.”

15%

Ranked the following statement as no. 1

“For me, luxury is more about experiences than material possessions.”

Travelzoo Members Point To All-inclusive Pricing And A More Intimate Experience As The Hallmarks Of Luxury*...



- ✓ Comfort, premium accommodations & fine dining define luxury
- ✓ UK travellers value experiences over possessions
- ✓ Travelzoo members: all-inclusive pricing and intimate experiences matter
- ✓ Travelzoo members want active experiences over pure relaxation

A tropical beach scene with turquoise water, a sandy shore, and a line of palm trees under a blue sky with soft clouds. The text is overlaid in the center.

CRUISE CONTROL

WHAT DRIVES DECISIONS

Clear Differences In Priorities Between Existing Cruisers & New Prospects

I WOULD CHOOSE A
CRUISE BASED ON
THE BEST OFFER

I LOVE
EXPERIENCING
NEW CRUISE SHIPS

I WOULD CHOOSE A
CRUISE BASED ON
THE ITINERARY

PROSPECTS

45%

10%

35%

CRUISERS

25%

47%

17%

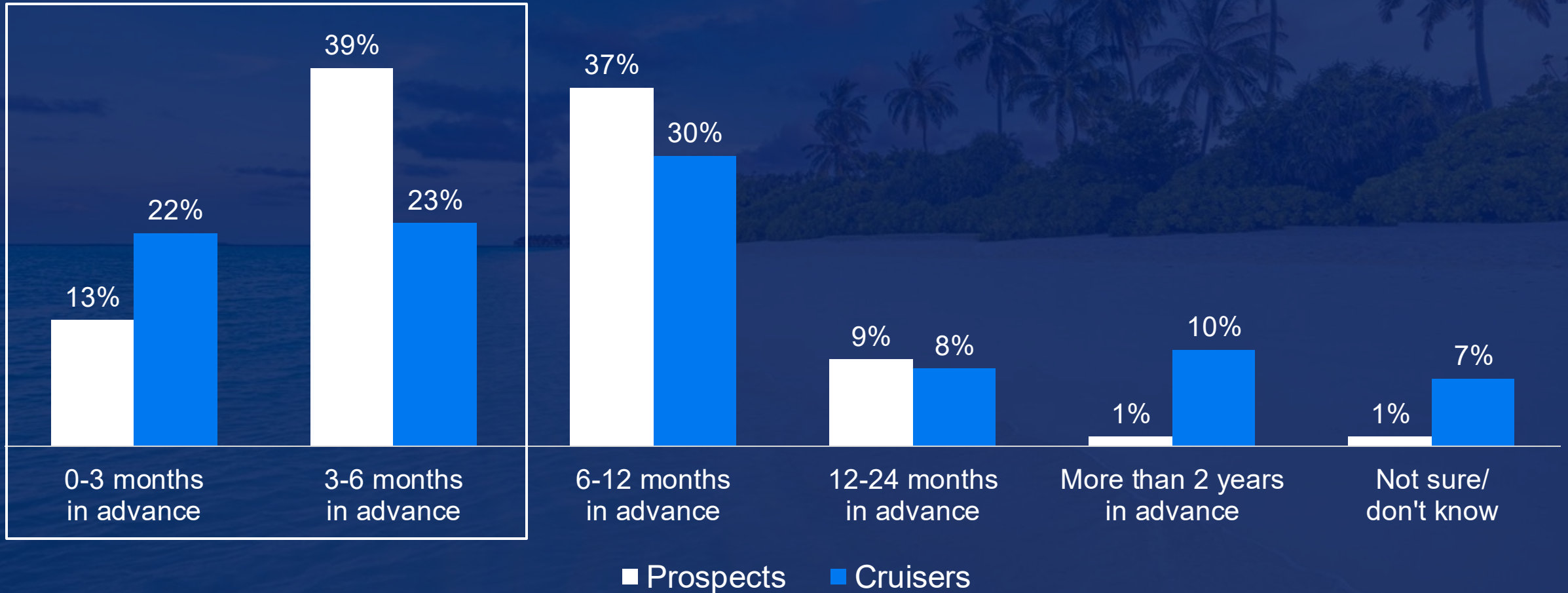
- ✓ Ports of call are #1 factor for all
- ✓ Special offers strongly influence prospects and Travelzoo members
- ✓ New ships are appealing for existing cruisers

A tropical beach scene with turquoise water, a sandy shore, and a line of palm trees under a blue sky with soft clouds.

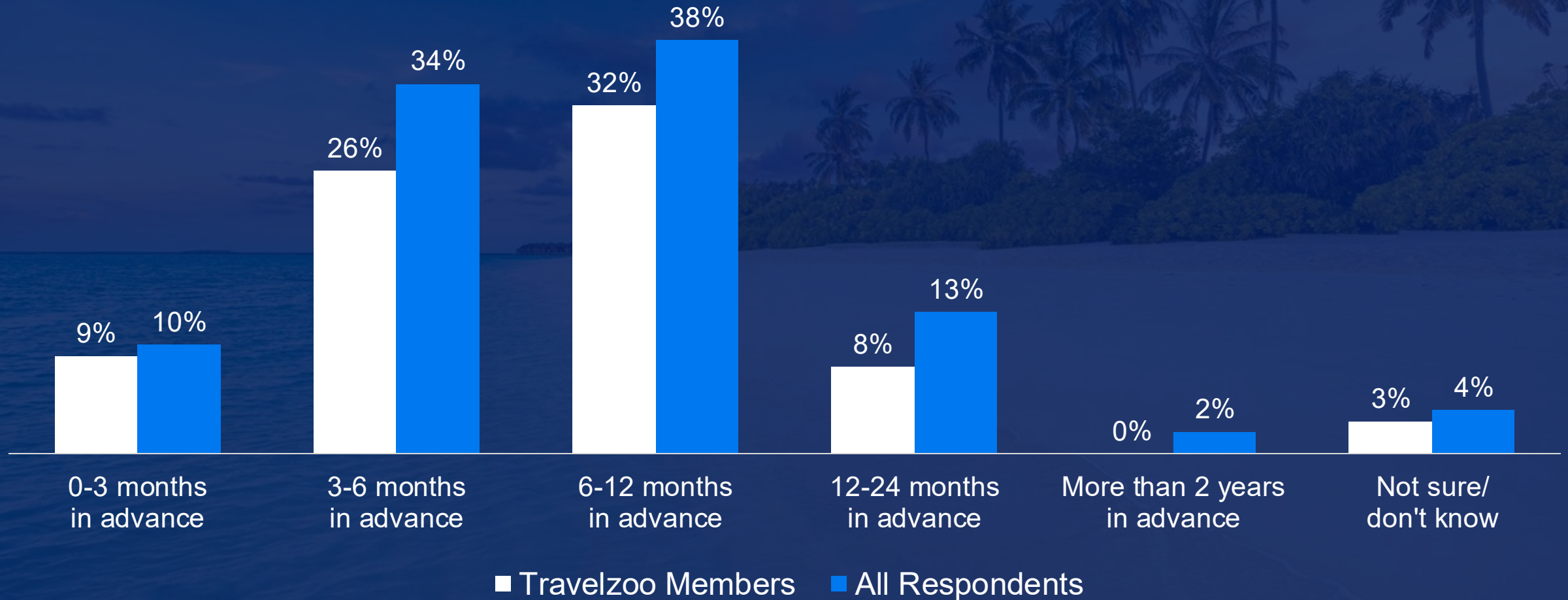
FROM BOOKING TO BOARDING

TIMING THE TRIP, SHAPING THE JOURNEY

Active Cruisers Are Likely To Book Closer To Their Holiday Date Than Prospects



Members Will Travel When the Right Offer Appears— and One Third Will Book Up to a Year in Advance



- ✓ Active cruisers book closer to holiday date
- ✓ Prospects plan further in advance
- ✓ UK travellers choose longer itineraries than other markets
- ✓ Travelzoo members prefer even longer trips than the average

Perceptions

Cruising is shifting
from pure luxury to
more adventurous &
accessible

Preferences

Prospects chase
value and variety;
cruisers seek
interesting & new
ships or itineraries

Decisions

The right offers &
storytelling move all
cruisers from
interest to booking

Join us in changing the
Cruise Conversation.

Together, we can turn
“maybe someday” into
“I’ve booked”.

For a copy of the report:
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