

Is it Smooth Sailing Ahead for Cruise Lines?

In 2023, Cruise passenger volume is forecast to exceed pre-pandemic levels for the first time, with 31.5 million passengers sailing.

Source: Cruise Lines International Association (CLIA)

52%

Of U.S. adults are just as likely or more likely to consider a cruise vacation as they were before the pandemic, up 45% from a year ago.

85%

Of travelers who have cruised will cruise again.

The Pandemic Caused Some Rough Seas, but the Future is Bright

35

17 new cruise ships were built in 2022 and 18 more are due to be delivered in 2023.

6 in 10

People return to the destinations they visited during a cruise.

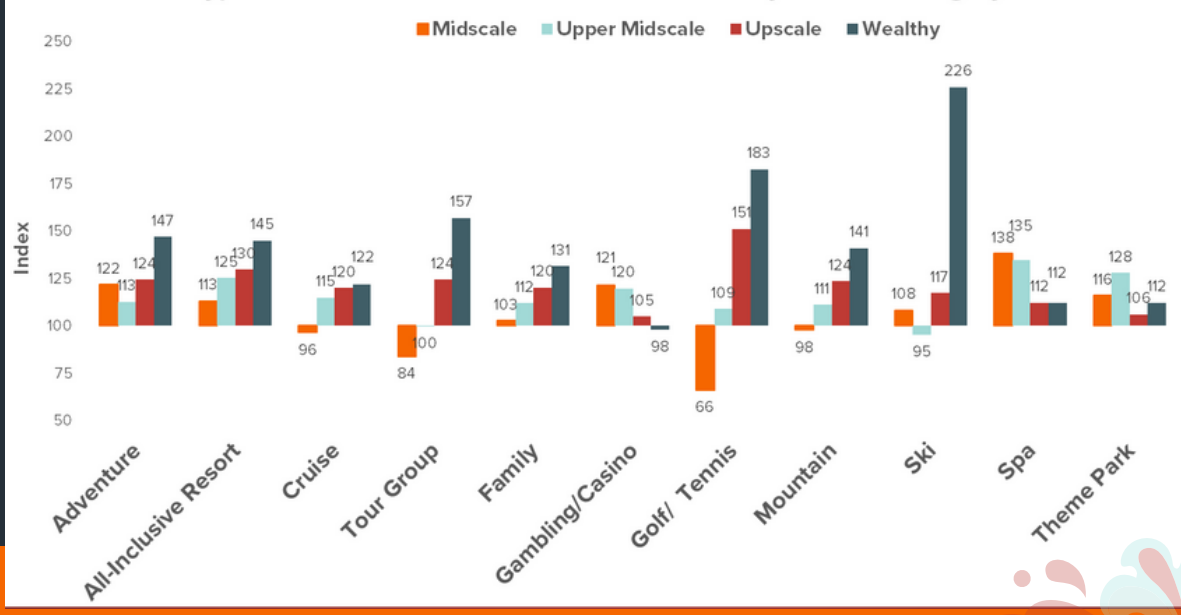
Source: CLIA

Attracting **4 MILLION NEW-TO-CRUISE TRAVELERS** is key to meeting the increase in global cruise capacity projected for 2023 to 2025.

Source: AAA

168

Types of Vacations Planned Next 12 Months by Income Category



At an index of 168, "Beltway Boomers" were ranked higher than any other syndicated audience for planning a cruise vacation in the next 12 months.

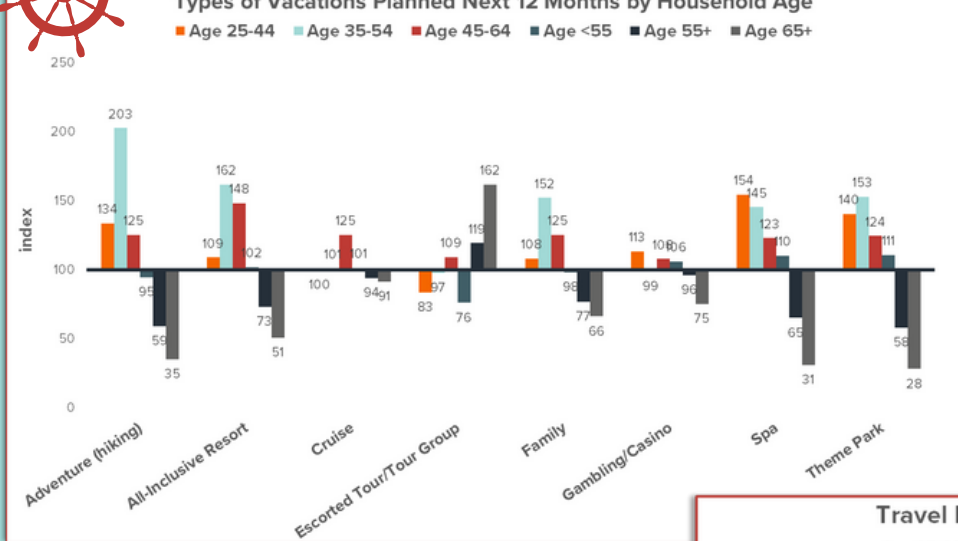
BELTWAY BOOMERS

- Metro Mix
- Upscale
- Middle Age
- Family Mix
- Mostly Home Owners
- Management & Professionals

* Beltway Boomers is just one of the syndicated audiences in Claritas' PRIZM® Premier, one of the most widely adopted segmentation solutions. PRIZM Premier provides rich insights for every household in the U.S. including demographics, lifestyle and media preferences, shopping behaviors and technology usage.

Where Do You Find NEW-TO-CRUISE Customers?

Types of Vacations Planned Next 12 Months by Household Age



Multicultural Opportunities

Two multicultural segments (Multi-Culti Mosaic and Multi-Culti Families) scored higher than any of the other segments for being less likely to travel due to security concerns, and also for preferring to have a professional plan their activities/tours.

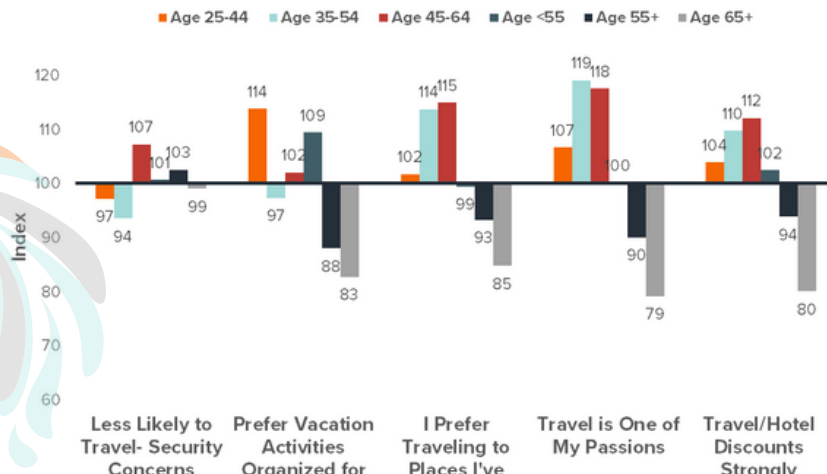
PRO TIP: Education on security due diligence, convenience of booking, and the wealth of organized activities aboard ship, could make these segments an opportunity worth addressing.

Could Older Prospects Be Key ?

Older age groups indexed below average for cruise vacations, but ranked highest in "escorted tour group" vacations.

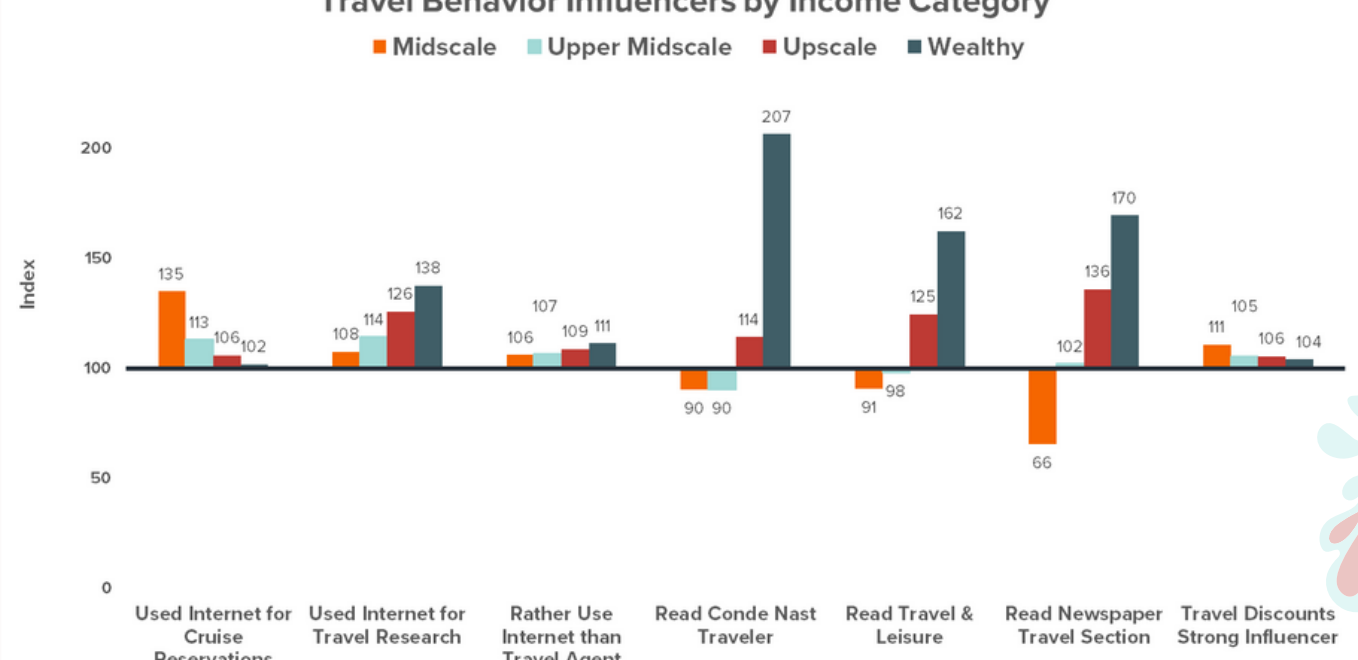
PRO TIP: Emphasizing available, included tours, conveniences aboard ship and accommodations for seniors may attract more of these key prospects to cruise vacations.

Travel Behaviors/Preferences by Household Age



How Do You Reach Your Top Cruise Prospects?

Travel Behavior Influencers by Income Category



While almost all income categories are increasingly using the internet for travel research and bookings, wealthier categories still enjoy travel media such as magazines and newspapers (both print and digital). Older segments still rely on travel agents for booking travel but over indexed for researching travel on the internet.

PRO TIP:

Multichannel marketing that includes both digital and print media will be key to not only reaching, but converting target cruise prospects into customers.

Simply Know MORE with Claritas



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Identify

Know more about who your best customers and prospects are with our industry-leading segmentations

Deliver



Know more about how and where to reach your best audiences across devices and channels with the Claritas Identity Graph



Optimize

Know more about what's working and improve what isn't with our near real-time analytics and advanced modeling capabilities