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

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

Source: CLIA

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

- 85% of cruise travelers booked cruises in 2022.
- 95% of travelers who have cruised will cruise again.

- 85% 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.

**6 in 10** People return to the destinations they visited during a cruise.

**85%** People return to the destinations they visited during a cruise.

**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)

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

Source: AAA

- **210** of cruise travelers scored higher than any other syndicated audience for considering a cruise vacation in the next 12 months.

**168**

**Beltway Boomers** are 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.

**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.

**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.

**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

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