

FROM SHORE TO SHIP

Attracting the Next Wave of Cruisers



**MM
GY** Travel
Intelligence

CLIN TRAVELZOO[®]

UK EDITION

2024 From Shore to Ship: UK Edition

SNEAK PREVIEW

We are pleased to offer you this complimentary excerpt version of the **2024 From Shore to Ship, UK Edition** research report for your review.

The preview that follows is just a sample from the full report. Please contact Cat Jordan (cjordan@travelzoo.com) or Andy Harmer (aharmer@cruising.org) for more information about how to access the full study.

Enjoy responsibly.



Survey Methodology

- **Objective:** This study was carried out with the objective of exploring the potential market among US and UK residents who have never embarked on a cruise but show some level of interest. The study aims to strategise on converting this interest into actual intent/action and elevate the interest levels of those with lower initial interest.
- MMGY Travel Intelligence conducted an online survey of 2,000 U.S. residents and 2,000 U.K. residents who reported at least a level "2" interest on a 5-point scale for interest in taking a cruise in the next two years. This report will focus on the UK respondents.
- The survey was fielded February 12–26, 2024. Data were tabulated and analysed by MMGY Travel Intelligence.
- All participants were screened for:
 - Have not taken a cruise
 - 18 years of age or older



This sample size yields an error range of +/- 2.19 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 2.19 percentage points 95 of those times.



Key **INSIGHT #1**

Prospective cruisers who hesitated to book a cruise in the past did so because they felt the price outweighed the perceived value, particularly with added costs like excursions. This perspective has shifted to place less concern on value for money, yet personal financial limits remain a deciding factor, with a clear preference for transparent, all-inclusive pricing.

Factors That Would Enhance Cruise Appeal



'Personal Financial Impediments' are the second major barrier when considering a cruise, with 38% of the overall sample citing it as a concern.

This financial constraint is crucial as it not only affects the initial decision to book a cruise but also impacts the choice of onboard activities, as evidenced by the **40% who were discouraged from booking in the past due to the additional costs of excursions.**

Consequently, promotions and discounts are revealed as the top factor that could make cruises more appealing.

Key **INSIGHT #2**

Prospective cruisers prioritise the destination first and are likely to decide on a cruise based on how well it aligns with their chosen locale for a rich, immersive experience. Their travel planning reveals a destination-led approach, with a preference for a diverse array of global locations that promise both familiarity and novelty.



Steps in the Travel Planning Process

Ranking of Travel Planning Steps (1 = First step, 9 = Last step)	Mean			
	Reluctant Inquirers	On-The-Fence	Potential Cruisers	Top Prospects
Select the destination	2.41	2.64	2.89	2.98
Research online (travel reviews, ratings, etc.)	3.29	3.53	3.55	3.57
Set trip budget	3.81	3.92	3.41	3.79
Pick type of trip (cruise, beach, golf, etc.)	3.9	3.96	4.04	3.95
Talk to friends and family about possible trip plans	4.35	4.34	4.1	4.58
Compare prices/features for possible travel service providers (accommodations, flights, rental cars, etc.)	4.34	4.36	4.53	4.41
Book accommodations/transportation	5.79	5.93	6.31	6.16
Talk to a travel agent	6.55	6.22	6.25	5.82
Decide on trip activities (theme parks, restaurants, shopping, etc.)	6.4	6.31	6.26	6.26

Destination selection is consistently the first step in travel planning for prospective cruisers. These travellers might be more motivated by the allure of the destination rather than the voyage itself.

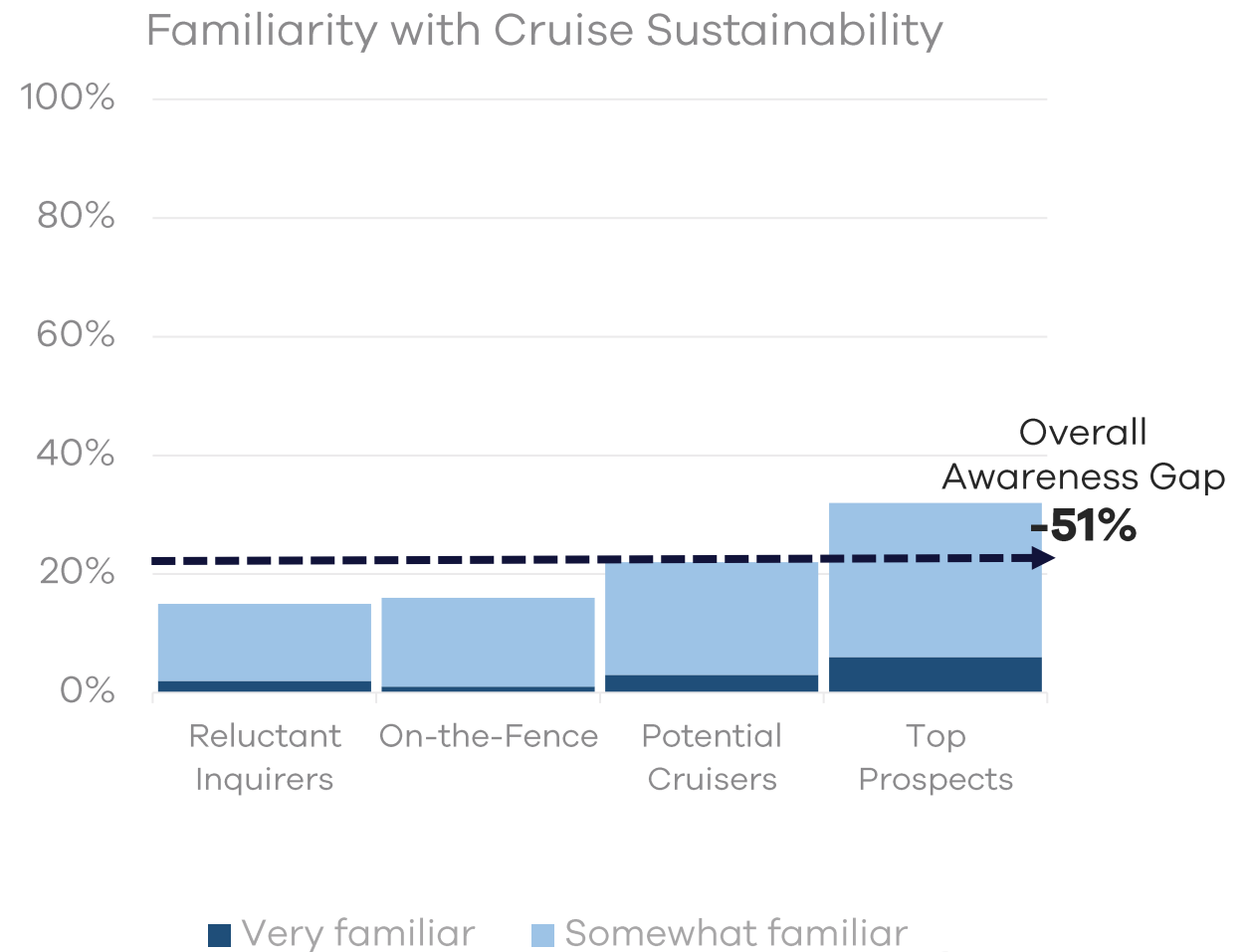
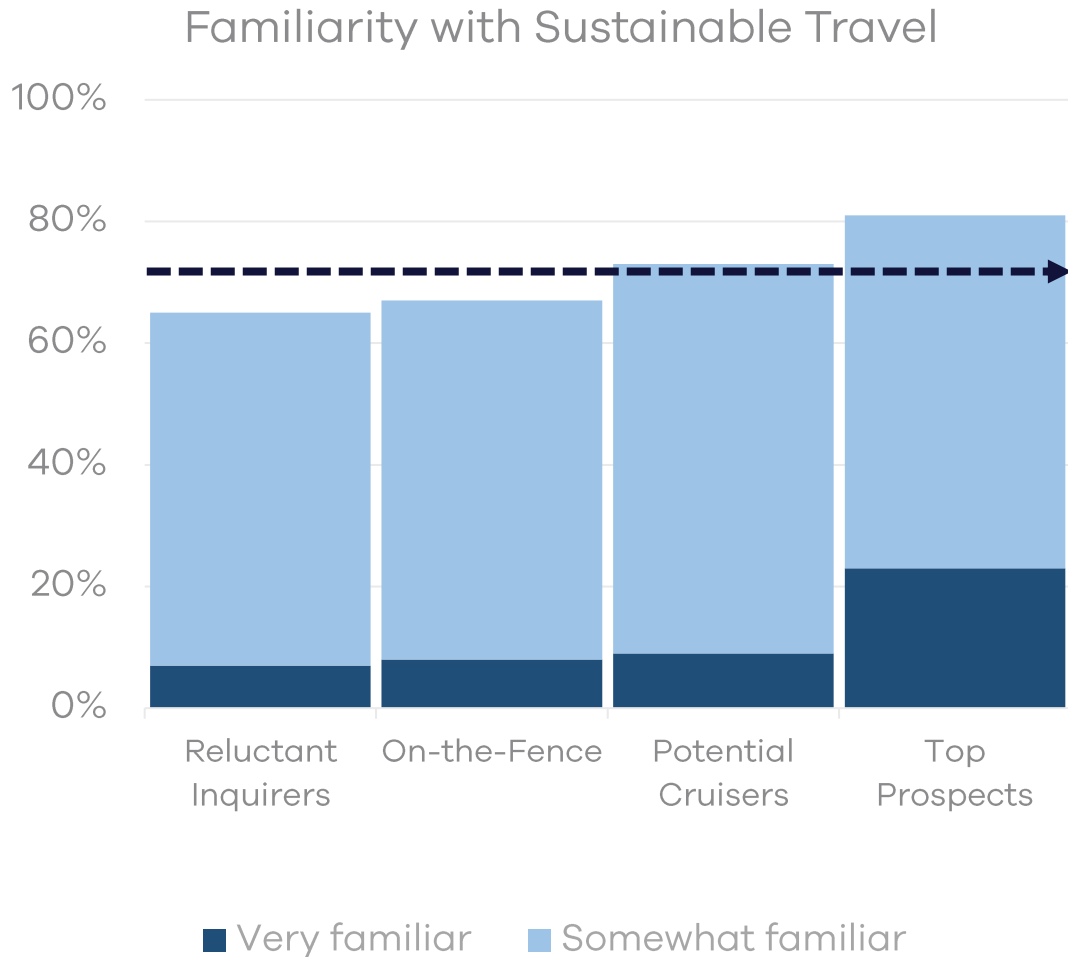
Highlighting how a cruise can unlock distinctive, efficient and enriching ways to experience sought-after destinations could engage and expand their appeal, particularly to those who prioritise location over the mode of travel.



Key **INSIGHT #3**

Prospective cruisers display an awareness of sustainability and its importance in travel planning, with environmental and community considerations impacting their cruising decisions. However, there is a notable lack of awareness about the cruise industry's existing sustainability efforts, indicating a need for better communication to align industry practices with the emerging values of this market.

There is a notable gap in awareness specifically about cruise sustainability efforts, pointing towards a need for enhanced communication and education from the cruise industry.



A family of four (father, mother, and two children) is walking on a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. In the background, a large cruise ship is visible on the water. The family is silhouetted against the bright sky. The father is on the left, holding the hand of a young boy. The mother is on the right, holding the hand of a young girl. The child is in the middle, holding both hands. The scene is peaceful and evokes a sense of family vacation.

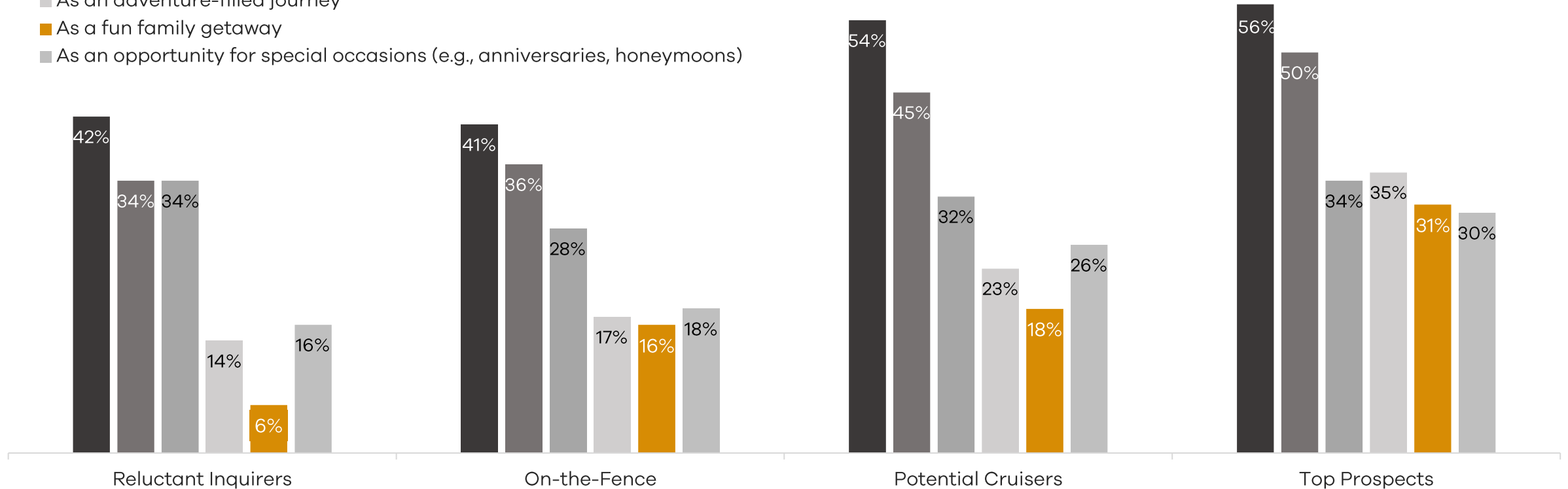
Key **INSIGHT #4**

Cruising is often perceived by prospective first-time cruisers as a luxury pursuit, even as a once-in-a-lifetime trip rather than a regular family holiday. This perception overlooks the potential that cruising offers in terms of varied, enriching family experiences.

Cruising is predominantly perceived by this potential market as a luxury experience, and a high percentage also see cruising as a once-in-a-lifetime event. There is not a strong perception among potential first-time cruisers that cruises can be fun family getaways.

- As a luxury vacation
- As a chance to relax and disconnect
- As a once-in-a-lifetime event
- As an adventure-filled journey
- As a fun family getaway
- As an opportunity for special occasions (e.g., anniversaries, honeymoons)

Perception of Taking a Cruise

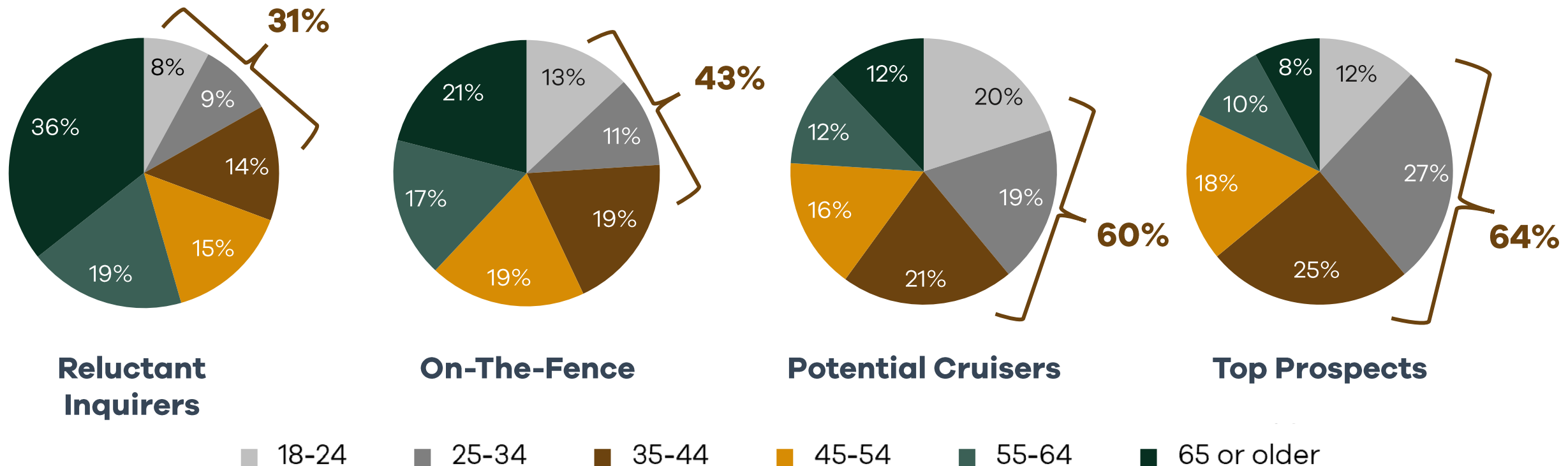


A photograph of an elderly couple sitting on a cruise ship deck. The woman is wearing a straw hat and a colorful patterned top, and the man is wearing a white shirt and a red beaded necklace. They are both smiling and looking at each other. The background shows the ship's railing and a building.

Key **INSIGHT #5**

The data reveals that respondents who have never cruised before demonstrate varied levels of interest: younger individuals (18-34) show notable engagement, likely driven by digital media, while the significant older segment (over 55) presents a substantial opportunity to introduce cruising through tailored marketing that aligns with their interests.

Cruising garners more interest from younger prospects, as evidenced by higher percentages of those aged 18–44 in the 'Somewhat Interested' and 'Extremely Interested' categories, compared to older age groups.



**For access to the full report
please contact:**

**Cat Jordan
(cjordan@travelzoo.com) or
Andy Harmer
(aharmer@cruising.org)**

CLIA

TRAVELZOO[®]

**MM
GY** Travel
Intelligence



Chris Davidson

EVP, MMGY Travel Intelligence
CDavidson@MMGYIntel.com

Thalia Navia

Research Account Manager
TNavia@MMGYIntel.com

Hajrah Malik

Research Analyst
HMalik@MMGYIntel.com