

## Cruises - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The cruise industry is the fastest growing travel segment and is expected to continue its expansion through added capacity. However, global per passenger revenues have remained essentially flat from 2008-13, which begs the question of whether growth is sustainable, and how cruise lines will ensure that demand—and revenues—will keep up with the increasing supply.”

– Fiona O’Donnell, Senior Lifestyles & Leisure

### This report looks at the following areas:

- Will demand keep up with increasing supply?
- How have recent safety issues impacted the industry?
- Do cruise lines need to provide a guarantee?
- Is a la carte pricing the answer to keeping fares low while boosting profits?

After rebounding in 2010 and 2011 following the recession-induced declines of 2009, the North American cruise industry has continued to grow. Through the steady introduction of new products—particularly innovative ships with larger capacities—cruising is the fastest growing segment of the travel industry. The cruise industry has experienced an average annual passenger growth rate of about 7% since 1980, and shows no signs of slowing. Mintel has forecast revenues to increase by about 50% from 2013-18.

However, while the cruise industry continues to grow, recent high-profile safety issues will make it difficult for major players to attract new vacationers to the category. Mintel research shows that compared with past cruisers, those who have never cruised are more likely to have been affected by the negative press that surrounded the industry during 2012 and early 2013. For this reason, cruise lines will see greater competition from within the industry for the core cruise consumer as well as competition from other travel markets as non-cruisers look to other vacation options.

This report builds on the analysis presented in Mintel’s *Cruises—U.S., January 2012* as well as the November 2010 and February 2007 reports of the same title.

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## Table of Contents

### Scope and Themes

What you need to know

Definition

Data sources

Sales data

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

### Executive Summary

The market

Figure 1: North American Cruise Industry sales and fan chart forecast of market, with best and worst cases, at current prices, 2008-18

Market drivers

Figure 2: US population growth, by age, 2013 vs. 2018

Figure 3: North American cruise capacity (number of berths), 2001-15\*

Leading companies

Figure 4: Share of North American cruise passenger nights by cruise line, 2011

The consumer

Cruising incidence and plans for a future cruise holding steady

Figure 5: Cruised in the last three years, 2004- 13, plans to cruise in the next 12 months, 2006-13

Past experience is a key reason for having taken/planning a cruise

Figure 6: Top reasons for having taken/planning on taking a cruise, August 2013

Direct with cruise line tied with travel agent for top booking method

Figure 7: Cruise booking method, August 2013

Positive opinions toward cruising are more common than negative

Figure 8: Top opinions about cruising, August 2013

Online offers for airfare credit, upgrades, and reduced prices generate interest

Figure 9: Top online cruise advertisements very likely to click on, August 2013

What we think

### Issues and Insights

Will demand keep up with increasing supply?

Issues

Insights

How have recent safety issues impacted the industry?

Issues

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### Insights

Do cruise lines need to provide a guarantee?

### Issues

### Insights

Is a la carte pricing the answer to keeping fares low while boosting profits?

### Issues

### Insights

## Trend Application

Inspire Trend: Guiding Choice

Inspire Trend: Snack Society

Mintel Futures: East Meets West

## Market Size and Forecast

### Key points

North American cruise industry revenues to reach record high in 2013

Increased capacity drives growth

Figure 10: Total revenues and forecast for the North American cruise industry, at current prices, 2008-18

Figure 11: Total US retail sales and forecast of market, at inflation-adjusted prices, 2008-18

### Fan chart forecast

Figure 12: North American Cruise Industry sales and fan chart forecast of market, with best and worst cases, at current prices, 2008-18

## Market Drivers

### Key points

### Population drivers

Population growth steady through 2017, creates larger consumer base

Figure 13: Total US population trends and projections, 2008-18

Senior population expected to increase most through 2018

Figure 14: Total US population by age, 2008-18

### Economic and industry drivers

Cruise industry revenues tied to economy, consumer confidence

Figure 15: North American cruise industry revenues, consumer sentiment, and traveler sentiment, 2007-13

Average per person spending (excluding airfare) appears relatively stable...

Figure 16: Amount spent per person on last cruise and annual change, January 2006-March 2013

...but per passenger revenues on the rise

Figure 17: Global revenues of North American cruise lines, per passenger and per passenger-cruise day, in current dollars, 2008-13

Capacity has doubled since 2001

Figure 18: North American cruise capacity (number of berths) changes and utilization, 2001-15\*

Figure 19: New cruise ships, by line and capacity, 2014-15

## Demographic Characteristics of Cruisers

### Key points

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## Older, affluent adults are key cruising segment

Figure 20: Cruised in the last three years, by gender, age, and household income, January 2012-March 2013

## Women aged 55+ slightly more likely to have cruised

Figure 21: Cruised in the last three years, by gender and age, January 2012-March 2013

## Married adults without children in the household are most likely cruisers

Figure 22: Cruised in the last three years, by marital status, presence of children, January 2012-March 2013

## Competitive Context

### Resorts and theme parks

Figure 23: Carnival Cruise Lines Loyalty Program Newsletter, direct mail, July 2013

### River cruising may cut into ocean cruises

## Leading Companies

### Overview

Figure 24: Share of North American cruise passenger nights, by cruise line, 2011

### Company profiles

#### Contemporary

#### Premium

#### Luxury

#### Specialty and River cruises

## Innovations and Innovators

### Engineering innovations

### Entertainment

### Virtual realities of cruising

Figure 25: Disney Cruise Line virtual portal

Figure 26: Royal Caribbean International virtual balcony

### Themed cruises continue to thrive

### A new twist on theme cruises: cruising for a cause

### Green, sustainability, and giving back

### Pricing strategies and discounts

## Marketing Strategies

### Overview

### Direct marketing trends

### Loyalty mailings

### Acquisition

Figure 27: Share of customer acquisition and loyalty direct mail, January 2012-July 2013

### Contemporary

#### Carnival Cruise Lines

#### Boosts marketing budget

#### Changes direction with "Moments that Matter" campaign

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Figure 28: Carnival Cruise Lines, "24 Hours Onboard" TV ad, September 2013

### Contacting lapsed cruisers with discounted cruise deals

Figure 29: Carnival Cruise Lines, loyalty direct mailing, July 2013

### Other initiatives

#### Royal Caribbean International

### Distances itself from negative publicity, builds anticipation for arrival of newest ship

Figure 30: Royal Caribbean International, "Experience Quantum of the Seas" complete video ad, April 2013

Figure 31: Royal Caribbean International, "Introducing Quantum of the Seas" TV ad, April 2013

### Encourages cruising by promising higher status

Figure 32: Royal Caribbean International, loyalty direct mailing, July 2013

### Other initiatives

#### Norwegian Cruise Line

### Highlights newest ships added to its fleet

Figure 33: Norwegian Cruise Line, "Breakaway" TV ad, January 2013

Figure 34: Norwegian Cruise Line's "Experience amazing" print ad, August 2013

### Touting luxury to compete with premium and luxury lines

Figure 35: Norwegian Cruise Line, "Norwegians wrap themselves in luxury" print ad, August 2013

### Other initiatives

#### Premium

#### Celebrity Cruises

Figure 36: Celebrity Cruises, "Modern LuXury Experience it" print ad, July 2013

### Initiatives

#### Holland America Line

Figure 37: Holland America Line, "Gracious meet breathtaking" print ad, July 2013

### Initiatives

#### Oceania

Figure 38: Oceania Cruises, "Your world your way" print ad, August 2013

### Luxury

#### Crystal Cruises

Figure 39: Crystal cruises, "Beautiful stories" print ad, August 2013

### Initiatives

#### Cunard

Figure 40: Cunard, "The one. The only. Queen Mary 2" print ad, August 2013

Figure 41: Cunard, "World voyage overview" YouTube video, September 2012

Figure 42: Cunard, "World voyage adventures" YouTube video, November 2012

### Regent Seven Seas

Figure 43: Regent Seven Seas Cruises, "enjoy...it's all included" print ad, July 2013

Figure 44: Regent Seven Seas Cruises, "explore...it's all included" print ad, August 2013

### Seabourn

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Figure 45: Seabourn, "World's Best small-ship cruise line" print ad, August 2013

Figure 46: Seabourn, "savings of up to 50% or more on destinations worldwide" print ad, August 2013

### Specialty and River cruises

#### AmaWaterways

Figure 47: AmaWaterways, "How will you make the most of every moment?" print ad, August 2013

#### Viking River Cruises

Figure 48: Viking River Cruises, "Exploring the World in Comfort" print ad, August 2013

### Initiatives

## Social Media – Cruises

### Key points

#### Key social media metrics

Figure 49: Key brand metrics, cruise brands, September 2013

### Market overview

#### Brand usage and awareness

Figure 50: Usage and awareness of selected cruise brands, August 2013

#### Interaction with brands

Figure 51: Interaction with selected cruise brands, August 2013

#### Online conversations

Figure 52: Online mentions, selected cruise brands, by week, Sept. 30, 2012-Sept. 29, 2013

#### Where are people talking about cruise brands?

Figure 53: Mentions, by page type, selected cruise brands, Sept. 30, 2012-Sept. 29, 2013

#### What are people talking about?

Figure 54: Mentions by type of conversation, among selected cruise brands, Sept. 30, 2012-Sept. 29, 2013

Figure 55: Major areas of discussion surrounding cruise brands, by type of conversation, Sept. 30, 2012-Sept. 29, 2013

### Brand analysis

#### Carnival Cruise Lines

Figure 56: Carnival Cruise Lines key social media indicators, August 2013

#### Key online campaigns

#### What we think

#### Disney Cruise Line

Figure 57: Disney Cruise Line key social media indicators, September 2013

#### Key online campaigns

#### What we think

#### Royal Caribbean

Figure 58: Royal Caribbean key social media indicators, September 2013

#### Key online campaigns

#### What we think

#### Princess Cruises

Figure 59: Princess Cruises key social media indicators, September 2013

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### Key online campaigns

#### What we think

#### Celebrity Cruises

Figure 60: Celebrity Cruises key social media indicators, September 2013

### Key online campaigns

#### What we think

#### Norwegian Cruise Line

Figure 61: Norwegian Cruise Line key social media indicators, September 2013

### Key online campaigns

#### What we think

## Cruise Ship Vacation Incidence

### Key points

#### Overall cruise incidence holding steady over the past decade

Figure 62: Cruised in the last three years, January 2004-March 2013

#### Cruisers average about one and a half cruises every three years

Figure 63: Number of cruises in the last three years, by gender, age, and household income, January 2012-March 2013

## Destinations Visited and Cruise Lines Used

### Key points

#### Areas visited

#### Caribbean destinations dominate; Mexico declines

Figure 64: Areas visited by cruise ship, February 2007-March 2013

Figure 65: Global cruise itineraries and deployment, share by region/continent, 2013

#### Younger cruisers more apt to seek deals in Mexico

Figure 66: Areas visited by cruise ship, by age, January 2012-March 2013

#### Nearly half of most affluent cruisers set sail for the Caribbean

Figure 67: Areas visited by cruise ship, by household income, January 2012-March 2013

#### Cruise lines used and interested in using

#### Carnival dominates; use climbed to half of cruisers before declining

Figure 68: Cruise lines used, February 2007-March 2013

#### Carnival use drops off at age 65; Royal Caribbean, Princess nearly equal

Figure 69: Cruise lines used, by age, January 2012-March 2013

#### Regardless of household income, top cruise lines trend similarly

Figure 70: Cruise lines used, by household income, January 2012-March 2013

#### Stronger interest in returning to cruise lines previously used

Figure 71: Cruise lines interested in using, by lines ever used, August 2013

Figure 72: Cruise lines interested in using, by cruise history, August 2013

## Most Recent Cruise Spending

### Key points

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Average amount spent on last cruise relatively steady for seven years

Figure 73: Amount spent per person on last cruise, January 2006-March 2013

Spending increases with age and affluence—to a point

Figure 74: Amount spent per person on last cruise, by gender, age, and household income, January 2012-March 2013

### Plans for a Future Cruise

Key points

Plans for future cruising holding steady despite recent safety issues

Figure 75: Plans to cruise in the next 12 months, January 2006-March 2013

Intent to cruise in the next 12 months increases with affluence

Figure 76: Plans to cruise in the next 12 months, by gender, age, and household income, January 2012-March 2013

About half of online 25-34s are planning a cruise in the next year

Figure 77: Cruise intentions, by age, August 2013

Figure 78: Cruise intentions, by household income, August 2013

Half of past three year cruisers plan on cruising in the upcoming year

Figure 79: Plans to cruise in the next 12 months, by cruise ship vacation in the last three years, January 2012-March 2013

### Reasons for Having Taken/Planning a Cruise

Key points

Prior experience is top driver for taking a cruise, all-inclusive follows

Figure 80: Reasons for having taken/planning on taking a cruise, August 2013

Reasons for having taken a cruise

More women motivated by reasons for cruising

Figure 81: Reasons for having taken a cruise, by gender, August 2013

Type of cruise line used impacts reasons for cruising

Figure 82: Reasons for having taken a cruise, by lines ever used, August 2013

Reputation for reliability and value are key reasons for having cruised

Figure 83: Reasons for having taken a cruise, by agreement that cruises are reliable, are a good value for the money, August 2013

Reasons for planning a cruise

Women aged 35+ are particularly attracted to cruising's key offerings

Figure 84: Reasons for planning on taking a cruise in the next 12 months, by gender and age, August 2013

Even the more affluent past cruisers are attracted to value and freebies

Figure 85: Reasons for planning on taking a cruise in the next 12 months, by household income, August 2013

### Cruise Booking Method and Details

Key points

Direct with cruise line tied with travel agent for top booking method

Cruise lines behind the shift?

Where will travel agents end up?

Figure 86: Cruise booking method, August 2013

Figure 87: Cruise booking method, by lines ever used, August 2013

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### Path to booking direct with a cruise line

Figure 88: Path to direct booking with a cruise line, August 2013

### Path to booking through a travel agent

Figure 89: Path to booking through a travel agent, August 2013

## Opinions about Cruises

### Key points

Positive opinions far outweigh the negative – variety and value are key

Figure 90: Opinions about cruising, August 2013

Familiarity boosts confidence in cruising

Figure 91: Opinions about cruising, by recent, lapsed, and non-cruisers, August 2013

Women more likely than men to see the benefits of cruising

Figure 92: Opinions about cruising, by gender, August 2013

## Interest in Online Cruise Promotions

### Key points

Airfare credits, upgrades, reduced prices generate the most interest

Figure 93: Types of online cruise advertisements very likely to click on, August 2013

Example online banner ads for cruises

Figure 94: Online cruise advertisements from Cruise.com, August 2013

Vacationers who are planning a cruise are more attuned to online offers

Figure 95: Online cruise advertisements very likely to click on, by past cruisers and those planning a cruise, August 2013

Figure 96: Top websites visited by past three year cruisers, November 2012-June 2013

Cruisers from \$100K-149.9K households are a tough sell

Figure 97: Online cruise advertisements very likely to click on, by household income, August 2013

## Amenities Worth Paying Extra

### Key points

Internet, spa, dining top list of what cruisers have paid extra for

Figure 98: Amenities worth paying extra for, August 2013

Men more likely than women to have paid for the perks

Figure 99: Amenities for which paid extra, by gender, August 2013

## Impact of Race and Hispanic Origin

### Key points

Demographic characteristics: affluent Blacks are most likely cruisers

Figure 100: Cruised in the last three years, by race/Hispanic origin and by household income, January 2012-March 2013

Cruise ship vacation incidence: Hispanics cruise the most frequently

Figure 101: Number of cruises in the last three years, by race/Hispanic origin, January 2012-March 2013

Destinations: Blacks prefer the Bahamas, Hispanics head to Mexico

Figure 102: Areas visited by cruise ship, by race/Hispanic origin, January 2012-March 2013

Cruise lines used: Blacks and Hispanics most likely to use Carnival

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Figure 103: Cruise lines used, by race/Hispanic origin, January 2012-March 2013

**Most recent cruise spending: Whites spend the most; Blacks the least**

Figure 104: Amount spent per person on last cruise, by race/Hispanic origin, January 2012-March 2013

**Plans for a future cruise: Asians most likely to be planning a cruise**

Figure 105: Plans to cruise in the next 12 months, by race/Hispanic origin, January 2012-March 2013

**Plans for a future cruise: Hispanics most likely to have booked**

Figure 106: Cruise history and intentions to cruise, by race/Hispanic origin, August 2013

**Reasons for having taken a cruise: prior experience drives return use**

Figure 107: Reasons for having taken a cruise, by White/non-White and Hispanic origin, August 2013

**Reasons for planning a cruise: Whites and non-Hispanics value inclusivity**

Figure 108: Reasons for planning on taking a cruise in the next 12 months, by race/Hispanic origin, August 2013

**Cruise booking method: race/Hispanic origin doesn't appear to impact**

Figure 109: Cruise booking method, by White/non-White and Hispanic origin, August 2013

**Opinions about cruises: Blacks have the most positive impressions**

Figure 110: Opinions about cruising, by race/Hispanic origin, August 2013

**Interest in online cruise promotions: Blacks lead in "very likely" to click**

Figure 111: Online cruise advertisements very likely to click on, by race/Hispanic origin, August 2013

**Amenities worth paying extra: Hispanics most likely to have paid extra**

Figure 112: Amenities for which paid extra, by White/non-White and Hispanic origin, August 2013

### Custom Cruise Consumer Segments

Overview

Figure 113: Cruise consumer segments, based on cruise history and intentions to cruise, August 2013

Past/not planning

Past/planning

Reasons for having taken/planning a cruise

Opinions about cruises

Interest in online cruise promotions

Amenities worth paying extra

Not past/planning

Segment characteristics tables

Figure 114: Reasons for having taken a cruise, by cruise segments, August 2013

Figure 115: Reasons for planning on taking a cruise in the next 12 months, by cruise segments, August 2013

Figure 116: Opinions about cruising, by cruise segments, August 2013

Figure 117: Online cruise advertisements very likely to click on, by cruise segments, August 2013

Figure 118: Amenities for which paid extra, by cruise segments, August 2013

Figure 119: Amenities willing to pay extra for, by cruise segments, August 2013

Segment demographic profile tables

Figure 120: Cruise segments by gender, age, and gender by age, August 2013

Figure 121: Cruise segments, by household income, August 2013

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Report Price: £2466.89 | \$3995.00 | €3133.71

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Figure 122: Cruise segments, race/Hispanic origin, August 2013

Figure 123: Cruise segments, by marital status and presence of children in household, August 2013

### Appendix – Leading Companies General Information

AmaWaterways

Cruise areas and seasons

Fleet

Carnival Cruise Lines

Cruise areas and seasons

Fleet

Celebrity Cruises

Cruise areas and seasons

Fleet

Costa Cruises North America

Cruise areas and seasons

Fleet

Crystal Cruises

Cruise areas and seasons

Fleet

Cunard Line

Cruise areas and seasons

Fleet

Disney Cruise Line

Fleet

Holland America Line

Cruise areas and seasons

Fleet

MSC Cruises

Cruise areas and seasons

Fleet

Norwegian Cruise Line

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Princess Cruises

Cruise areas and seasons

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Cruise areas and seasons

Fleet

Royal Caribbean International

Cruise areas and seasons

Fleet

Seabourn

Cruise areas and seasons

Fleet

SeaDream Yacht Club

Cruise areas and seasons

Fleet

Silversea Cruises

Cruise areas and seasons

Fleet

Windstar Cruises

Cruise areas and seasons

Fleet

### Appendix – Incidence, Destinations, and Cruise Lines

Cruise ship vacation incidence and future plans

Figure 124: Cruised in the last three years, January 2007-March 2013

Figure 125: Plans to cruise in the next 12 months, February 2007-March 2013

Areas visited by cruise ship

Figure 126: Areas visited by cruise ship, by gender, January 2012-March 2013

Figure 127: Areas visited by cruise ship, by gender and age, January 2012-March 2013

Cruise lines used

Figure 128: Cruise lines used, by gender, January 2012-March 2013

Figure 129: Cruise lines used, by gender and age, January 2012-March 2013

Cruise lines interested in using

Figure 130: Cruise lines interested in using, by cruise history and intentions to cruise, August 2013

### Appendix – Plans for a Future Cruise

Figure 131: Intentions to cruise, by gender, August 2013

Figure 132: Intentions to cruise, by gender and age, August 2013

Figure 133: Intentions to cruise, by marital status, August 2013

Figure 134: Intentions to cruise, by presence of children in household, August 2013

### Appendix – Reasons for Having Taken/Planning a Cruise

Having Taken

Figure 135: Reasons for having taken a cruise, by age, August 2013

Figure 136: Reasons for having taken a cruise, by gender and age, August 2013

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Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 137: Reasons for having taken a cruise, by household income, August 2013

Figure 138: Reasons for having taken a cruise, by marital status, August 2013

Figure 139: Reasons for having taken a cruise, by presence of children in the household, August 2013

Figure 140: Reasons for having taken a cruise, by opinions about cruising, August 2013

### Planning

Figure 141: Reasons for planning on taking a cruise in the next 12 months, by gender, August 2013

Figure 142: Reasons for planning on taking a cruise in the next 12 months, by age, August 2013

Figure 143: Reasons for planning on taking a cruise in the next 12 months, by presence of children in household, August 2013

### Appendix – Cruise Booking Method and Details

#### Cruise booking method

Figure 144: Cruise booking method, by gender, August 2013

Figure 145: Cruise booking method, by age, August 2013

Figure 146: Cruise booking method, by gender and age, August 2013

Figure 147: Cruise booking method, by household income, August 2013

Figure 148: Cruise booking method, by marital status, August 2013

Figure 149: Cruise booking method, by presence of children in household, August 2013

Figure 150: Cruise booking method, by cruise line ever used, August 2013

Figure 151: Cruise booking method, by cruise history and intentions to cruise, August 2013

#### Path to cruise booking

Figure 152: Path to booking through a travel agent, August 2013

Figure 153: Path to direct booking with a cruise line, August 2013

### Appendix – Opinions about Cruises

Figure 154: Opinions about cruising, by age, August 2013

Figure 155: Opinions about cruising, by gender and age, August 2013

Figure 156: Opinions about cruising, by household income, August 2013

Figure 157: Opinions about cruising, by marital status, August 2013

Figure 158: Opinions about cruising, by presence of children in household, August 2013

Figure 159: Opinions about cruising, by recent, lapsed, and never cruisers, August 2013

### Appendix – Interest in Online Cruise Promotions

Figure 160: Online cruise advertisements very likely to click on, by gender, August 2013

Figure 161: Online cruise advertisements very likely to click on, by age, August 2013

Figure 162: Online cruise advertisements very likely to click on, by gender and age, August 2013

Figure 163: Online cruise advertisements very likely to click on, by marital status, August 2013

Figure 164: Online cruise advertisements very likely to click on, by presence of children in household, August 2013

Figure 165: Online cruise advertisements very likely to click on, by cruise line ever used, August 2013

### Appendix – Amenities Worth Paying Extra For

#### Have paid extra

Figure 166: Amenities for which paid extra, by age, August 2013

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- Figure 167: Amenities for which paid extra, by gender and age, August 2013
- Figure 168: Amenities for which paid extra, by household income, August 2013
- Figure 169: Amenities for which paid extra, by marital status, August 2013
- Figure 170: Amenities for which paid extra, by presence of children in household, August 2013
- Figure 171: Amenities for which paid extra, by cruise line ever used, August 2013

### Willing to pay extra for

- Figure 172: Amenities willing to pay extra for, by gender, August 2013
- Figure 173: Amenities willing to pay extra for, by age, August 2013
- Figure 174: Amenities willing to pay extra for, by gender and age, August 2013
- Figure 175: Amenities willing to pay extra for, by household income, August 2013
- Figure 176: Amenities willing to pay extra for, by race/Hispanic origin, August 2013
- Figure 177: Amenities willing to pay extra for, by marital status, August 2013
- Figure 178: Amenities willing to pay extra for, by presence of children in household July 2013
- Figure 179: Amenities willing to pay extra for, by cruise line ever used, August 2013

## Appendix – Social Media

### Brand usage or awareness

- Figure 180: Select cruise line brand usage or awareness, August 2013
- Figure 181: Carnival Cruise Lines – usage or awareness, by demographics, August 2013
- Figure 182: Celebrity Cruises—usage or awareness, by demographics, August 2013
- Figure 183: Disney Cruise Line—usage or awareness, by demographics, August 2013
- Figure 184: Norwegian Cruise Line – usage or awareness, by demographics, August 2013
- Figure 185: Princess Cruises – usage or awareness, by demographics, August 2013
- Figure 186: Royal Caribbean – usage or awareness, by demographics, August 2013

### Activities done

- Figure 187: Activities done, August 2013
- Figure 188: Carnival Cruise Lines—activities done, by demographics, August 2013
- Figure 189: Norwegian Cruise Line – activities done, by demographics, August 2013
- Figure 190: Royal Caribbean—activities done, by demographics, August 2013

### Online conversations

- Figure 191: Online mentions, selected cruise brands, by week, Sept. 30, 2012-Sept. 29, 2013
- Figure 192: share of mentions, by page type, selected cruise brands, Sept. 30, 2012-Sept. 29, 2013
- Figure 193: Mentions, by type of conversation, selected cruise brands, Sept. 30, 2012-Sept. 29, 2013
- Figure 194: Share of major areas of discussion surrounding cruise brands, by type of conversation, Sept. 30, 2012-Sept. 29, 2013

## Appendix – Trade Associations

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