

Findings from Recommend's First-Ever Cruise Travel Trends Survey



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JOURNEYS



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What are your cruise clients looking for when they take a cruise vacation?

We asked your peers and they responded—from where family clients are cruising to what a client's preferred cruise style is.

3 MOST POPULAR SPOTS FOR FAMILIES TAKING A CRUISE VACATION

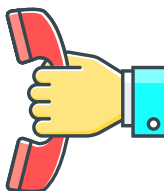
- > CARIBBEAN/THE BAHAMAS
- > ALASKA
- > THE MED



MOST CRUISE VACATIONERS CHOOSE A 7-NIGHT CRUISE



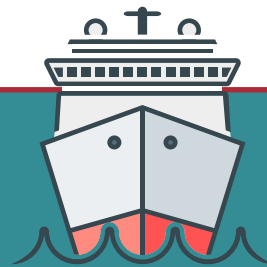
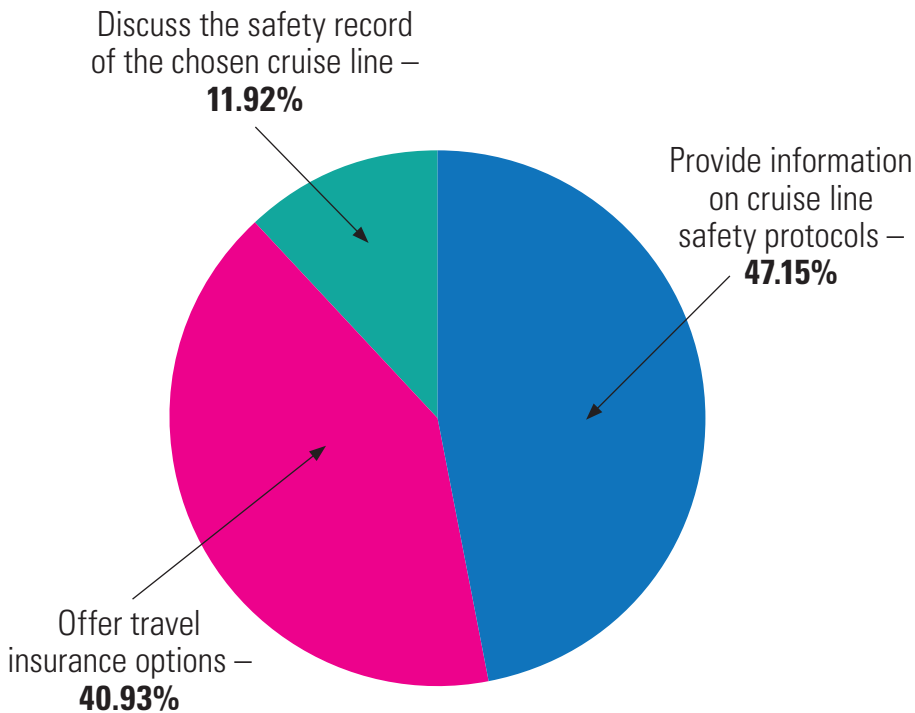
Looking ahead, more than half of survey respondents said that their clients had 2+ future cruises already booked.



When asked the top reasons vacationers are choosing a cruise, respondents said (ranked in order of importance):

- 1 Floating hotel where you unpack once
- 2 Loads of onboard activities
- 3 Entertainment for everyone
- 4 Reasonably priced
- 5 Very safe

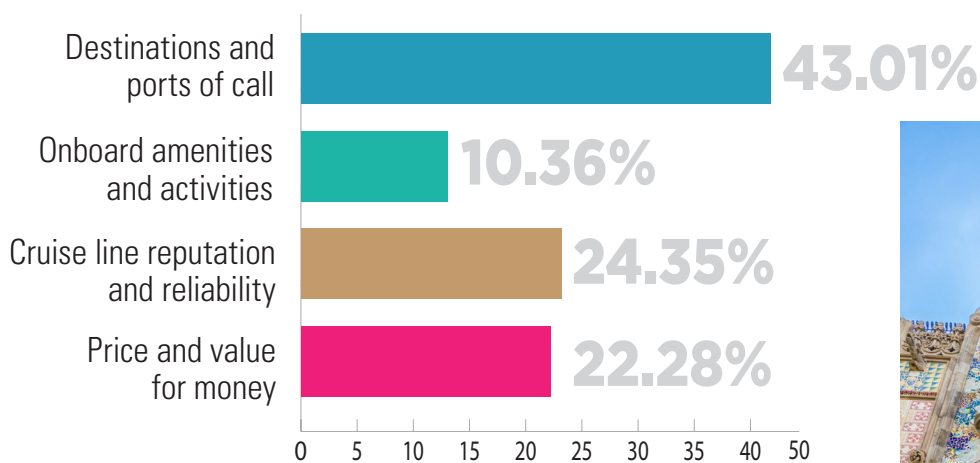
Addressing client concerns or questions regarding safety and security while on a cruise:



When asked what additional services or packages they use to enhance the cruise experience for their clients, survey respondents said:

- 1 Pre- or -post cruise land stays
- 2 Shore excursions
- 3 Specialty dining packages

What's the #1 factor you prioritize when recommending a cruise vacation to your clients?



The most important aspect of a cruise vacation for ensuring client satisfaction are (ranked in order of importance):



❖ Ports of call visited / comfort and cleanliness of accommodations (tied at 30.05%)

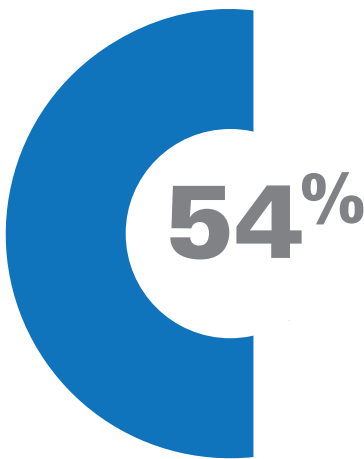
❖ Customer service (21.24%)



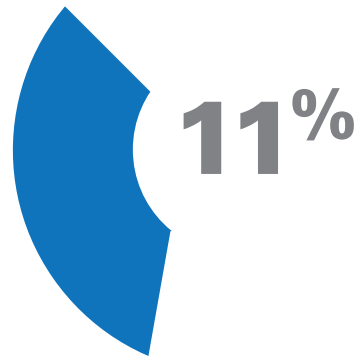
❖ Quality of onboard dining options (10.36%)

❖ Variety and quality of onboard entertainment (7.25%)

❖ Shore excursions variety (1.04%)

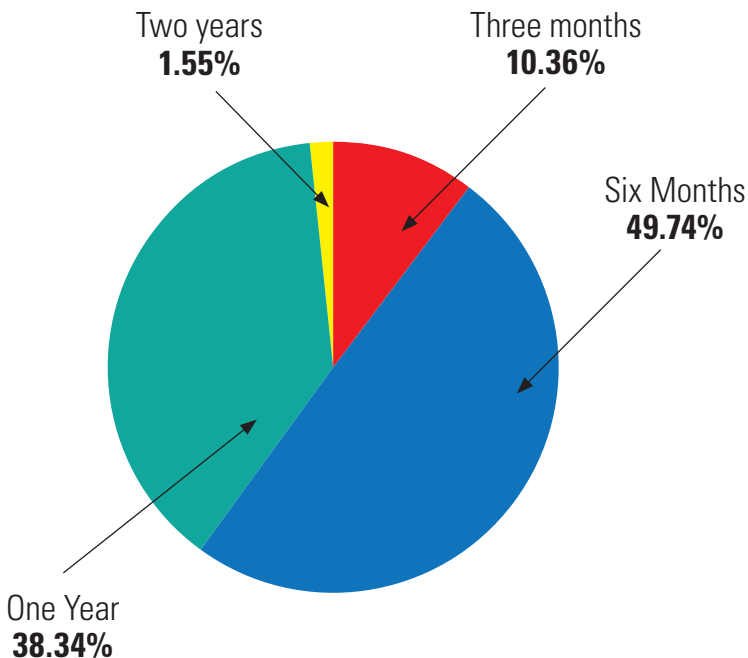


of survey respondents say that in order to select the most suitable cabin category for their clients, they explain the differences between cabin categories



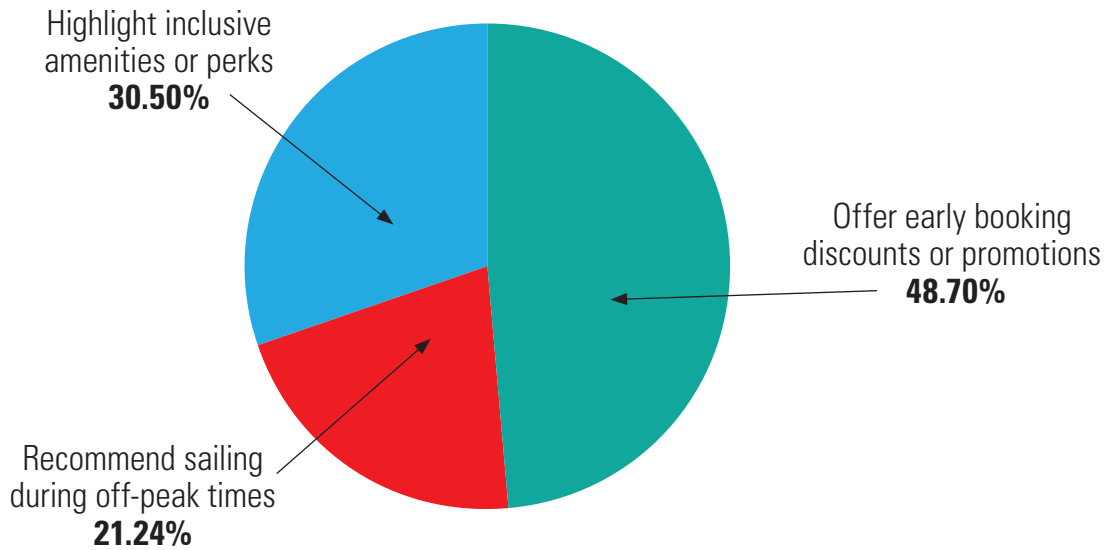
of survey respondents say that in order to select the most suitable cabin category for their clients, they show photos or virtual tours of cabins

Booking window for clients planning a cruise vacation:

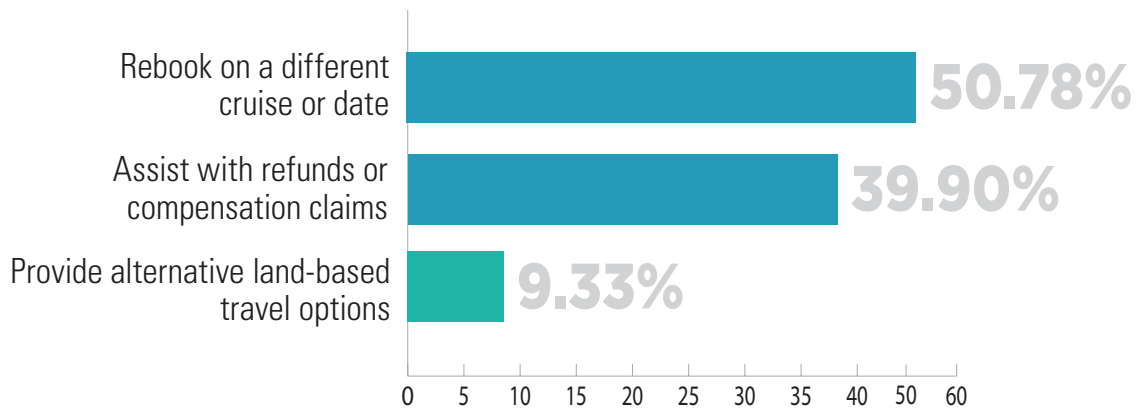


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...THAT'S THE GRADE ON AVERAGE TRAVEL ADVISORS GIVE CRUISE LINES WHEN IT COMES TO THEIR OFFERINGS

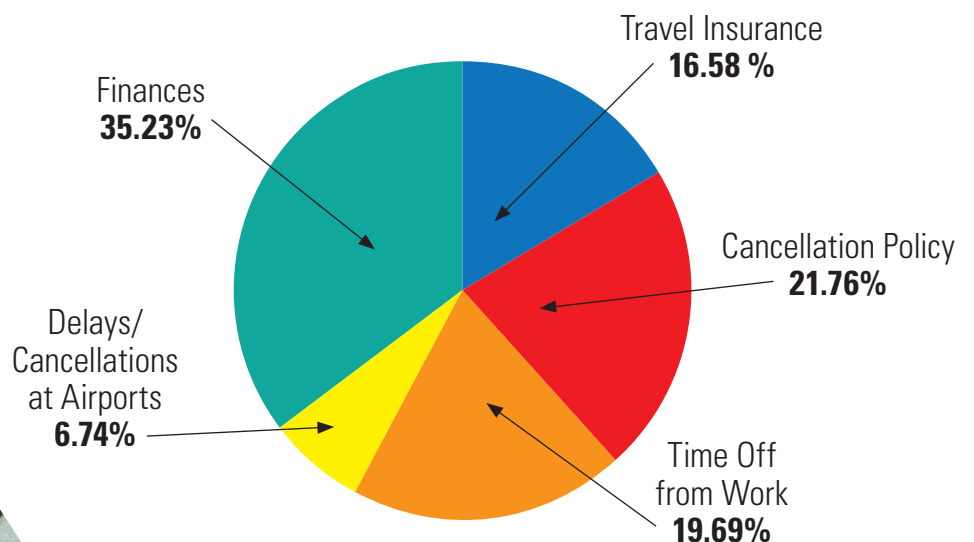
Strategies you use to help clients find the best value:



How do you handle unforeseen circumstances such as itinerary changes or cancellations with your clients?



What's top of mind for clients when planning a cruise vacation:





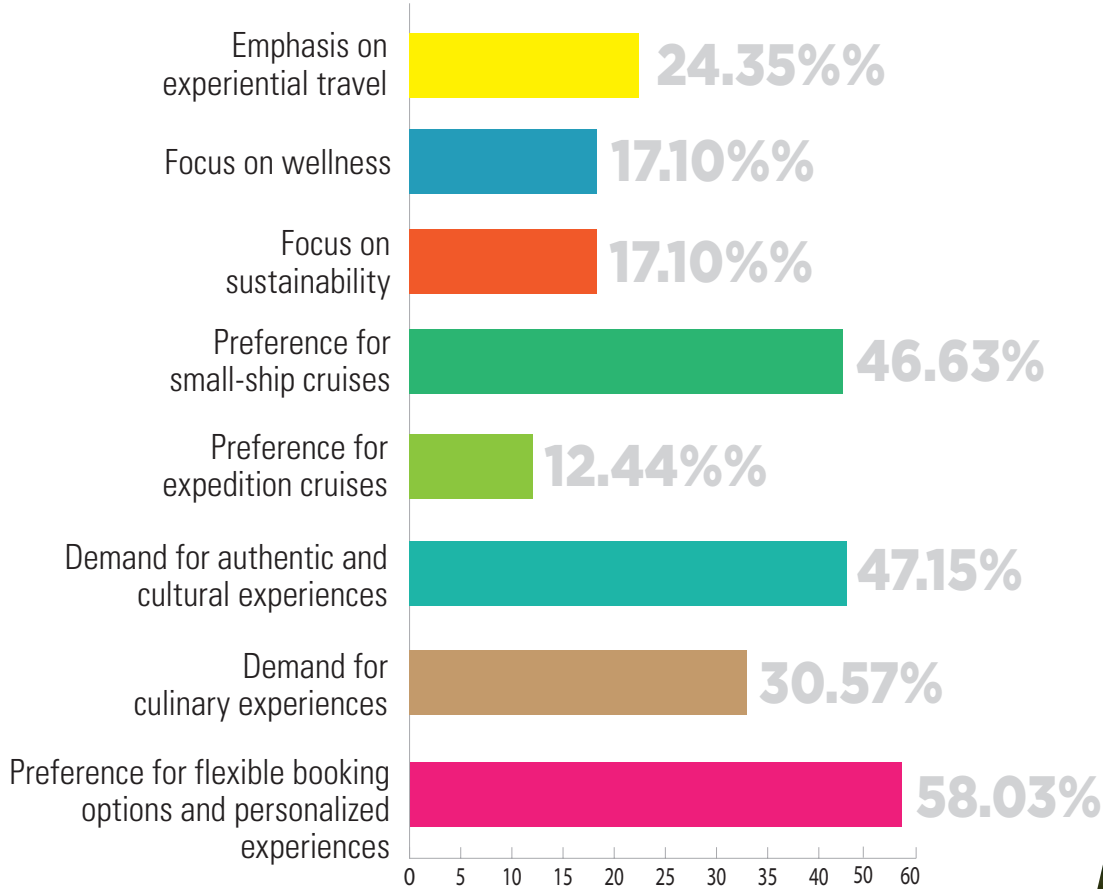
Top 3 Emerging Destinations for Cruise Vacations



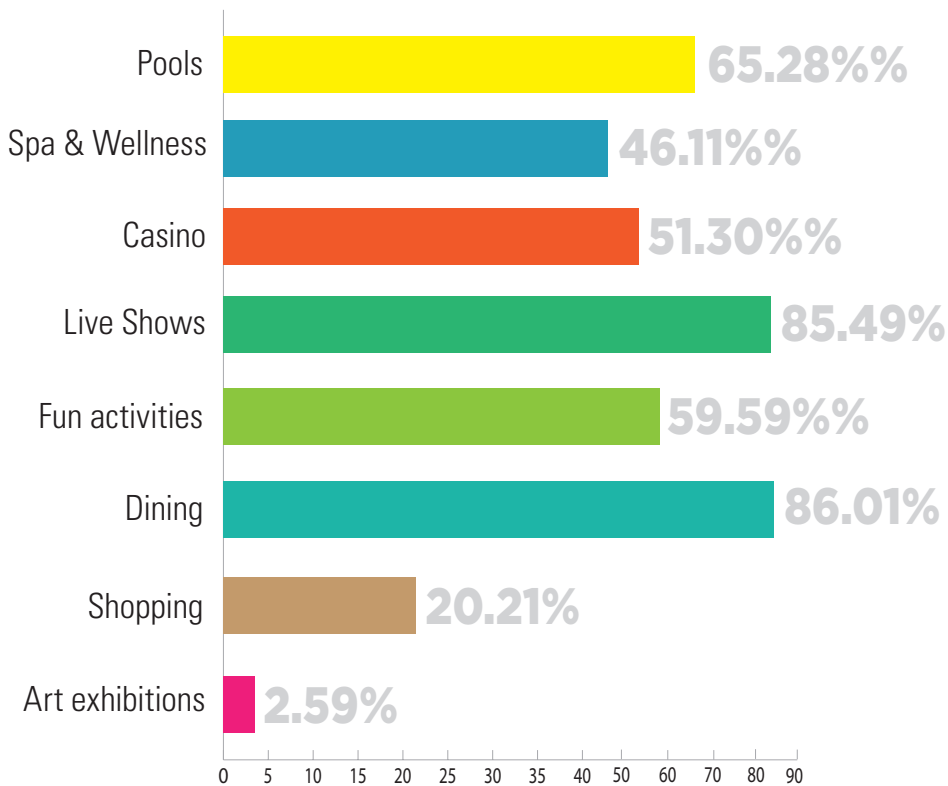
- 1 Galapagos Islands
- 2 Expedition Cruises to Remote Ports
- 3 Antarctica

67%
OF CLIENTS ARE ASKING ABOUT CELEBRATORY-STYLE VACATIONS ON A CRUISE

Shifts in consumer preferences or behaviors (survey respondents checked all that apply):



**Clients' favorite onboard activities
(survey respondents checked all that apply):**



Clients' Preferred Cruise Style

- 1 Mega-ship
- 2 Small ship
- 3 River cruise vessel
- 4 Luxury ship
- 5 Expedition-style
- 6 Ship-within-a-ship (on larger ships)
- 7 Yacht-style





Explora

JOURNEYS

Explora Journeys Celebrates the Transformative Power of Culinary Discovery

At its core, travel is a sensorial experience. The scent of a ripe lemon on a tree in Sorrento, or the subtle layer of allspice in a Caribbean curry sauce, ignite a feeling of discovery, and in the process, etch into a traveller's memory.

The opportunity to broaden one's palate through travel to new places has long been a key driver of our industry. According to the World Food Travel Association, "food tourism is the act of traveling for a taste of place in order to get a sense of place."

On Explora Journeys' ships, dining is a celebration of the joy found in discovering new experiences. Head of Culinary Franck Garanger is driven by a belief in provenance and the intentional and masterful creation of rich experiences. 'We aim to show the world what food at sea can really be by building a story, through travelling the world and tasting it,' he says.

We offer an unparalleled choice of six full restaurants, plus 12 additional bars and lounges, each its own revelry of global talents and cultures. There's no set dining time or place, and guests are encouraged to open their minds – and their palates – to new flavours, techniques and textures.

At Emporium Marketplace, an abundance of globally inspired preparations ranges from the sumptuous homemade pastas and pizzas to health-conscious ceviche and an evolving array of plant-based options. Sakura's immersive Pan-Asian ambience and menu are nothing short of sublime. Marble & Co. Grill's signature grilled prime rib is aged 30 days, as provenance and quality take centre stage, to name just a few examples. Feedback from guests and travel advisors alike has been nothing short of dazzled, with many saying our culinary offering is not only the best they've experienced at sea, but, in more than a few instances, the best they've experienced anywhere.

We invite guests, whilst onboard, to nurture their 'Ocean State of Mind' – a sense of tranquillity and optimism, to put it simply. Part of that is the simple joy of savouring transcendental epicurean experiences.

About Explora Journeys

Explora Journeys offers an experience that goes beyond luxury ocean travel. Each journey invites guests to 'sail unique' and connect with the world around them, recognising how inner and outer discovery evokes the Ocean State of Mind. For more, visit explorajourneys.com or follow us on Instagram, Twitter/X, Facebook and LinkedIn.



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SEABOURN®

Seabourn, the leader in ultra-luxury cruises and expedition travel, is thrilled to announce the Wunambal Gaambera Traditional Owners as godparents of Seabourn Pursuit, the line's newest ultra-luxury, purpose-built expedition ship. Seabourn is the first cruise line to appoint Traditional Owners as godparents of a ship. The naming of Wunambal Gaambera Traditional Owners as godparents of Seabourn Pursuit serves as a symbolic gesture of stewardship and responsibility toward the environment and the communities that Seabourn visits, as well as Seabourn's commitment to sustainable tourism.

Seabourn's monetary contribution, along with funding already received from the State Tourism Authority, Tourism Western Australia, will contribute to Wunambal Gaambera's development of tourism facilities and products for Traditional Owners to live on their country during the dry season when tourism operators can access the vast coastline of the Kimberley region. Seabourn congratulates Wunambal Gaambera Aboriginal Corporation's implementation of their Uunguu Visitor Management Plan to reconnect with their country, to manage visitor access and take leadership in the tourism industry, and to engage with water-based visitors who arrive on their land, thus participating in the value chain that operators like Seabourn offer. Ngula Jar Island will be featured on all Seabourn itineraries in the Kimberley, ensuring consistent visitation to Wunambal Gaambera Country.

For more details about Seabourn, or to explore the worldwide selection of Seabourn cruising options, travel advisors should visit onesourcecruises.com.

About Seabourn

Seabourn represents the pinnacle of ultra-luxury ocean and expedition travel and operates a suite of seven modern ships. The all-inclusive, boutique ships offer all-suite accommodations with oceanfront views; award-winning dining; complimentary premium spirits and fine wines available at all times; renowned service provided by an industry-leading crew; a relaxed, sociable atmosphere that makes guests feel at home; a pedigree in expedition travel through the Ventures by Seabourn program and two new ultra-luxury purpose-built expedition ships. Seabourn takes travelers to every continent on the globe, visiting more than 400 ports including marquee cities and lesser-known ports and hideaways. Guests of Seabourn experience extraordinary offerings and programs, including partnerships with leading entertainers, dining, personal health and wellbeing, and engaging speakers.

