

# WHAT'S TRENDING IN THE CRUISE LANDSCAPE

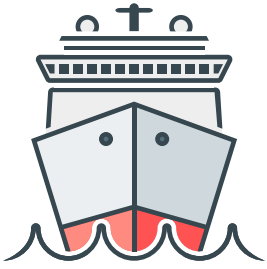


**recommend**<sup>®</sup>  
helping travel advisors sell travel



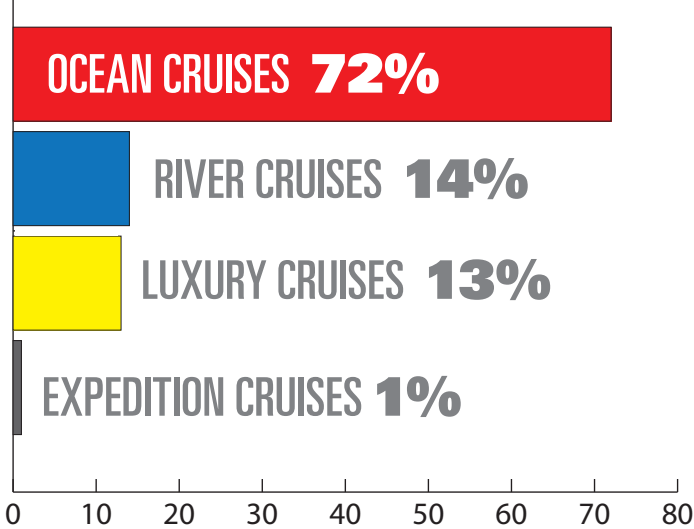
**CUNARD**<sup>®</sup>

# WHAT DO YOUR CLIENTS REALLY WANT FROM THEIR CRUISE VACATION?

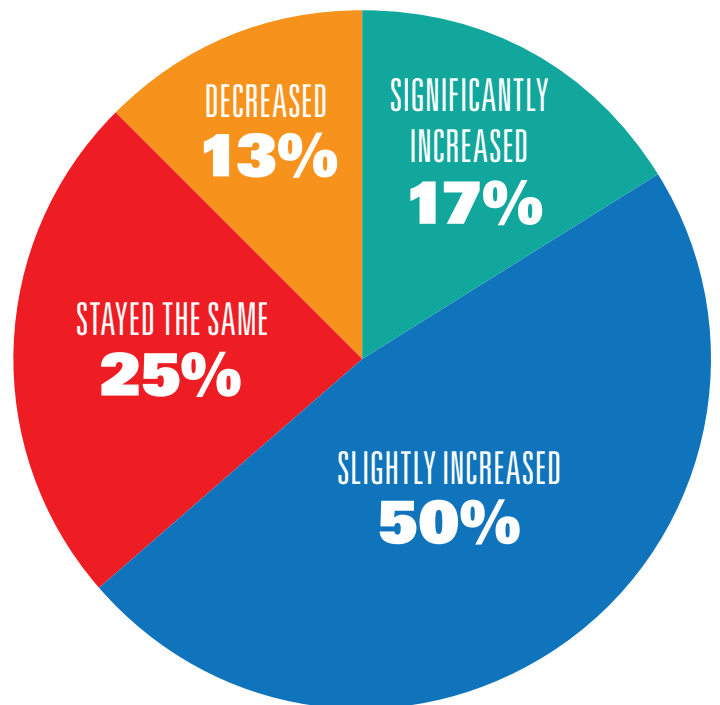


We turned to your peers, fellow travel advisors, to find out—gathering insights on everything from top destinations to the cruise styles clients are seeking most.

## WHAT IS THE MOST COMMON TYPE OF CRUISE YOUR CLIENTS BOOK?



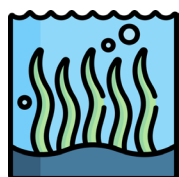
## CRUISE BOOKINGS WHEN COMPARED TO PREVIOUS YEAR:



## MOST POPULAR REGIONS:

- #1 Europe
- #2 Caribbean
- #3 Alaska
- #4 Asia-Pacific

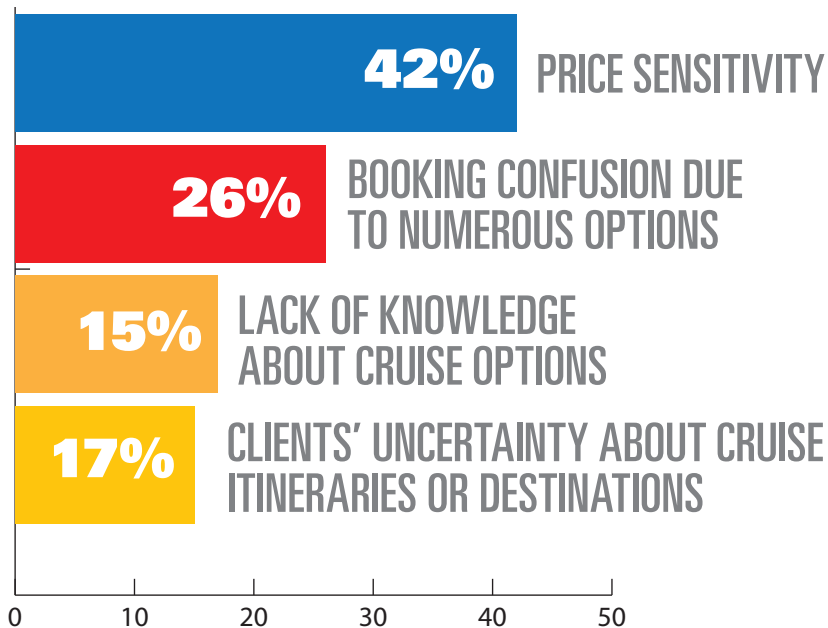
Baby Boomers are booking the most cruises among our survey takers **(43%)**, followed by Gen X **(21%)** and Families with Children **(20%)**



### WHAT DO YOU LOOK FOR WHEN SELECTING A CRUISE FOR CLIENTS:

- #1** Price
- #2** Itinerary and destination
- #3** Onboard experience/amenities
- #4** Cruise line reputation
- #5** Sustainability and environmental practices

### BIGGEST CHALLENGES IN BOOKING CRUISES:

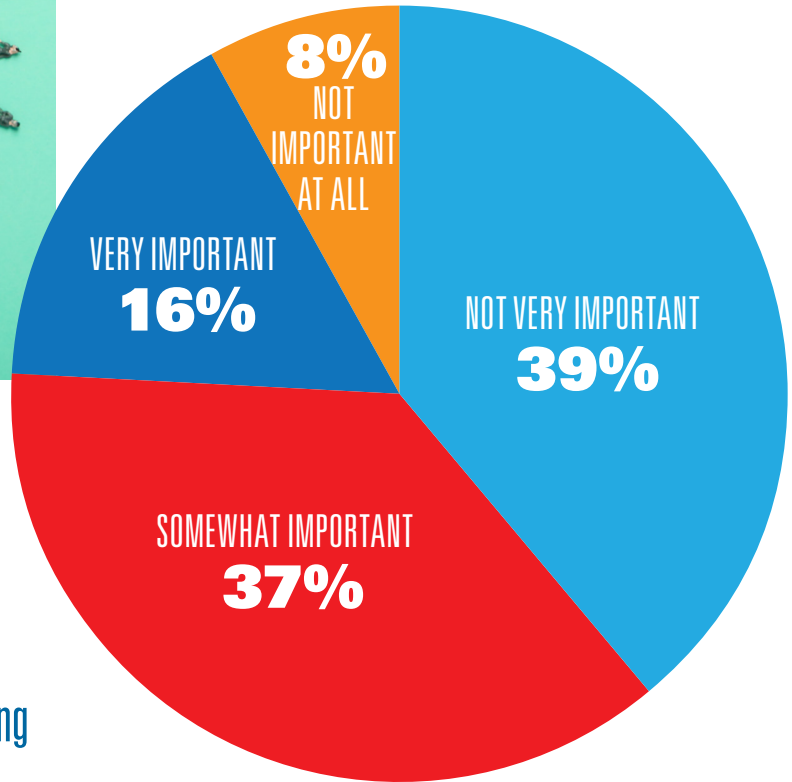


### HOW ARE LUXURY TRAVELERS CRUISING?

**SURVEY SAYS:**  
They prefer both large ocean cruises **(35%)** and small ship cruising **(33%)** over river cruises **(21%)** and expedition cruises **(11%)**



## IS SUSTAINABILITY AN IMPORTANT FACTOR FOR YOUR CLIENTS WHEN CRAFTING THEIR CRUISE VACATION?



## WHICH ONBOARD AMENITIES OR FEATURES ARE MOST OFTEN REQUESTED BY CLIENTS?

- #1** Culinary experiences and specialty dining
- #2** Shore excursions
- #3** Family-oriented activities and childcare
- #4** Spa and wellness facilities



## WHAT TYPE OF CRUISES ARE YOUNGER SAILORS OPTING FOR?

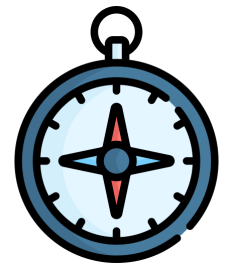
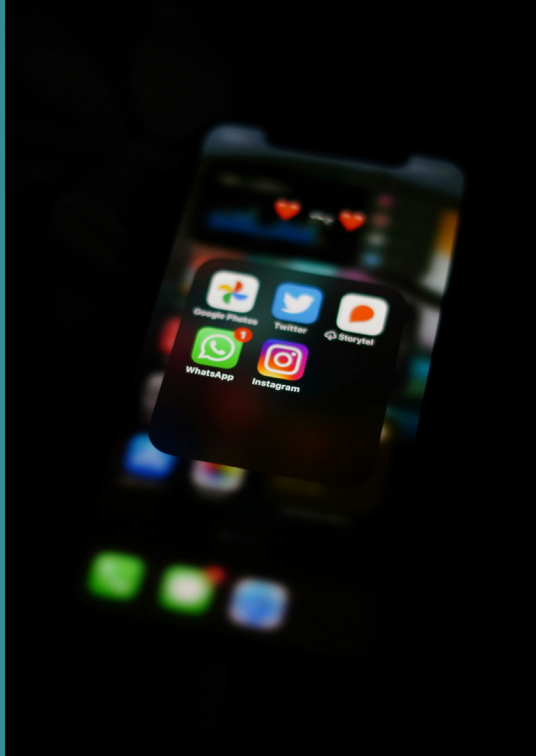
**Adventure and expedition cruises**





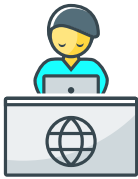
## TECH AT SEA: LOVE IT OR LEAVE IT?

**42%** of survey respondents said tech (such as app-based services, WiFi, etc) are a major selling point for clients.



## HOW DO YOUR CLIENTS CHOOSE THEIR PREFERRED CRUISE LINE?

**WINNER IS:**  
Specific  
itineraries and  
destinations



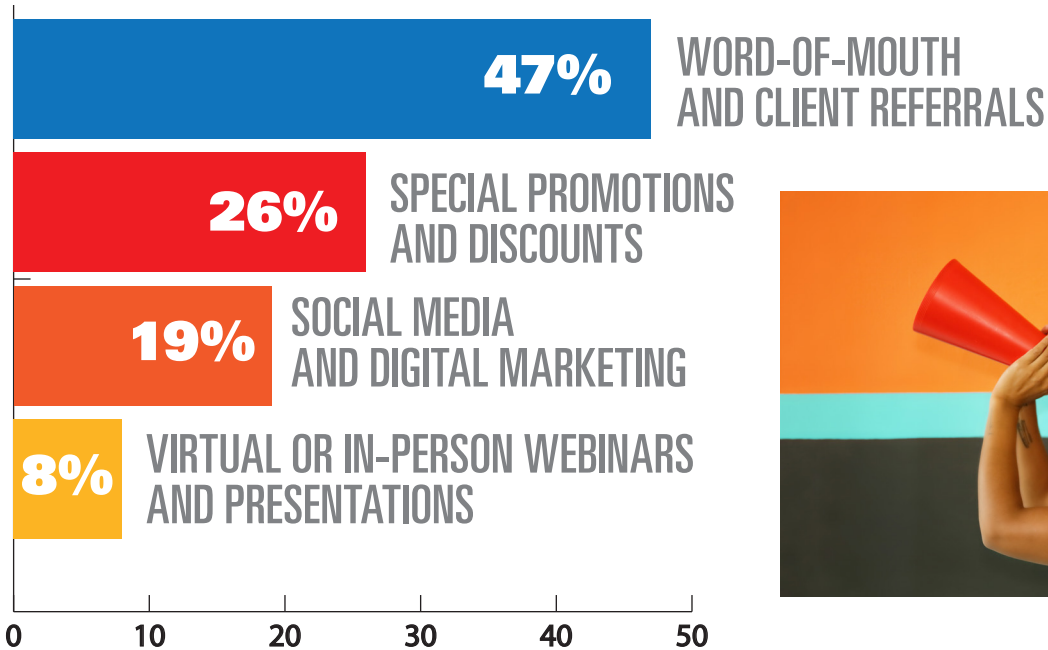
## ANYONE SAILING SOLO?

**41%**

of survey respondents say "Solo Travel" is growing but is still a niche market



## HOW DO YOU BEST PROMOTE CRUISES?





## ARE CLIENTS BOOKING PRE- AND POST-CRUISE LAND PACKAGES?

SURVEY RESPONDENTS SAY:  
Occasionally,  
with **20-50%**  
of those booking cruises,  
opting for a land package as well.



## HOW DO YOUR CLIENTS CHOOSE THEIR PREFERRED CRUISE LINE?

**WINNER IS:**  
Specific itineraries and destinations

## HOW DO YOU RANK THE FOLLOWING METHODS FOR OVERCOMING OBJECTIONS AND CLOSING A CRUISE SALE?

- #1** Offering special promotions or discounts
- #2** Highlighting unique experiences and itineraries
- #3** Addressing concerns about value and ROI
- #4** Providing testimonials or client reviews



## WHICH TRENDS WILL SEE THE MOST GROWTH IN THE NEXT FEW YEARS:

- #1** Expedition and adventure cruises
- #2** Luxury and high-end cruises
- #3** Sustainable and eco-friendly cruises / Shorter getaway cruises (tied)





# CUNARD®

Cunard® has been a leader in luxury ocean travel for 185 years, offering iconic voyages aboard its fleet of Queens. With a legacy of White Star Service™, unique enrichment and wellness, and the finest restaurants and bars, Cunard delivers refined travel for discerning guests – and supports Travel Advisors' continued success.

In today's cruise landscape, success starts with having the right tools at your fingertips. That's why Cunard® is committed to making it easier than ever for Travel Advisors to sell with confidence and convert with ease.

Their Travel Advisor portal, OneSourceCruises.com, is a robust resource hub designed to streamline your workflow. Whether you're new to Cunard or a seasoned seller, OneSource gives you everything you need in one place – from training and marketing materials to deck plans and promotions – so you can deliver brand expertise and valuable recommendations in every client interaction.

When time is of the essence, Cunard's Sailing Soon Savings helps you capture last-minute bookings with compelling fares on select voyages embarking soon. These regularly updated offerings are easily accessible via OneSource and can be a powerful tool for filling staterooms quickly while exceeding your clients' expectations.

And to ensure you're always in the loop, the monthly Note from Jamie email brings you expert insights directly from Jamie Paiko, Cunard's Vice President of Sales in North America. From seasonal selling tips to must-know updates, Jamie's message is a valuable touchpoint for staying informed of the latest updates and insights – helping you align with what's top of mind for your clients.

Cunard not only supports your business but also offers a product that truly delights travelers, empowering you with the tools to confidently match your clients with journeys they'll love – because when your client's vacations are unforgettable, you stand out as their trusted voice in travel.

**[cunard.com](http://cunard.com)**

**[onesourcecruises.com](http://onesourcecruises.com)**

 **[@Cunard](https://www.facebook.com/Cunard)**