

FROM SHORE TO SHIP

Attracting the Next Wave of Cruisers



U.S. EDITION

2024 From Shore to Ship: U.S. Edition

SNEAK PREVIEW

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

The preview that follows is just a sample from the full report. Please contact Paige Cram Fakhraie (pcram@travelzoo.com) or Chris Mastrippolito (cmastrippolito@cruising.org) for more information about how to access the full study.

Enjoy responsibly.



Survey Methodology

- **Objective:** To explore the potential market among U.S. and U.K. residents who have never cruised but show some level of interest. This study aims to offer insights and ideas for how the cruise industry can effectively convert cruise prospects into actual cruisers over the next few years.
- 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 U.S. respondents.
- The survey was fielded February 12–26, 2024. Data were tabulated and analyzed by MMGY Travel Intelligence.
- All participants were screened for:
 - Have not taken a cruise
 - 18 years of age or older



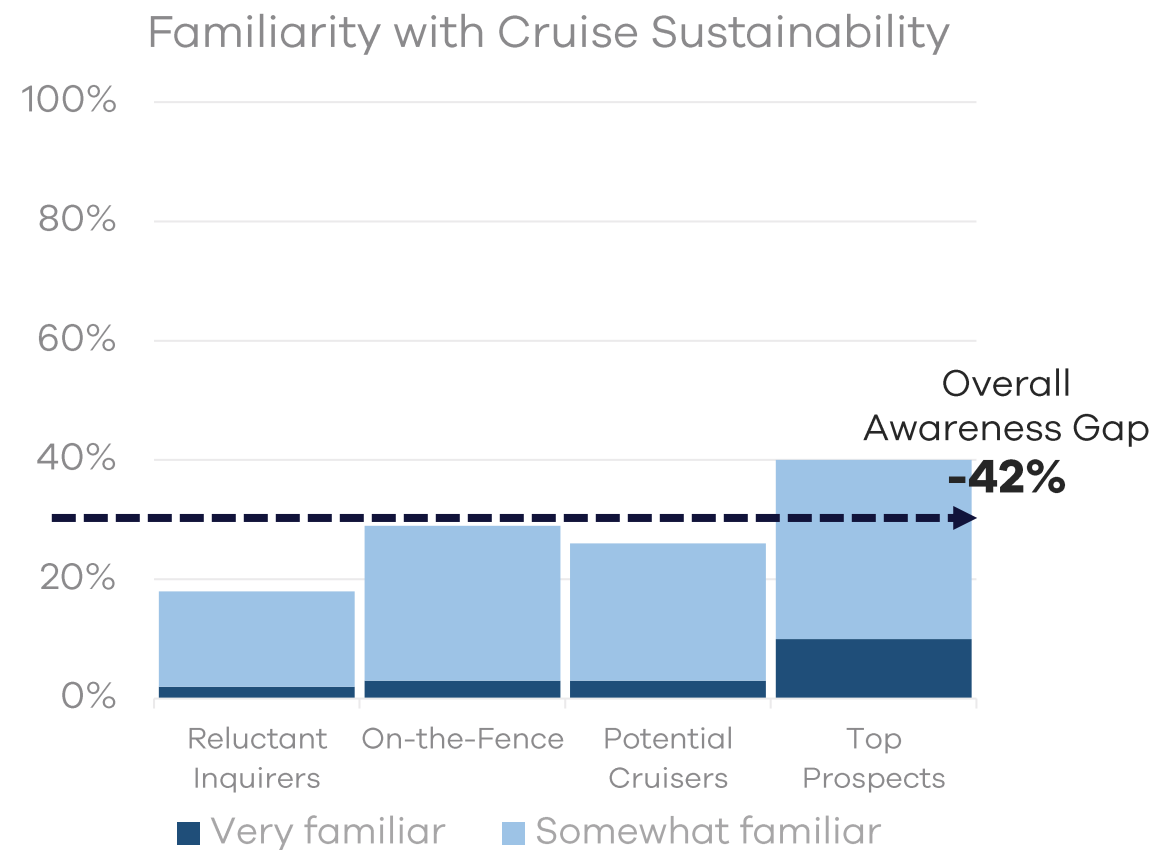
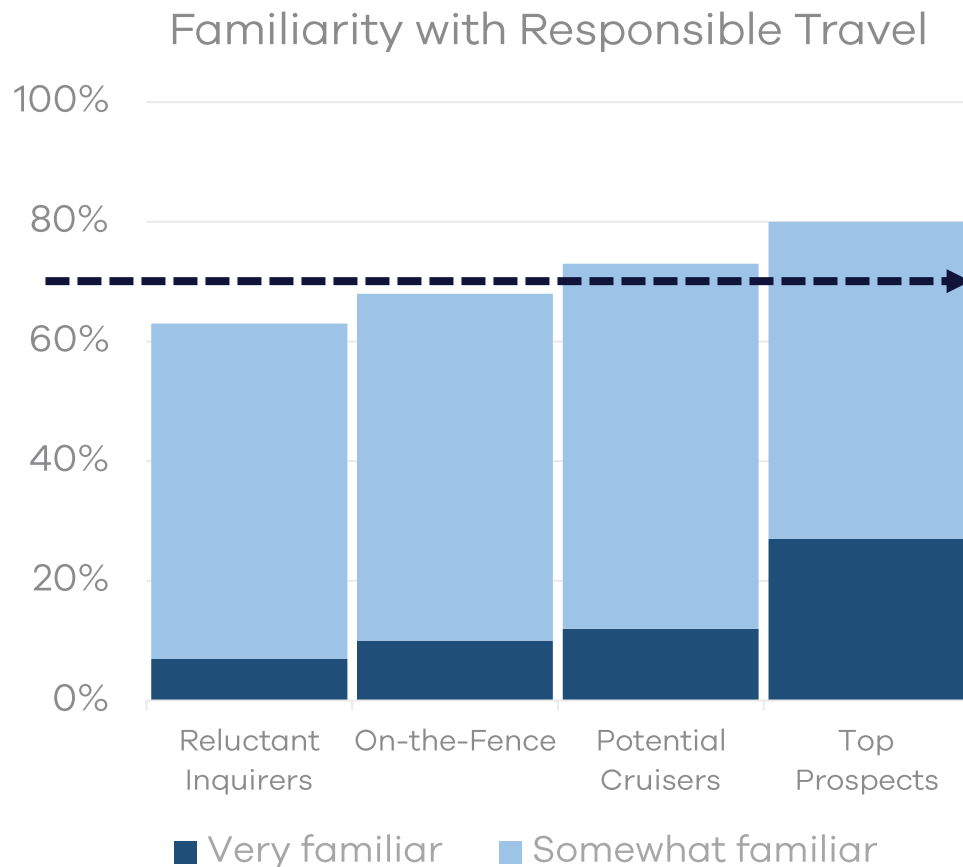
This sample size yields an error range of +/- 2.19 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 2.19 percentage points 95 of those times.



Key **INSIGHT #1**

Environmental and community impact concerns are significant for potential cruisers, revealing a market segment interested in sustainability. However, they are widely unaware of cruise sustainability efforts and do not associate cruising with efforts for cultural sustainability.

While a majority of potential cruisers feel at least somewhat informed about responsible travel practices, 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.

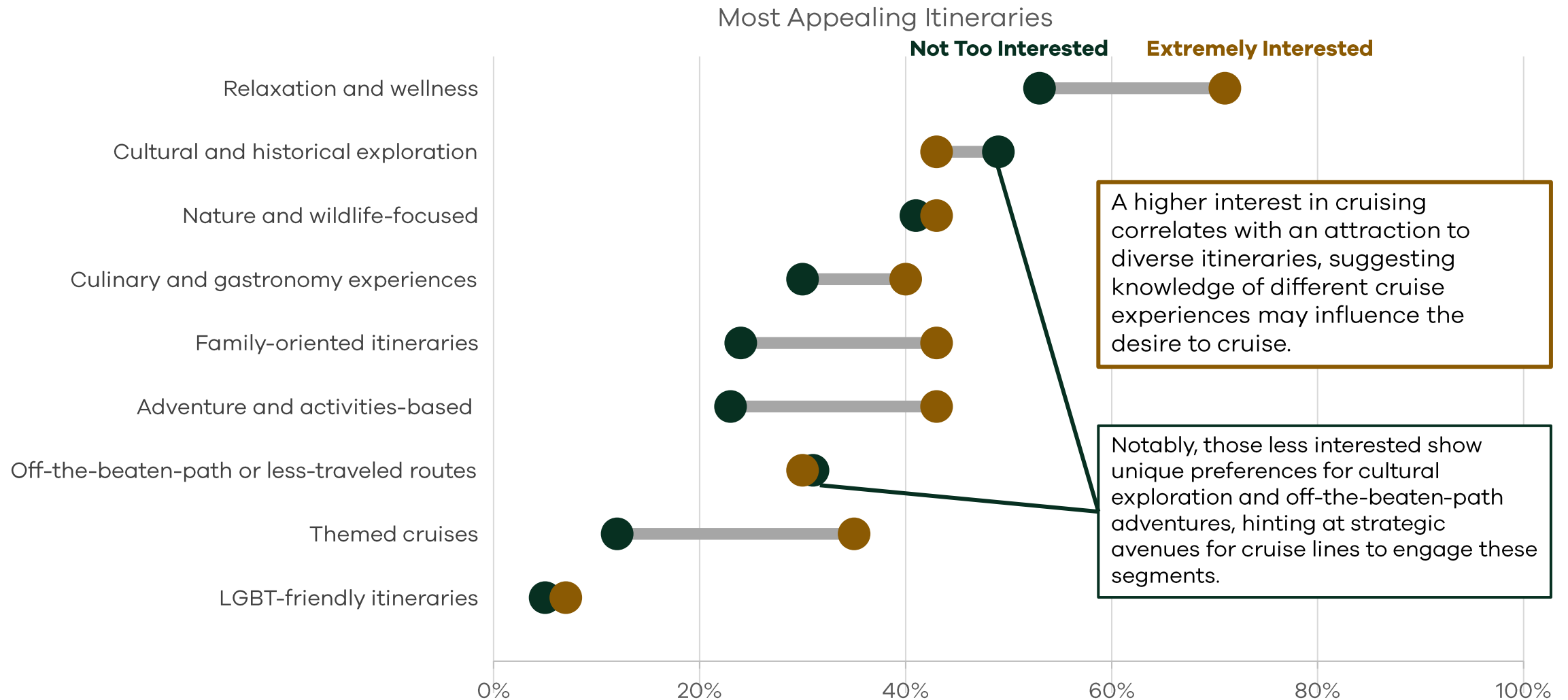




Key
INSIGHT #2

Travelers often see cruising merely as a tranquil retreat, yet interest grows as they learn of options for cultural, adventurous, and personalized experiences, suggesting that broader awareness could reshape cruising into a journey of discovery and adventure.

Relaxation and wellness are universally the most appealing aspects of cruise itineraries across all interest levels.



An aerial photograph of a tropical island with a cruise ship docked at a pier. The water is a vibrant turquoise color, and the island is lush with greenery. The text 'Key INSIGHT #3' is overlaid on the image.

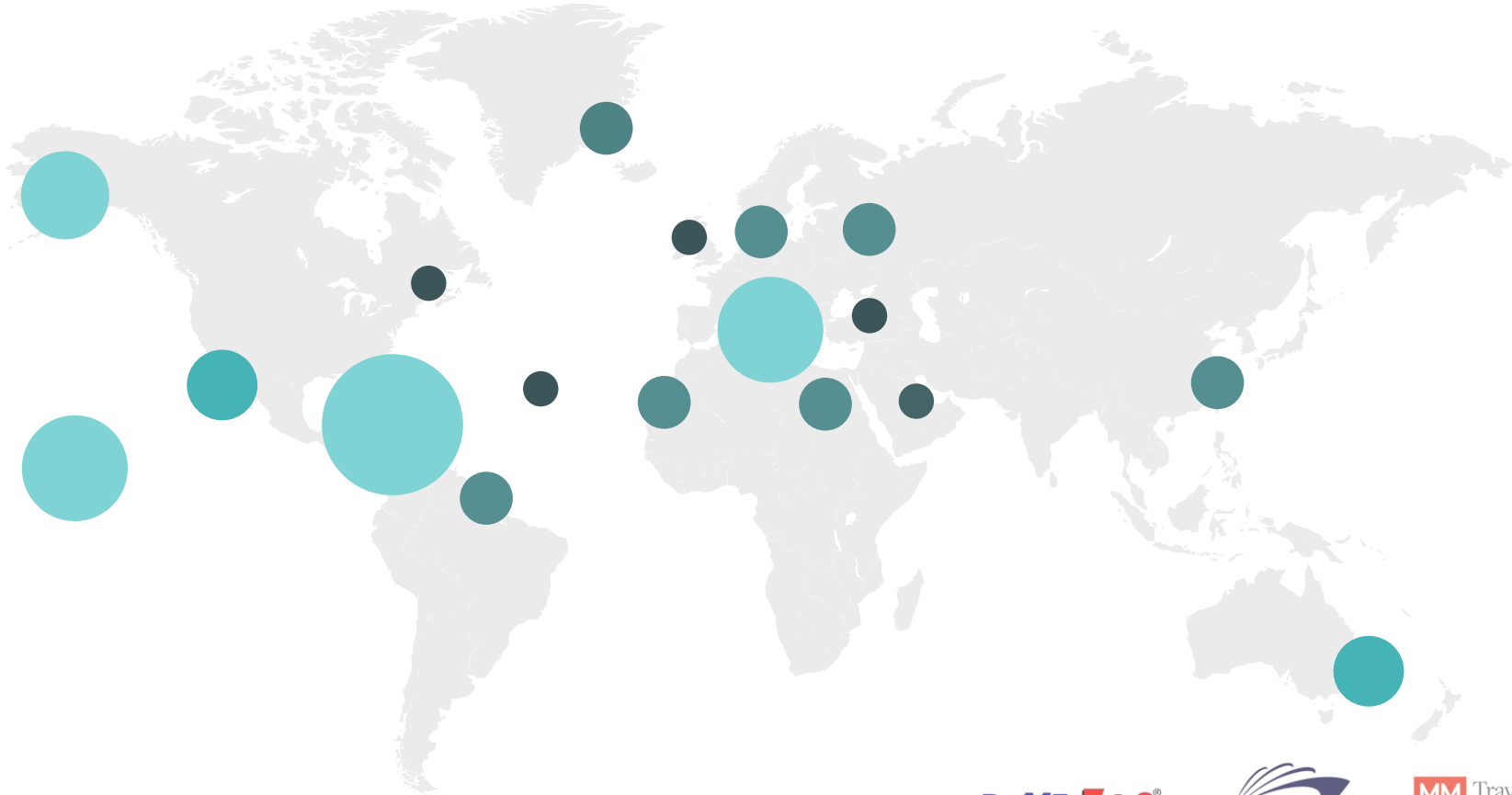
Key
INSIGHT #3

U.S. participants display a proclivity for voyages in proximate regions such as the Caribbean, Bahamas, Bermuda, Hawaii, and Alaska, where the allure of familiar cultural ties and shorter travel distances may be influential.

U.S. Residents Potential Cruisers	
Caribbean/Bahamas/Bermuda	63%
Hawai'i	48%
Mediterranean	40%
Alaska	39%
Australia/New Zealand/Pacific	28%
Northern Europe	26%
North American (West Coast/Mexico/California/Pacific Coast)	26%
European continent (River cruises)	23%
Egypt and Nile River Cruises	18%
South America	18%
World Cruise	17%
British Isles	17%
Canada East Coast/New England	16%
Canary Islands	15%
Asia & China	15%
Exploration (Antarctic/Arctic/Galapagos/Greenland/Iceland/North Cape)	15%
Baltics	9%
Middle East & Africa (Separate from Egypt and the Nile River Cruises)	9%
Transatlantic	8%
Other	2%

Regional Cruising Interests

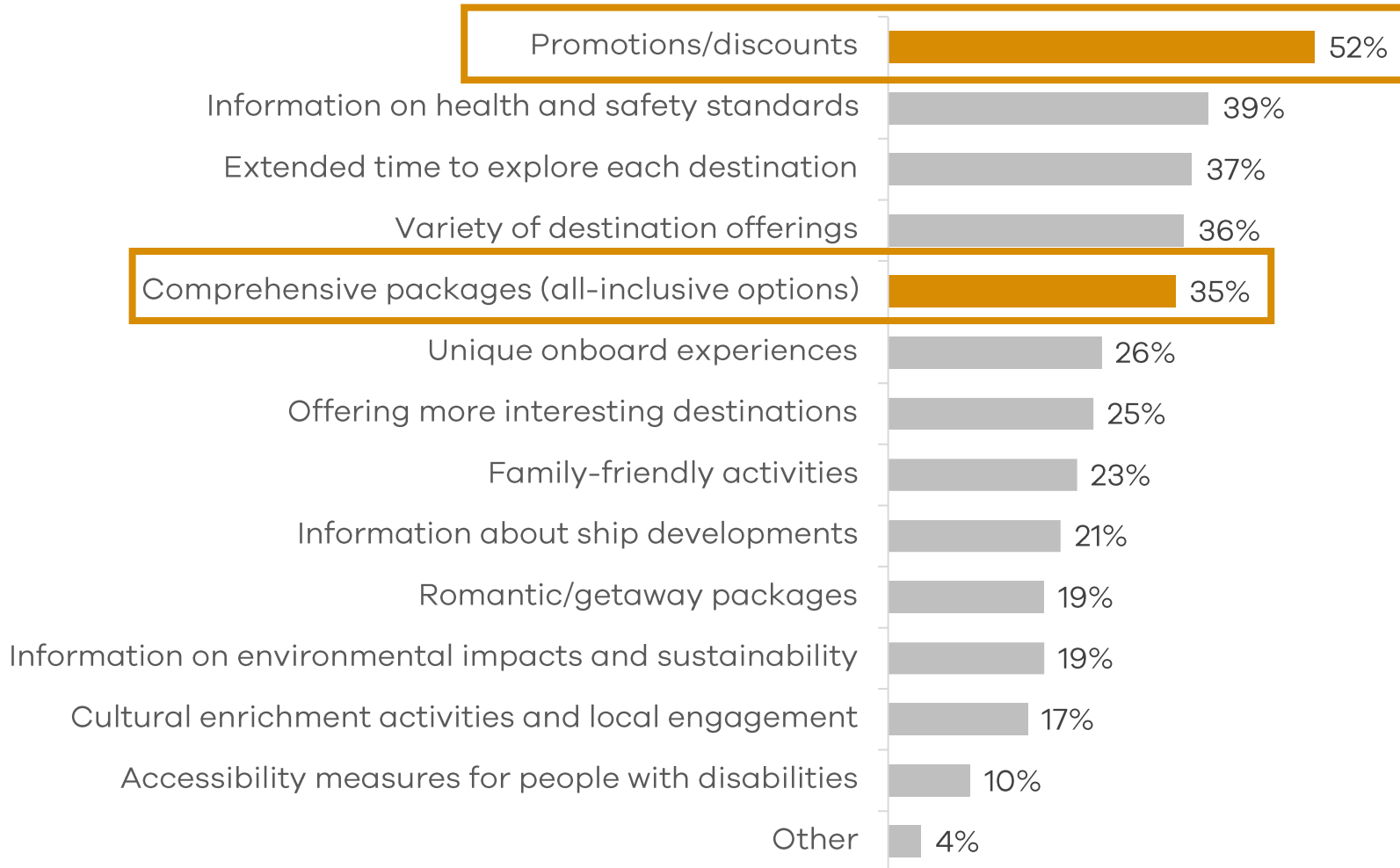
The distribution of regional interests among the respondents emphasizes a discernible preference for destinations within close proximity to the United States, such as the Caribbean, Bahamas, and Bermuda region, Hawai'i, and Alaska.



Key **INSIGHT #4**

The consistent emphasis on promotions and discounts as a major appeal, paired with the widespread concern over personal financial impediments, reveals a clear pattern: cost-effective strategies are essential to convert interest into actual cruise bookings.

Factors That Would Enhance Cruise Appeal



“Personal Financial Impediments” are the third major barrier when considering a cruise, with 41% of the overall U.S. 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 **37% 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.

**For access to the full report
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