

Cruises - UK - October 2016

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“Increased capacity meant the cruise market enjoyed excellent growth in 2015. Capacity will expand even further over the next few years meaning travel brands have a great opportunity to target affluent ABs and older consumers who make up the bulk of cruisers.”

– **Fergal McGivney, Travel Analyst**

This report looks at the following areas:

- Research suggests more could be done to encourage families to cruise
- For cruising, travel agents are well placed to offer their expertise

This Report analyses key market drivers and trends, and looks at leading operators, product innovation, projected forecasts and detailed consumer analysis including sea and river cruise holidays taken, interest in taking a sea or river cruise, interest in different cruise types, booking methods for cruises and general attitudes towards cruises.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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