

Cruises - UK - October 2014

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“Cruise ships will continue on their evolutionary path from ships to hotels-at-sea to floating destinations, becoming as much a focal point as the places visited, with operators hoping that customers will be willing to trade some of the itinerary for a better on-board experience.”
– John Worthington, Senior Analyst

This report looks at the following areas:

- How might rising fuel costs re-shape the cruise product?
- On which demographic groups should cruise brands concentrate their marketing resources?
- What are the opportunities for river cruises?
- How can cruise holidays appeal to AB independent travellers who would not normally consider a mainstream cruise?

Cruise is probably the only holiday sector to have achieved continual growth throughout the past three decades, increasing inexorably. However cruises remain an acquired taste, accounting for only one in 20 holidays abroad, and growth has only been maintained in recent times by heavy discounting and the commitment of experienced, regular customers.

Impending capacity increases from 2015 offer new opportunities and the market needs to attract new customers, but a key decision for operators is whether to focus on the core over-55s market or to diversify into younger demographics.

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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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