

Cruises - US - October 2015

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"Recent growth in the North American cruise market has come primarily from increased frequency of cruising by core cruising consumers, who are largely affluent and 55+, rather than by growing the number of cruisers. The industry needs to attract the new and younger cruisers who could ensure future demand keeps pace of supply growth."

- Fiona O'Donnell, Category Manager

This report looks at the following areas:

- Frequent cruisers dominate the market; brands struggle to recruit new cruisers
- Safety concerns linger among younger cruisers
- The tyranny of increasing expectations
- Despite added capacity, ships go out full

The North American cruise market is growing rapidly, far outpacing the economic recovery as well as vacation spending as a whole. The market saw 48% growth from 2010-15, and Mintel expects continued strong growth as cruise lines add capacity and launch new cutting-edge ships. In the long term, continued growth is dependent on attracting new cruisers, including a younger and more diverse demographic, to the industry.

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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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