

River Cruising - March 2015

Report Price: £295.00 | \$477.74 | €374.74

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"The new additions to riverboat fleets (with more ships on the drawing board) have widened the customer base for river-cruise holidays, which, if current trends continue, will increase exponentially, throughout the coming decade."

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- Why are European river cruises so popular with Americans?
- What differentiates German riverboats from those operated by North American companies?
- How are travel agents still able to profit from river cruises?
- Why do younger cruisers prefer short cruises and how are riverboat operators responding to their needs?
- Why are Egypt and Russia – two of the world's political hotspots – impacting the demand for river cruises?

River cruises represent a tiny percentage of the overall cruise industry, but the market is expanding rapidly, and increasing, according to some sources, by double-digit percentages, year on year. There are a number of reasons for this sudden spurt in river cruises – the surging number of Baby Boomers (those born between 1946-64) who are entering (or have entered) their retirement years, the upgrading of ships and the launch of new ones (particularly those sailing the rivers of Europe) and an overhaul of the way in which the river-cruise industry is run.

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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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 Russia – VODOHOD
 US: river cruises operating outside America
 Viking River Cruises
 AmaWaterways
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 US: river cruises operating within America
 American Cruise Lines
 Selling river cruises
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