

Cruises - China - March 2017

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“The overseas cruise market is booming in China. With more players joining the competition, driving awareness and establishing unique identities is vital. There is potential for brands to exploit older consumers. To sustain growth, more destinations should be explored.”

– **Terra Xu, Senior Research Analyst**

This report looks at the following areas:

- A booming overseas cruise market
- Appealing to the older consumers
- The opportunities for domestic cruises

Covered in this report

This report examines the market for sea and river cruises in China. For market size, only overseas cruises departing from ports in Mainland China are included. For consumer research, both overseas and domestic cruise lines are covered, with a focus on overseas cruise.

A cruise is defined as any sea- or river-based tour taken by fare payers on board a vessel whose main purpose is the accommodation of guests. The tour should include at least one night's stay on the vessel. The definition covers both overseas lines (leaving from either domestic ports or overseas ports to foreign countries) and domestic lines (where the entire cruise stays within Chinese territory).

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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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A booming overseas cruise market

The facts

The implications

Appealing to the older consumers

The facts

The implications

The opportunities for domestic cruises

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The implications

The Market – What You Need to Know

China's overseas market enjoyed a rapid growth

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