“The new high profit levels may not be completely sustained over the next ten years as there will always be moments of economic (or geopolitical) crisis when profitability suffers but the industry has shown itself to be resilient and now all the major companies have much stronger balance sheets than some have enjoyed in the past.”

– Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- Will higher-visibility security remove the fear factor among cruise travellers?
- Why is Australia the most highly penetrated of all cruise source markets?
- Is cruising really to blame for overtourism?
- Why are the cruise companies gambling billions on LNG?
- Will the trend for adults-only cruising help or hinder growth?
- Does using intrusive technology to customise individual cruise experiences attract or alienate passengers?
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