



October 2015

Cruises - US

"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 ...

July 2015

The Business Traveler - US

Continuing corporate profitability has boosted the business travel market, estimated to reach \$234 billion in 2015. All segments of the market – including airlines, hotels, and rental car companies – have benefited as companies boost business travel spending. Heightened demand, industry consolidation, and pricing action have been advantageous for the ...

June 2015

Frequent Travel Programs - US

The travel loyalty market has seen steady membership growth between 2006 and 2014 as consumers look for ways to reduce their travel costs and earn special perks and rewards. The market is expected to continue growing as consumers gain confidence in the expanding economy and spend their disposable income on ...

Car Rentals - US

"Car rental revenues have been increasing steadily and are expected to continue growing through 2020 as consolidation in the market drives up prices and as travel participation/expenditures rise. New technologies and service model adjustments should help companies maintain sales growth, as should improved loyalty offerings and more streamlined rental ...