

Cruises - UK - October 2013

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“In a broader holiday market dominated by comparison websites and dictated by value for money, cruising is an industry where first impressions really do count. Mintel's finding that roughly a third of sea cruisers are not interested in taking another suggests that the industry has a long way to go in leaving a positive impression on passengers and encouraging repeat business.”
– Harry Segal, Research Analyst

This report looks at the following areas:

- What is the chief barrier to growth in the sea cruise market?
- What are the long-term impacts of the Costa Concordia sinking?
- How important is branding in the cruise market?
- How have increasing air fares affected the sea cruise market?

The UK sea cruise market has performed well throughout the recession, and has enjoyed year-on-year growth in passenger numbers since 2004. However, volume growth has slowed and penetration remains low - just 14% of UK adults have ever taken a sea cruise and roughly a third of those who have taken a cruise are not interested in taking another.

The challenges for cruise lines and agents lie in shifting negative perceptions such as bad value for money and high costs, and making the wider population aware of increasingly accessible products such as mini-cruises.

This report examines sea and river cruises taken by UK residents and forecasts how the sea cruise market will perform over the next five years. It explores the challenges and opportunities that operators will face in 2013/14 and investigates the core drivers behind changes in the market. The report also examines consumer attitudes towards cruises and highlights key innovations in the market. This subject was last explored in Mintel's Cruises, UK – April 2012 report.

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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