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## Cruises - UK - February 2020

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This report looks at the following areas:

- The voyage to becoming greener
- Huge opportunity to tap into the ageing population

The coronavirus outbreak has led to cancellations and amended cruise itineraries in Asia since the start of 2020. Though Asia accounts for a small share of sea and river cruises taken by UK residents, media attention surrounding the impact of the coronavirus on travel and affected cruise ships will impact cruise holidays' appeal.



"Travellers' need to share eye-catching stories via social media and their desire to avoid overcrowded holiday destinations worldwide has led to rising demand for unique and exclusive experiences."

– Marloes de Vries, Senior Travel Analyst

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- **Cunard offers tips provided by locals**
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- **Silversea launches option to fly directly to Antarctic**
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- **Cruise holidays appeal to those looking for new and exclusive experiences**
- **Innovative cruise lines more likely to win over younger passengers**
- **Local food and drink holds high appeal among cruise passengers**
- **Cruise holidays seen as a greener alternative to flying**
- **Wellness facilities are the most desired daytime element**
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