



Cruises - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the cruise market
- Barriers and motivations for cruising, whether for repeat cruisers or first-timers
- How cruises are viewed in contrast to other vacation types
- How consumers view the cruise industry with regard to environmental and ethical issues

Of all of the travel industries affected by the pandemic, the cruise industry suffered the most drastically. While other sectors saw significant reductions in operations, the entire cruise industry was prohibited from conducting business in the name of public safety. Now cruises are resuming, and they are being met by an excited consumer base. In fact, one major cruise line reports that their bookings for the second half of 2022 outpace 2019 levels.

However, the pandemic has given past and potential cruisers time to reassess their values and travel priorities. Many are coming back to port with new considerations that the industry needs to address to turn a successful rebound into stable, longer-term growth.



“Cruise passengers are excited about cruise lines resuming operations, making a quick recovery a real possibility. To continue to build affinity, cruise lines need to not only continue to provide safety but also bring new experiences and destinations to the sailing public.”

– Mike Gallinari, Travel & Leisure Analyst

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