

# Cruises - China - April 2019

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## This report looks at the following areas:

- Responding to demand for wellness in holidays is an opportunity to differentiate
- Pilot fly cruises among high earners
- Appetite for nostalgic and cultural experiences

Companies need to focus on maintaining high service quality and differentiating on-board activities and onshore tours to achieve long-term growth in the China market. Mintel has identified an opportunity for cruise companies to differentiate their on-board services by responding to consumers' increasing demand for wellness.



"Although the cruise market is currently in a transitional period, there is potential for market growth in the long term. It is important for companies to focus on service quality, differentiating activities and forming strong partnerships with travel agencies to achieve sustainable growth."

– **Saskia Zhao, Research Analyst**

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