Cruisers are loyal

What best describes the likelihood that you will cruise in the next few years - As of August 2020

- 75% of cruisers still want to cruise compared to 80% pre-Covid (December 2019)
- 55% on non-cruisers are still likely to cruise

How likely to take a cruise in next 2 years?

- 77% of cruisers are very likely or likely to take a cruise in the next 2 years compared to 78% in December 2019

Cruisers are ready to go

As of June 2020, one out of 3 cruisers likely to cruise again, was willing to cruise within six months, thus the end of year, another 46% within a year

Cruisers want to experience the full cruise experience but are willing to compromise once they are ready to cruise

Most likely cruises to be selected is the “traditional” 7 to 10-day cruise with multiple destinations

Second most popular is a short cruise with limited destinations, a perfect cruise type to resume operations

The protocols that cruisers are expecting are fully aligned with what cruise lines are implementing

Expected protocols are also associated with improving processes that are aligned with processes/expertise already existing within the cruise industry pre-covid

Top Choices for reassuring safe to cruise June 2020

- Sanitation and cleaning protocols should be increased
- Air filtration should be upgraded
- Shipboard medical resources will be expanded
- Shore excursions should follow stringent health protocols
- Passenger capacity should be limited to ensure social distancing
- Covid-19 should take place right before embarking

Cruisers are not waiting for a vaccine before committing to cruising

It will be safe to cruise once a vaccine becomes available scores at the lowest level of all protocols expected

Cruisers are disciplined and are willing to follow the protocols to ensure a safe cruising experience for them, other passengers and crew members

- 93% are willing to wear a mask
- 92% will follow a social distancing
- 88% will take a covid-19 test prior to embarking
- 87% support daily temperature checks