



# CLIA RESEARCH HIGHLIGHTS

EIGHT COUNTRIES, 500 INTERNATIONAL VACATIONERS PER COUNTRY

21 September 2020

## 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