



# CLIA RESEARCH HIGHLIGHTS

BASED ON RESEARCH COVERING EIGHT COUNTRIES AND 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?

- 75% of cruisers still want to cruise compared to 80% pre-COVID-19.
- 55% on non-cruisers are still likely to cruise.

How likely are you to take a cruise in next 2 years?

- 77% of cruisers are very likely or likely to take a cruise in the next two years compared to 78% pre-COVID-19.

## Cruisers are ready to go.

As of June 2020, one out of three cruisers is likely to cruise again and would cruise within the next six months. Nearly one out of two (46%) would cruise 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 are “traditional” seven- to 10-day cruise options with multiple destinations.

Second most popular are short cruises with limited port calls for initial resumption of operations.

## Cruisers are not waiting for a vaccine before committing to cruising.

The percentage of cruisers who say “It will be safe to cruise only once a vaccine becomes available” scores at the **lowest level** of all protocols expected (27%).

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

## They are also associated with enhancing existing processes cruise lines had in place prior to COVID-19.

Top choices among cruisers that would make them feel it's safe to cruise include:

- Increased sanitation and cleaning protocols (45%)
- Upgraded air filtration (39%)
- Expanded shipboard medical resources (38%)
- Shore excursions that follow stringent health protocols (36%)
- Limited passenger capacity to facilitate social distancing (36%)
- COVID-19 testing for passengers and crew before boarding (36%)

## Cruisers are disciplined and are willing to follow the protocols to support a safe cruising experience for them, their fellow passengers, the crew members, and communities visited.

- 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

Source: CLIA Cruise Sentiment/Perception/Interest Surveys: Eight Countries (Dec 2019, April, June, & August 2020)