



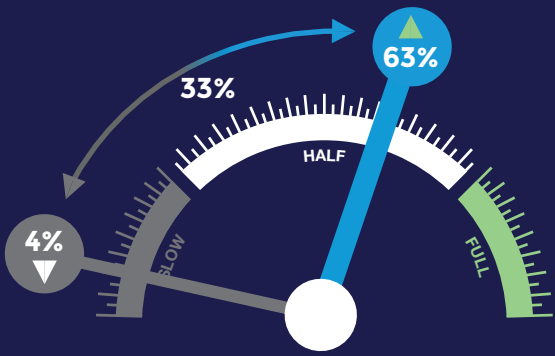
# CRUISE INDUSTRY

CONSUMER OUTLOOK | SECOND EDITION

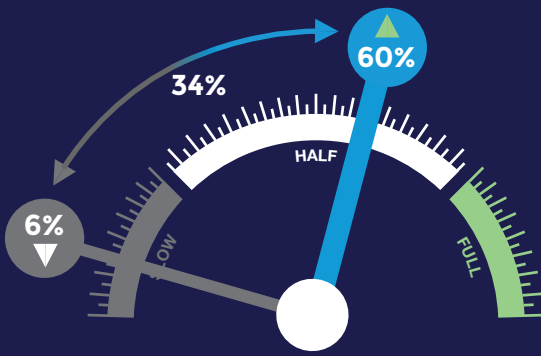
## CRUISE INDUSTRY OVERALL RATING



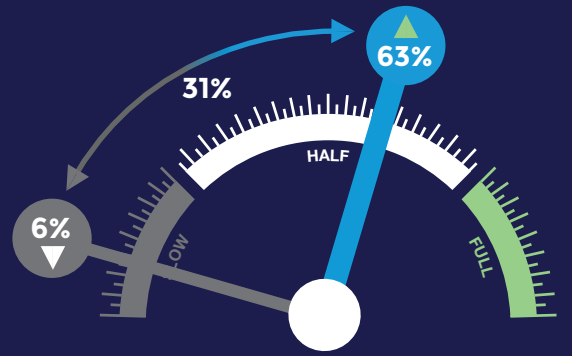
IN THE PAST YEAR OR TWO, HAS YOUR AWARENESS, INTEREST AND ATTITUDE TOWARD CRUISE VACATIONS CHANGED?



AWARENESS



ATTITUDE



INTEREST

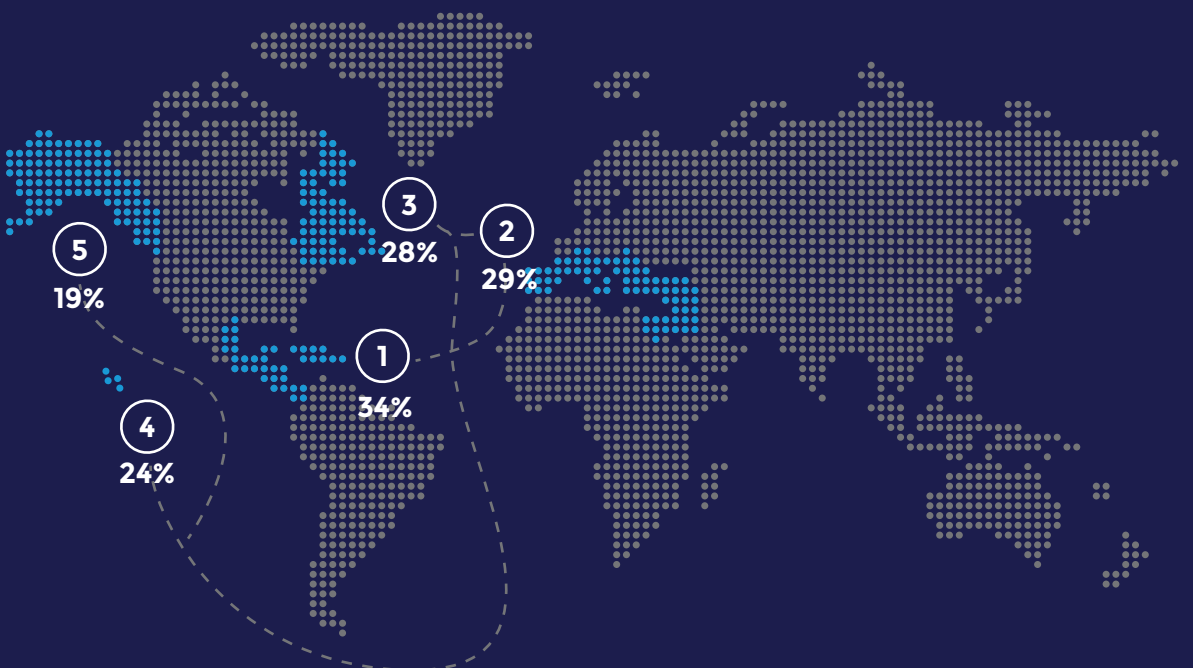
**KEY**    ▼ DECREASED    ● STAYED THE SAME    ▲ INCREASED



% OF CRUISERS WHO SAY CRUISING OFFERS A HIGH VALUE EXPERIENCE FOR THE MONEY



% OF CRUISERS THAT ARE LIKELY TO BOARD A CRUISE SHIP IN THE NEXT 12 MONTHS



- CARIBBEAN / BERMUDA / ATLANTIC MEXICO
- EUROPE / MEDITERRANEAN
- CANADA / NEW ENGLAND
- HAWAII
- ALASKA / PACIFIC NORTHWEST

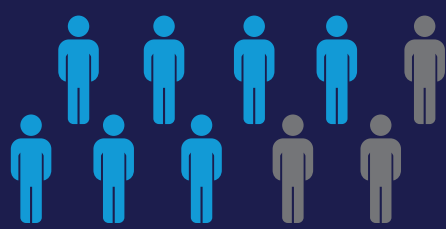
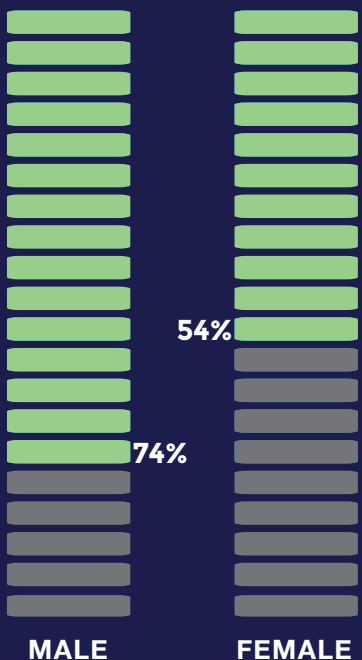
TOP 5 DESTINATIONS POTENTIAL CRUISE PASSENGERS ARE INTERESTED IN VISITING

### WHO IS BECOMING MORE INTERESTED IN CRUISING



IN THE PAST TWO YEARS HAS YOUR INTEREST IN CRUISING INCREASED OR STAYED THE SAME?

INCREASED  
NO CHANGE



7/10

ARE AWARE THEY HAVE A CRUISE PORT OPTION CLOSE TO HOME



17%  
5 DAYS

33%  
7 DAYS

Editor's note: J.D. Power conducted the North America Cruise Industry Sentiment Consumer Outlook web-based surveys in April 2017, targeting 500 consumers who: 1) earn more than \$50,000 annually; and 2) had taken a vacation within the past three years. This survey will be conducted three times per year to establish industry trends.

