



2010 Cruise Holidays Cruise Trends Survey Consumer Guide to Cruising

Cruise Holidays is providing precise booking data and identifying cruise industry trends based on *actual* bookings of the Cruise Holidays network thanks to its proprietary Web-based business operating system, CruiseWeb 6.0. Cruise Holidays is the oldest cruise specialty retailer in North America with stores and home-based locations in the United States and Canada.

Top cruise destinations booked through 12/31/09 with a sail date of 2010:

<u>2010 Top Cruise Destinations</u>	<u>% of Bookings</u>
1. Caribbean	54.85%
2. Alaska	10.58%
3. Bahamas	7.22%
4. Mexican Riviera	6.97%
5. Europe – Mediterranean	6.95%
6. Panama Canal	3.89%
7. Bermuda	3.02%
8. Hawaii	2.93%
9. European Rivers	1.93%
10. Europe - Baltic	1.66%

Average Cost of Most Popular Itineraries, from bookings in 2009 that sail in 2010:

(This includes information from all categories of cruise lines: Contemporary, Premium and Luxury. It also includes all stateroom categories. These figures are based only on the cruise portion of each booking; they exclude items such as: airfare, pre-/post-cruise hotel, shore excursions, etc.).

	<u>2010 Cost Per Person/Per Day</u>	<u>2009</u>	<u>2008</u>
7-Day Alaska Cruise	\$230 pp/per day (total of \$1,610)	\$255	\$259
7-Day Caribbean	\$147 pp/per day (total of \$1,029)	\$171	\$159
12-Day Mediterranean	\$262 pp/per day (total of \$3,144)	\$290	\$269

Average length of the booking window for cruises booked 1/1/09 – 12/31/09 (time between 2009 booking date and actual sail date)

	<u>2009</u>
Less than 1 month	6.23%
1-3 months	33.91%
4-5 months	19.39%
6-8 months	19.67%
9-11 months	8.83%
More than 11 months	11.97%

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This portion of the report was conducted via survey, January 4, 2010 – January 22, 2010. The results are based on responses from 135 Cruise Holidays experts in the United States and Canada.

In what cruise destination have you seen the biggest increase in interest over the past year? (Respondents wrote in regions as well as specific ports.)

1. Mediterranean and/or Europe
2. Alaska
3. Caribbean
4. Rome
5. Mexican Riviera
6. Barcelona
7. (tie) San Juan, Puerto Rico
7. (tie) Seattle, WA

What is the first thing you personally do when you board a ship?

1. Find your stateroom
2. Just explore the ship/wander around
3. Get something to eat
4. Go on deck to see the view
5. Go to a bar or lounge for a drink

Other write-in responses:

- make reservations at spa and specialty restaurants
- check e-mails and work until baggage arrives

For your younger clients (age 40 and under), what is the biggest attraction for cruising?

1. Price point/value
2. Chance to see new destinations
3. Onboard activities (shows, casinos, pool, etc.)
4. It's an ideal option for groups of friends/family
5. The convenience (unpack once, no rental car, etc.)
6. Chance to experience new ships
7. It's an ideal option for couples
8. Shore excursions
9. Onboard dining options

Other write-in responses:

- Port of embarkation
- Warm weather

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What is the single most exciting recent cruise ship innovation?

1. Royal Caribbean's *Oasis of the Seas*' sheer size
2. Royal Caribbean's *Oasis of the Seas*' AquaTheater
3. Royal Caribbean's *Oasis of the Seas*' Central Park
4. Celebrity *Equinox*'s/*Solstice*'s Lawn Club
5. Celebrity *Equinox*'s/*Solstice*'s glass blowing studio
6. Carnival *Dream*'s Cove Balcony cabins (near the water line)
7. (tie) Carnival *Dream*'s indoor/outdoor Ocean Plaza
7. (tie) Seabourn *Odyssey*'s spa
7. (tie) Viking *Legend*'s new suites

Other write-in responses:

- Real gardens and trees all over *Oasis of the Seas*
- NCL single studios (*note – this choice was not provided as option since the ship is coming online later this year*)

* Other cruise line innovations were provided as choices but did not garner a large enough number of votes to be included in results.

What “niche” cruise did you book most from 01/01/2009 – 12/31/2009? (for example, a specific type of affinity group) (Open-ended question – respondents wrote in their responses)

1. Friends and family groups
2. Seniors
3. Church/faith-based groups
4. (tie) Wine lovers
4. (tie) Dancing

Other responses included: firefighters, GLBT, reunions, scuba clubs, art historians, business/Chamber of Commerce groups, contest winners, Corvette club, coloring at sea art group