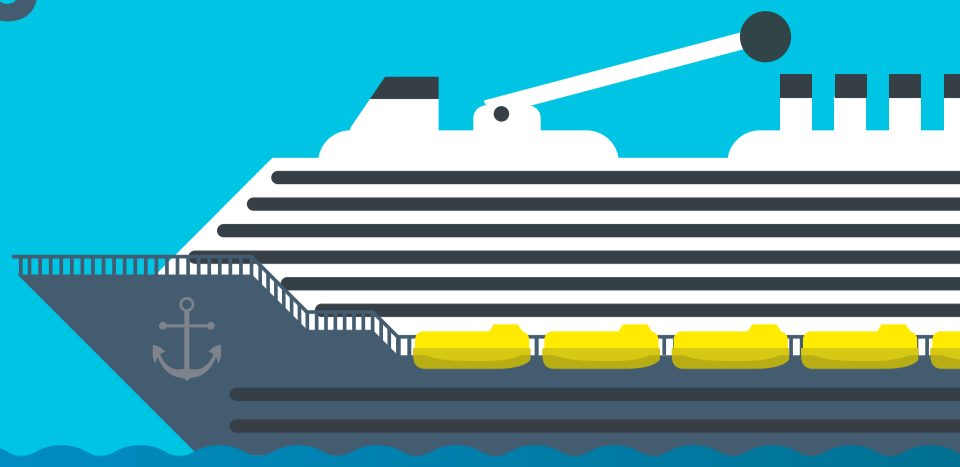


# THE CRUISE PICTURE 2017-2018

POWERED BY  
**flagship**

EXPERTS IN CRUISE  
LINE COMMUNICATIONS



## THE UK&I CRUISE LANDSCAPE

A RECORD HIGH OF

**1,971,000** ↑4.3%  
VS 2016

OCEAN CRUISE PASSENGERS  
SET SAIL IN 2017



SINCE 1997 CRUISE  
PASSENGER NUMBERS  
HAVE GROWN BY

**636,000**

↑47%

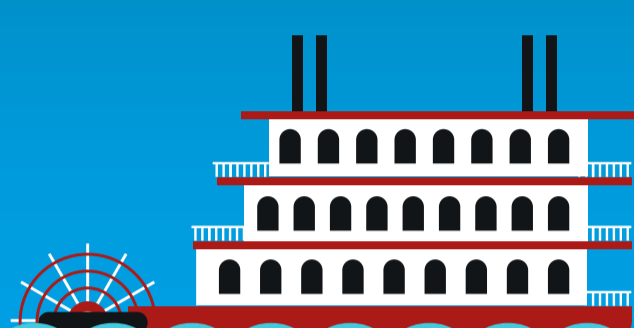
THE MEDITERRANEAN  
IS THE MOST POPULAR  
DESTINATION WITH

**37%** of the  
total market

**210,400**

BRITS TOOK A  
RIVER CRUISE IN 2017

21% year on year increase



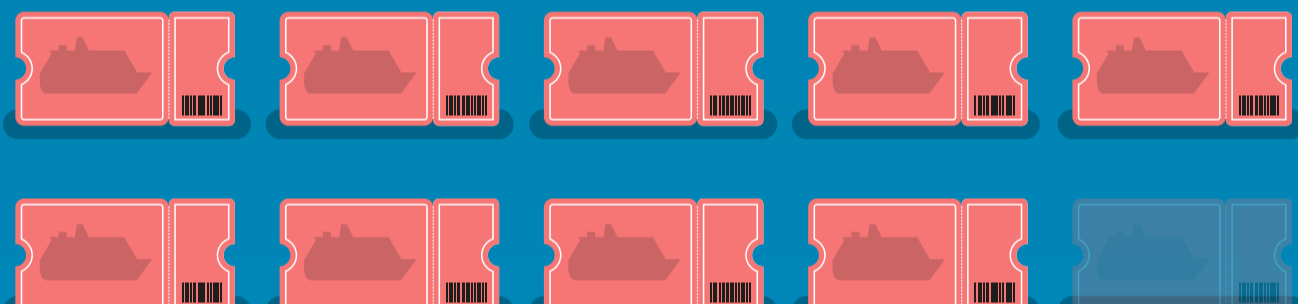
## UK CRUISERS

THE AVERAGE CRUISER

- ✓ TAKES 2 CRUISES PER YEAR
- ✓ 55 YEARS OLD
- ✓ PREFERS TO CRUISE IN THE SUMMER THAN WINTER

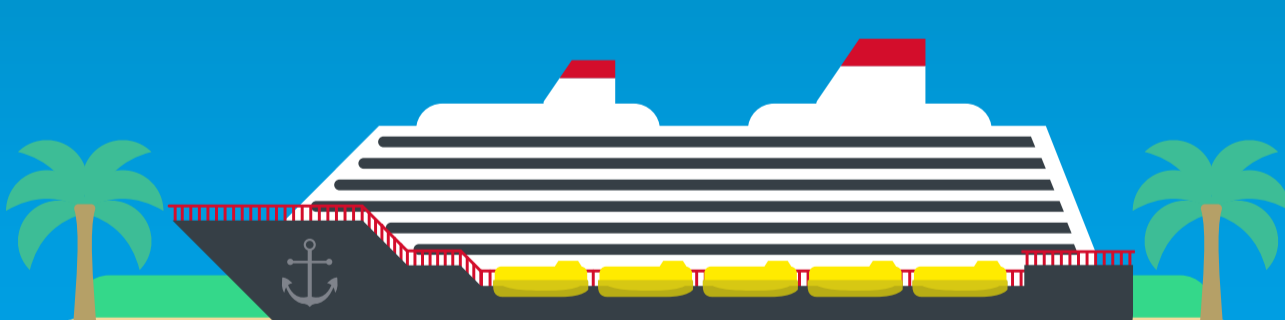


NINE OUT OF TEN CRUISERS PLAN  
TO TAKE ANOTHER CRUISE WITHIN A YEAR



**40%**

OF CRUISE BOOKINGS  
IN 2017 WERE FROM THE  
SOUTH OF ENGLAND



## WHAT'S NEXT FOR CRUISING



**21**

NEW SHIPS SET  
FOR DELIVERY  
IN 2019

**2m+**

CRUISERS EXPECTED  
FROM UK & IRELAND

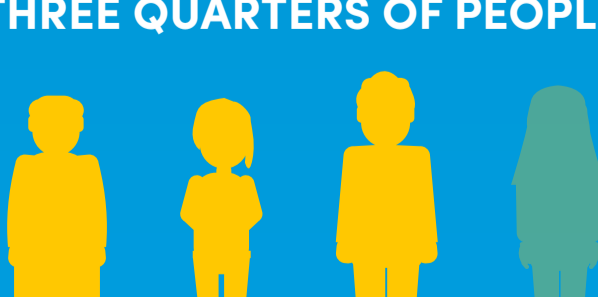


18-24 YEAR OLDS  
WHO HAVE NOT BEEN  
ON A CRUISE WOULD  
LIKE TO GO ON ONE

**53%**



THREE QUARTERS OF PEOPLE



HAVE YET TO GO  
ON A CRUISE HOLIDAY

