

This study is brought to you courtesy of

**thinkinsights**  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)



## Traveler's Road to Decision: Cruise Travel

Google/OTX  
U.S., July 2009

# Research Methodology

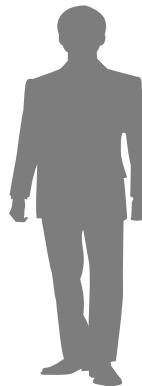
- Category covered: Cruise
- Survey of 5,002 consumers who have traveled at least once for personal/business purposes in the past six months
- An augment of 1,500 affluent personal travelers was also recruited
- Partnered with OTX; interviews conducted 4/10 – 4/27

## TRAVELER TYPES DEFINED



=

**Personal Traveler**  
has taken at least one trip for leisure in the past 6 months



=

**Business Traveler**  
has taken at least one trip for business in the past 6 months



=

**Affluent Traveler**  
has taken at least one trip for leisure in the past 6 months and has a household income of \$150K+

**thinktravel**

with **Google**™

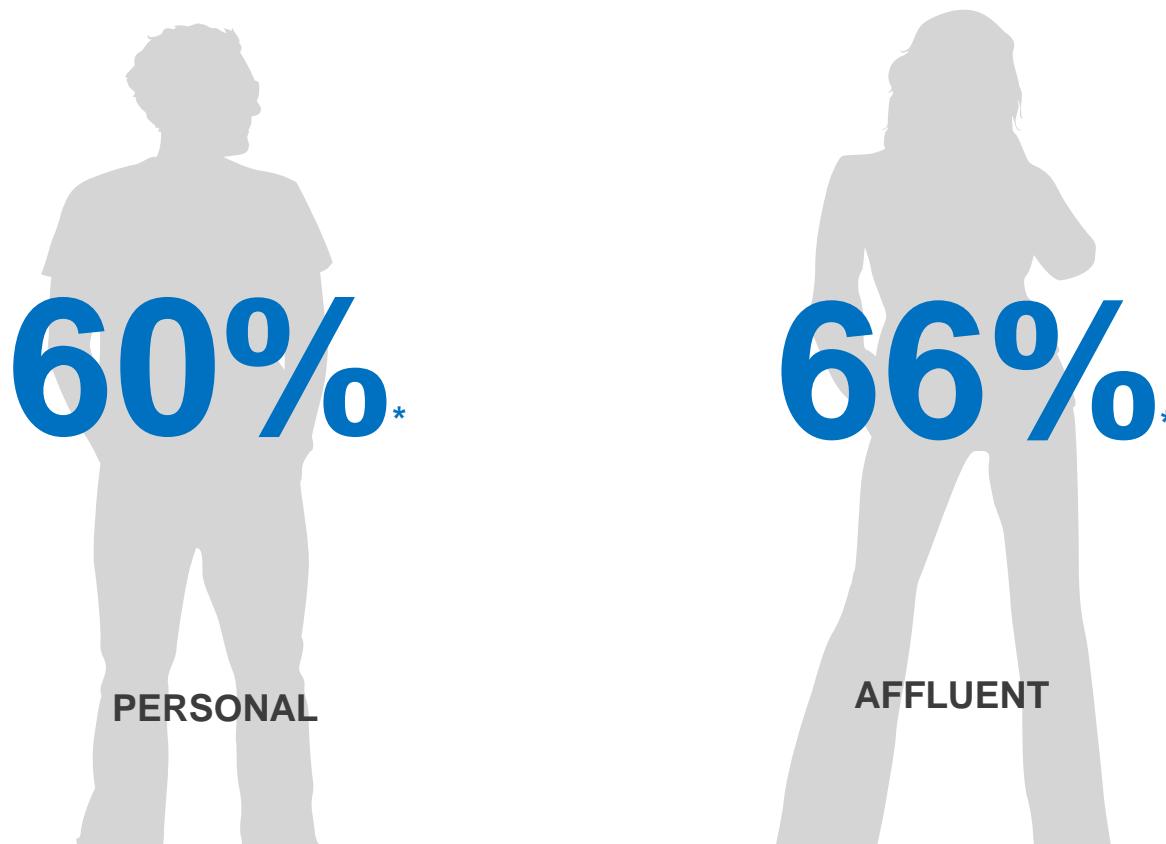
Source: Google & OTX, The Traveler's Road to Decision; June 2009

Google Confidential and Proprietary

# Key Findings

- 1** Just three in five cruisers know where they want to sail, and who they want to sail with, prior to beginning any research. That leaves two fifths ready to be influenced by the results of their search.
- 2** The Internet is the most popular tool for researching cruises.
- 3** Both business and personal cruisers most often go directly to the cruise website to book, although business travelers also commonly use an online cruise agent.
- 4** Almost everyone has, at some point, shopped around for cruises; over one in three *always* shop around. The main websites used for this purpose are Expedia, Google and Travelocity.
- 5** Practical considerations such as price, destination and length of cruise are important to the majority of people when booking a cruise. Reviews and recommendations are less critical.

**Three in five personal travelers know where they want to go and who they want to cruise with, prior to researching their cruise.**



Prior to researching travel do you know where you want to go or what company you want to cruise with?

\*Top 2 box summary

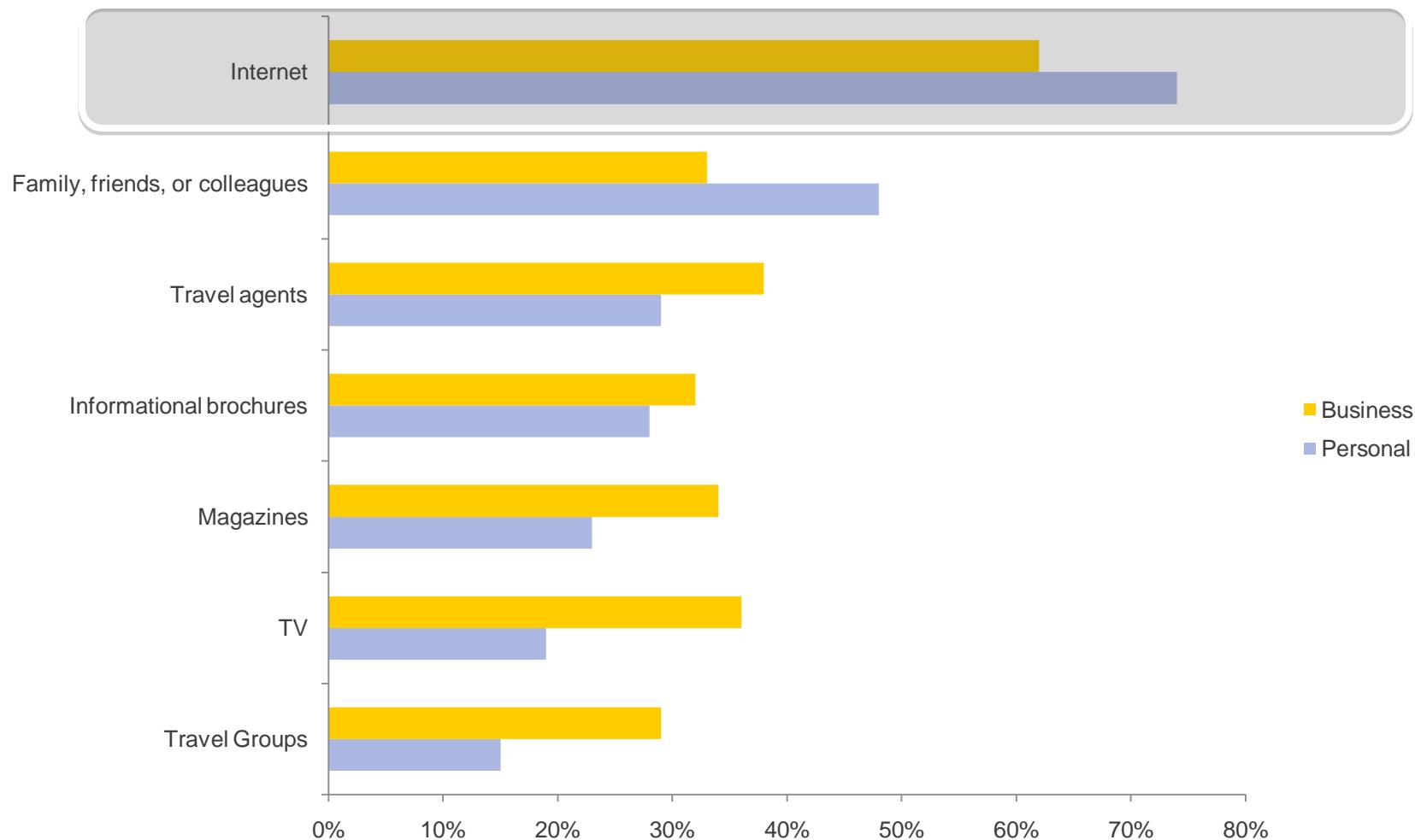
(QW2) Thinking about how you typically decide on which cruise to book for a personal vacation, how certain are you about the cruise line you want to use before you begin researching?

**thinktravel**  
with Google™

(QW3) Thinking about how you typically decide on which cruise to book for a personal vacation, how certain are you about the destination you want to visit before you begin researching?

Google Confidential and Proprietary

# The Internet is the #1 Source For Cruise Research Among Both Business & Personal Travelers



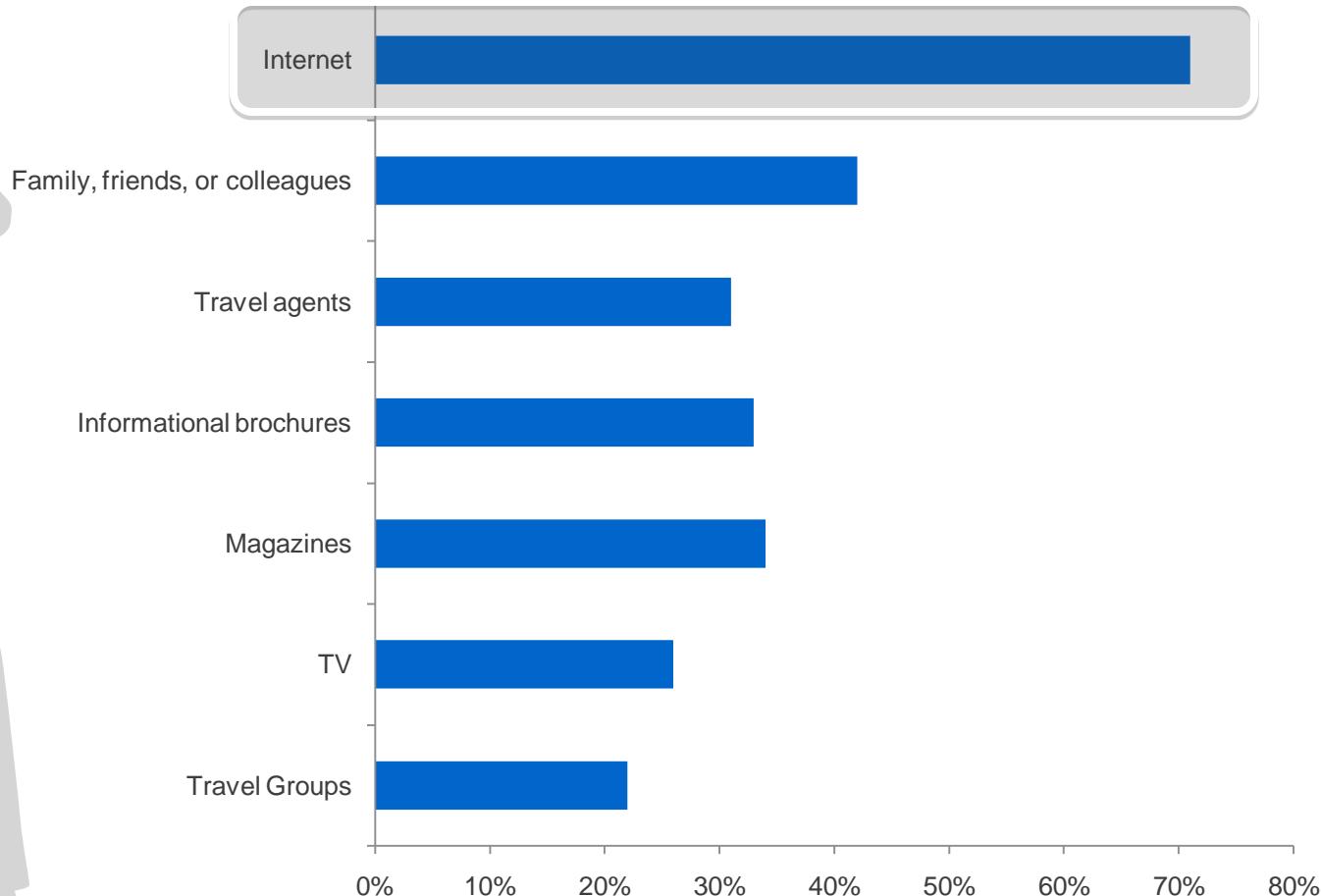
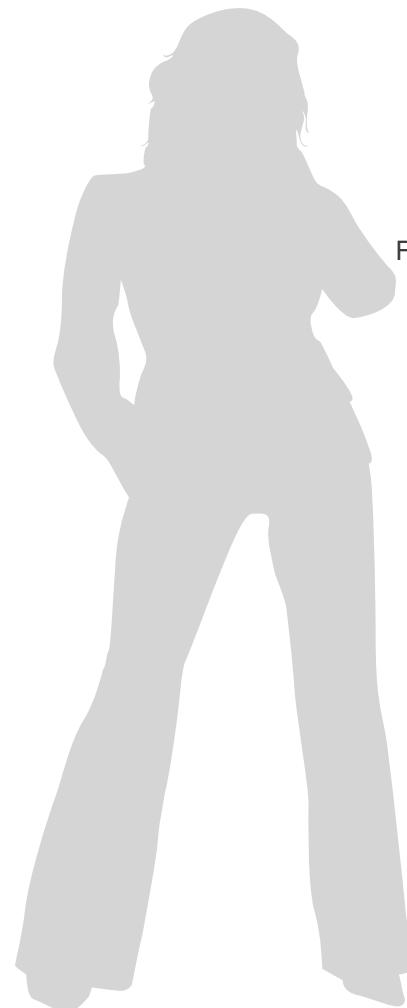
**thinktravel**  
with Google™

(QW1) Which of the following sources, if any, do you typically use to learn about the cruises you've taken for personal/business travel?

Source: Google & OTX, The Traveler's Road to Decision; June 2009

Google Confidential and Proprietary

# Affluents are Also More Likely to Use the Internet to Help Them Make a Decision



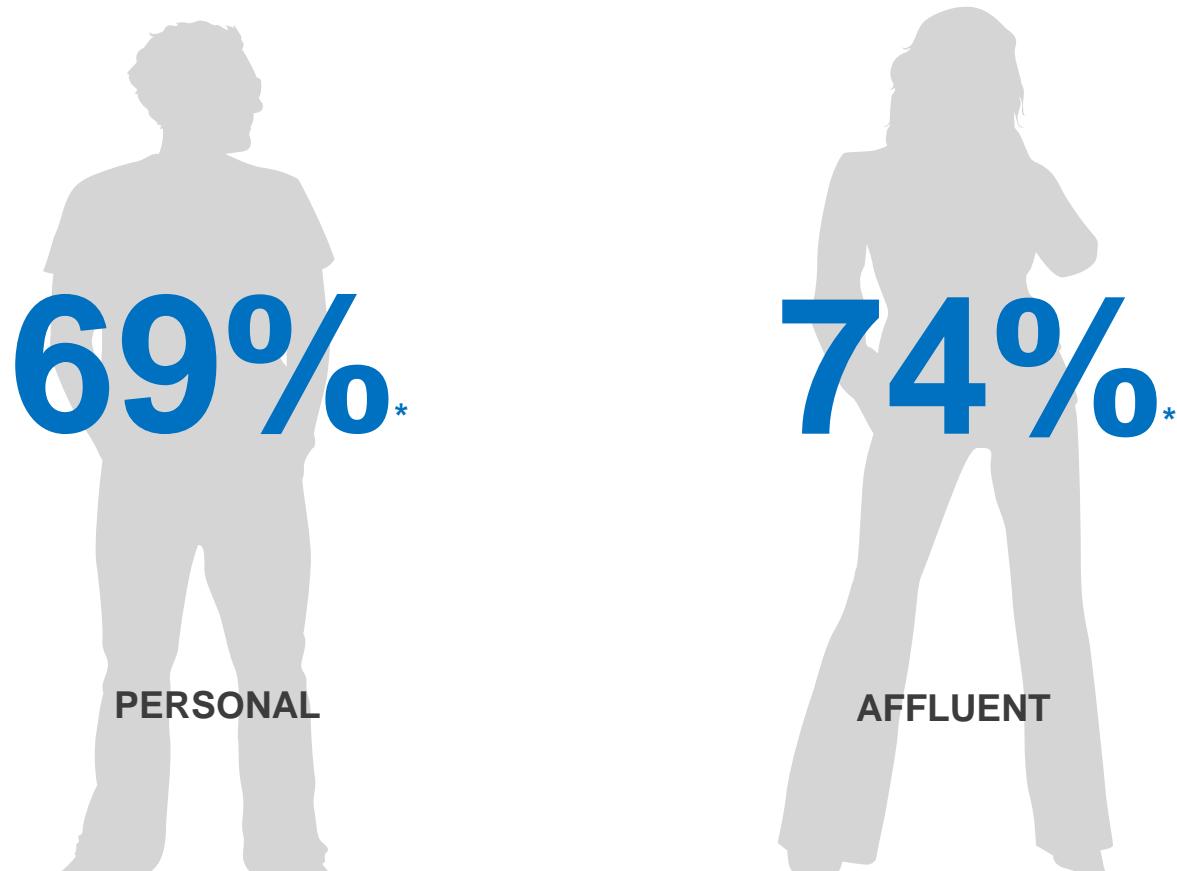
**thinktravel**  
with Google™

(QW1) Which of the following sources, if any, do you typically use to learn about the cruises you've taken for personal travel?

Source: Google & OTX, The Traveler's Road to Decision; June 2009

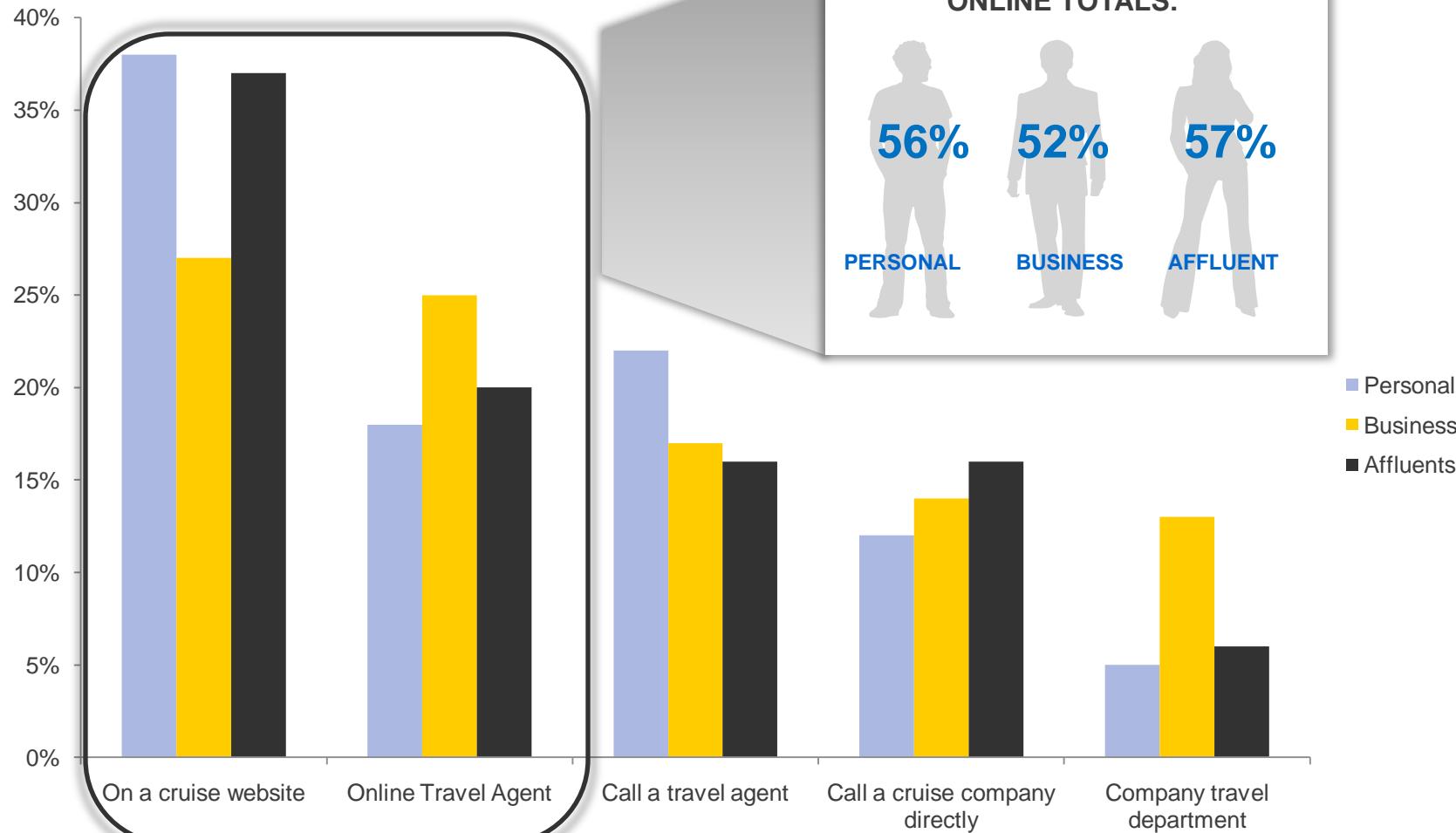
Google Confidential and Proprietary

# The Majority of Consumers Go Online to Comparison Shop Before Booking

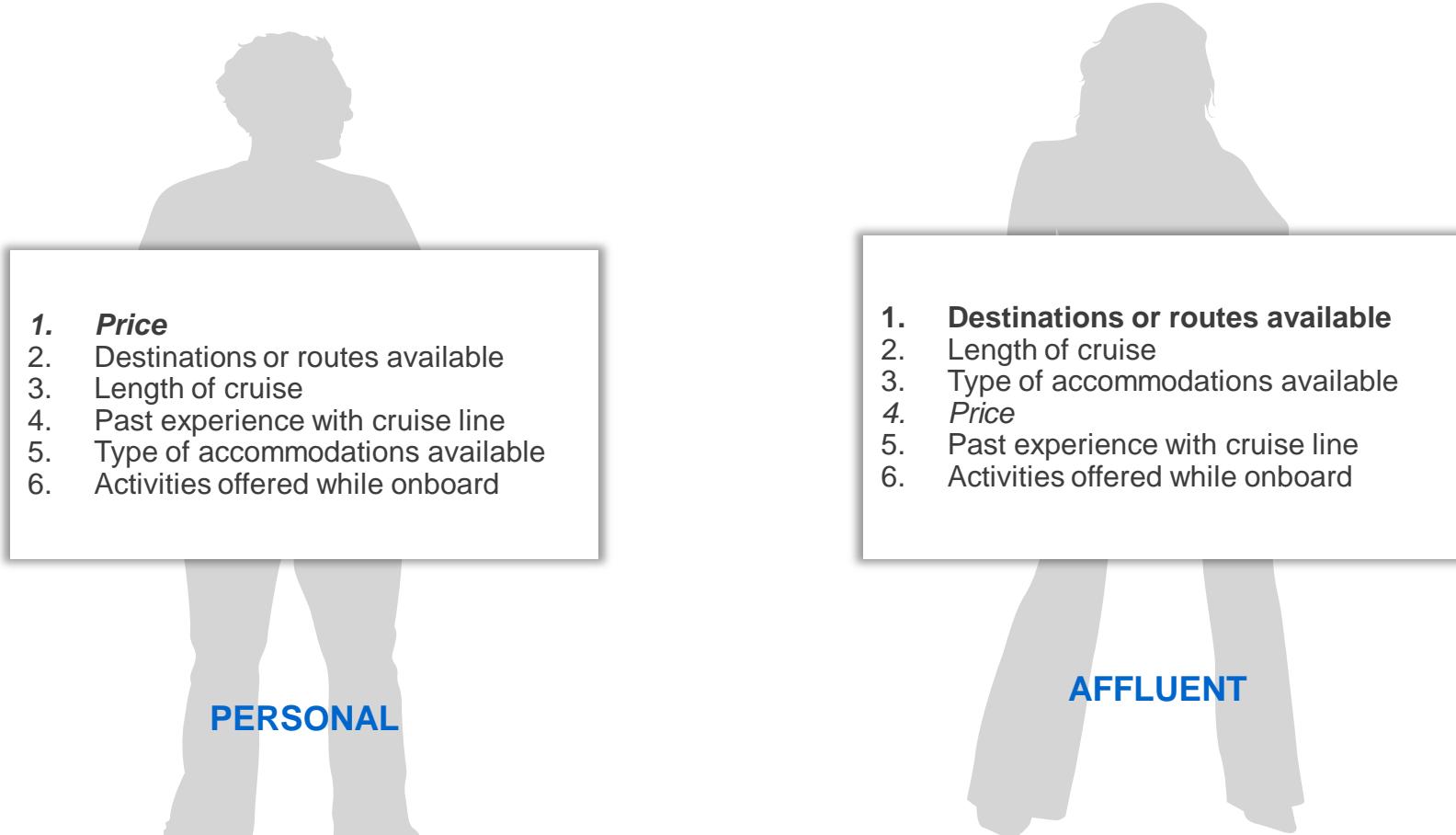


Surprisingly, Affluents are the Most Likely Segment to Do Cruise Comparison Shopping Online Before they Book

# When it Comes to Booking, Online is the Preferred Method Across All Segments



# What are the Most Important Factors When Choosing a Cruise Line?



Top 6 List is the Same Across Both Segments; however, PRICE is most important for personal travelers and less important for affluent travelers.

Like what you learned?  
Find more studies and data at

**thinkinsights**  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)