

Affluent Insights™ Report Summary: 2015 Asia Cruise Trends & Market Watch

- Asia's cruise tourism is growing at double-digit rates – both in terms of capacity deployed in the region and as a passenger source market.
- Asia has had the greatest gain in share of global capacity deployment, but it is still at only 6%, which is not very high considering that Asia is home to well over half of the world's population.

*Source: Cruise Lines International Association (CLIA)



**This is the first report of its kind in Asia, focusing on cruise travel.
Based on findings from the Affluent Insights™ Travel Study:**

- Fielded online in May/June 2015.
- Covers eight Asian markets: China, India, Hong Kong, Singapore, Malaysia South Korea, Taiwan, Japan.
- Over 2,400 respondents (300/market). All respondents defined as affluent with annual household incomes as per the table on the right, and minimum n=100 per market likely or possibly going on a cruise in the next 12 months.

Country	Affluent Definition (HHI/a)
China	CNY 180,000+
India	INR 12,00,000+
Singapore	SGD 100,000+
Hong Kong	HKD 720,000+
Malaysia	MYR 100,000+
South Korea	KRW 78 million+
Taiwan	TWD 960,000+
Japan	JPY 10 million+

Full Report Price: USD 12,500

INTRODUCTORY DISCOUNT UNTIL MID-JULY!

Contact: Amrita Banta

amrita@agility-research.com / +65 6396 5168

Affluent Insights™ Report Summary: 2015 Asia Cruise Trends & Market Watch

Key Findings from the Report:

- Top cruise lines for planned trips in the next 12 months:

RANK	
1	Star Cruises
2	Royal Caribbean
3	Disney Cruise Line
4	Princess Cruises
5	Crystal Cruises
6	Carnival Cruise Lines
7	MSC Cruises
8	Costa Cruises
9	Oceania Cruises
10	Regent Seven Seas

- Consumers in China indicate the highest likelihood to go on a cruise in the next 12 months, followed by India and Malaysia.
- A key barrier for cruise travel across markets is a perception of not providing good value. Barriers are different by market, and e.g., safety of cruise ships is a major concern for Korean, Chinese and Taiwanese travellers.
- Providing sufficient time to explore destinations appeals particularly to Chinese and Taiwanese passengers.
- Optimal itinerary length is the longest in Japan, followed by South Korea.
- Social media, website ads, and online video are the top sources of information about cruises in China, while online search recommendations from friends, and brand websites are the top sources in India.

Affluent Insights™ Report Summary: 2015 Asia Cruise Trends & Market Watch

Table of Contents:

Study methodology, sample, content

Executive summary of findings

Section A: Cruises and Travel

Likelihood to go on a cruise (next 12 months)

Cruise line brand awareness (21 brands covered)

Cruise lines travelled with in the past 12 months

Cruise lines plan to travel with in the next 12 months

Primary motivation for going on a cruise

Activities on the cruise

Facilities on cruise

Agreement to cruise-related statements

Reasons for unlikely taking a cruise in future

Media channels for cruises

Preferred duration of cruise

Holiday destinations in next 12 months

Number of international trips taken - Leisure

Number of international trips taken - Business

Number of international trips taken - Leisure & Business

Class of service purchased for airline tickets

Travel preferences and booking behavior

Section B: Luxury Consumption

Purchase plans by category

Share of wallet for categories (past 12 months)

*Brand purchasing for hotels/fashion/jewelry/alcohol/
watches/skincare/makeup*

Section C: Media Channels

*Information sources for hotels/airline tickets/fashion/jewelry/alcohol/
watches/skincare&makeup/tablets&smartphones/financial services*

Section D: Respondent Profiles

Occupation

Household income and investments

Age and gender

Civil status and family composition

Hobbies

*A total of 50+ pages full of data broken out by markets