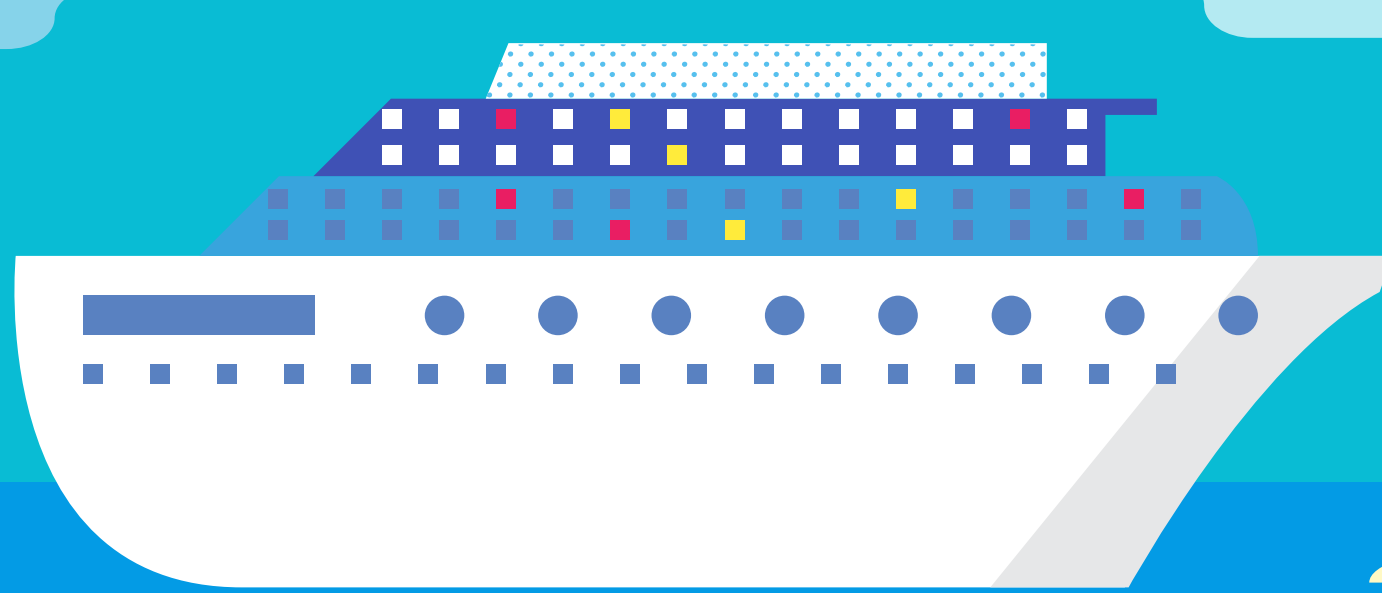


A Sea Change for Australian Cruise Passengers' Path to Purchase



New research is about to change what Australian marketers knew they knew about cruise passengers. A new Ipsos Media CT study commissioned by Google Australia debunks four common myths about this audience.

Myth #1: Cruises are for the “newly wed or nearly dead.” Very funny.
Fact: Cruise ships set sail with all types.

Generally, there are **three main types** of cruise passengers:

55%

are experienced switchers
(They've booked multiple cruises with multiple cruise companies.)

Average age is 55



1 in 5 is a
millennial (18–34)



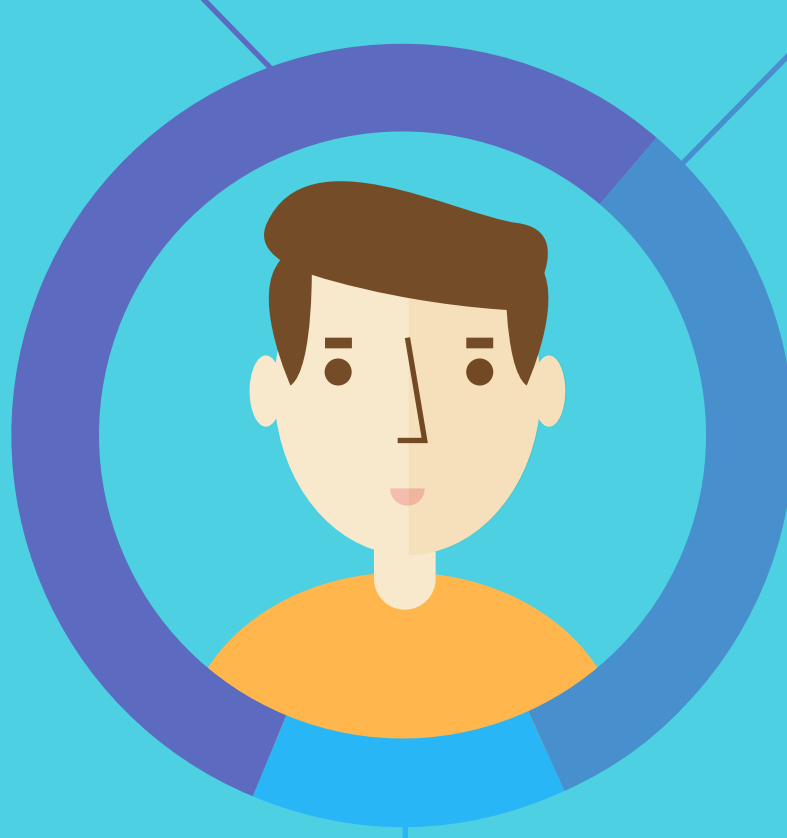
1 in 5 is a
retiree (70+)



50% cruise to
 visit a **specific
 destination**



75% travel **with
 their partners**



32%

are new to cruises
(They've just booked their first.)

Average age is 45



1 in 3 is a
millennial



50% cruise because
 they “**need a break**”



1 in 4 travels
with children

13%

are experienced loyalists
(They've booked multiple cruises with the same company.)

Average age is 54



1 in 2 are **baby
 boomers** (50–69)



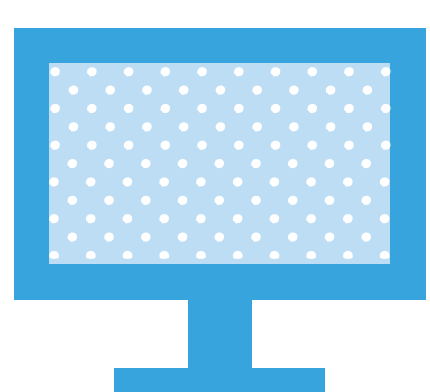
1 in 4 travels
with friends



50% cruise to
 visit a **specific
 destination**

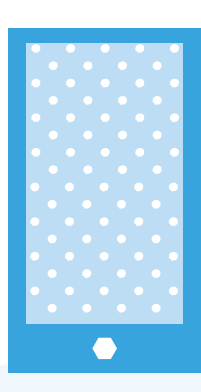
Myth #2: Cruise passengers aren't tech savvy and only use desktop.

Fact: Cruise passengers go online across mobile, tablet, and desktop.



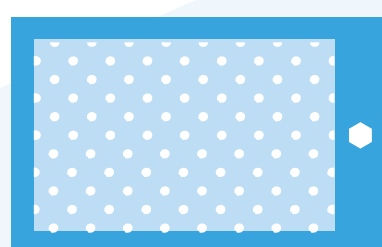
95%

own desktop/laptop



75%

own smartphone



62%

own tablet

...and they live online.

AVERAGE AUSTRALIAN

24 hours per week

MILLENNIAL CRUISE PASSENGERS

26.6 hours per week

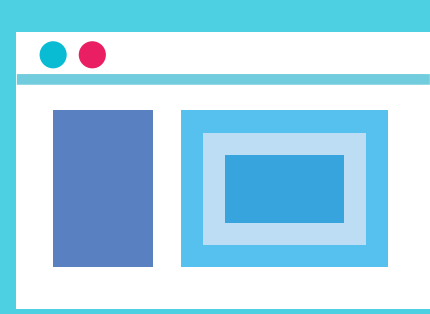
GEN X CRUISE PASSENGERS

22.4 hours per week

Myth #3: To reach cruise passengers, go traditional: TV and print ads.

Fact: Cruise passengers surf the web for inspiration and information, and they spend more time per week online than in front of the TV or reading newspapers and magazines.

WHERE:

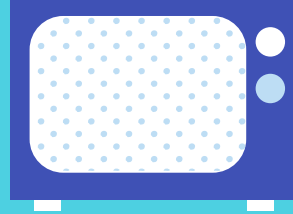


vs.



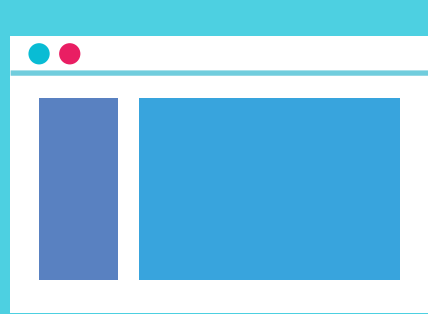
Reading
 newspapers/
 magazines
4.5 hours

Surfing the internet
18.4 hours

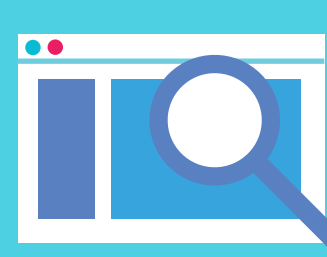


Watching TV
15.5 hours

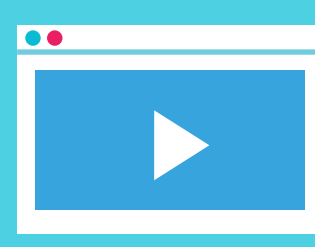
WHAT:



94% say the **internet**
 is their top resource for
 research and planning



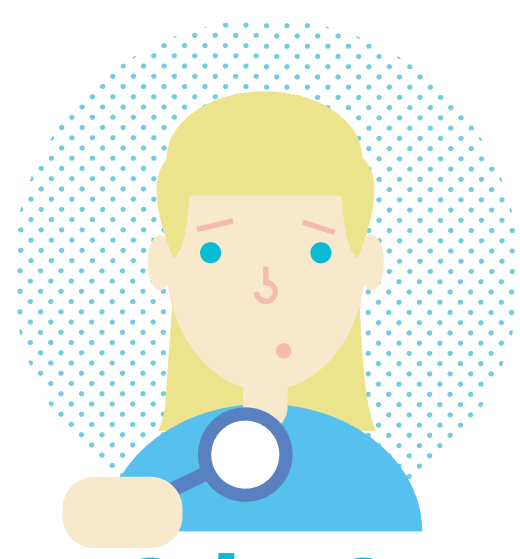
The most used cruise
 research sources are:
cruise sites/apps (63%)
search engines (43%)



1 in 5 cruise passengers
 have **watched travel-
 related online videos** as
 part of their cruise research

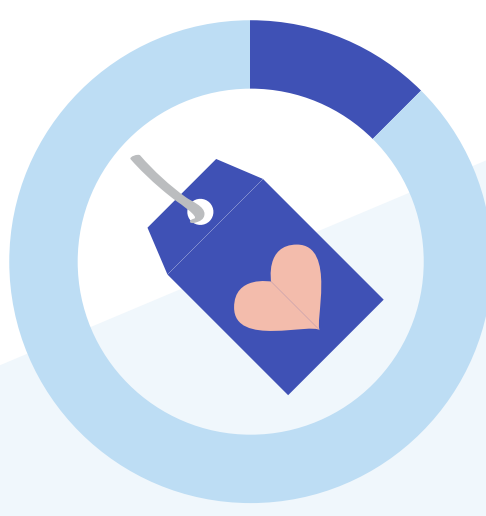
Myth #4: Cruise passengers pick a brand and stick to it.

Fact: While some are loyal to one brand, most cruise passengers shop around.



2 in 3

cruise passengers are undecided or
 consider multiple cruise companies
 before starting their research



13%

are loyal to one brand



Half

are switchers

How to make waves with cruise passengers, young and old:

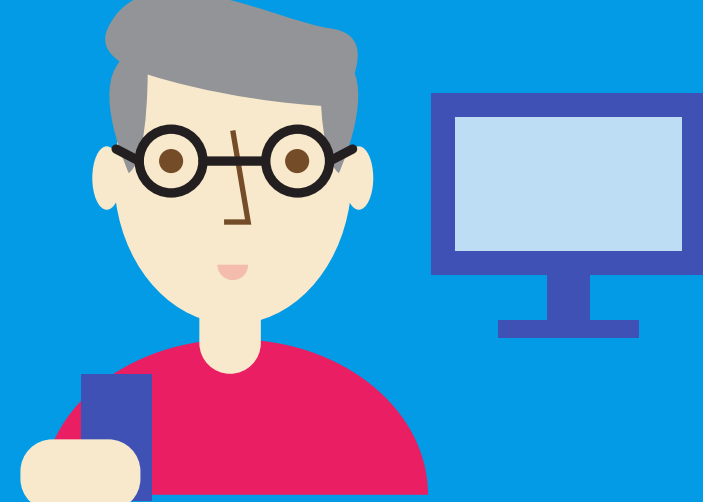
Have a robust online presence.



Experienced switchers are **13X** more
 likely to be **inspired via the Internet**
 than through TV ads.



Millennial cruise passengers spend
 more time per week using the **internet**
on their smartphones (14.8 hours) than
 they do watching TV (10.5 hours)



2 in 5 boomer and senior cruise
 passengers say, “I would consider
 myself as being **tech savvy** in
 comparison to my friends.”

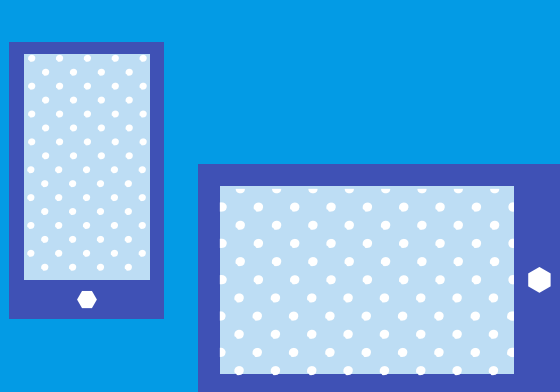
Focus marketing on destinations.

Mobile-optimize your site.

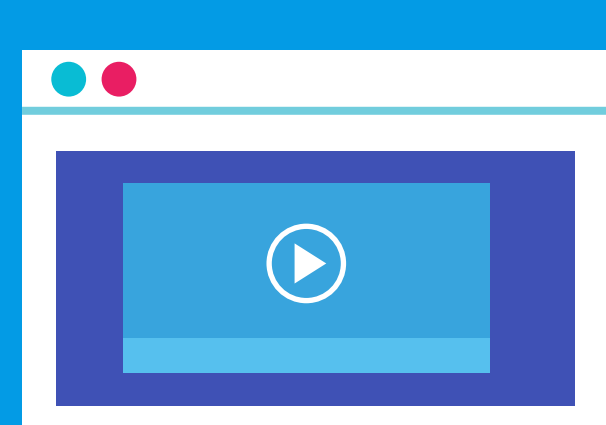
**Add online videos to your
 marketing mix.**



45% are absolutely **sure of their
 destination** before they book. Use
 destinations in your creative!



42% use their smartphones (and 45% use
 their tablets) as they are **researching and
 looking for inspiration**.



1 in 6 have watched a YouTube video
 during research. And 9 in 10 say the
video was valuable.

SOURCE: GOOGLE/IPSOS, “PATH TO PURCHASE CRUISERS” STUDY, JUNE 2015.