

Top cruise trends for 2015

US-based Cruise Lines International Association (CLIA) released its annual State of the Cruise Industry Report and is once again projecting strong growth for the cruise industry in 2015.

A record 23 million passengers are expected to sail this year, with nearly 1,000 ports of call in new, exotic locations, especially in the fast-growing Asian market.

Cruise travellers intend to continue to set sail and are highly satisfied with prior cruise experiences.

Specialty cruises will continue to thrive through 2015 and quality of experiences, not size of the cruise will be focus on customer demands.

Travel agents are key to cruise travel.

While the internet and mobile devices have overtaken how consumers make purchases, travel agents continue to be the most popular and best way to book a cruise. In fact, seven out of ten cruise travellers (70 per cent) use a travel agent to plan and book cruise vacations.

Another study conducted by American insurance comparison website InsureMyTrip reveals that river cruises will be gaining traction this year. In its recently published cruise guide it mentions that 77 per cent of those polled have either been on a river cruise or would like to go on a river cruise. Twelve per cent have no desire to go river cruising, while 10 per cent prefer larger cruise ships. ■