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## **CRUISEONE RELEASES Q1 2009 SURVEY FINDINGS**

### ***Nation's Leading Cruise Retailer Polls Agents, Citing Consumer Booking Patterns, Top Destinations and Most Popular Cruise Travel Segments in First of New Quarterly Trend Reports***

Fort Lauderdale, FL – April 8, 2009 – CruiseOne, the nation's largest cruise retailer as part of World Travel Holdings, today released the results of its first-ever Quarterly Trend Survey. The survey – the first installment in a new ongoing Quarterly Trend Report Series – polled the company's Franchise Owners nationwide. Findings include the top cruise destinations, frequent cruise booker demographics, opinions on technology at sea and more.

“With never-before-seen promotions and pricing, cruising is the most popular segment of the travel industry, creating extraordinary consumer demand,” said Dwain Wall, General Manager and Senior Vice President of CruiseOne. “Our network of agents, combined with our unrivaled cruise line relationships, ensures our finger is on the pulse of the industry at all times. This new Quarterly Trend Report Series is a vehicle to share our expertise and communicate timely findings on cruise-related topics.”

#### **The Caribbean is Hot...And We Mean Hot!**

CruiseOne Franchise Owners were asked to list their three top-selling cruise destinations in Q1 2009.

- 72.8% indicated the Caribbean as their most popular selling destination
- Alaska came in second at 14.1%
- Third place was divided between Europe, Mexico, Hawaii and the Mediterranean

#### **Who is Cruising the Most...and Why?**

The CruiseOne Q1 2009 Trend Survey polled Franchise Owners on their top most requested category of cruises. The decision was almost an even split.

- 40.8% ranked Romance/Couples in the #1 most requested spot
- 39% indicated Family/Multi-Generational Travel

#### **Top-Notch Technology a Must for Today's Travelers**

The importance of staying connected at sea is a much-debated topic today among the industry and consumers. According to CruiseOne, connectivity is key.

- More than 70% of Franchise Owners indicated that staying connected at sea is “Somewhat Important,” “Important,” “Very Important” or “Critical.”
- Only 12% said connectivity is “Not Important” to their customers.

#### **Women Consumers at Helm of Cruise Bookings, Men Taking Back Seat**

According to CruiseOne, the cruising population is getting younger. As a result of this survey, it is evident that younger couples and families are taking to the high seas. And, the survey findings also show that women today are driving the boat when it comes to cruise vacation bookings.

- 48.8% of Franchise Owners indicated the key decision maker among their customers is a female from a married couple with no children.
- 20.2% indicated that the key decision maker is a female with children under 18.
- The next highest ranking decision maker was a female senior citizen, coming in at 5.8%.
- Following female senior citizens were males from married couples with no children, at 5% and males with children under 18 at 4.7%.

### **How is Business for Travel Agents?**

CruiseOne Franchise Owners were asked whether they noticed an increase or decrease in cruise sales between Q1 2008 and Q1 2009.

- While 44.1% saw a slight or significant decrease in revenue, 30.5% saw a slight or significant increase in revenue.
- 6.6% indicated that Q1 business remained flat year-over-year.

Even though revenue is down in some cases, many have seen an increase in booking volume.

- 40% said that Q1 2009 booking numbers are higher than in Q1 2008.
- The remaining agents polled indicated that bookings were either flat or decreased, or were “unsure” of the booking pattern.

### **The Future Looks Bright at CruiseOne**

When asked for their thoughts on the future, most showed a positive outlook.

- 25% indicated sales are "already tracking higher than in Q1 2008."
- 65% said that they expect for sales to pick up “between now and the end of 2009.”
- Only the remaining 10% said that they expected for business to remain “as-is until 2010.”

“These findings shed light on several key issues within the cruise industry for our colleagues. We also believe that the results – as well as results of future installments of our Quarterly Trend Report Series – will underscore the relevance of cruising to the traveling public, keeping the spotlight on what we know is the best vacation value on the market,” said Wall.

The CruiseOne Q2 2009 Quarterly Trend Report is expected to be issued in early July.

**To book a cruise, consumers should log onto [www.CruiseOne.com](http://www.CruiseOne.com).**

### **About CruiseOne:**

CruiseOne, with 552 independently owned cruise travel franchise locations, combines industry buying power with a unique, customized experience that offers customers the ability to plan vacations online while enjoying the personalized touch of an experienced local cruise specialist. The company is part of World Travel Holdings (WTH), making it the largest seller of cruises in the nation.

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