

And the future?

This is an audience worth talking to...

- 68% of our cruisers said they were definitely going on a cruise in the next two years with a further 23% saying they may be going on a cruise in the next two years.
- The Med and the Caribbean remain the two key destinations for our readers in the future but they are also very likely to consider the likes of the Baltic, Australia and Greenland.
- Consumer confidence is on the rise. Confidence among Daily Mail and The Mail on Sunday readers in the economy is higher now than at almost any time since March 2008.

What about individual brands?

- We asked our readers to rank individual cruise brands. On a scale of 1-10, 1 being very poor and 10 being excellent. P & O scored highest scoring 86% with Cunard a close second at 80%.
- We also looked at key drivers when booking a cruise. These included destinations, quality of cabins. Staff and service.

To find out these key drivers, more on our cruise research and future research on cruising and the travel industry, call or email one of our travel team

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Source: AN Media & Mail Newspapers Classified. Strategic Insight Cruises Survey. TGI January – December 2009.