

# Customer Study Report

Cruise Product Development project

Taloustutkimus Ltd.

31 August 2021

In co-operation



ETELÄ-  
KARJALAN  
LIITTO



Etelä-Savon  
maakuntaliitto



KYMEN  
LAAKSON  
LIITTO



POHJOIS-KARJALA  
Maakuntaliitto

Pohjois-Savon liitto tukee  
maakunnan  
menestystä



Uudenmaan liitto  
Nylands förbund

# Study background information

Taloustutkimus Ltd. customer study between June and August 2021



## Number of respondents

- 2 422 persons



## Respondents' gender

- 49% female
- 50% male
- 1% others



## Study included 7 countries

- China, Finland, Germany, Russia, Spain, UK and USA



## Household types

- Family with children 40%
- Couples 32%
- Single households 24%
- Others 4%



## Employment status

- Full-time 66%
- Part-time 11%
- Retired 12%
- Others 11%



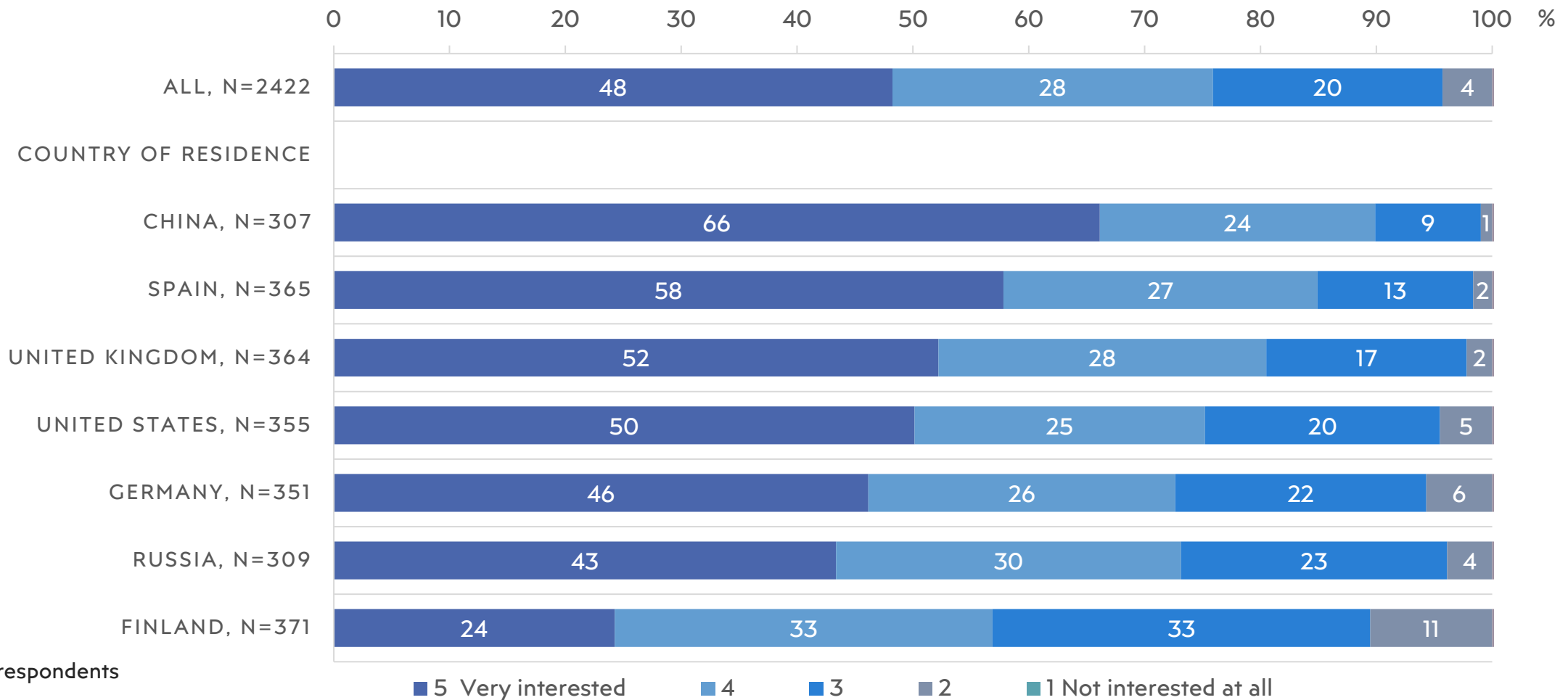
## Travelling abroad

- Several times a year 29%
- Once a year 35%
- Less than once a year 27%
- Haven't travelled abroad 8%



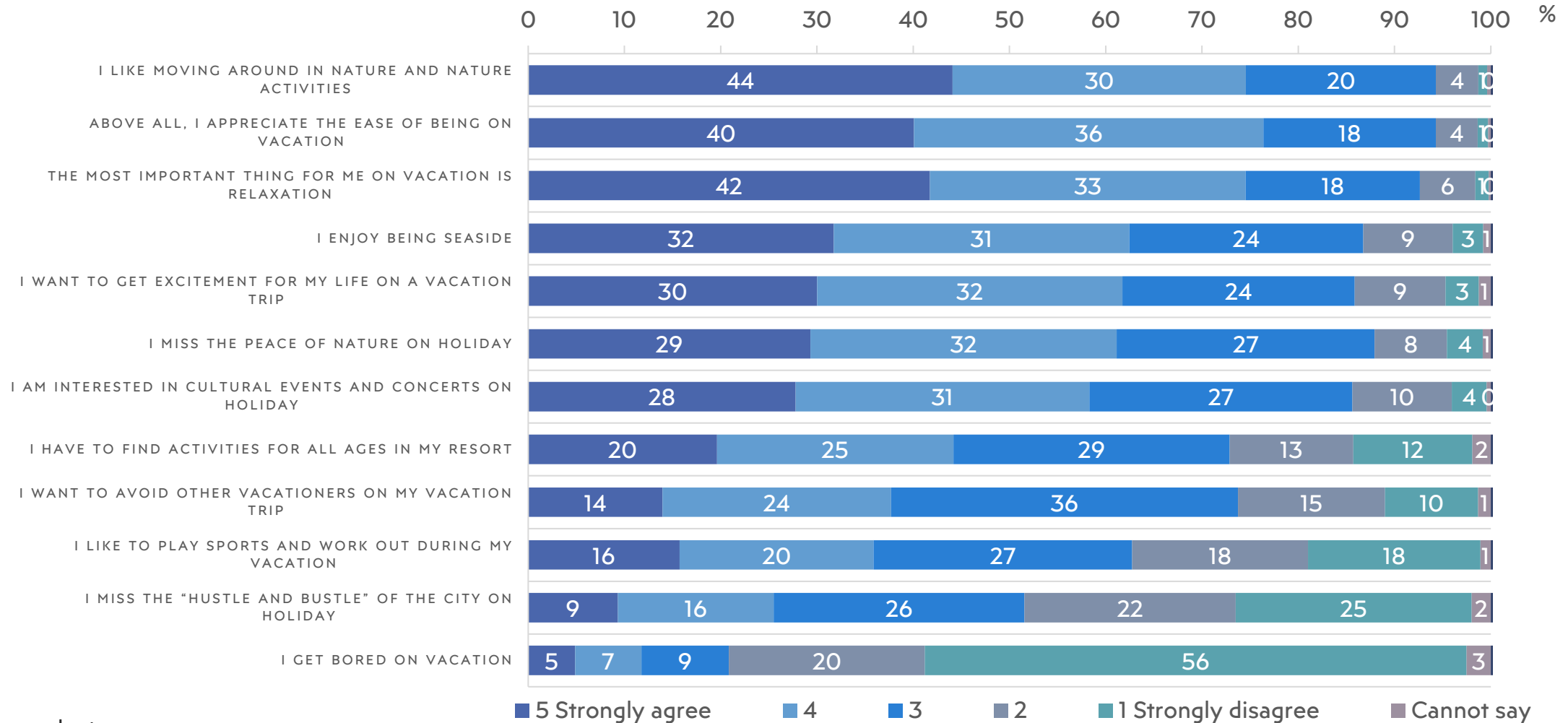
# **Tourism in general**

# Are you interested in traveling to Northern Europe?



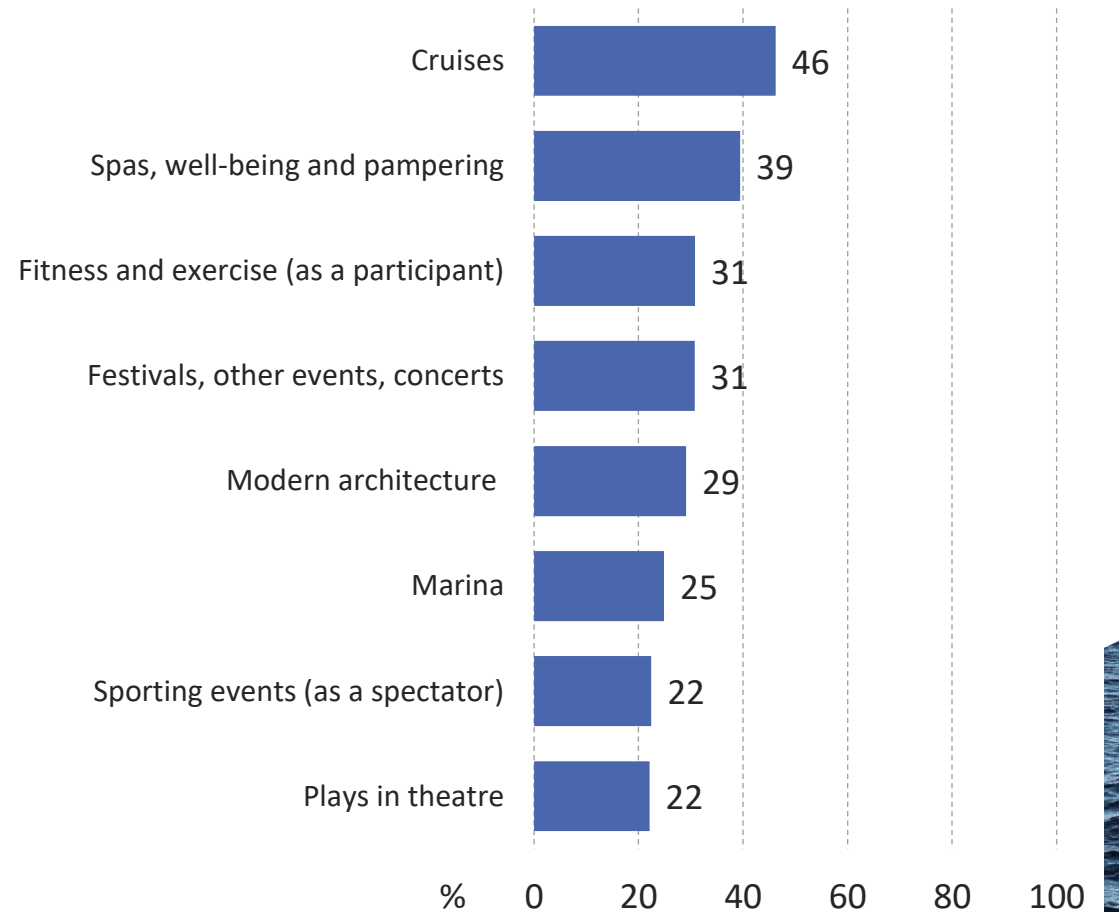
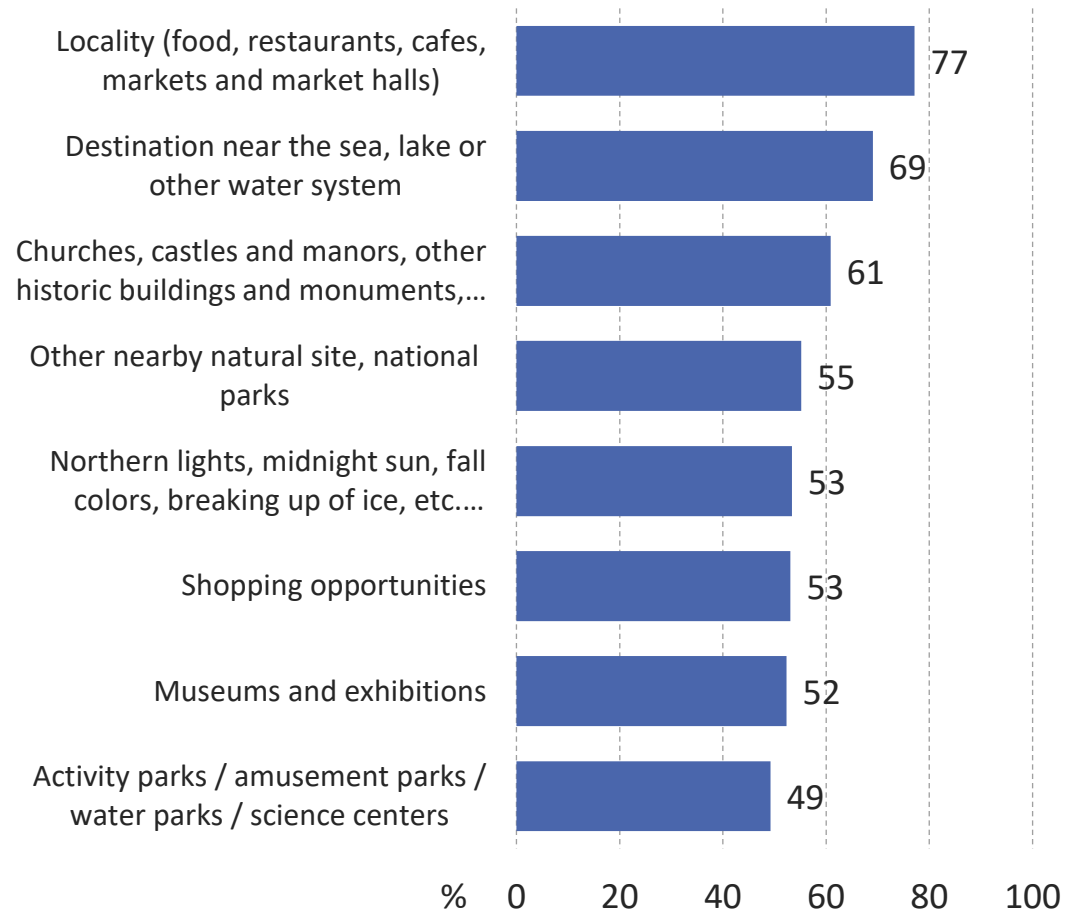
n=all respondents

# There are many things you can do on a holiday trip. What do you think about the following statements?



n=all respondents

# What kind of things are you interested in on vacation?

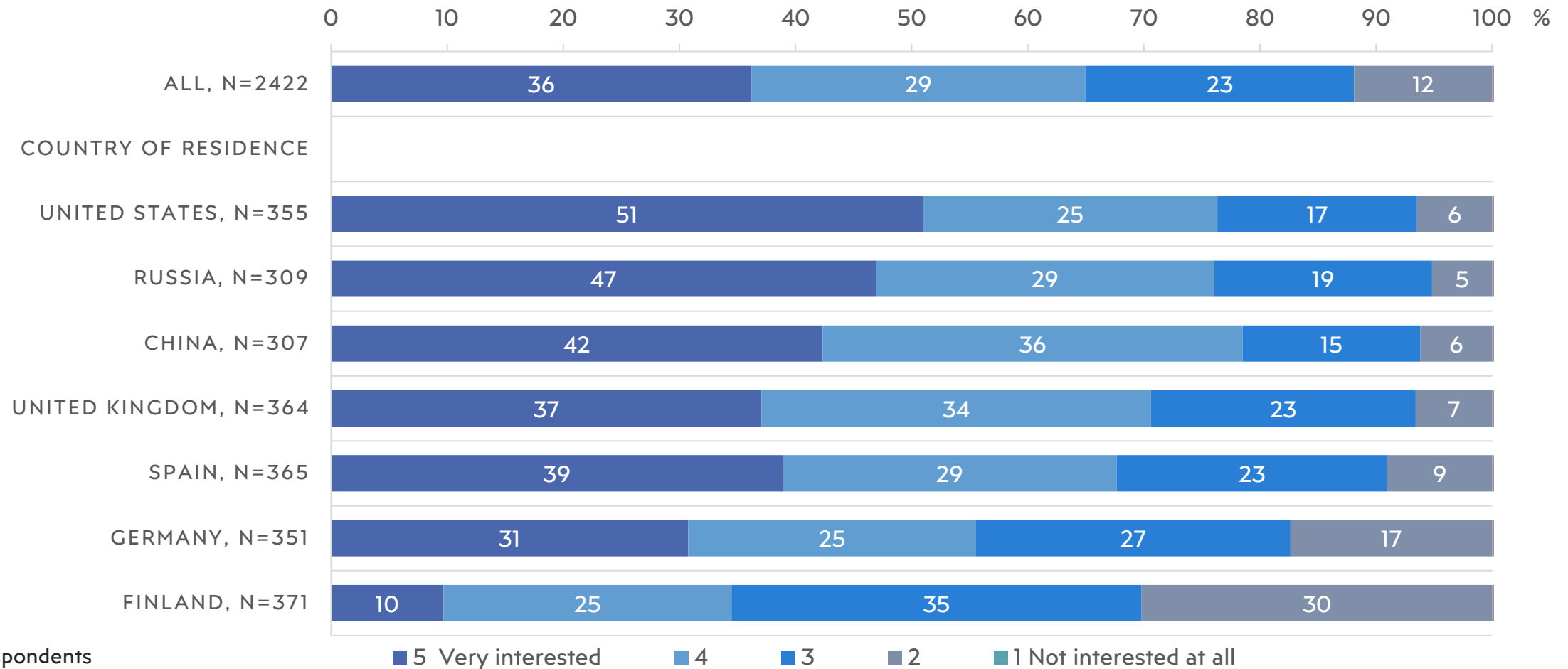


n=all respondents



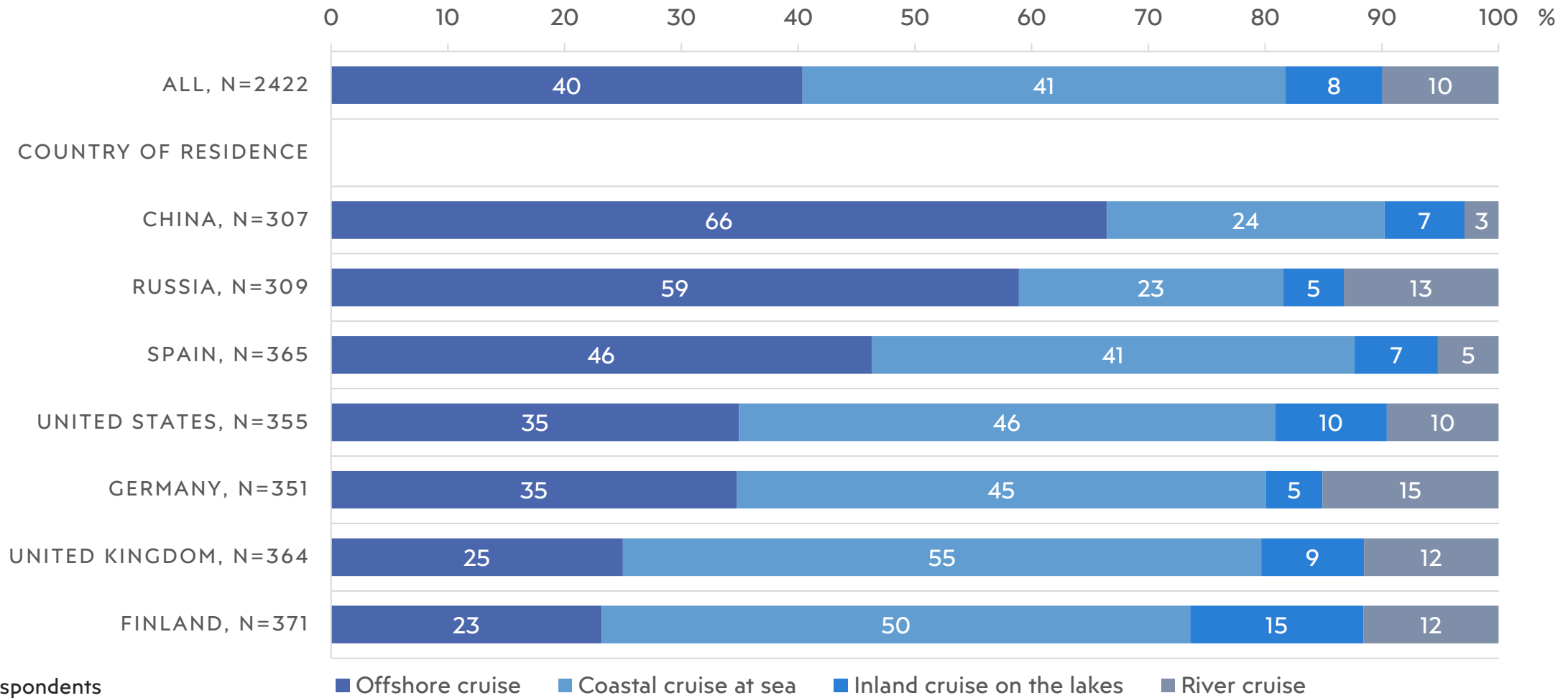
**Cruise travel  
in general**

# How interested are you in cruise travel in general?

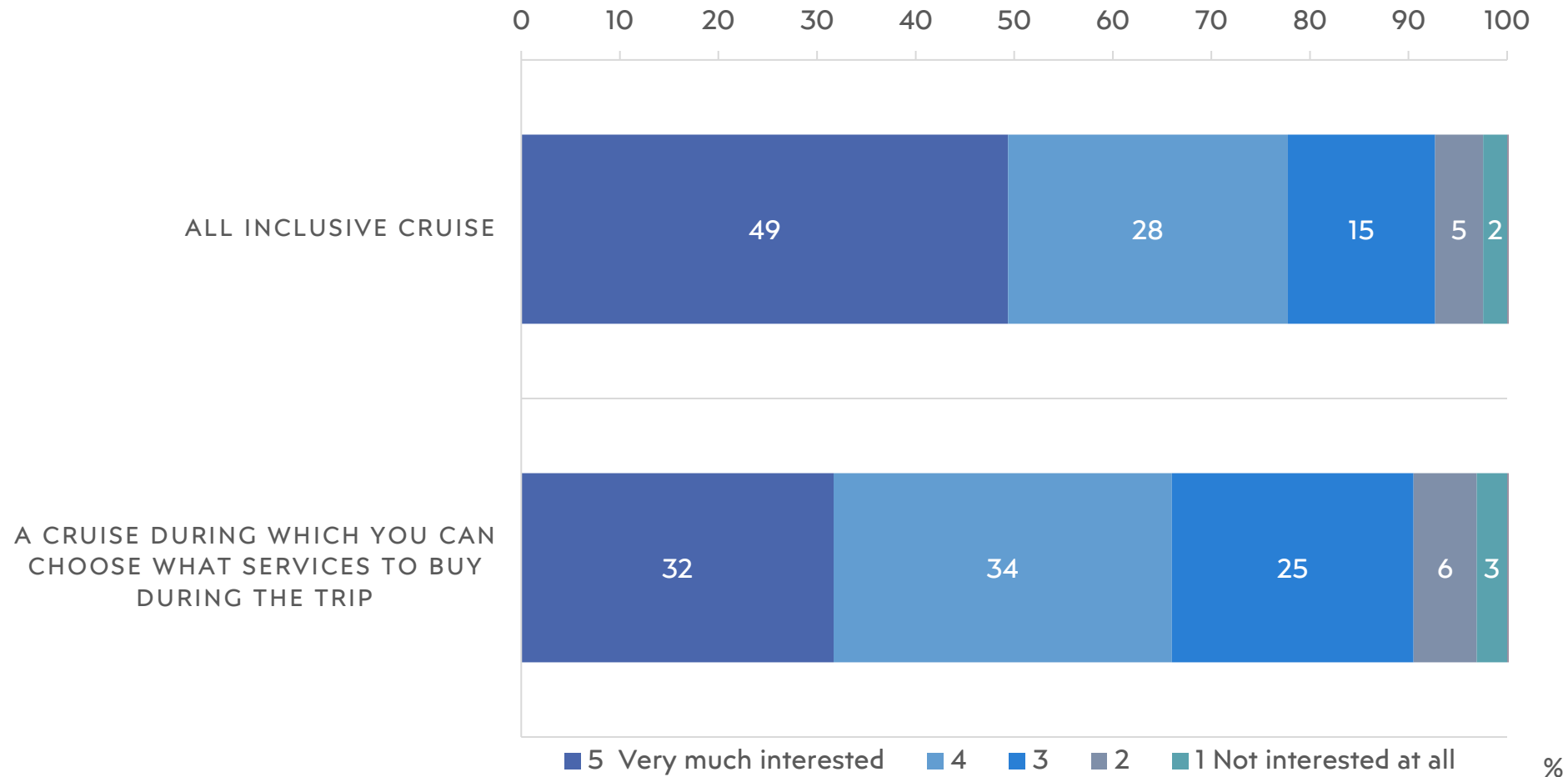




# What type of cruise are you interested in?



# How much are you interested in the following types of cruises?

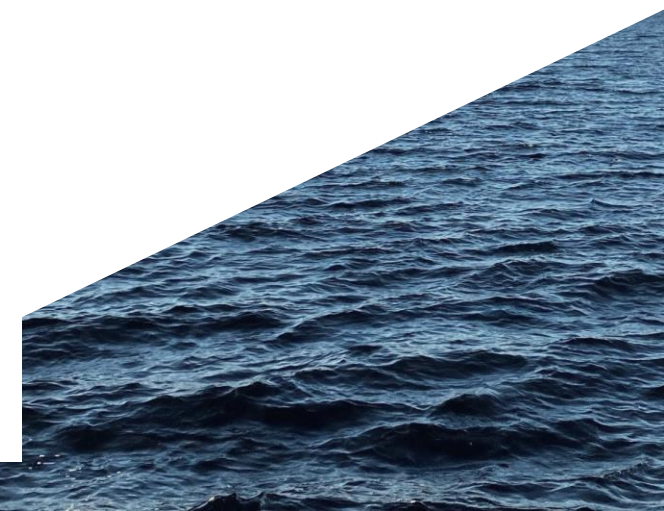
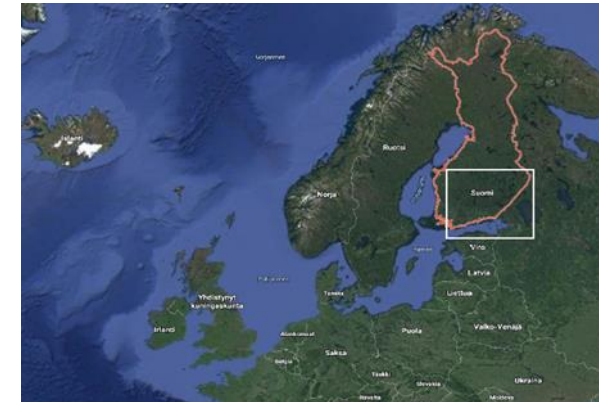
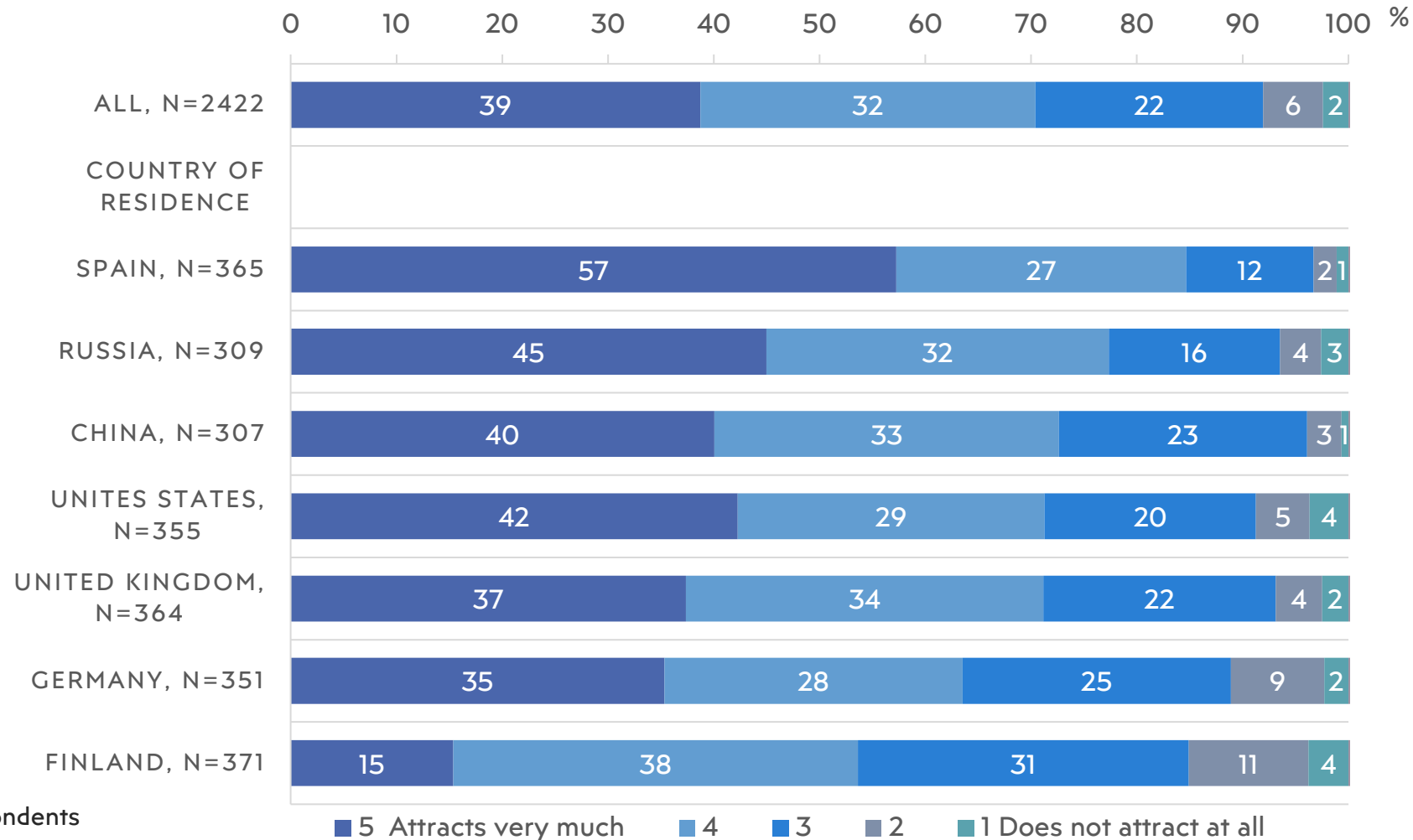


n=all respondents

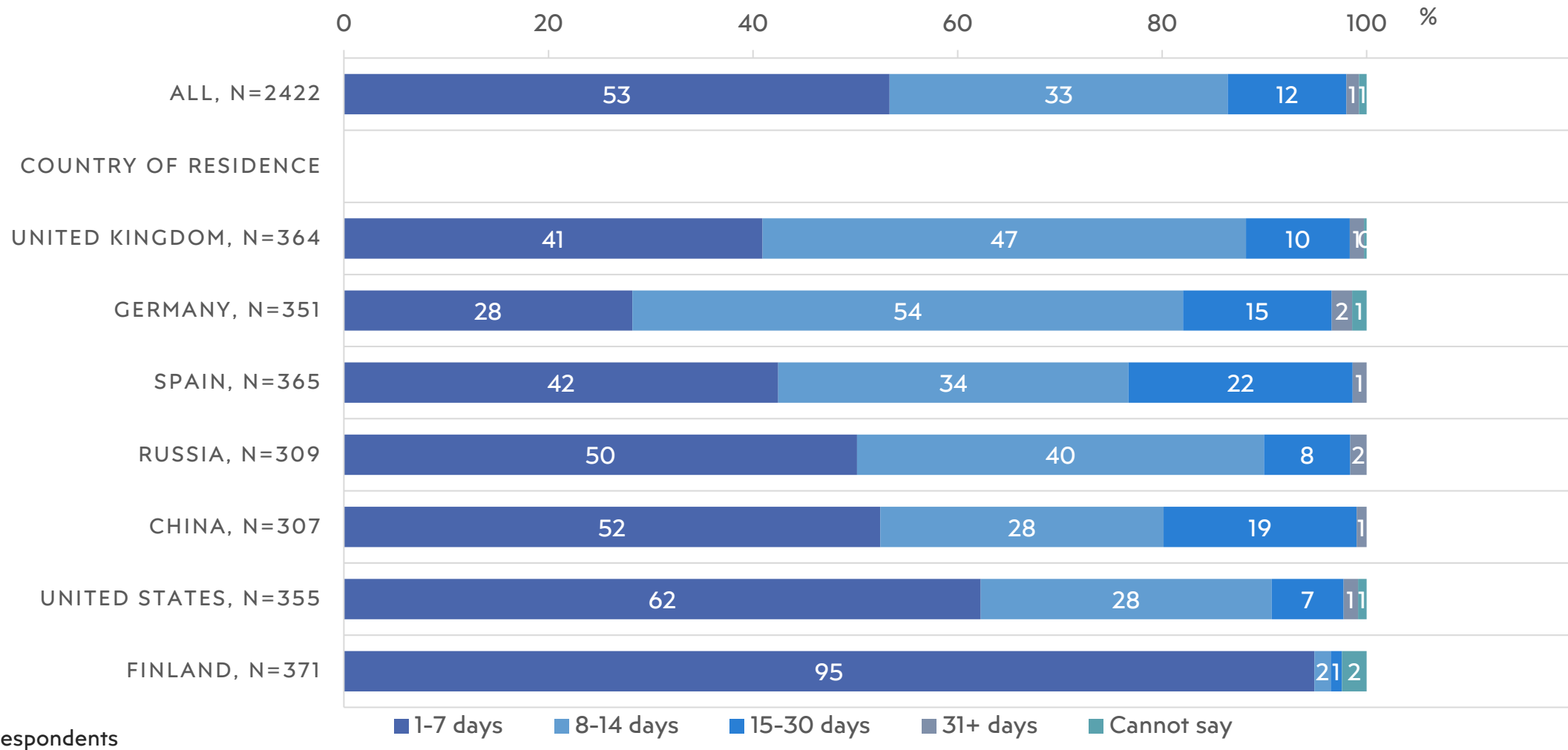


**New cruise  
product**

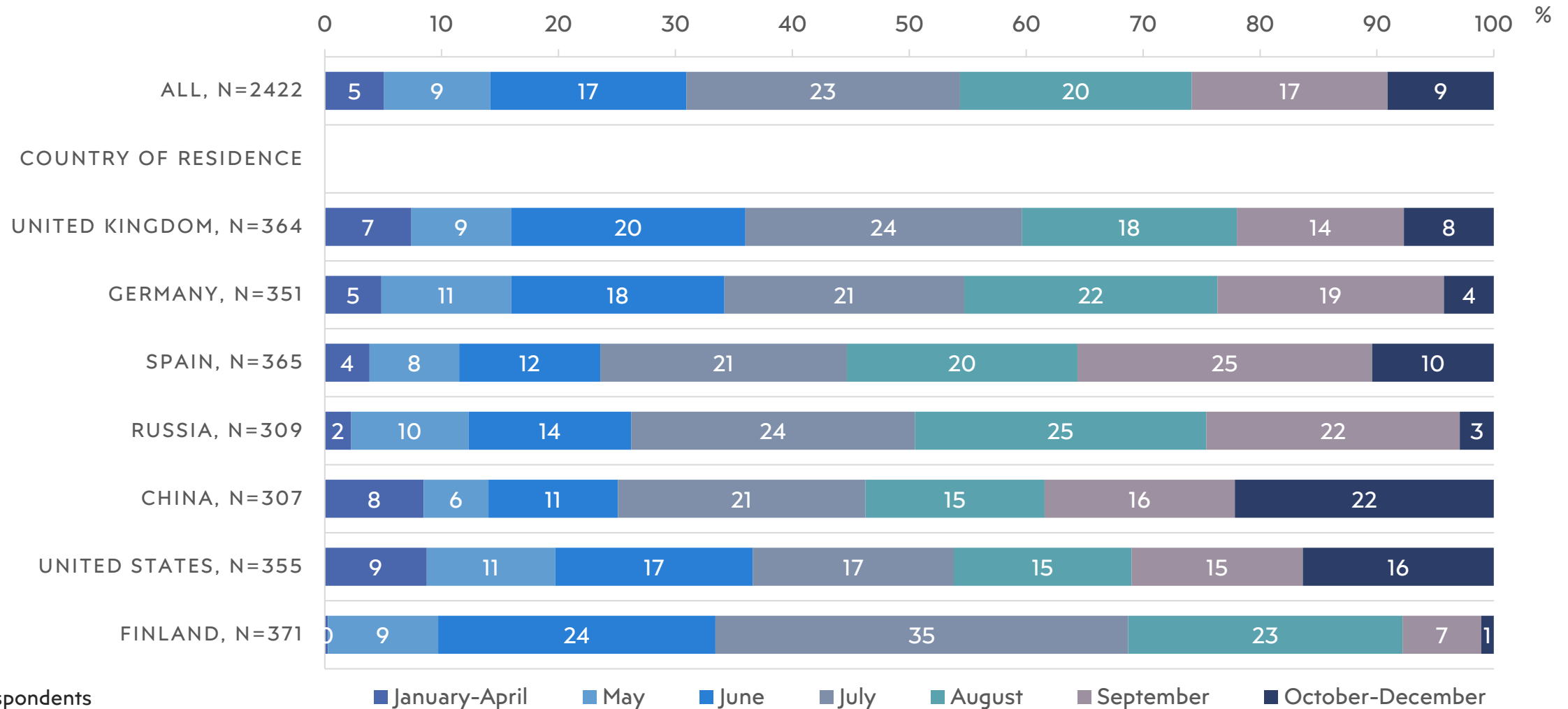
# How attractive would you usually find a cruise in an area marked with a square?



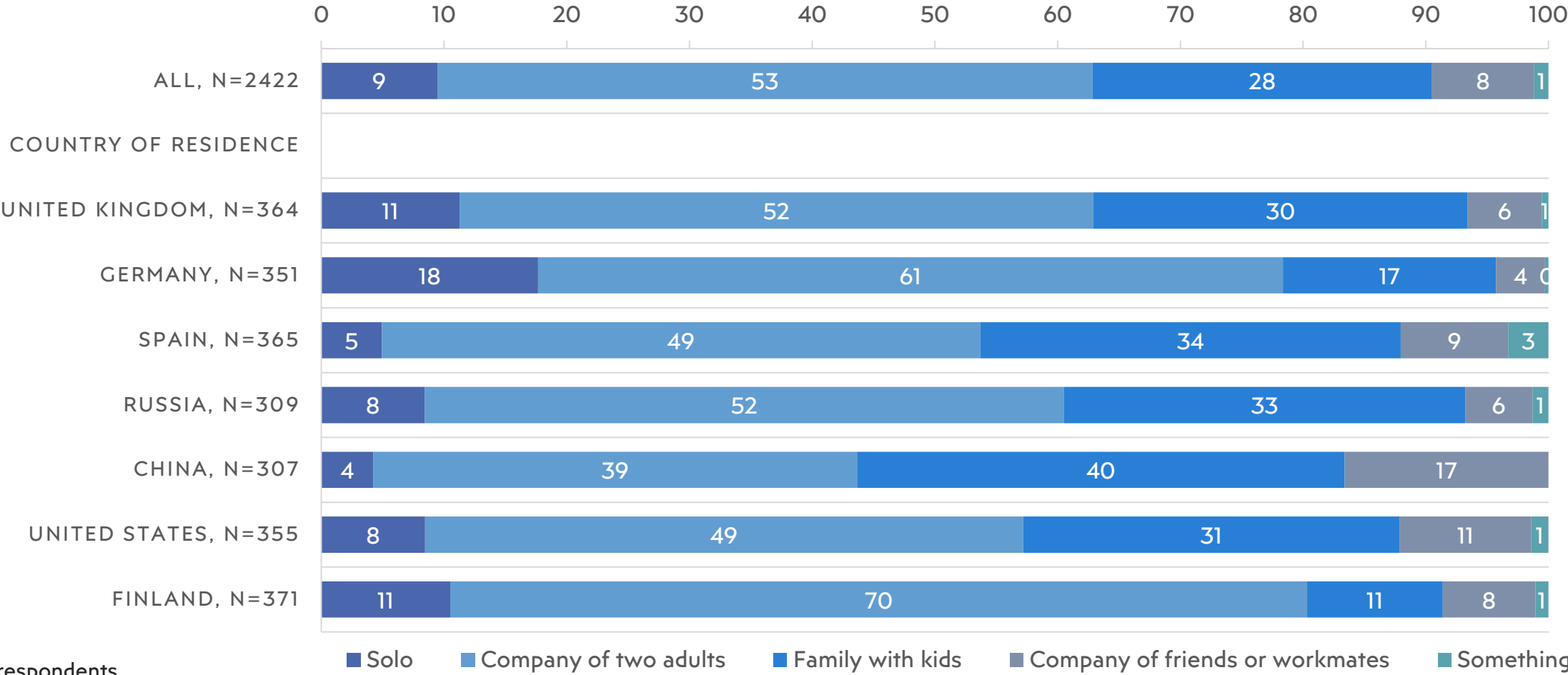
# How many days could you spend on a cruise?



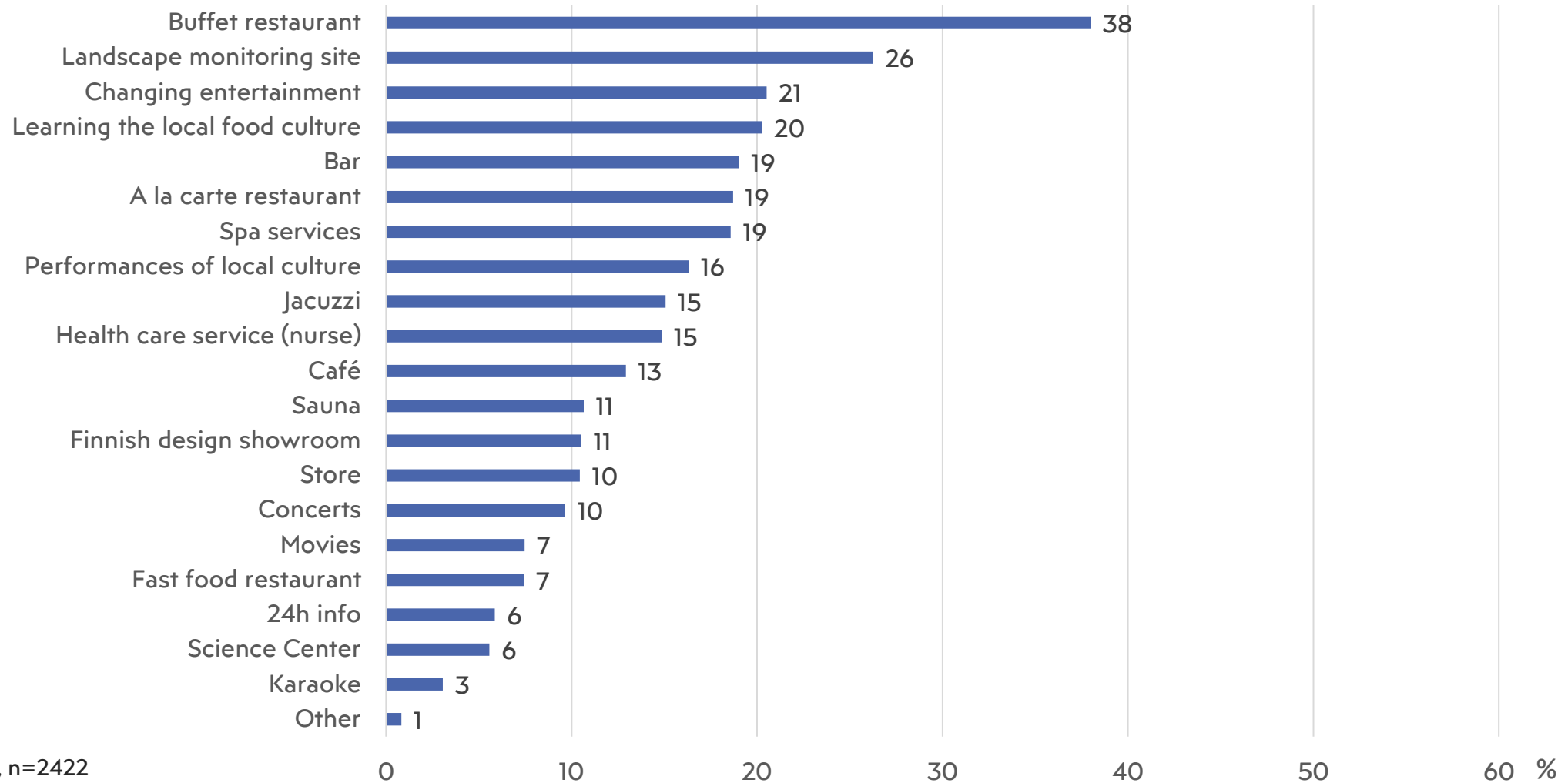
# At what point in time would you prefer to be interested in participating in the cruise?



# What would be most likely for your traveling party on your cruise?



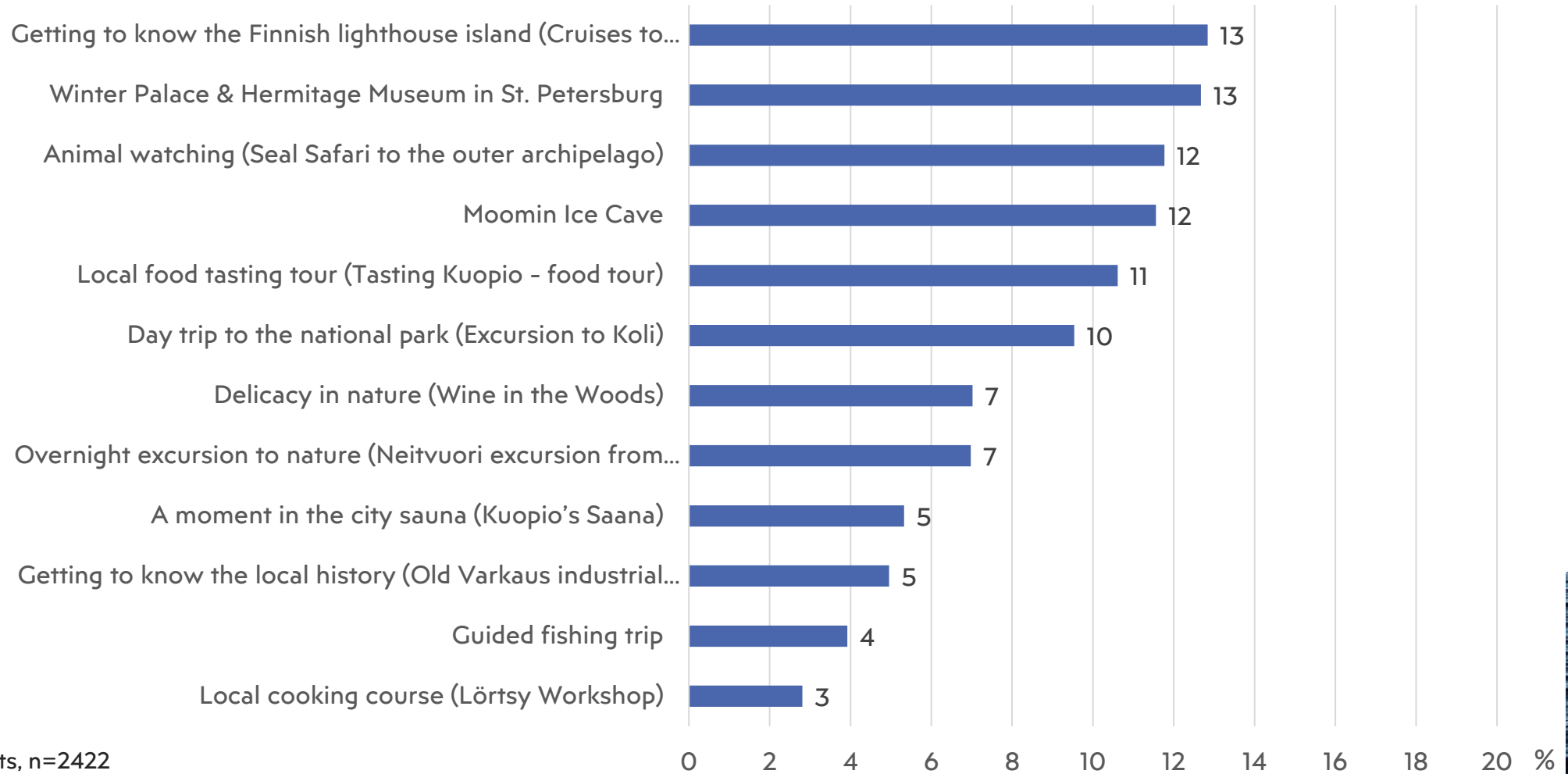
# What kind of services and experiences do you want to have on board?



All respondents, n=2422



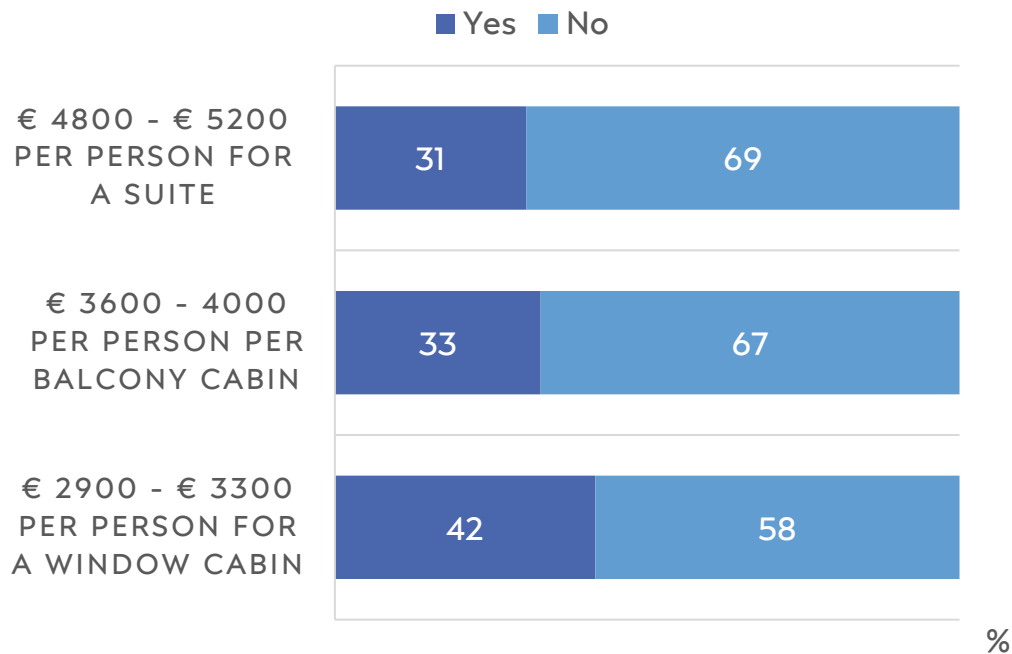
# The most interesting cruise program services at stops



All respondents, n=2422

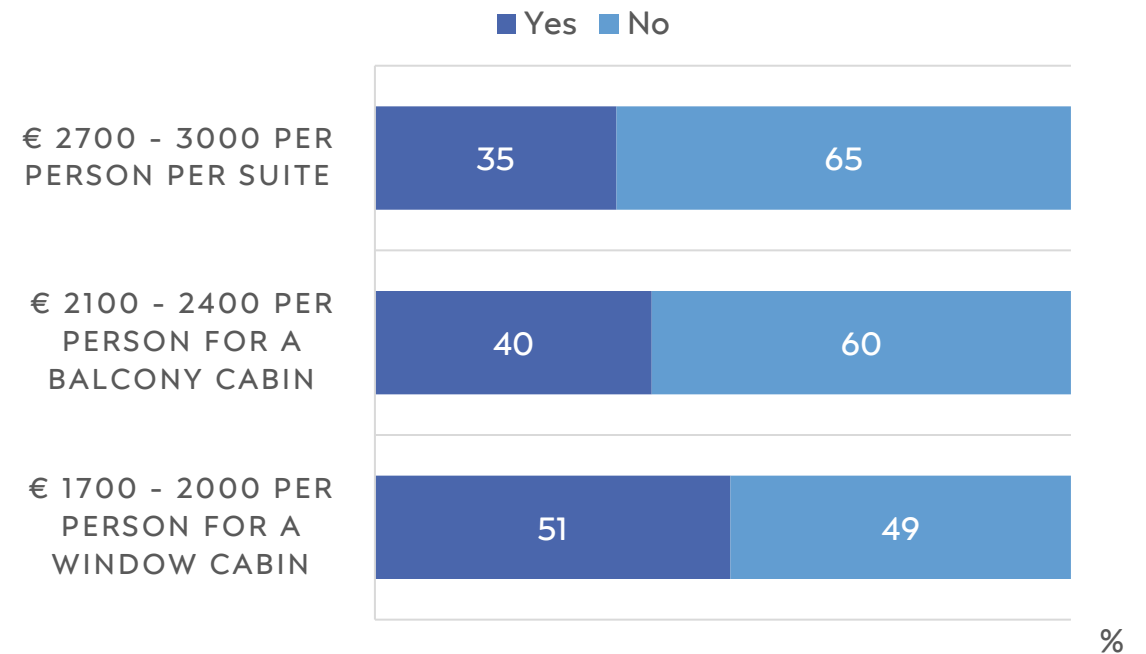
# Willingness to pay...

## ...for seven-day cruise



Told the amount which would pay for 7-day cruise, n=2111

## ...for four-day cruise



Told the amount which would pay for 4-day cruise, n=2094

# For further information and questions, please contact Project Manager.

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