

# Travel Market Report's Outlook on Ocean Cruise, 2025





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# LETTER FROM THE EDITOR



Dear Travel Advisor,

Ocean cruising has long been one of the most dependable segments for travel advisors. Healthy commissions, strong sales teams, and a wide array of not only ships but destinations have allowed the trade to excel in selling ocean cruises.

But things are changing. A new population of first-time cruise guests is bringing different needs and expectations, creating both a challenge and an opportunity for travel advisors. There's also a new slate of ocean cruise ships and some cruise lines catering to a very different clientele, needing the support of the travel trade to break into the market.

Today, Travel Market Report is proud to release the Ocean Cruise Outlook for 2025, the latest report on the challenges and opportunities within the segment. The following pages are filled with trends and insights from 700 frontline travel advisors on what is driving ocean cruise clients, including where they want to go, which lines they prefer, the supplier support they need most, and more.

Other data includes the importance of mobile app features in a client's experience, the best lead generation channels, and why clients prefer all-inclusive fares.

As with all of our reports, we hope the data on the following pages helps you meet the challenges and either grow your ocean cruise business or get started in the segment altogether.

Sincerely,

**Daniel McCarthy**  
VP, Editor-in-Chief

# 2025

## ← KEY FINDINGS



- ★ All advisors sell ocean cruises, and half also sell expedition cruises.
- ★ First-timers are more likely to opt for contemporary cruises while repeat cruisers prefer luxury and ultra-luxury cruise vacations.
- ★ The Caribbean-Bahamas (86%), Europe (77%), and Alaska (68%) are the top-selling cruise destinations.
- ★ The average per person per day spend on cruise vacations is \$666.
- ★ Cost of vacations (78%), itineraries/destinations (78%), and included amenities (73%) are the most important factors while selecting an ocean cruise.
- ★ In the next 24 months, advisors plan to sell ocean cruises to affinity/clubs (84%), multi-generation families (80%), and incentive/conference groups (79%).
- ★ Crossing off a bucket list experience or destination is the most important motivator for taking a cruise vacation, said 7 out of 10 advisors. Other key motivators are to celebrate personal occasions (71%) and spending time together/family reunions (69%).
- ★ Nearly 9 out of 10 advisors said Wi-Fi is an important amenity for an all-inclusive cruise experience. Other important amenities include entertainment/attractions (77%) and gratuities (75%).
- ★ Nearly 100% of the advisors said offering drinks/beverages as free add-ons helps improve cruise sales.
- ★ Word of mouth/referrals (89%), current/past clientele (83%), and social media (54%) are the top lead generation sources.
- ★ Text messaging (94%), phone calls (93%), and emails (92%) are the top channels that advisors use to communicate with clients.
- ★ Facebook Messenger (55%), WhatsApp (45%), and Zoom (42%) are the most used messaging apps, but 17% of advisors are still not using any messaging apps to communicate with clients.
- ★ More than 7 out of 10 advisors said that restaurant reservations, check-in/check-out, and booking onboard events and activities are the most important mobile app features that enhance a client's cruising experience.
- ★ Over half (54%) of the advisors said the total cost of the cruise was the biggest challenge for selling ocean cruise vacations, followed by itineraries not matching the client's preferences (46%) and available inventory not fitting client needs (44%).
- ★ Celebrity Cruises (83%), Royal Caribbean International (81%), and Norwegian Cruise Line (76%) are the top-selling cruise brands, said advisors.
- ★ Advisors identified FAM trips (80%) and commissions on NCFs (62%) as the leading supplier support needed to improve ocean cruise sales.
- ★ FAM trips (85%), virtual training (67%), and in-person conferences or tradeshow (65%) are the most preferred training formats.
- ★ While 7 out of 10 advisors said that product or destination training is their most preferred training program, 4 out of 10 advisors also want training in social media.
- ★ Most advisors (4 out of 5) said that they recommend ocean cruises based on the itinerary and the experience/reputation of the cruise line.
- ★ Approximately 7 out of 10 advisors identified as an independent contractor or affiliated with a host agency, franchise, or consortium.
- ★ Most advisors predict sales growth in 2025, with 7 in 10 expecting double-digit increases year-over-year.



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# INTRODUCTION



It would be repetitive to say that it's a good time to be selling ocean cruises (even if that is the plain truth).

Instead, let's talk about all the things that one can look forward to on the high seas. Many cruise lines are debuting in the coming years, and many will be offering new itineraries. Viking, for instance, is offering 12 first-time ports of call to its ocean routes, including (but not limited to) Bordeaux in France, Northern Ireland, Haugesund in Norway, and Palma de Mallorca and Bilbao in Spain.<sup>1</sup>

There has also been a change in the client demographic: While the average ocean cruise clients were previously Boomers and empty-nesters, today's traveler is younger and often a first-time passenger. According to CLIA, 73% of millennials and Gen X travelers say they would consider a cruise vacation, fueled by an increased spending capacity.

During its first-quarter earnings call, Carnival Cruise Line noted there was a healthy mix of "new-to-cruise" in its 2025 bookings, with the customer group increasing by over 30% versus a year ago.<sup>2</sup>

Together, all these factors are contributing to a robust compound annual growth rate (CAGR) of 11.5% from 2023 to 2030.<sup>3</sup>

This positive sentiment is reflected by advisors who have shared how they plan to reach out to a larger clientele.

How can one ride the positive wave? This TMR Ocean Trends Outlook brings together trends and insights from advisors so that everyone in the community, including suppliers, can both cash in on and contribute to the growth.

<sup>1</sup> <https://www.travelagewest.com/Travel/Cruise/viking-european-ocean-itineraries-2026-2027>

<sup>2</sup> <https://www.jpmorgan.com/insights/global-research/travel/cruise-outlook>

<sup>3</sup> <https://www.grandviewresearch.com/industry-analysis/cruise-market-report>





## METHODOLOGY

**This online survey was conducted by Travel Market Report in November to December 2024.**

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A total of 701 travel advisors from across the United States and Canada participated in the survey. Of this, 78% were from the U.S. and 22% were from Canada. The aggregated results and analysis presented in this report are based on the responses from these advisors. Discrepancies or nuances in the analysis are highlighted wherever applicable. The frequent comparisons drawn are taken from Travel Market Report's Outlook on Cruise Trends, 2023.<sup>4</sup>



<sup>4</sup> [https://www.travelmarketreport.com/library/TMR/TMR\\_Cruise\\_Trends\\_Outlook\\_2023/index.html#page=1](https://www.travelmarketreport.com/library/TMR/TMR_Cruise_Trends_Outlook_2023/index.html#page=1)



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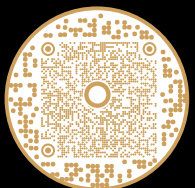
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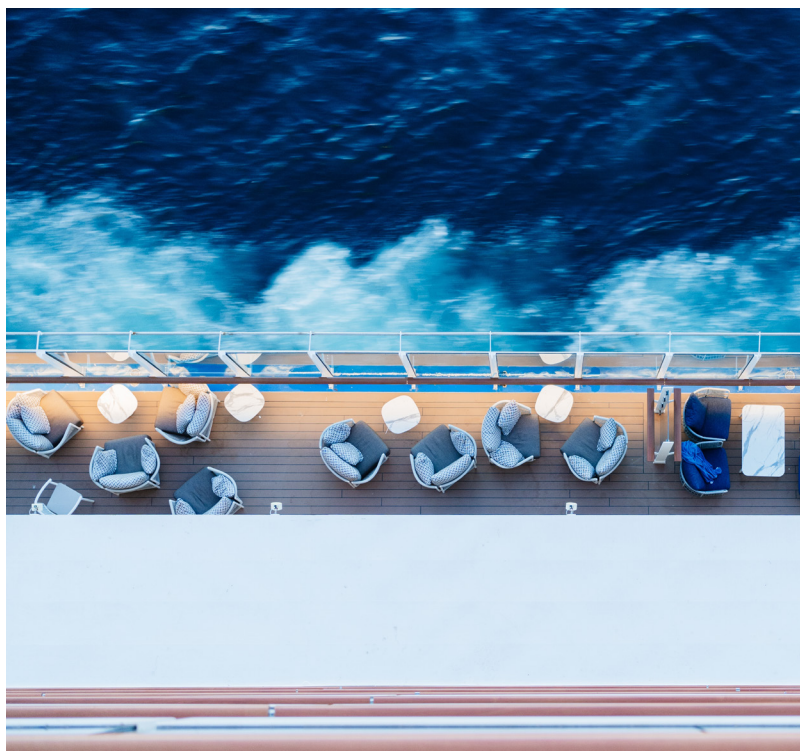
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# TRENDS IN OCEAN CRUISE



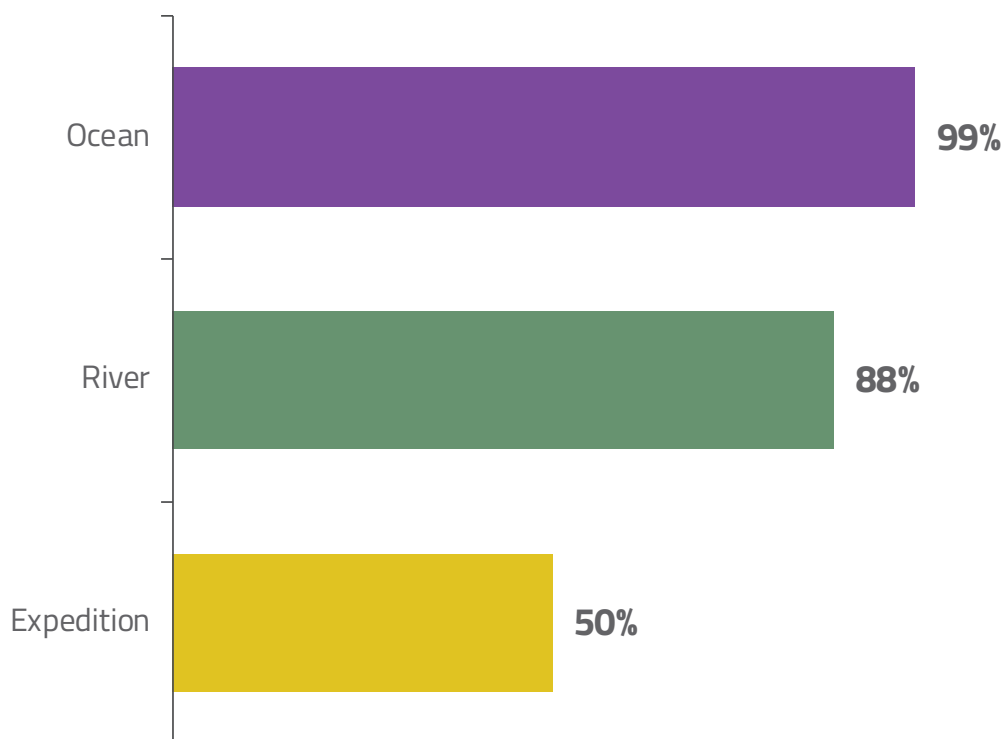
All advisors in this TMR Outlook said that they sell or plan to sell ocean cruise. Furthermore, almost 9 in 10 advisors said that they sell or plan to sell river cruise.

There is a huge opportunity to be explored in expedition cruises: 1 in 2 advisors said that they sell or plan to sell expedition cruises. This share is much higher than in the TMR Cruise Trends Outlook 2023 where only 34% of the advisors showed an interest in expedition cruises.

The share of those selling ocean and river cruises has also increased from 84% and 62%, respectively.

Advisors sell on average three cruises a month. As with all trends in the travel industry, those with more experience sell more ocean cruise vacations, and agencies (which tend to have more resources) sell more than ICs.

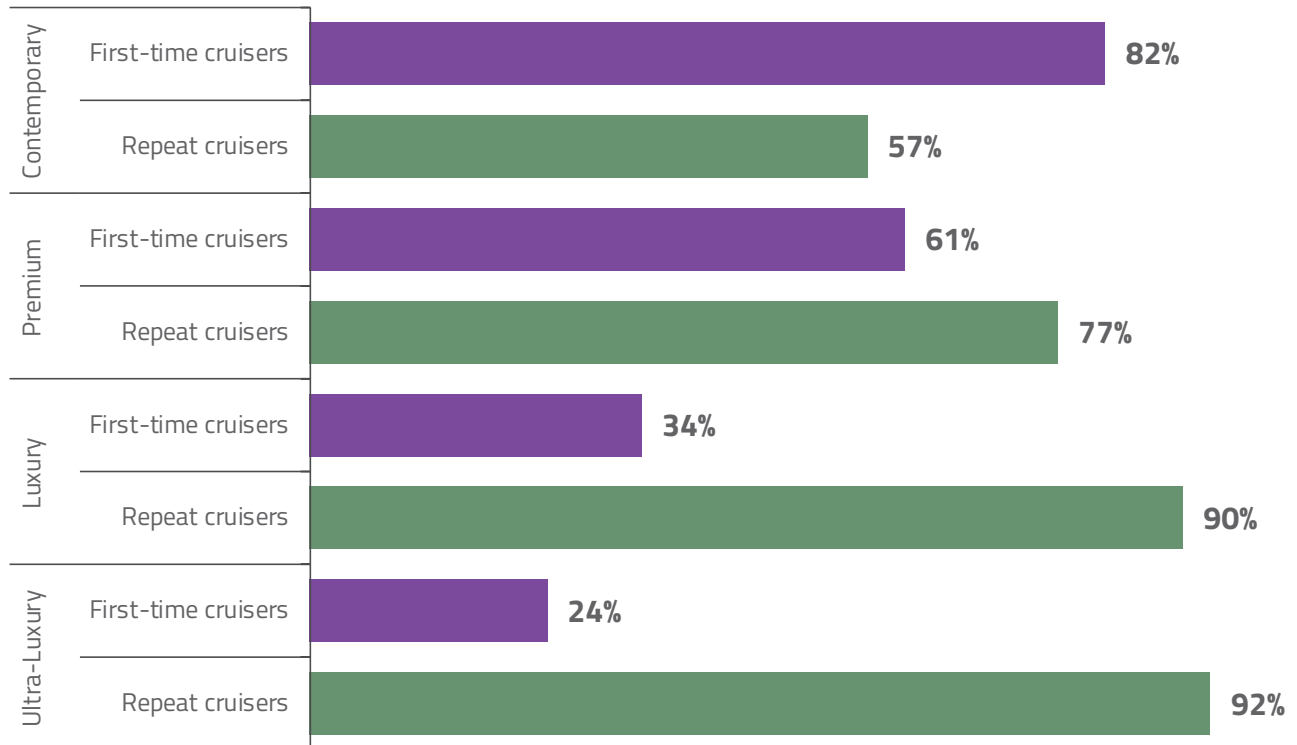
## ADVISORS SELLING/PLANNING TO SELL VARIOUS CRUISE TYPES





# TRENDS IN OCEAN CRUISE

## CRUISE SALES AND OUTLOOK BY CRUISE SEGMENT



If cruising is a taste that one develops, it's understandable that as one gets more experienced, they progress towards more nuanced and exclusive options. Advisors reflect this sentiment, saying that first-time cruisers gravitate more towards contemporary cruises.

Contemporary cruises offer a variety of schedules and itineraries suited more to younger adults and family demographics. They come with several onboard entertainment options and amenities.

While 8 out of 10 advisors said that their contemporary cruise clients were mostly first-time cruisers, 9 out of 10 advisors said that their luxury and ultra-luxury cruise clients were repeat cruisers.





# TRENDS IN OCEAN CRUISE

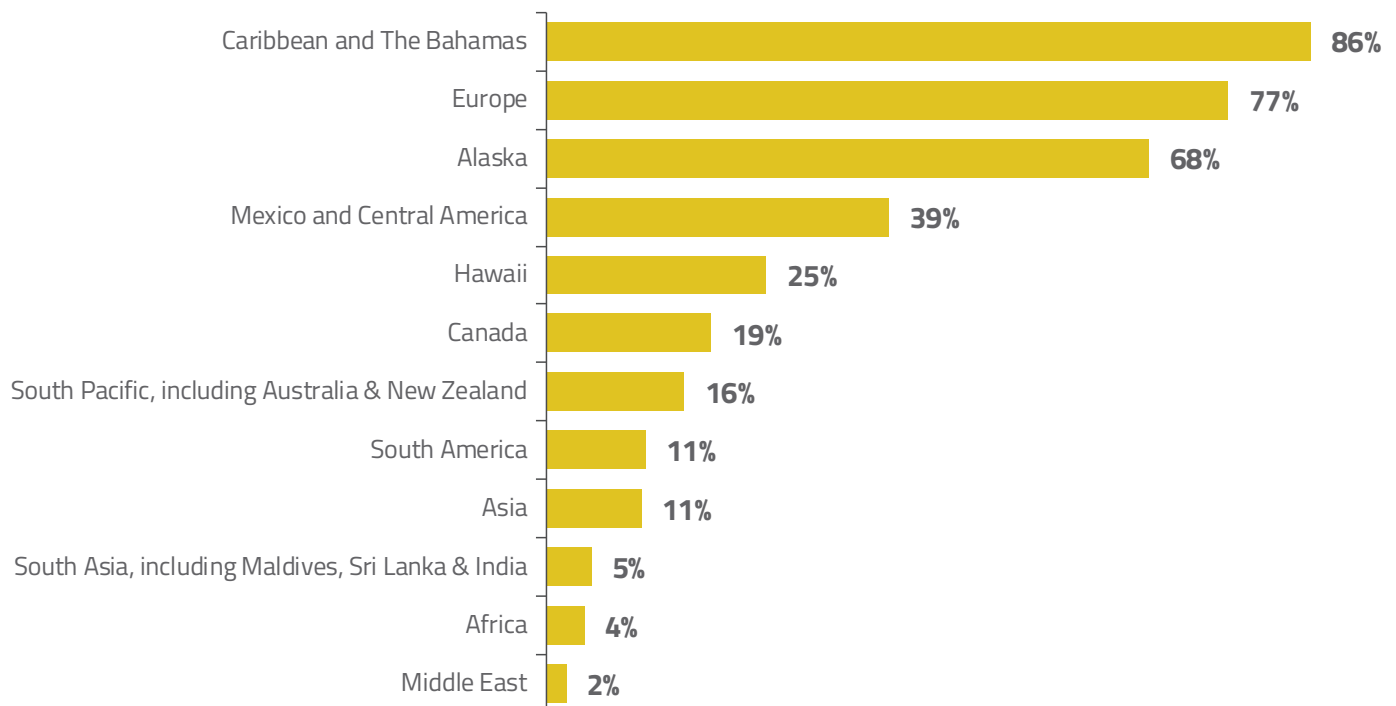


The Caribbean and The Bahamas are always among the top cruising destinations in the world. In fact, the destinations account for double the passenger numbers of any other cruising region worldwide, having gained almost one million new cruise visitors in 2023 compared to 2019.<sup>5</sup> And while Europe may be the second most popular destination, as per the advisors, Alaska is steadily catching up.<sup>6</sup>

With demand for Alaska cruises increasing, especially among first-time cruisers,<sup>7</sup> many cruise lines are launching new products in the market.<sup>8</sup>

Meanwhile, the Mexican government has announced an increase in taxes at its ports, making the immigration levy \$42. However, this will now be implemented in July 2025 instead of January.<sup>9</sup>

## POPULAR DESTINATIONS FOR OCEAN CRUISING



<sup>5</sup> <https://www.forbes.com/sites/davidnikel/2024/11/17/the-worlds-5-most-popular-cruise-destinations-explained/>

<sup>6</sup> <https://cruiseindustrynews.com/cruise-news/2024/04/alaska-to-have-record-cruise-capacity-in-2024/>

<sup>7</sup> <https://skift.com/2024/09/30/carnival-ceo-demand-for-alaska-cruises-is-off-the-charts/>

<sup>8</sup> <https://www.travelandtourworld.com/news/article/oceania-cruises-launches-new-alaska-adventures-for-2025/>

<sup>9</sup> <https://www.usatoday.com/story/travel/cruises/2024/12/09/mexico-cruise-guest-tax-delayed/76860427007/>



# TRENDS IN OCEAN CRUISE

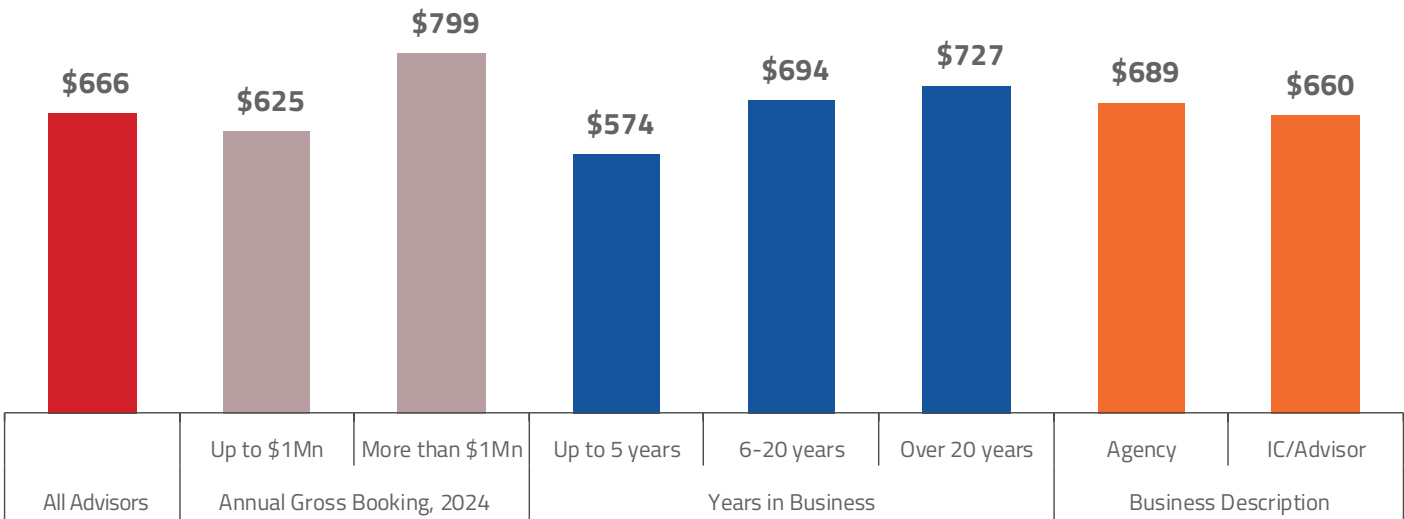
Advisors with more experience tend to sell more ocean cruise vacations and their clients also typically have a higher per person per day spend. While advisors said that their clients spent on average over \$650 per day per person on ocean cruise vacations, advisors who made more than \$1 million in annual bookings in 2024 said that their clients spent nearly \$800 per person per day. This share was over \$720 for advisors with over 20 years in the business.

One advisor shared,

“ I don’t go by the day. It’s the grand total for the cruise, [which] is usually anywhere from \$4,000 to \$6,000.



AVERAGE PER PERSON PER DAY SPEND ON OCEAN CRUISE VACATIONS (\$)







# TRENDS IN OCEAN CRUISE



The most important factors in selecting ocean cruises have been steady for the past few TMR Outlooks. Nearly 4 out of 5 advisors said that the price/cost of the ocean cruise is the main reason why clients chose a particular vacation. Itineraries/destinations are equally important.

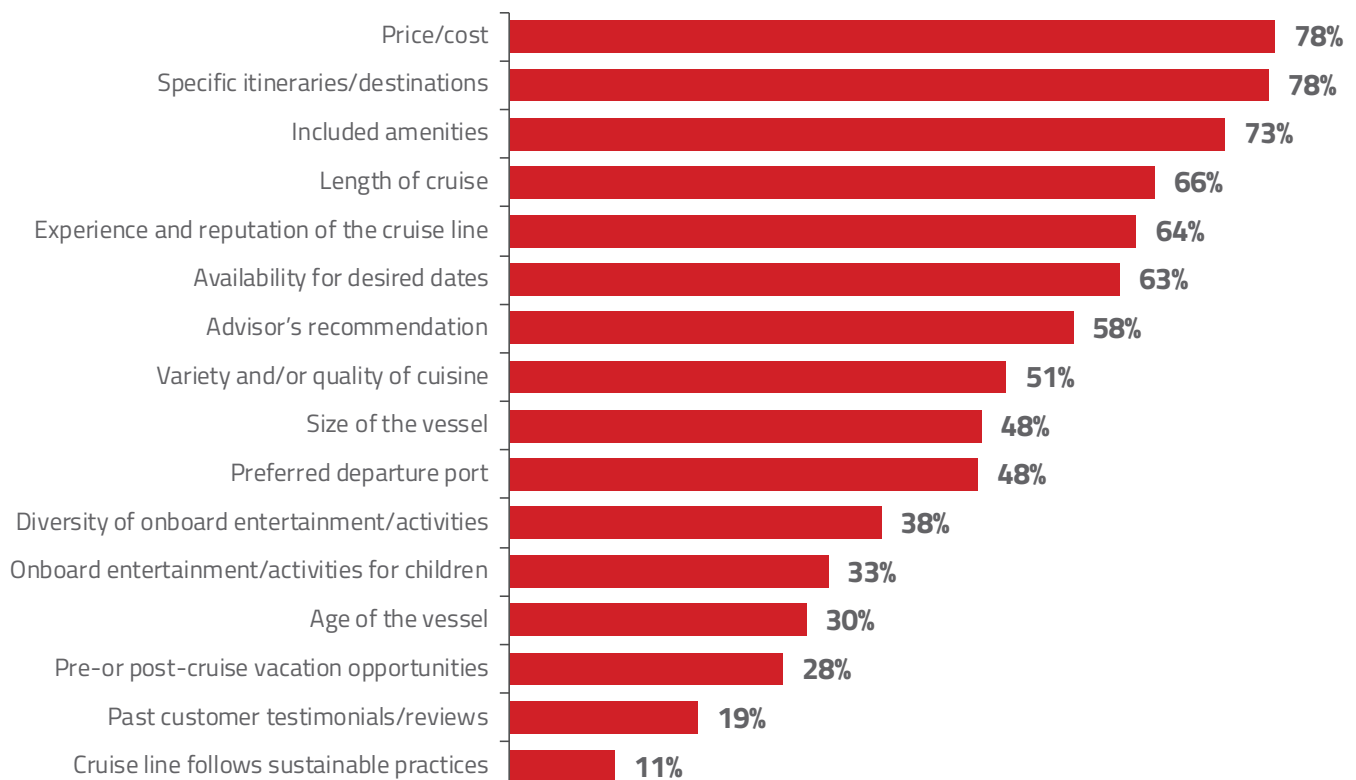
Other factors are included amenities (73%), length of the cruise (66%), and experience and reputation of the cruise line (64%).

One advisor said, “Most of my clients definitely want a more inclusive experience. They understand the higher costs and are willing to pay for the features.”

Another identified,

“Quality of Wi-Fi, food, and demographics of the passengers” as factors on the basis of which clients choose their ocean cruise.

## IMPORTANT FACTORS IN SELECTING AN OCEAN CRUISE VACATION





# TRENDS IN OCEAN CRUISE



Ocean cruises have come a long way from being a niche product aimed only at specific age groups.

Over the last few Outlooks, advisors have shared that they plan to sell across multiple client segments. Affinity groups and clubs are the most popular segments with more than 4 out of 5 advisors saying that they plan to sell to them.

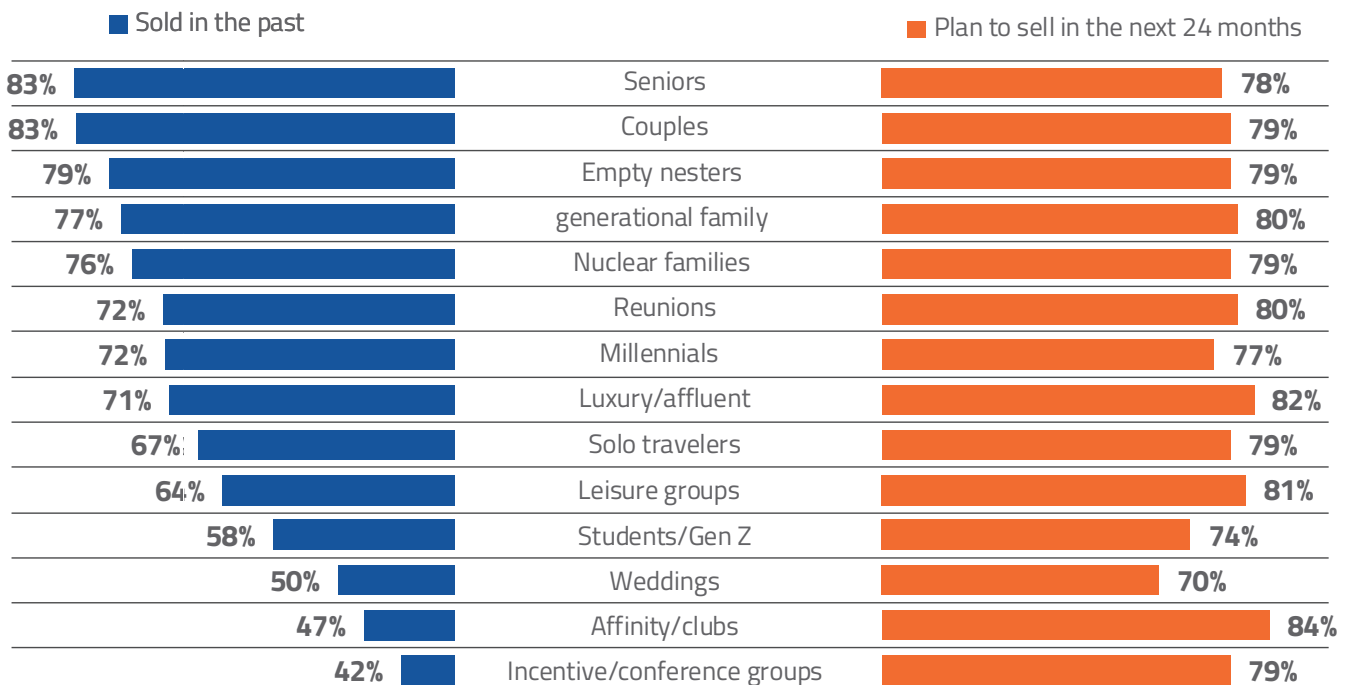
It makes sense as cruise lines are also curating experiences that appeal to people in different age brackets and across specific interest groups — pickleball is an example.<sup>10</sup> Today, there are several cruise lines that offer pickleball experiences that also dock on different destinations.

Similarly, there are book reading, jazz, and even Comic-Con themed cruises, making the travel appeal to a vast variety of people.<sup>11</sup>

One advisor shared,

“My focus for 2025 and beyond is to sell groups to places I want to travel to and host. And to sell to affinity groups with a common purpose/connection, whatever that may be. I’ll also be concentrating on solo travelers.”

## PAST PERFORMANCE & OUTLOOK BY CLIENT SEGMENTS



<sup>10</sup> <https://pickleballinparadise.com/pickleball-cruises/>

<sup>11</sup> <https://travel.usnews.com/features/the-best-themed-cruises>





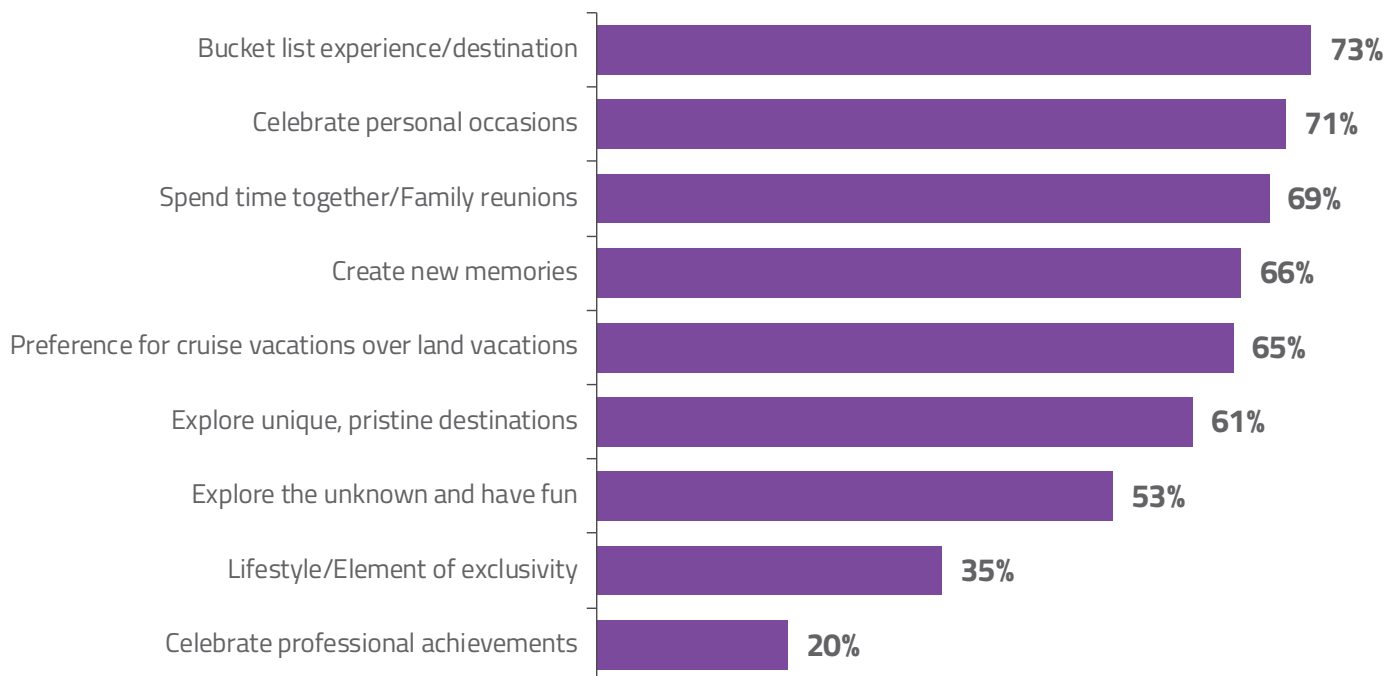
# TRENDS IN OCEAN CRUISE



What could be a better venue for a celebration than a cruise? With all the services taken care of, and a pre-decided itinerary, all you have to do is relax and enjoy the ride with your loved ones.

Unsurprisingly then, 7 out of 10 advisors said that celebrating personal occasions and spending time together/family reunions were two of the key motivators for picking an ocean cruise. The most important motivator was crossing it off their bucket list, either for the experience of the cruise or the destination, said 73% of the advisors.

## KEY MOTIVATORS FOR TAKING A CRUISE VACATION





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✓ Dedicated sales team

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✓ Available always on the phone

✓ One stop trade portal with all materials and incentives





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## Adriatic



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**Italy and Montenegro**

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**3, 4, or 7 night**  
cruise options sailing  
the **Arabian Gulf**



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# TRENDS IN OCEAN CRUISE



In our hyper-connected world, staying off the Internet for a week or more can be difficult. Unsurprisingly, over 4 out of 5 advisors said that availability of Wi-Fi was one of the most important amenities in an all-inclusive cruise vacation.

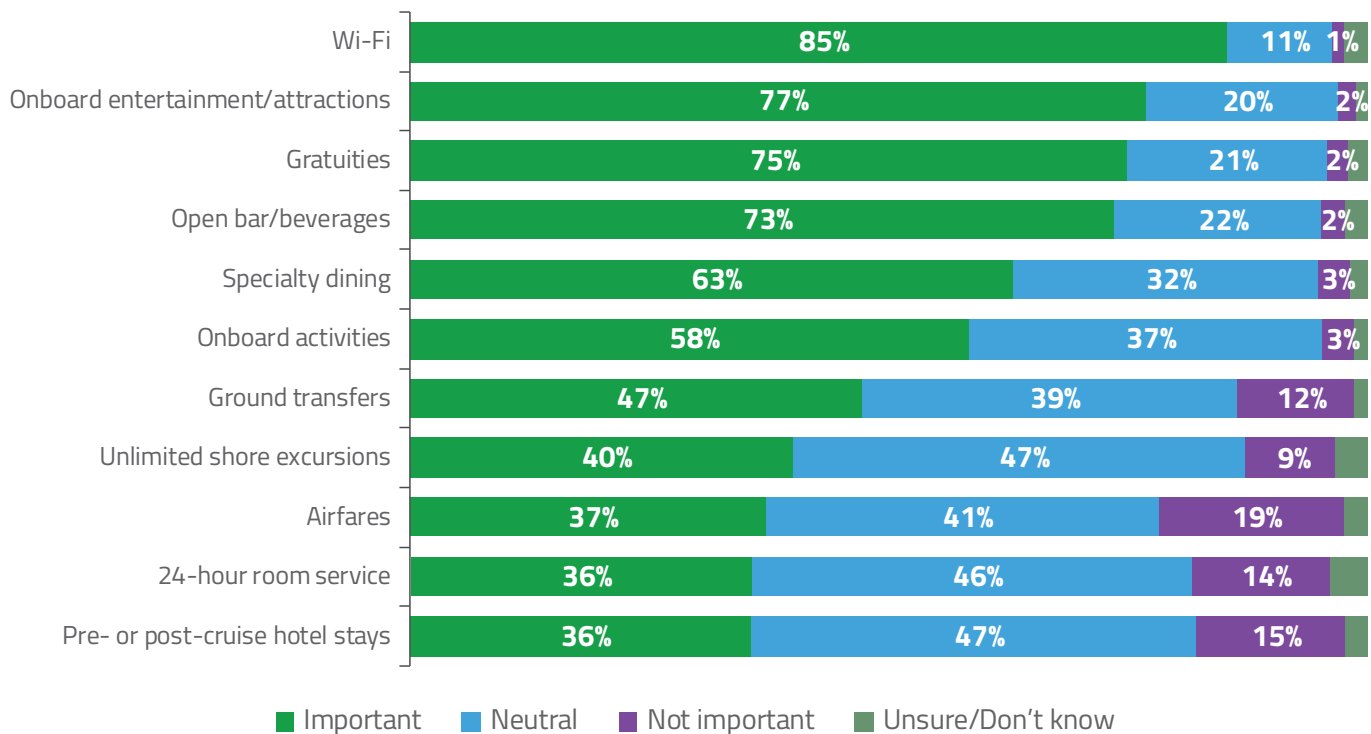
Onboard entertainment and attractions (77%), gratuities (75%), and open bar/beverages (73%) were other important amenities.

One advisor said, "It would be nice for cruise lines to offer a variety of adult drink packages. For example, offer a 10-drink package instead of a 15-drink package per day."

Another advisor shared,

**“** Most of my clients definitely want a more inclusive experience. They understand the higher costs and are willing to pay for the features. **”**

## IMPORTANT AMENITIES OF AN ALL-INCLUSIVE ON-BOARD CRUISE EXPERIENCE, SHARE (%)





# TRENDS IN OCEAN CRUISE



Not having to think about how much you are paying for each drink or meal adds to the sense of relaxation during a vacation. This is why free add-ons such as drinks and beverages really move the needle when it comes to sales, said nearly 7 out of 10 advisors. This share was 3 out of 10 in the 2023 TMR Cruise Trends Outlook.<sup>12</sup>

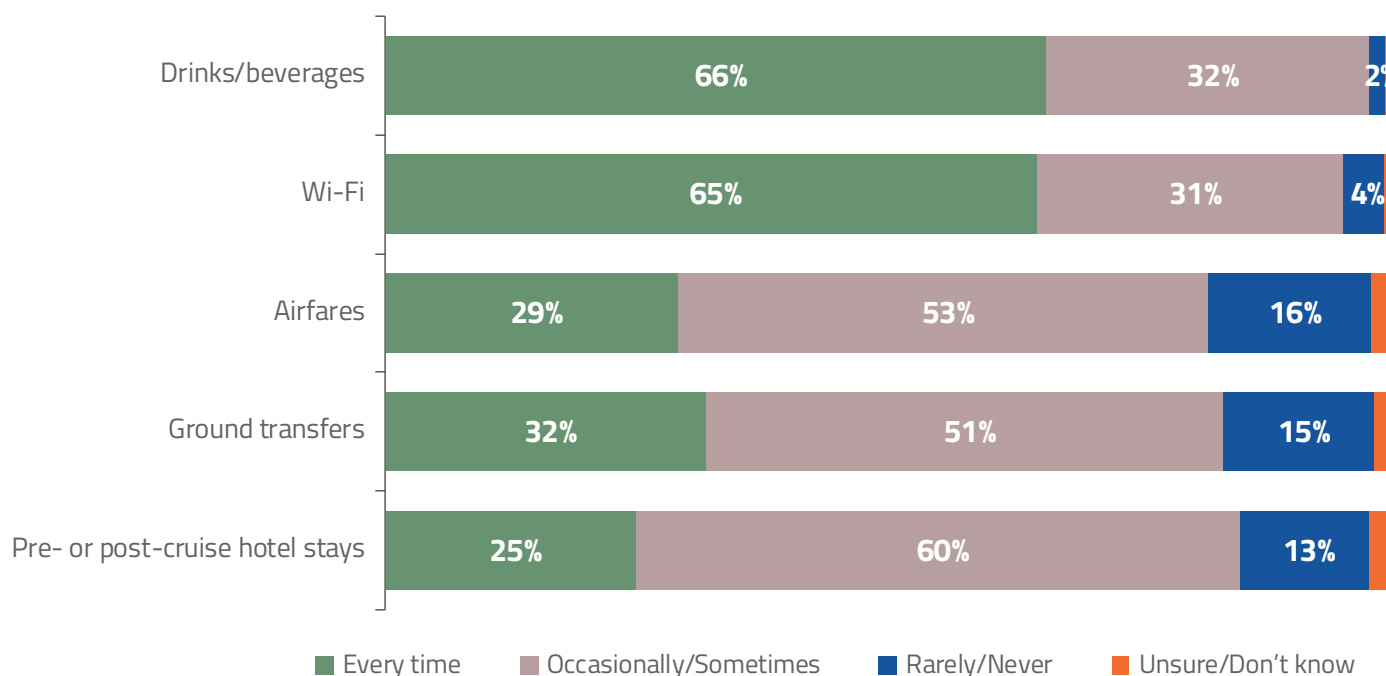
The demand for free Wi-Fi has also jumped from 34% in 2023 to 65% in the current Outlook.

One advisor shared,



*Pre-night add-on [hotel stays] with transfers are often make/break for a booking.*

## EFFECTIVENESS OF FREE ADD-ONS IN IMPROVING CRUISE SALES, SHARE (%)



<sup>12</sup> [https://www.travelmarketreport.com/library/TMR/TMR\\_Cruise\\_Trends\\_Outlook\\_2023/index.html?page=20](https://www.travelmarketreport.com/library/TMR/TMR_Cruise_Trends_Outlook_2023/index.html?page=20)





# TRENDS IN OCEAN CRUISE

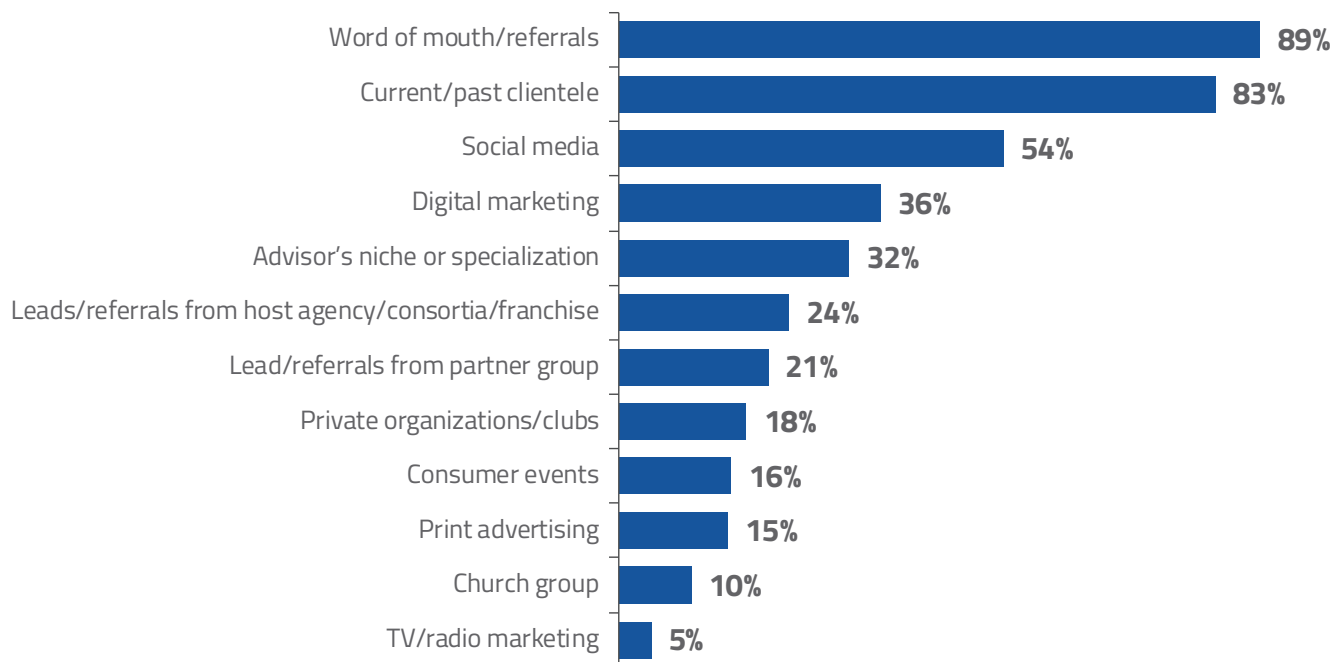


Referrals from word of mouth and current (89%) and past clientele (83%) remain the top lead generation sources, given the human nature of travel. However, social media (54%) and digital marketing (36%) are also steadily contributing more.

The advisor's niche/specialization also contributes to 32% of lead generation.

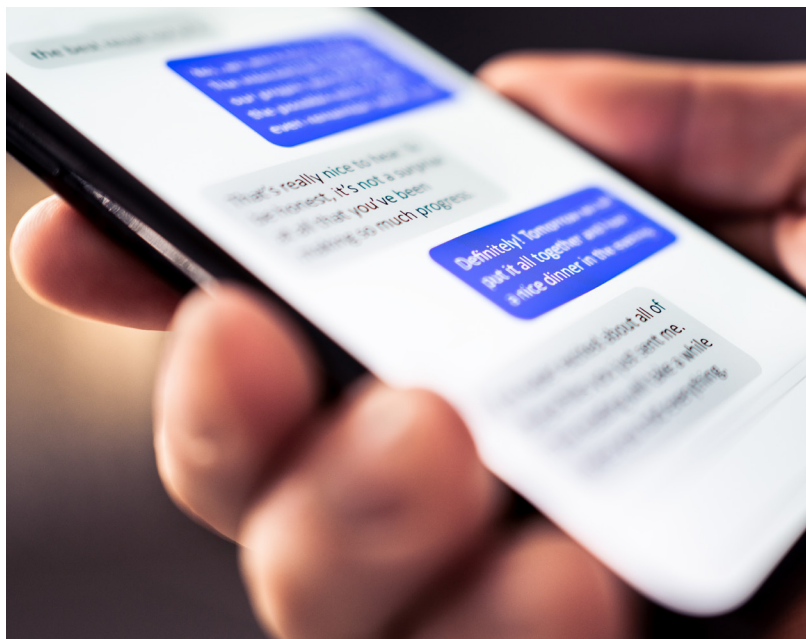
As shared in the TMR Distribution Outlook 2025, marginal gains from offline networking opportunities such as consumer events and partner referral groups also contribute significantly, so advisors must not neglect these channels.

## LEAD GENERATION CHANNELS FOR ADVISORS



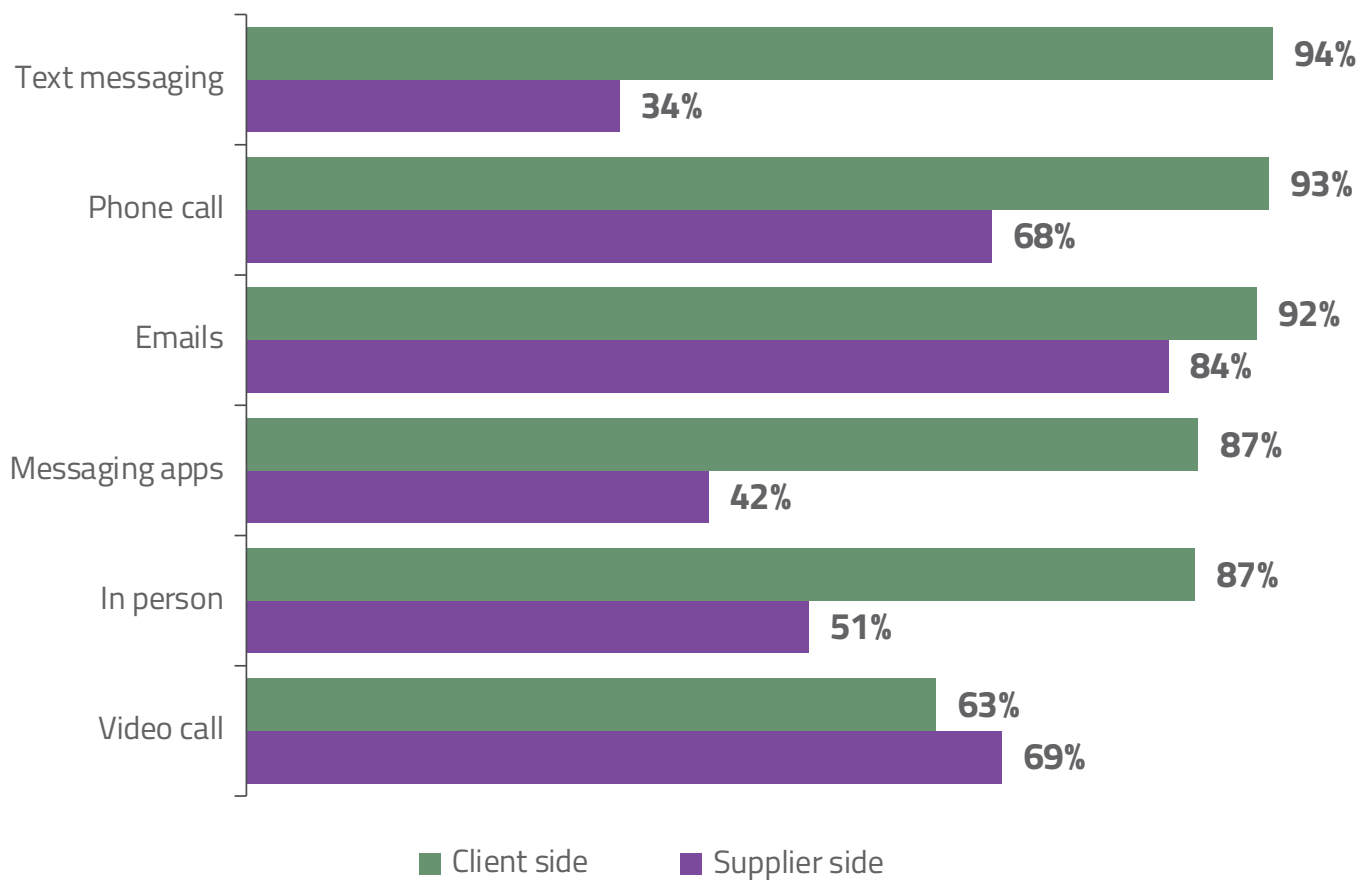


# TRENDS IN OCEAN CRUISE



In the past few TMR Outlooks, we have seen a greater adoption of instant modes of communication between advisors and clients. It is clear that advisors are making every effort to be available to clients across a variety of platforms, whether it's email, text messaging, or even in-person meetings.

MODES OF COMMUNICATION USED BY ADVISORS





# EMERALD<sup>◇</sup>

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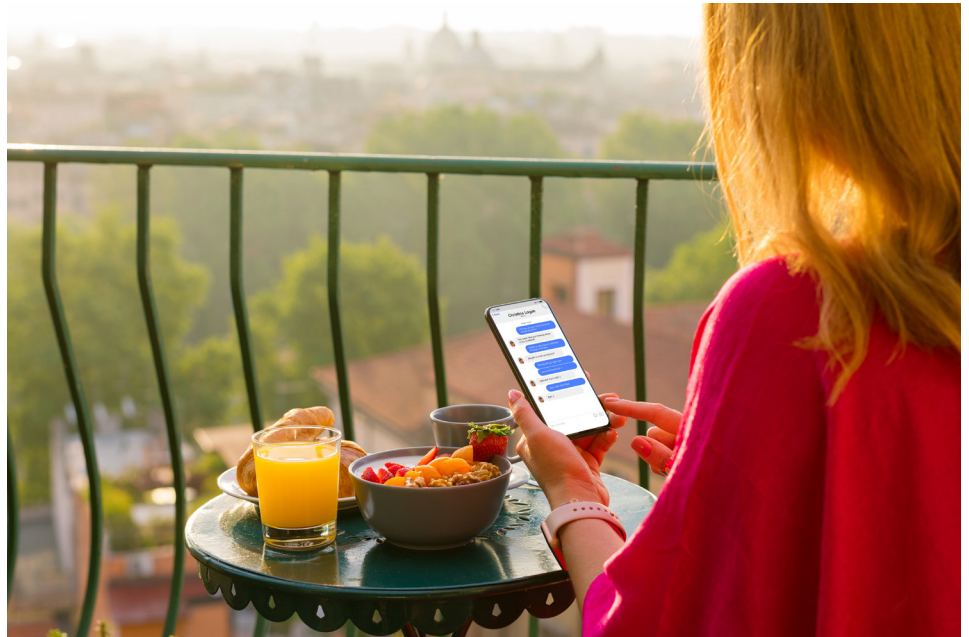
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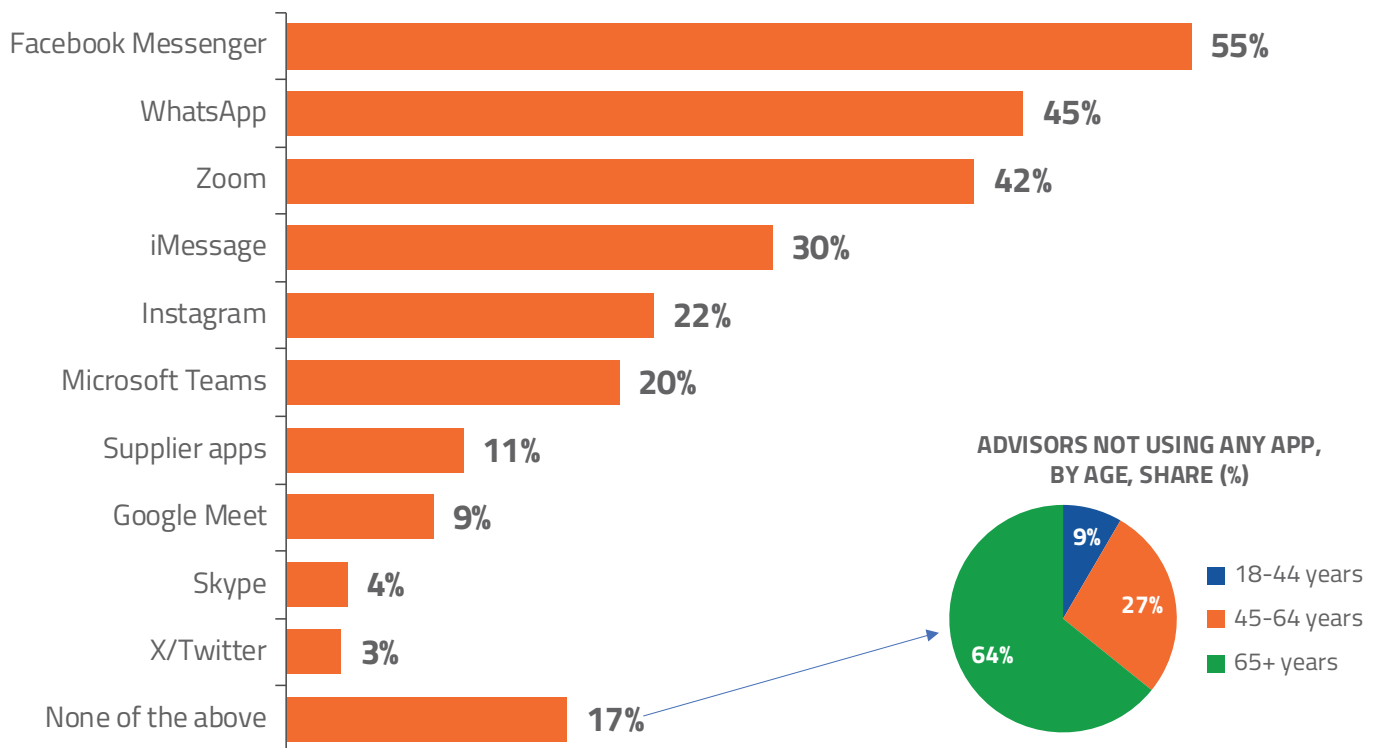


# TRENDS IN OCEAN CRUISE

Facebook Messenger, WhatsApp, and Zoom are the most popular messaging apps used by advisors. Less than 1 out of 5 advisors said that they don't use any messaging apps. Of those who said they don't use any messaging apps, over 6 in 10 were advisors above the age of 65.



## MESSAGING APPS USED BY ADVISORS







# TRENDS IN OCEAN CRUISE



What does your cruise itinerary look like? What time does the restaurant open, and what services do you want to check in on? Many cruise lines today have their own mobile apps that help guests find the answers to these questions.<sup>13</sup>

Restaurant reservations, check-in and check-out, and booking onboard and shore activities were some of the top preferred features on the cruise line apps.

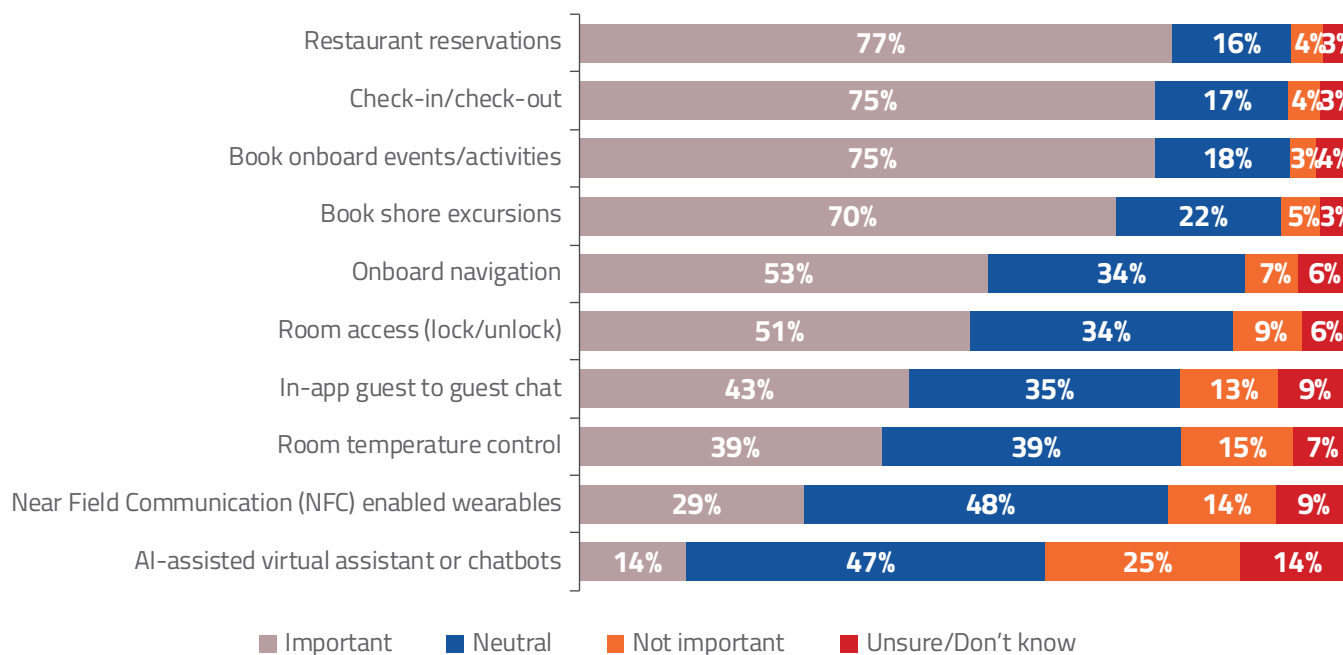
Room access and room temperature control were also important.

There is some feedback on the apps, though: One advisor shared,



*Requests have been made for consistent functionality of the apps. Also, the ability to enlarge the on-screen type fonts. Small screens and bad type fonts do not make it easy for so many to read things easily. There needs to be a way to accommodate lower vision guests as well.*

## IMPORTANCE OF MOBILE APP FEATURES IN CLIENT'S CRUISING EXPERIENCE, SHARE (%)



<sup>13</sup> <https://yourcruisegirl.com/cruise-line-apps-that-improves-your-cruise-experience/>



# TRENDS IN OCEAN CRUISE

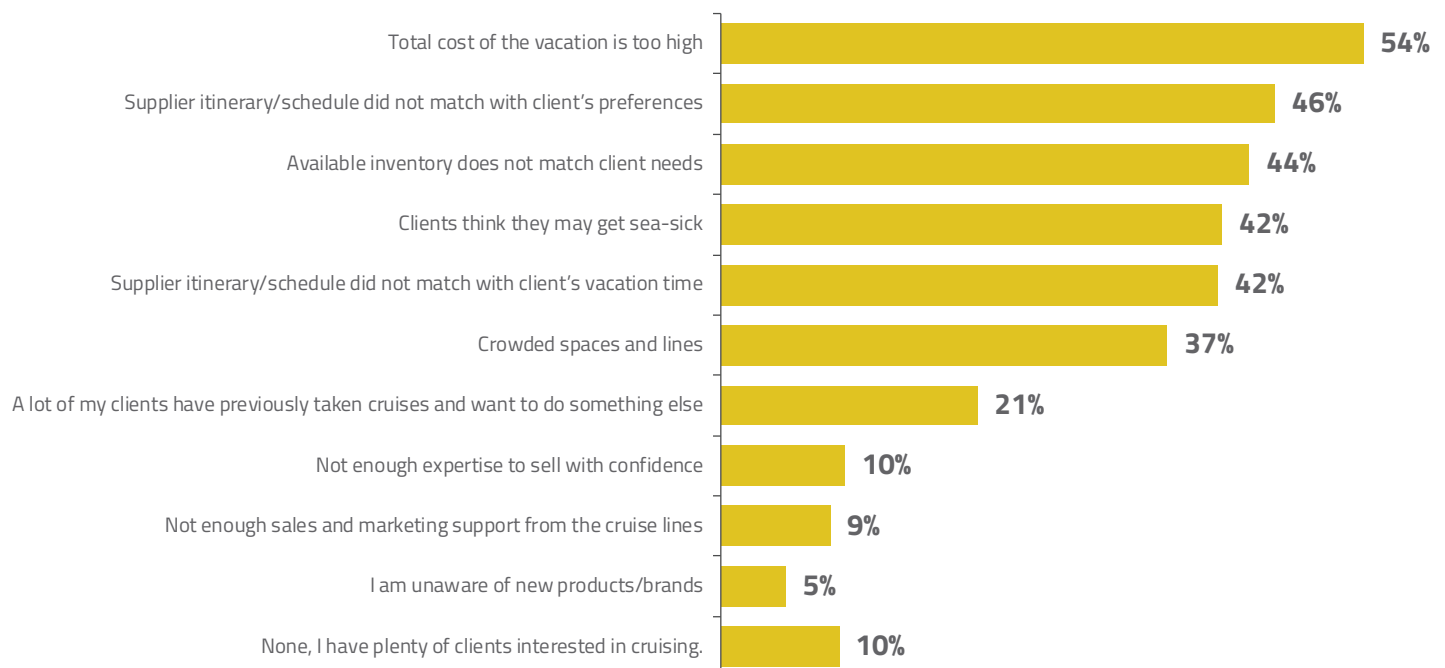
What are the challenges that advisors face when selling ocean cruises? Half of (1 in 2) advisors said that the cost of the vacation is a deterring factor. Supplier itinerary/schedule not matching with client preferences or vacation times is another challenge.

Compared to the 2023 TMR Cruise Trends Outlook, almost twice the share of advisors said that their clients are concerned about getting sea sick. There are many remedies now available to help with this. Concerns about crowded cruises has reduced over the last two years.

Additionally, 1 in 10 advisors said that they face no challenges and have plenty of clients waiting to experience ocean cruises.



## CHALLENGES FACED IN SELLING OCEAN CRUISES







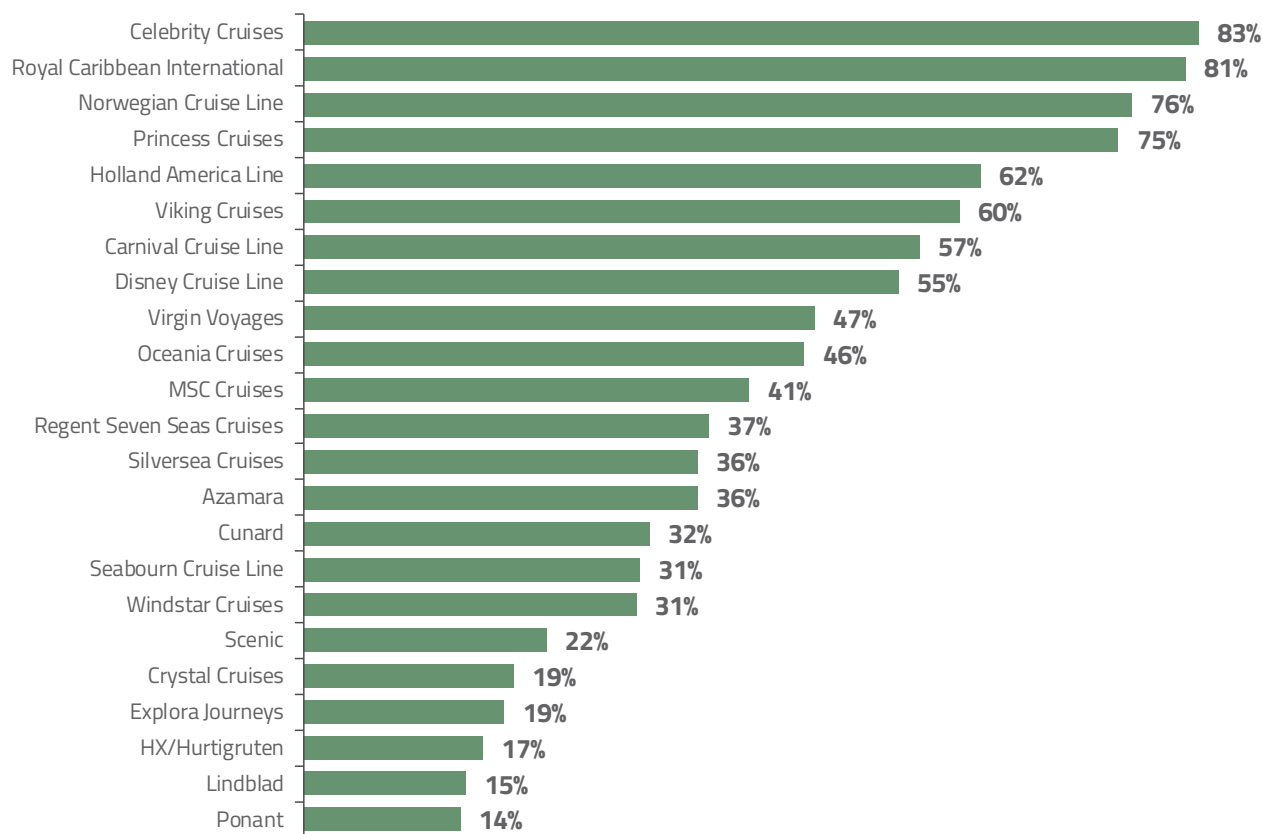
# TRENDS IN OCEAN CRUISE



Celebrity Cruises (83%), Royal Caribbean International (81%), and Norwegian Cruise Lines (76%) are the top selling cruise lines for advisors.

Explora Journeys is a new cruise line brand that debuted in 2023 in the luxury segment,<sup>14</sup> and it's heartening to see that nearly 1 in 5 advisors are selling this brand.

## TOP SELLING CRUISE LINE BRANDS



<sup>14</sup> <https://www.scmp.com/magazines/style/lifestyle/travel-hotels/article/3239417/why-are-wealthy-travellers-flocking-quiet-luxury-cruise-explora-i-tour-vessel-features-rolex-and>



# TRENDS IN OCEAN CRUISE

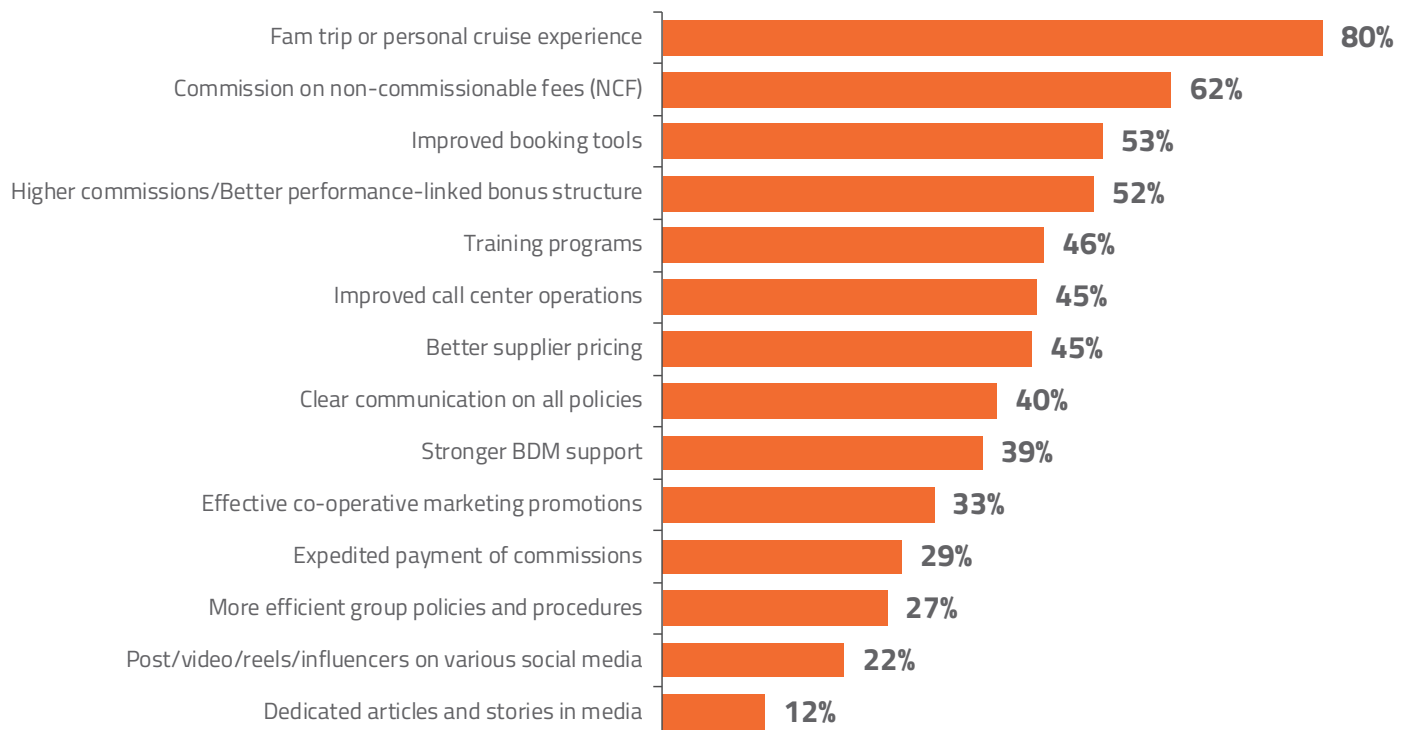


With travel being an emotional buy, it's easier for advisors to sell vacations if they have had the cruise experience themselves. FAM trips are, as always, the most requested supplier support to enable better sales, with 4 out of 5 advisors wanting this option.

Better profits and greater efficiency in booking are some of the other themes that have emerged in this Outlook, with 3 out of 5 advisors saying that they would like commissions on NCFs (62%), along with improved booking tools (52%) and other support.

There has also been a steady improvement in the advisors' experience of call centers over the past few years.

## SUPPLIER SUPPORT TO ENABLE HIGHER CRUISE SALES







# EXPEDITIONS

## A TRAVEL EXPERIENCE FIVE DECADES IN THE MAKING

In 1967 Lars-Eric Lindblad led the first international expedition to Galápagos for citizen explorers. That pioneering voyage laid the foundation for ecotourism in the archipelago and inspired Lindblad Expeditions' decades-long tradition of crafting awe-inspiring voyages for adventurous travelers.

This year, we will embark on the next thrilling chapter of our Galápagos exploration by welcoming two new expedition ships to the fleet—*National Geographic Gemini* and *National Geographic Delfina*. Together with *National Geographic Endeavour II* and *National Geographic Islander II*, these four ships offer a full spectrum of travel options whether your clients wish to voyage solo or with family—or charter an entire ship for a private experience.

Each exceptional vessel embodies the spirit of discovery that is synonymous with National Geographic-Lindblad Expeditions, offering guests complete immersion in the most extraordinary wildlife sanctuary on earth.

### BOOK ONLINE AT:

[expeditions.com/travel-advisors](https://expeditions.com/travel-advisors) or call 833-699-2471







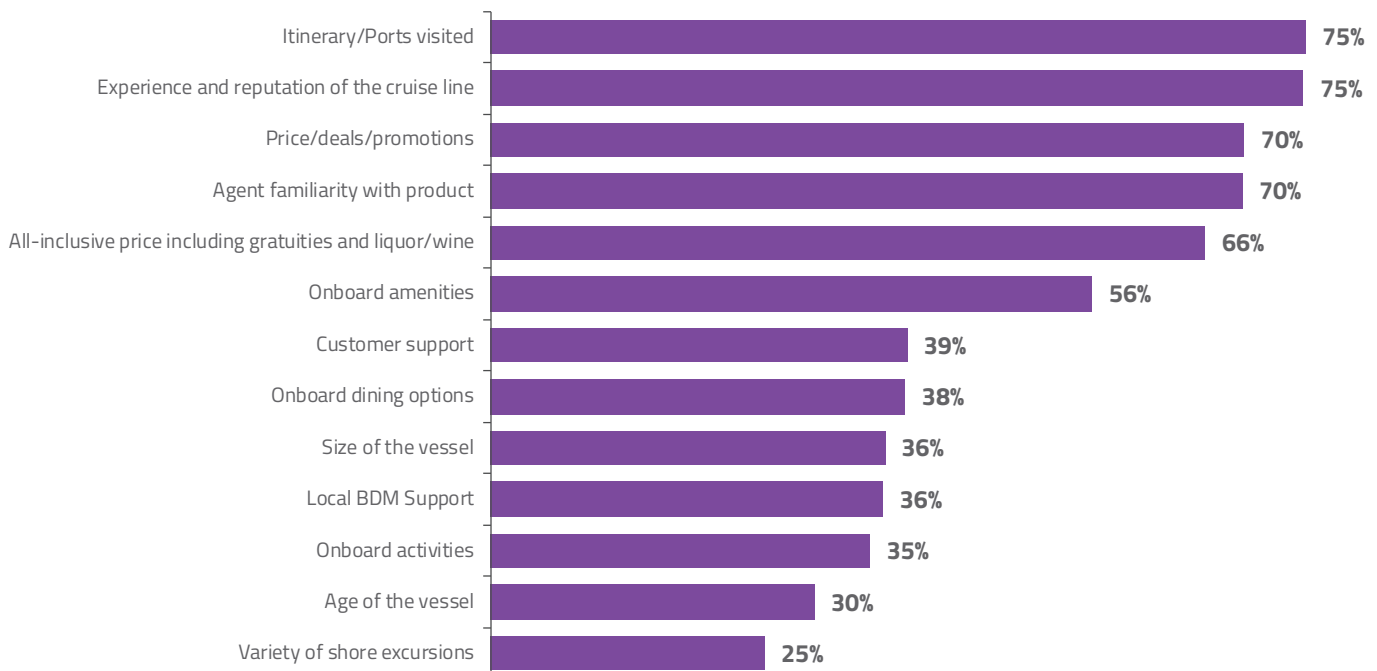
# TRENDS IN OCEAN CRUISE

When you are traveling on the high seas, whom you are traveling with is important. And so, the cruise line's reputation and experience (75%) are a top factor influencing advisors when recommending cruise lines to their clients, along with itinerary and ports visited (75%) and the agent's familiarity with the product (70%).

Pricing, deals, and promotions are always factors as well, since what the client chooses will depend on their budget.



## FACTORS INFLUENCING ADVISORS' RECOMMENDATIONS OF CRUISE BRANDS TO CLIENTS





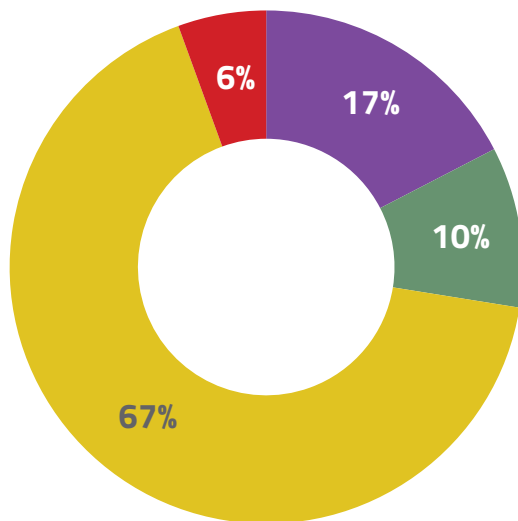
## ADVISORS' PROFILE

Around 70% of those who responded to the survey were ICs. This share has been slightly higher compared to previous Outlooks this year. It is likely because ocean cruise is the entry level to selling travel and thus sees a higher percentage of newcomers and those venturing out on their own.

Of those surveyed, 44% of the advisors said that they were ICs and 34% said they were owners of their business.

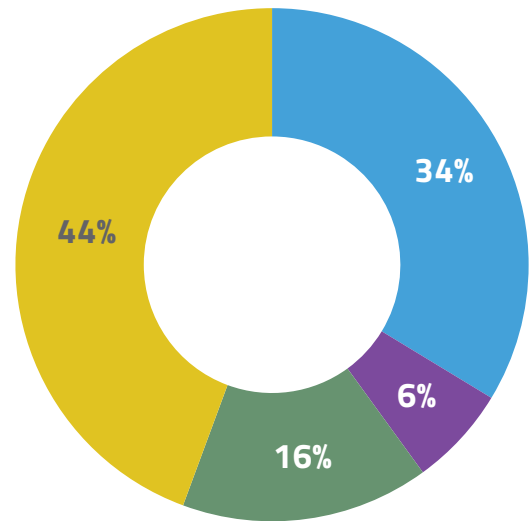


BUSINESS CLASSIFICATION, SHARE (%)



- Retail travel agency with a storefront location
- Retail travel agency with an office/non-storefront location
- Independent contractor/advisor working with a host agency or franchise or consortium
- Owner/advisor working on your own

AGENCY/ADVISOR POSITION, SHARE (%)



- Owner
- Manager
- Employee
- Independent Contractor (IC)

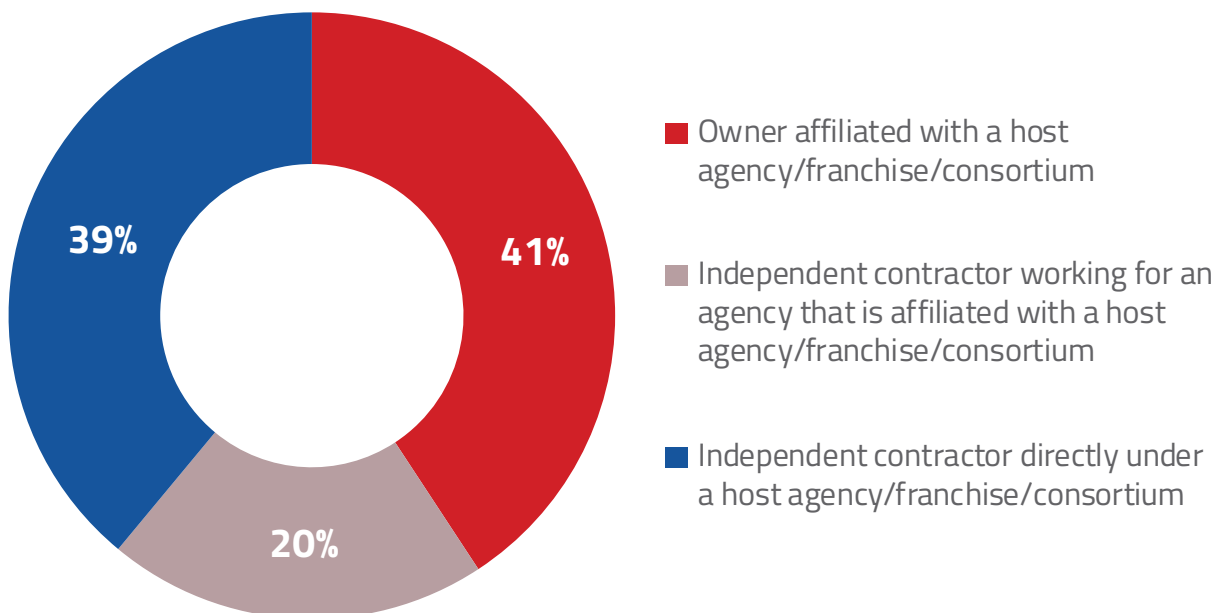


## ADVISORS' PROFILE



Approximately 2 in 5 advisors said that they were ICs working directly under a host agency, franchise, or consortium, and another 2 in 5 advisors said that they were owners affiliated with a host agency, franchise, or consortium.

AGENCY/ADVISOR POSITION & AFFILIATION, SHARE (%)







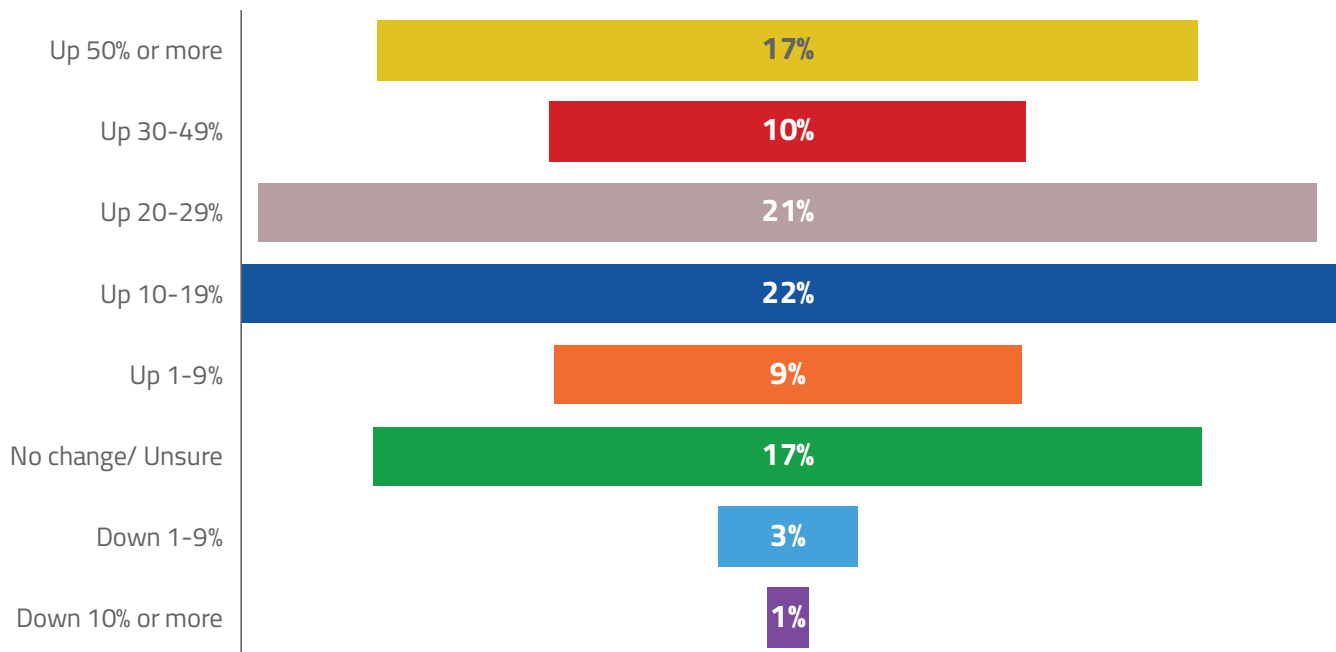
## ADVISORS' PROFILE



More than 2 in 3 advisors are optimistic about the coming year and predict double-digit growth in annual gross sales. Over 1 in 6 advisors (17%) expect to see a 50% growth.

Around 70% of the advisors said that they make up to \$1 million in annual gross sales. Those with more than 20 years of experience are almost twice as likely to make more than \$1 million a year, compared to those with six to 20 years of experience.

### ANTICIPATED CHANGE IN ANNUAL GROSS SALES, 2025 VS. 2024, SHARE (%)



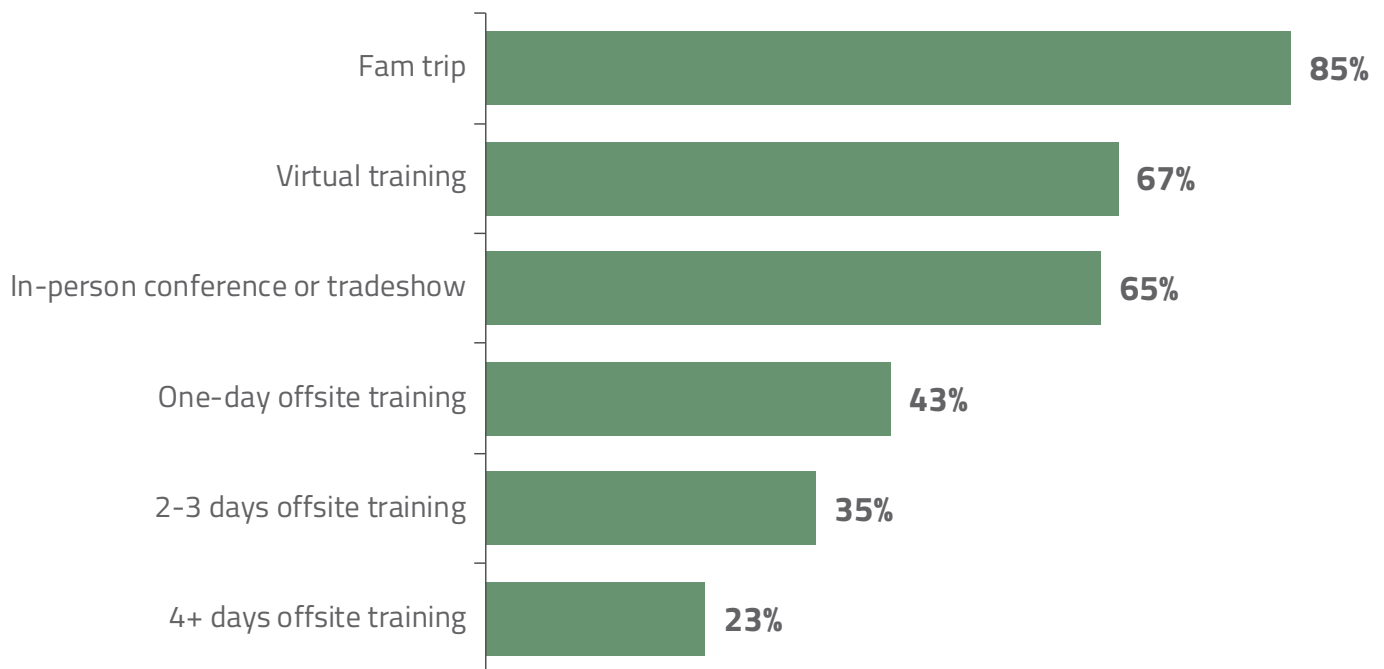


# TRAINING NEEDS



FAM trips are the most preferred training formats, said 85% of the advisors. As work increases, advisors also want to be able to choose between a variety of formats to address different needs. And so, virtual training (67%) and in-person conferences or tradeshow (65%) have an almost equal amount of interest.

## ADVISOR TRAINING: PREFERENCE BY FORMATS



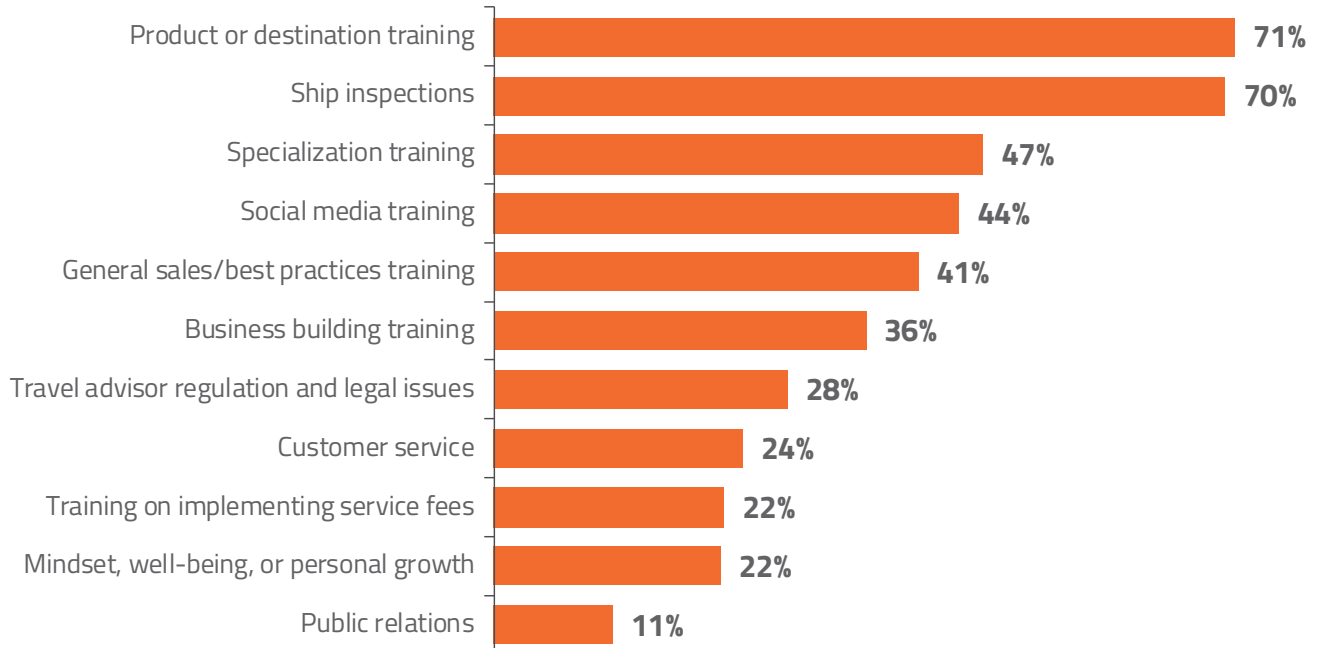


# TRAINING NEEDS

The most preferred training formats for advisors are those that help them get familiar with the product they are selling. Product or destination training (71%), ship inspections (70%), and specialization training (47%) are the top three on this chart. Help with social media marketing would also be helpful, said 44%. Over 2 out of 5 advisors also said that they would like training in sales and best practices, which might be an area of interest to many newer and younger or more recently independent advisors.



## ADVISOR TRAINING: PREFERRED TRAINING PROGRAMS







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Overnights & Extended Destination Days  
Unique & Iconic Destinations  
No Hassle, No Crowds  
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SCAN TO  
LEARN MORE







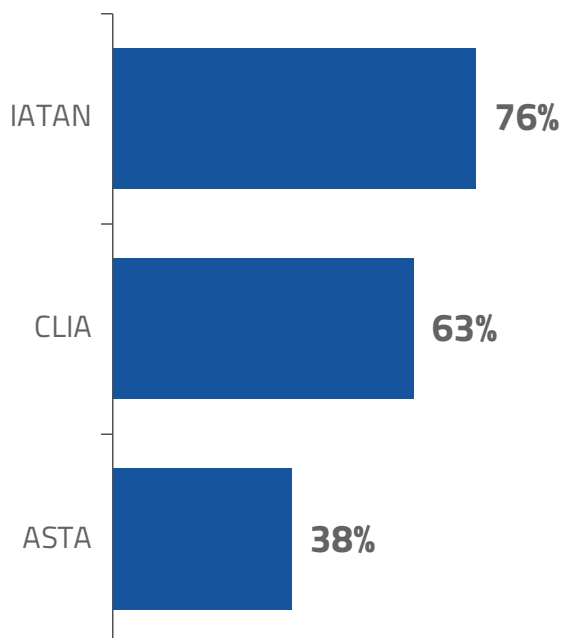
## AFFILIATIONS MATTER



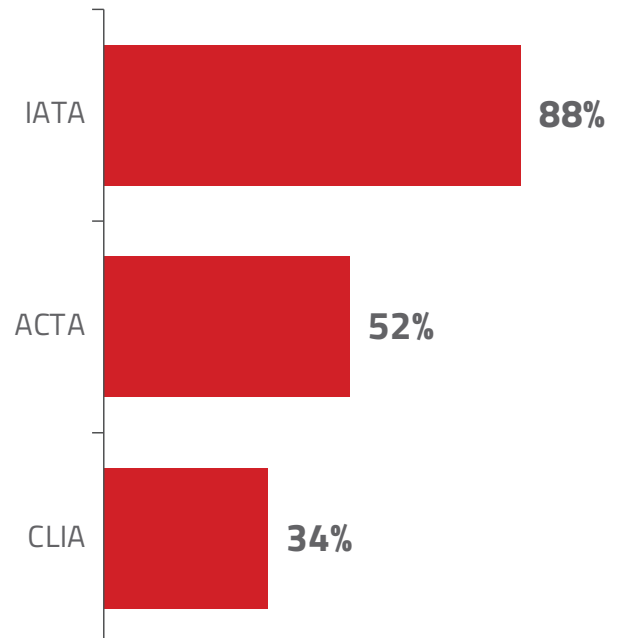
Trade associations continue to be important to the community, and nearly 4 out of 5 U.S. advisors said that they are affiliated with IATAN. Nearly 90% of Canadian advisors said that they are affiliated with IATA.

Affiliations with CLIA and ASTA in the U.S. and ACTA and CLIA in Canada have also seen marginal gains compared to the 2023 TMR Cruise Trends Outlook.

TRADE ASSOCIATION AFFILIATION,  
U.S. ADVISORS



TRADE ASSOCIATION AFFILIATION,  
CANADIAN ADVISORS





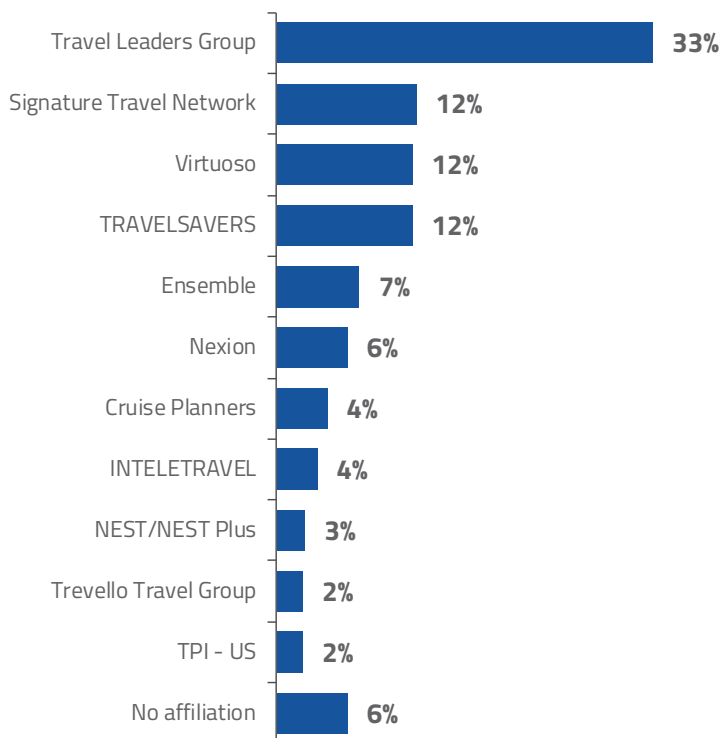


## AFFILIATIONS MATTER

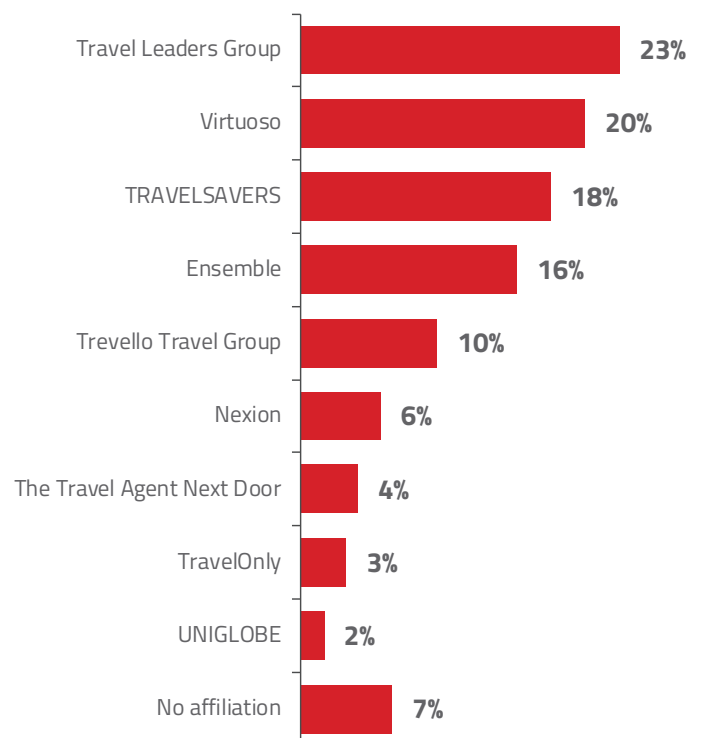
Travel Leaders Group is the leading consortium in the U.S. (33%) and Canada (23%). Signature Travel (12%), Virtuoso (12%), and TRAVELSAVERS (12%) are other consortium in the U.S. that are popular among advisors. In Canada, Virtuoso (20%), TRAVELSAVERS (18%), and Ensemble (16%) occupy the second, third, and fourth spot.



### AGENCY/ADVISORS AFFILIATION – U.S.



### AGENCY/ADVISORS AFFILIATION – CANADA





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All bookings made on board automatically transfer to the travel agency that originated the client so Travel Advisors can confidently recommend that clients book while sailing with us.

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# CONCLUSION



As the client demographic changes, the advisor community needs to change gears and strategies. While some of the older means of reaching out to gain new clients, such as word of mouth, will always remain important in a relationship-driven industry, how can one harness the power of digital marketing to reach out to a newer and younger demographic?

With cruise lines offering new activities and also curating trips for special interest groups, how should advisors best attract clients suited for these trips? The many training formats, especially those that help expand business development, should respond to these new challenges. It will be helpful especially for those advisors who have recently joined the industry or have branched out on their own.

In this TMR Ocean Trends Outlook, advisors have shared the top concerns that clients have and amenities they look for while booking an ocean cruise vacation. They have also shared the challenges they face while selling cruise vacations. While some challenges may not have an immediate solution, issues such as concerns about inventory and sea-sickness, or a lack of confidence in selling the product, could be addressed with better training.

It has been heartening to note the improvement in customer support service in the past few TMR Outlooks, along with the increased use of technology in communicating with clients.

We hope that this TMR Outlook speaks to the suppliers so that they can collaborate with advisors in making ocean cruise selling and booking a seamless experience for everyone.





Please go to the following link to view the downloadable pdf version of this outlook:  
<https://www.travelmarketreport.com/media/Outlooks/OceanCruiseOutlook2025.pdf>

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