

Cruise Pulse™ Travel Agent Panel Survey

First Quarter 2011



Contents

- Survey Methodology
- Demographic Overview
- Travel Agent Feedback
- Cruise Booking Trends
- Cruise Pricing Trends
 - Vs. Previous Year
 - Trends 2011
- Want to Learn More?

Survey Methodology

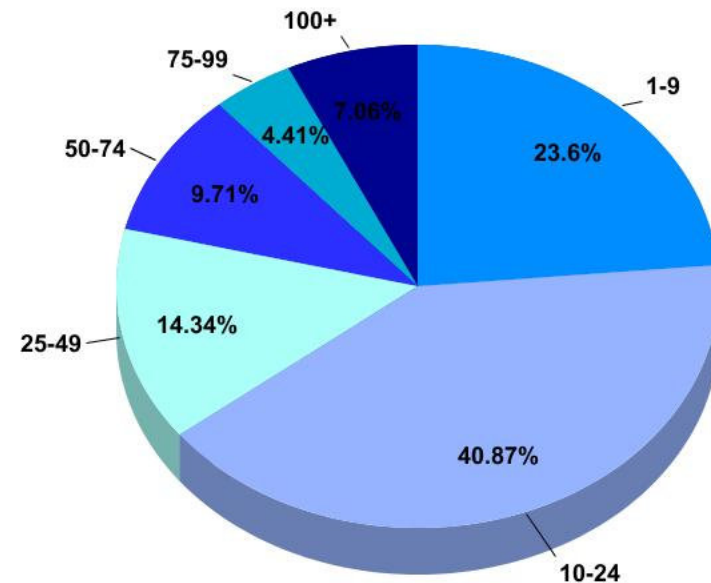
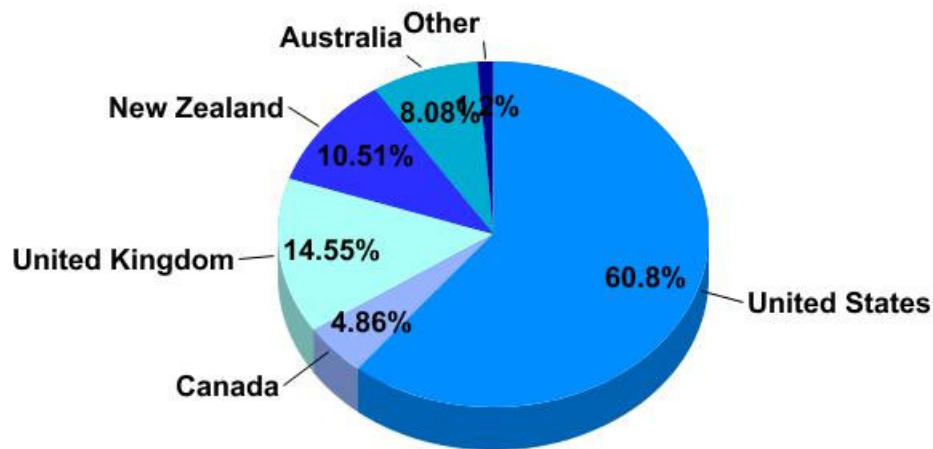
- **Why the Cruise Pulse™ Survey?** Travel agents are the front line in the cruise sales channel – accounting for up to 87% of all cruises booked.* Their input makes it possible to "take the pulse" of what is occurring in the marketplace.
 - **The results?** If you need to know:
 - Cruise price trends
 - Cruise booking trends
 - Travel agent opinions
 - This is the 9th edition of the Cruise Pulse panel surveys. Surveys are conducted quarterly to spot emerging trends and changes in consumer behavior.
 - Survey data is weighted to accurately represent cruise bookings by geography and agents monthly cruise volume.
1. **Wave Season Kick-off edition**
Data gathered January 24 to January 30, 2009. 330 travel agents responded. Margin of error +/- 5.3%.
 2. **Wave Season February Follow-up edition**
Data gathered February 22 to March 3, 2009. 254 travel agents responded. Margin of error +/- 6.1%.
 3. **Wave Season April International edition**
Data gathered April 15 to April 22, 2009. 228 travel agents responded. Margin of error +/- 6.4%.
 4. **Third Quarter 2009 edition**
Data gathered Aug 25 to September 8, 2009. 349 travel agents responded. Margin of error +/- 5.2%.
 5. **Fourth Quarter 2009 edition**
Data gathered December 1 to 11, 2009. 223 travel agents responded. Margin of error +/- 6.5%
 6. **Second Quarter 2010 edition**
Data gathered March 14 to June 2, 2010. 208 travel agents responded. Margin of error +/- 6.8%
 7. **Third Quarter 2010 edition**
Data gathered August 25 to September 3, 2010. 224 travel agents responded. Margin of error +/- 6.5%
 8. **Fourth Quarter 2010 edition**
Data gathered December 1 to December 15, 2010. 205 travel agents responded. Margin of error +/- 6.8%
 9. **First Quarter 2011 edition**
Data gathered from February 22 to March 2, 2011. 251 travel agents responded. Margin of error +/- 6.1%

*American Society of Travel Agents

Demographic Overview

Top Line: Respondents represented travel agents from North America and the rest of the world as well as a variety of agency sizes.

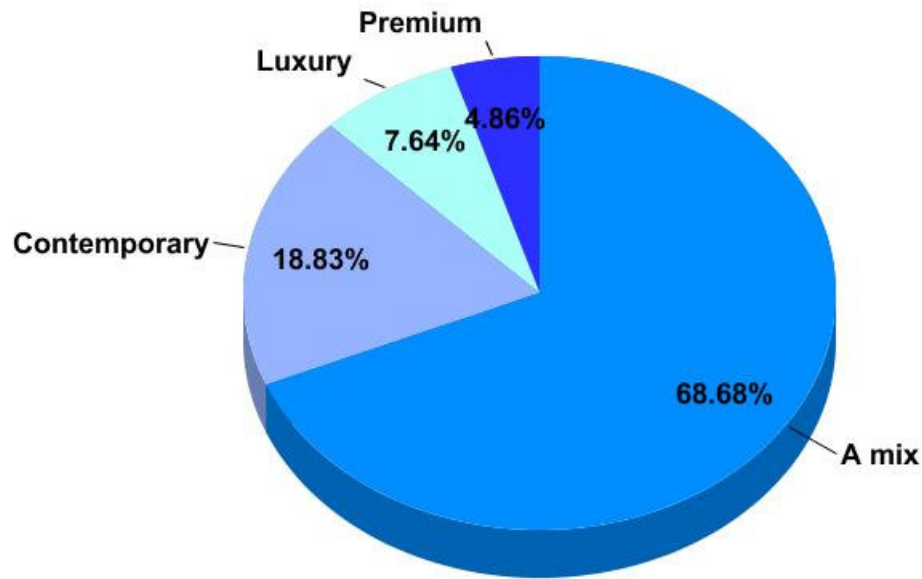
- In order to evaluate geographic representation of the results, please provide your country of primary residence.
- In a typical month, what is the total number of cruise tickets you book?



Demographic Overview

Top Line: Respondents represented a variety of cruise segments.

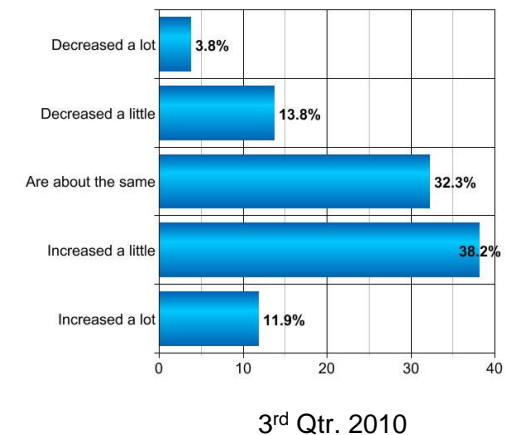
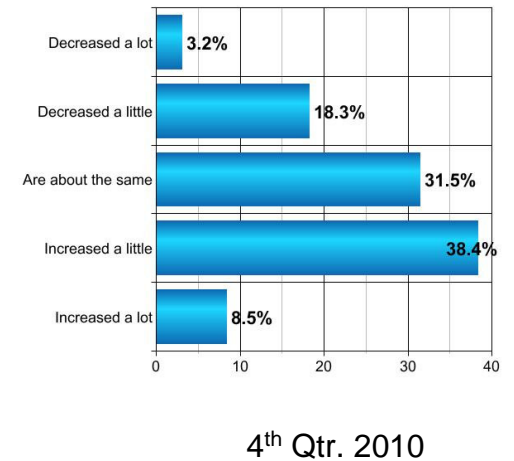
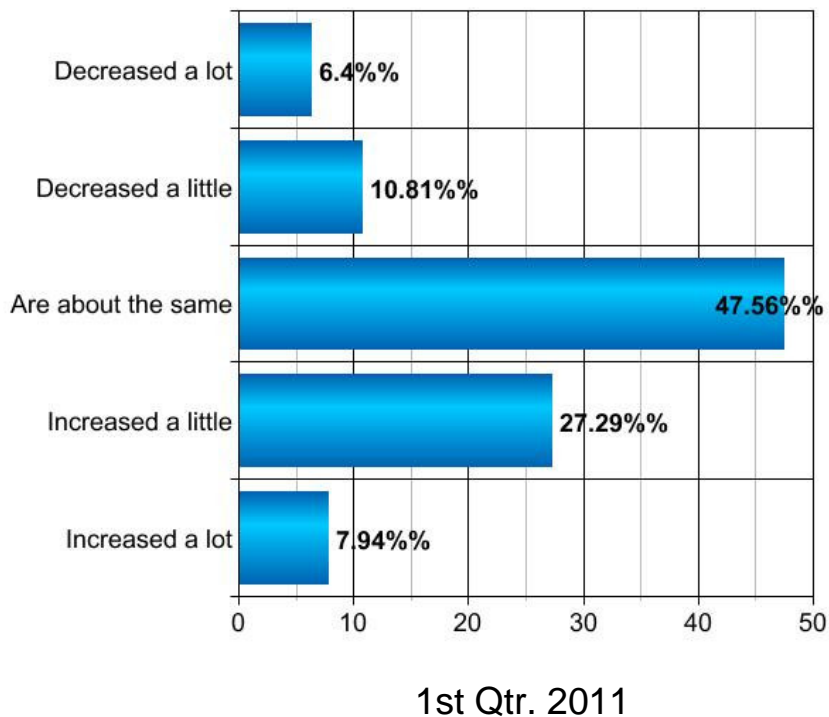
- Do you primarily book:



Cruise Booking Trends

Top Line: Close-in booking patterns flattening from increases in the last half of 2010. The last three quarters however represent an increase over the first half of 2010. On average close-in bookings currently make up approximately 28.3% of an agent's accounts.

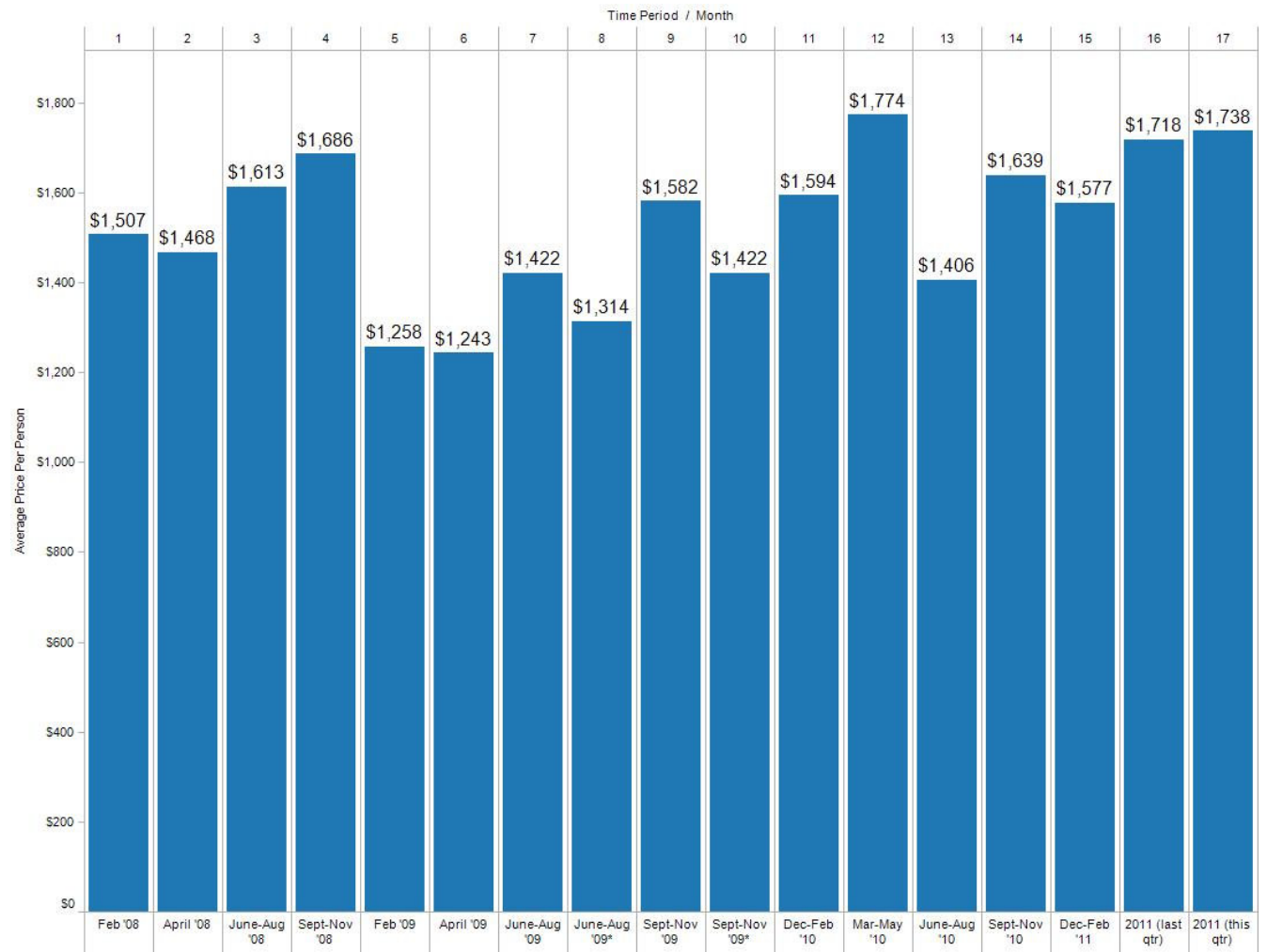
- Over the last 30 days, have close in cruise bookings (those for departure in the next 3 months) increased or decreased compared to the previous year:



Cruise Pricing Trends

Top Line: Agents reported average pricing **1%** lower (\$1,577) than in the same period the year prior (\$1,594). Compared to the prior quarter (\$1,639), pricing is 3.8% lower. Agents state cruises booked for the remainder of 2011 are averaging \$1,738, a 10.2% increase over current quarter pricing.

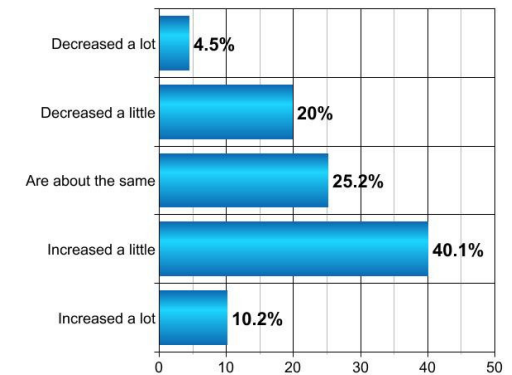
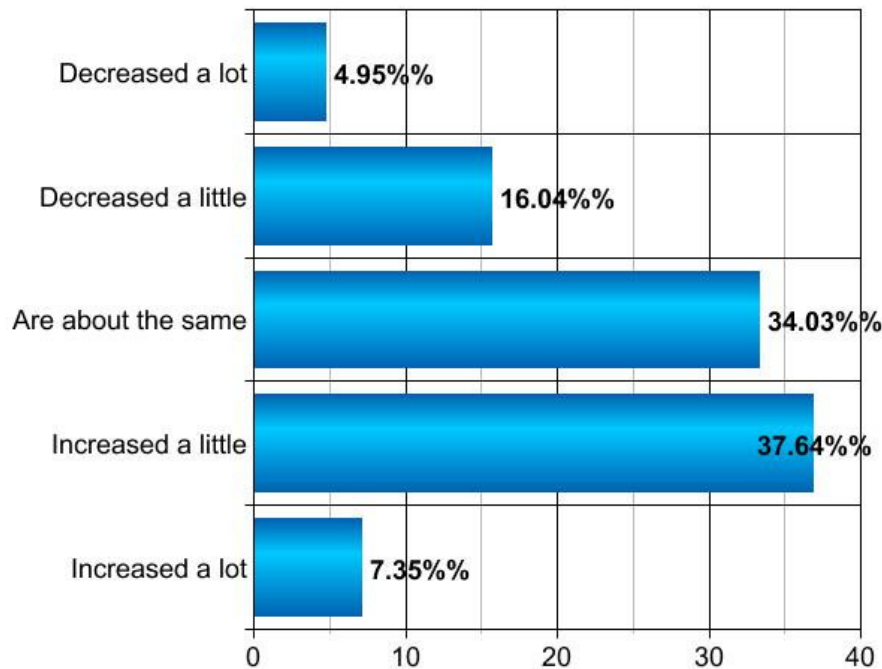
- What was your average cruise price per booking (per person) (\$USD)



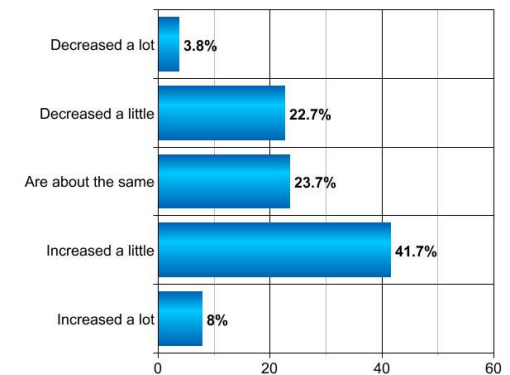
Cruise Pricing Trends - Previous Year

Top Line: A total of 37.6% of agents indicated pricing has increased a little compared to the year prior. The graphs on the right are the results of the same question the prior two quarters. The percentage of agents stating prices increased has declined slightly.

- Did the average price per booking (per person) for cruises increase or decrease compared to last year (Dec 2009, Jan and Feb 2010)?



Sept-Nov 2010

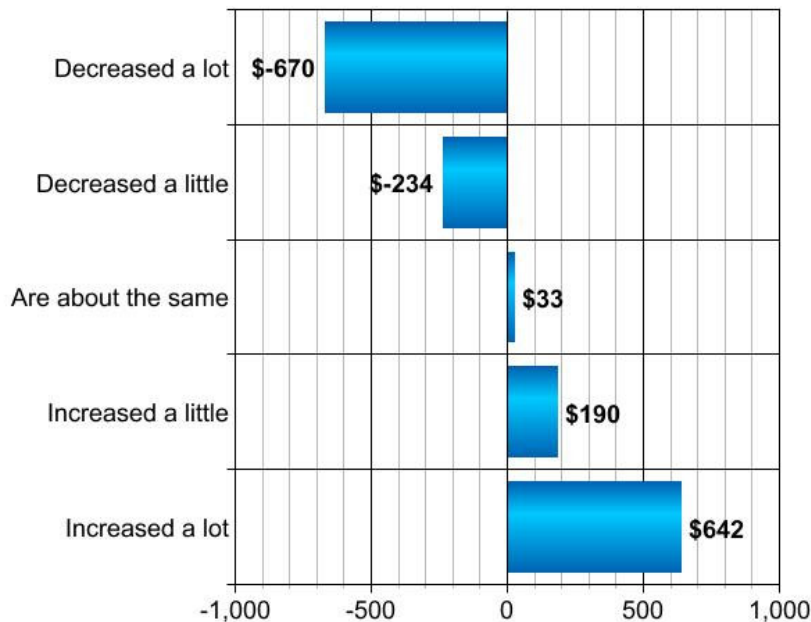


June-August 2010

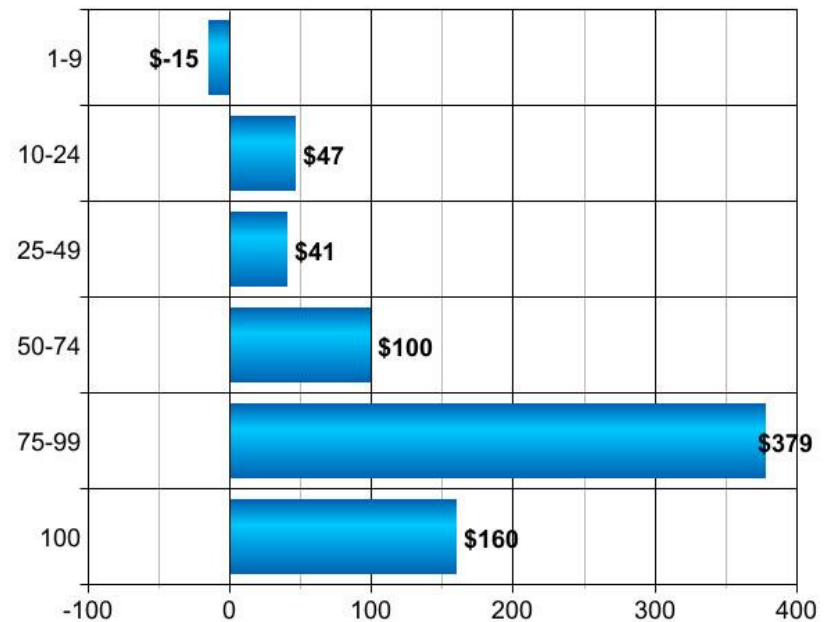
Cruise Pricing Trends - Previous Year

Top Line: The graph below indicates the average difference in price for an average ticket in Dec 2010 and Jan/Feb 2011 vs. the same period the year prior. There was a wide spread (+/- \$650) between those who felt prices were decreasing or increasing. There was no significant difference between geographic regions or type of cruises booked. The larger the agency, however, the larger the indicated price increases.

- Year over Year Change



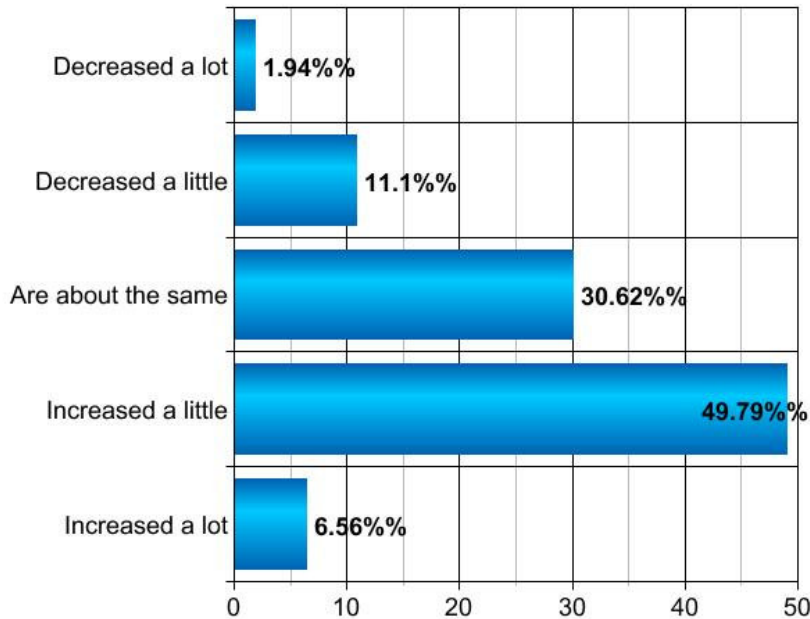
- Year over Year Change by size of agency



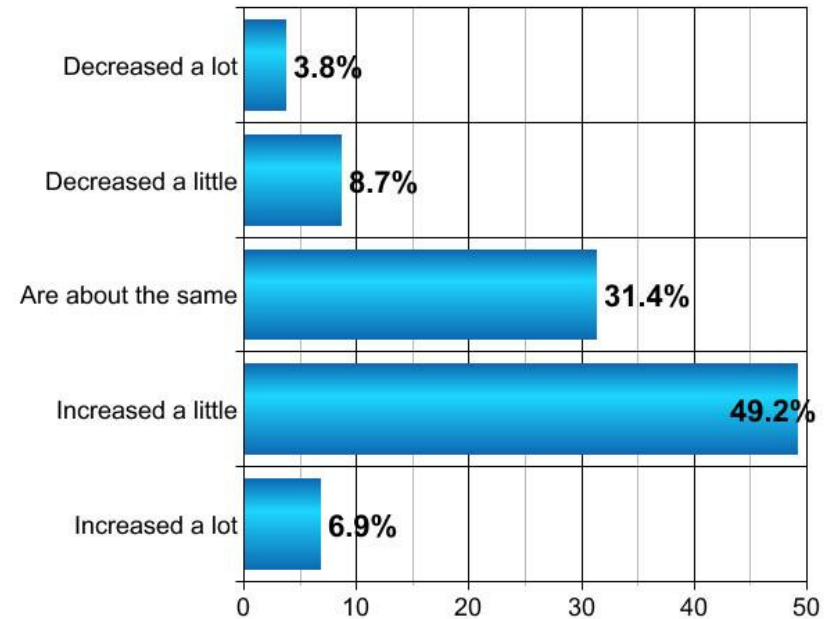
Cruise Pricing Trends –2011

Top Line: A total of 56.4% of agents stated pricing has increased a little or a lot for cruises booked so far 2011. This is nearly the exact same percentage as the survey last quarter.

- Are prices for sailings for 2011...



2011 (this quarter)

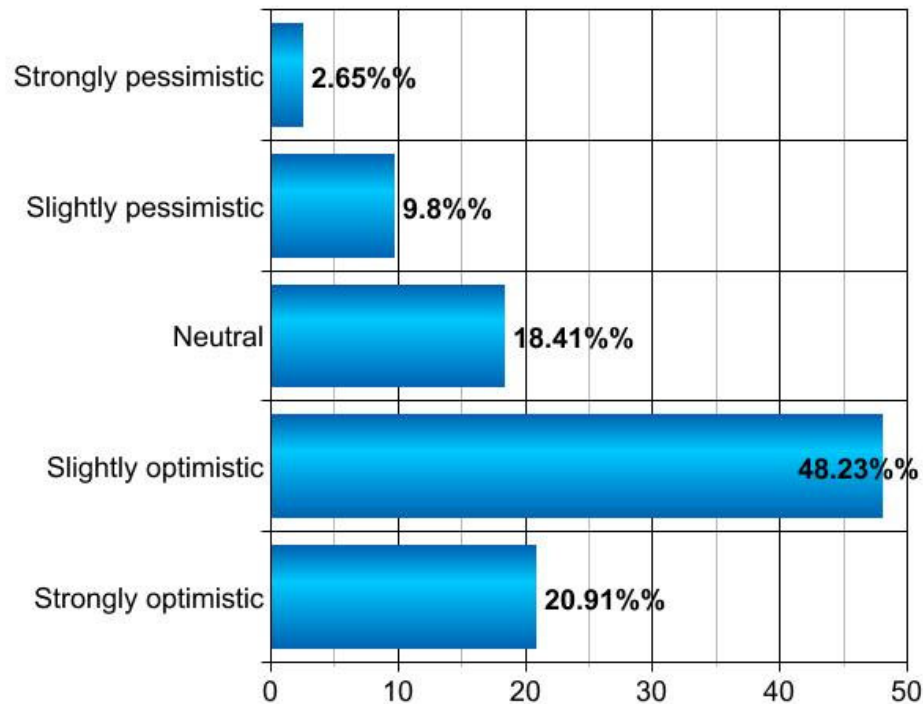


2011 (last quarter)

Travel Agent Optimism Index

Top Line: On average, travel agents remain optimistic. Looking ahead to next year, 69% are “slightly” or “strongly” optimistic, up three percentage points from the prior quarter.

- Looking out 12 months from now, are you optimistic or pessimistic cruise bookings will increase compared to how they are now?



Want to Learn More?

For more information or to discuss this research and find out about adding questions of your own contact:

Ryan Wahlstrom

Cruise Market Watch

CEO & Publisher

(305) 467 –3254

RyanWahlstrom@gmail.com

About Cruise Market Watch

Cruise Market Watch covers cruise industry marketing, technology and research from its website www.CruiseMarketWatch.com.