

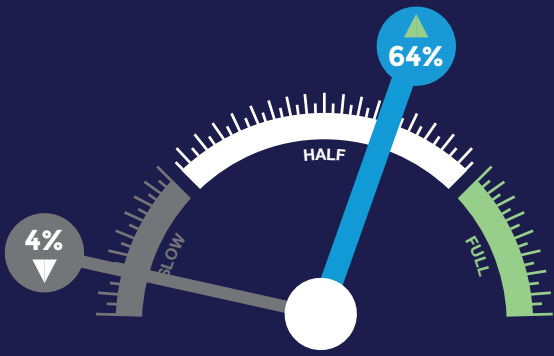


CRUISE INDUSTRY

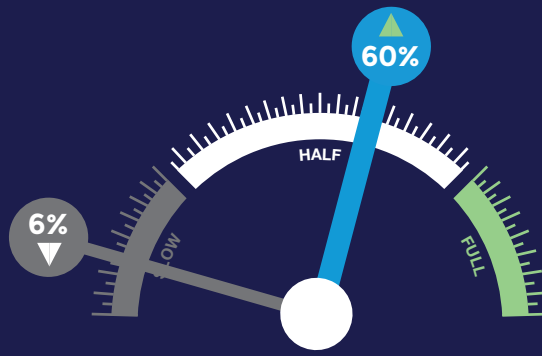
CONSUMER OUTLOOK | APRIL 2017

CRUISE INDUSTRY OVERALL RATING

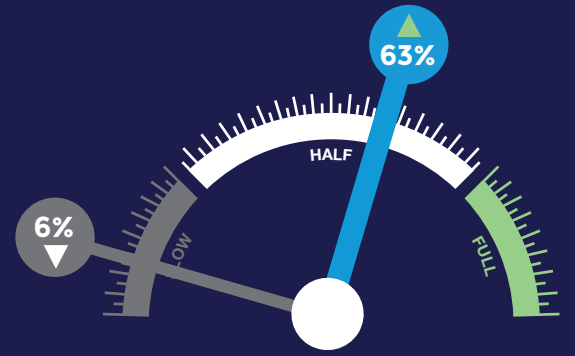
IN THE PAST YEAR OR TWO, HAS YOUR AWARENESS, INTEREST AND ATTITUDE TOWARD CRUISE VACATIONS CHANGED?



AWARENESS



ATTITUDE



INTEREST

 DECREASED

 STAYED THE SAME

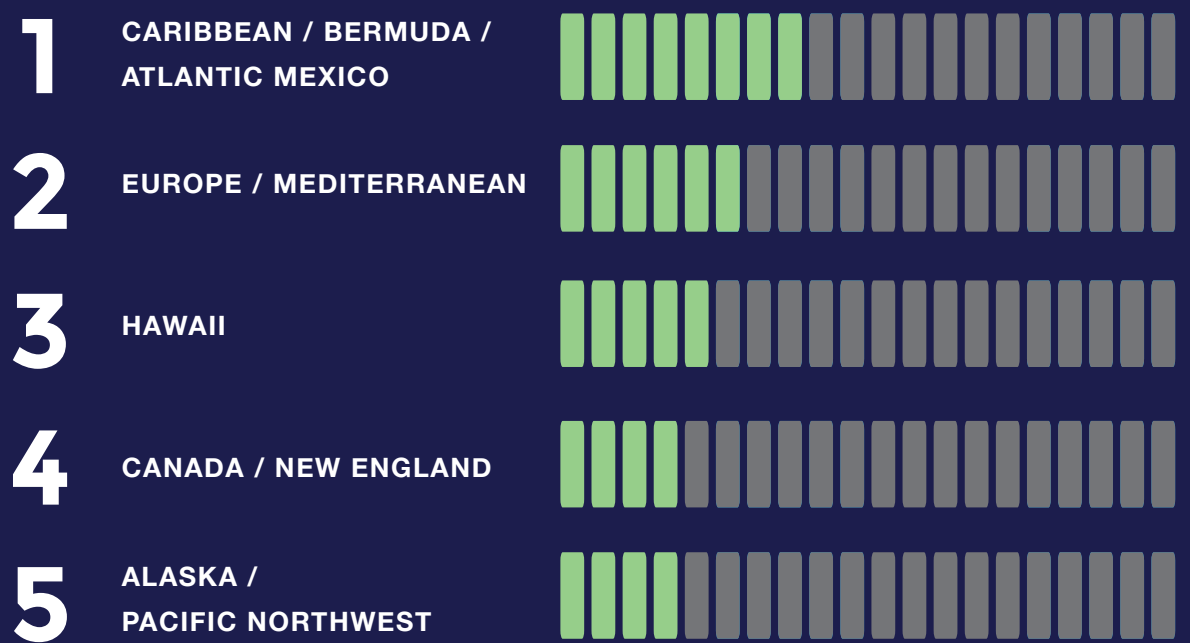
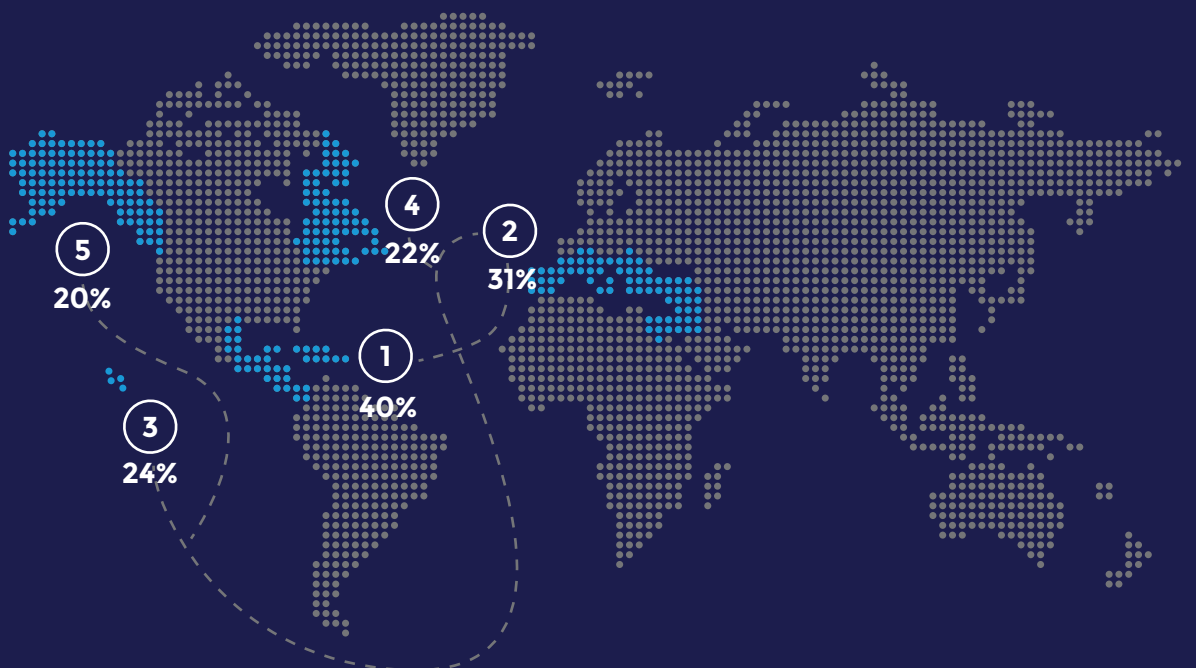
 INCREASED



% OF CRUISERS WHO SAY CRUISING OFFERS A HIGH VALUE EXPERIENCE FOR THE MONEY



% OF CRUISERS THAT ARE LIKELY TO TAKE A CRUISE WILL BOARD A CRUISE SHIP IN THE NEXT 12 MONTHS

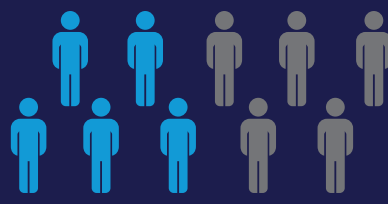


TOP 5 DESTINATIONS POTENTIAL CRUISE PASSENGERS ARE INTERESTED IN VISITING



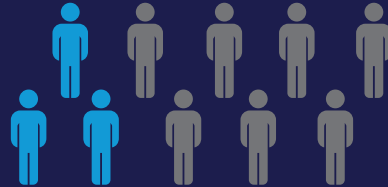
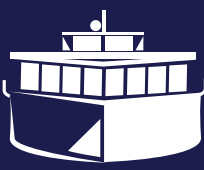
66%

OF MILLENNIAL CRUISERS PREFER CASUAL ELEGANCE DRESS



5/10

INTERESTED IN CRUISING PROBABLY WILL TAKE A OCEAN CRUISE



3/10

INTERESTED IN CRUISING PROBABLY WILL TAKE A RIVER CRUISE



500 MILES

6/10 ARE AWARE OF CLOSE-TO-HOME PORT OPTIONS, 50% ARE WILLING TO DRIVE UP TO 500 MILES TO A PORT BY CAR

Editor's note: J.D. Power conducted the North America Cruise Industry Sentiment Consumer Outlook web-based surveys in August and December 2016 targeting 500 consumers who: 1) earn more than \$50,000 annually; and 2) had taken a vacation within the past three years. This survey will be conducted three times per year to establish industry trends.

