Future Markets for Europe River Cruising

FUTURE MARKETS FOR EUROPE RIVER CRUISING

- THE CURRENT RIVER CRUISE MARKET
  - **600,000 passengers English Speaking markets**
  - **River Cruiser Profile:**
    - Baby Boomers! **Ages 53-71 SWEET SPOT**
    - Educated, Empty nesters, Experienced travelers, 4 of 5 on an ocean cruise

- WHY RIVER CRUISING?
- **Access/proximity to unique destinations and scenic landscapes**
- **Alternative to big-ship experience (intimate ambiance)**
- **Convenient (unpack once)**
- **Like minded travelers**
- **Inclusive (high value for money)**
- **Seeking destinations that provide: interesting experiences, history, culture, food/wine and opportunities to meet locals, special interest themes**

FUTURE MARKETS FOR EUROPE RIVER CRUISING

- Baby Boomers will be the core market for the next decade
- Gen X (36-52 years old) represent the next generation

	Potential New River Cruisers*
Mature (age 71+)	10%
Older Boomers (ages 61-70)	25%
Younger Boomers (ages 53-60)	21%
Generation X (ages 36 to 52)	23%
Generation Y (ages 18-35)	21%

*TravelStyles, 2015/2016

- Growing multi generation, family, active interests
- Other markets: Asia, China, Latin America
  - Crew with language skills, dining choices, itineraries that appeal

FUTURE MARKETS FOR EUROPE RIVER CRUISING

- EXPERIENCES ONSHORE and ONBOARD
  - **Personalization:** More choices, freedom to discover
    - Technology that enhances service, both before and during the cruise
    - Options, guest services, “no line” reservations
  - **“Off the beaten path” experiences:** beyond traditional sights
  - **Active options**
  - **Safety and security**
  - **Good connectivity a must**
  - **Add docking locations**