

ZAGAT SURVEY SUMMARY

Cruise Line Survey

Number of Cruise Lines:	22	Gender:	Male:	50%
Number of Surveyors:	2,379		Female:	50%
Total Cruises Taken:	22,700		Age:	20s: 5%
Avg. # of Cruises Per Year Per Surveyor:	1.0			30s: 12%
Avg. # of Cruises Per Surveyor:	9.5			40s: 18%
Avg. # of Cruise Lines Per Surveyor:	3.7			50s: 26%
Typical Length of Cruise:	9.0 days			60+: 39%

Top Overall: †

<u>Large Ships*</u>	<u>Mid-Size Ships</u>	<u>Small Ships</u>
1. Cunard Line	1. Regent Seven Seas Cruises	1. SeaDream Yacht Club
2. Disney Cruise Line	2. Crystal Cruises	2. Lindblad Expeditions
3. Celebrity Cruises	3. Yachts of Seabourn	3. Windstar Cruises

Top Cabins:

<u>Large Ships</u>	<u>Mid-Size Ships</u>	<u>Small Ships</u>
1. Cunard Line	1. Regent Seven Seas Cruises	1. SeaDream Yacht Club
2. Disney Cruise Line	2. Silversea Cruises	2. Uniworld River Cruises
3. Holland America Line	3. Yachts of Seabourn	3. Windstar Cruises

Top Service:

<u>Large Ships</u>	<u>Mid-Size Ships</u>	<u>Small Ships</u>
1. Cunard Line	1. Yachts of Seabourn	1. SeaDream Yacht Club
2. Disney Cruise Line	2. Crystal Cruises	2. Lindblad Expeditions
3. Celebrity Cruises	3. Silversea Cruises	3. Windstar Cruises

Top Dining:

<u>Large Ships</u>	<u>Mid-Size Ships</u>	<u>Small Ships</u>
1. Cunard Line	1. Yachts of Seabourn	1. SeaDream Yacht Club
2. Celebrity Cruises	2. Crystal Cruises	2. Windstar Cruises
3. Disney Cruise Line	3. Silversea Cruises	3. Uniworld River Cruises

Top Facilities:

<u>Large Ships</u>	<u>Mid-Size Ships</u>	<u>Small Ships</u>
1. Cunard Line	1. Crystal Cruises	1. SeaDream Yacht Club
2. Disney Cruise Line	2. Regent Seven Seas Cruises	2. Lindblad Expeditions
3. Royal Caribbean	3. Silversea Cruises	3. Windstar Cruises

Top Shipboard Activities:

<u>Large Ships</u>	<u>Mid-Size Ships</u>	<u>Small Ships</u>
1. Disney Cruise Line	1. Crystal Cruises	1. Lindblad Expeditions
2. Cunard Line	2. Regent Seven Seas Cruises	2. Cruise West
3. Royal Caribbean	3. Yachts of Seabourn	3. SeaDream Yacht Club

Most Popular:

Large Ships: Royal Caribbean **Mid-Size Ships:** Crystal Cruises **Small Ships:** Windstar Cruises

*Ship sizes are defined by the number of passengers on most ships in the cruise line. Large Ships = Over 1,500 passengers; Mid-Size Ships = 200 to 1,500 passengers; Small Ships = Less than 200 passengers

†Top Overall is the average of each cruise line's ratings for Rooms, Service, Dining, Facilities and Activities.

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More Rankings Among Large Ships

Top Fitness Centers

1. Celebrity Cruises
2. Cunard Line
3. Royal Caribbean

Top Nightlife

1. Disney Cruise Line
2. Royal Caribbean
3. Cunard Line

Top Onboard Shopping

1. Cunard Line
2. Disney Cruise Line
3. Royal Caribbean

Top Live Entertainment

1. Disney Cruise Line
2. Cunard Line
3. Royal Caribbean

Top Spa Services

1. Cunard Line
2. Disney Cruise Line
3. Celebrity Cruises

Top Casinos/Gambling

1. Cunard Line
2. Royal Caribbean
3. Celebrity Cruises

Top Excursions

1. Princess Cruises
2. Celebrity Cruises
3. Cunard Line

Top Itinerary Choices

1. Cunard Line
2. Holland America Line
3. Celebrity Cruises

Best for Kids

1. Disney Cruise Line
2. Royal Caribbean
3. Carnival Cruise Lines

Best for Families

1. Disney Cruise Line
2. Royal Caribbean
3. Carnival Cruise Lines

Best for Seniors

1. Holland America Line
2. Cunard Line
3. Celebrity Cruises

Best for Singles

1. Carnival Cruise Lines
2. Royal Caribbean
3. Norwegian Cruise Line

Best for Romantic/Honeymoon Cruises

1. Cunard Line
2. Celebrity Cruises
3. Princess Cruises

Best For Weekend Getaways

1. Disney Cruise Line
2. Royal Caribbean
3. Carnival Cruise Lines

Best for Budget Cruises

1. Carnival Cruise Lines
2. Costa Cruises
3. Norwegian Cruise Line

Best for Expedition Cruises

1. Celebrity Cruises
2. Princess Cruises
3. Holland America Line

Additional Questions

How has the weakening economy affected your cruising habits? (check all that apply)

I'm looking for better values (e.g. sales, off-season prices, room upgrades, on-board credits)	47%
I'm taking fewer cruises/cruising less often	23%
I'm limiting my excursions and expenses when the boat is docked	20%
I'm choosing cruises that depart from ports closer to home	19%
I'm limiting my spending on dining options and drinks that aren't included in my package	15%
I'm selecting less expensive rooms	10%
I'm taking shorter cruises	5%
Other	1%
The weakening economy hasn't affected my cruising habits	18%
I don't cruise regularly enough to have habits yet	19%

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How important are the following factors to you when choosing a cruise?

	Extremely/ Very Impt.
Ports of call	88%
Past experience with cruise line	81%
Ticket price	80%
Duration of cruise	72%
Specific dates of cruise	69%
Balcony/deluxe room availability	64%
Departure port	61%
Size of ship	58%
Excursions and activities	58%
Frequent cruiser program	34%
Cruise theme	11%

What irritates you most about cruises?

Crowds/lines	23%
Embarkation/disembarkation	15%
Behavior of other passengers	12%
Bad food	11%
Poor service	11%
Room sizes	5%
Smoking	4%
Extra charges/tipping	3%
Price of shore excursions	2%
Motion sickness	2%
Bad weather	2%
Large ships	2%
Set dining times	2%
Other	6%