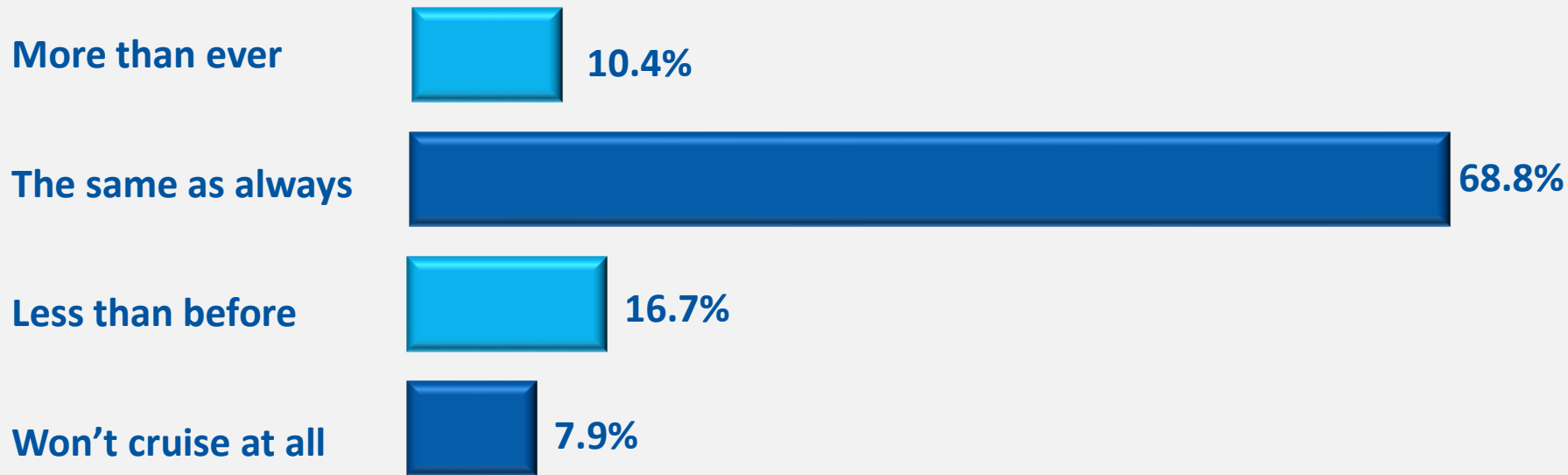


## How much will you cruise when cruising resumes?



Over 3,700 responses – **92% will still cruise!**

## How much will you cruise when cruising resumes?

“

Once a month or more! I'm ready to roll!”

— Crism  
Cruise Critic member

“

I love cruising! I feel safe, I love meeting new people...I'm in for the long run.”

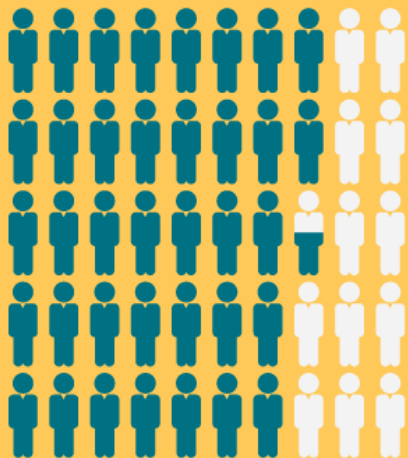
— All-Ready2Cruises  
Cruise Critic member

“

As soon as we can go...we will go.”

— BigRoger  
Cruise Critic member

# CRUISE CRITIC POLL



**75%** of  
**cruisers**

plan to cruise at either the  
**same frequency** or  
**more often** once the  
coronavirus crisis  
ends

Source: Online poll of 4,600 cruisers



**9 of 10 cruisers**  
will cruise once operations resume

**“Once a month  
or more! I'm  
ready to roll!”**

**Crism**  
Cruise Critic Member

**“I love cruising! I feel  
safe, I love meeting new  
people and enjoy the  
motion of the ocean. I'm in  
for the long run.”**

**All-Ready2Cruise**  
Cruise Critic Member

**“Simple... as  
soon as we can  
go... we will go.”**

**BigRoger**  
Cruise Critic Member



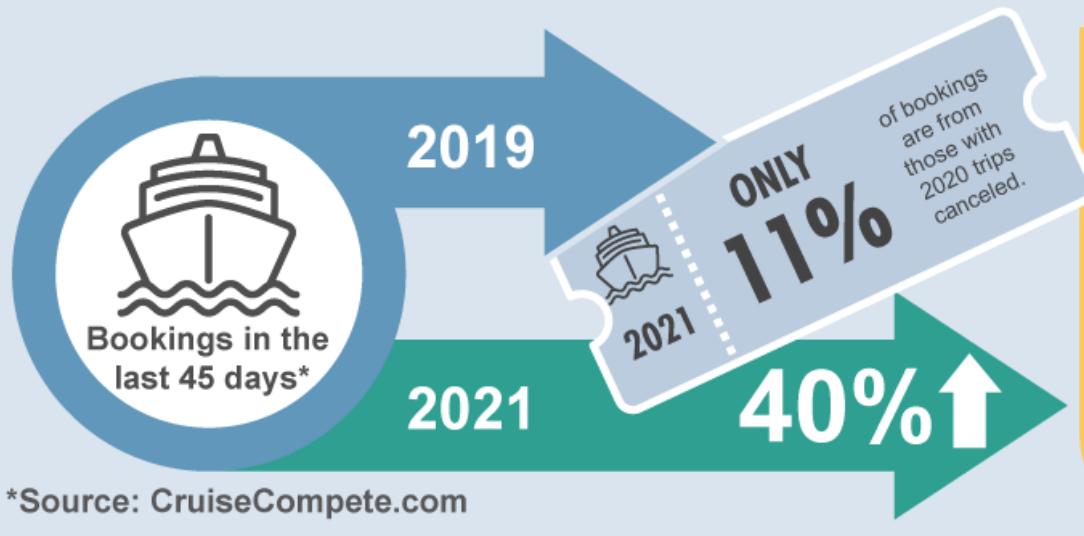
# LOS ANGELES TIMES - APRIL 9

“

We are optimistic that once this crisis is behind us, travel will rebound quickly, which bodes well for 2021.

Paula Twidale  
SVP, AAA Travel

”



“

Many people are ready to sail once a clear timeline for resumption of service and current ship schedules are revealed.

Stewart Chiron  
CruiseGuy.com

”



# Market Situation

Top 3 things our research revealed on restoring guest confidence in cruise & travel

70%

Hearing news that the spread of Coronavirus has slowed down or been contained

35%

Vacation Guarantee – refund (note, we are testing various iterations)

24%

Increased health and safety measures for travelers



NEW

# Customer communications

As of April 9<sup>th</sup> survey revealed:

70%



Nearly 70% of our  
our guests are okay

with marketing emails  
resuming



New email poll  
allows guests to  
pause emails for  
30 days

KEEP EMAILING; I'D LIKE TO STAY CONNECTED TO PRINCESS

I'D LIKE TO TAKE A BREAK FOR 30 DAYS.





# Top communication topics: Guest preferences

**93%**

Deals &  
promotions

**92%**

Fleet news –  
itinerary updates,  
crew messages

**91%**

Health &  
safety  
updates

**85%**

Destination info –  
virtual tours, local  
expert videos

**74%**

Food &  
drink  
recipes



# Safety & Travel Intention Pulse Survey



## Mode of travel

- 68% feel safe in their cars, could suggest more drive market travel
- 20% in hotels/resorts
- 14% Domestic flights
- 12% cruises
- 10% Int'l flights



## Great outdoors

- 40% feel safe in parks, 11 pts higher than grocery stores
- Suggests more outdoor travel at national/state parks if restrictions ease up



## Business first

- Business travelers show more signs of confidence in safety than leisure travelers in venues like hotels, air travel, rail and events.





# Ready to go: Travel Intention Pulse Survey



# 49%

of travelers age 50-64 show the least concern for safety than any other age group, bucking notion that younger consumers will be the first to travel again

