



**KEY LIME**  
INTERACTIVE  
*Optimize the Experience. Inform Design.*

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**Cruise Industry Competitive Benchmark Reports**  
Research to Keep You Ahead of the Curve

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Release Date: March 2020

## The State Of The industry

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The cruise industry is the fastest growing segment of the travel industry. According to a recent study by the Florida Caribbean Cruise Association, a record 28.2 million passengers cruised globally during 2018, and estimated 30 million passengers in 2019. Annual passenger growth shows continued consumer interest in the cruise industry.

As the industry continues to expand its global reach and the U.S. economy rebounds, a robust web experience is critical to meet consumers where and when they research and book travel options. We have seen a significant industry investment in expanding itineraries, ships and renovations. Additionally, growth in the first-time passenger sector from millennials creates even more pressure to reach these digitally savvy travelers online.

## Our Cruise Industry Reports And Methodology

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Over the past years, Key Lime Interactive (KLI) has made a significant commitment to improving the availability of meaningful consumer insights for a variety of industries.

In these annual benchmark industry reports, KLI uses a multi-faceted research approach combining: quantitative, qualitative, and behavioral data. Hundreds of participants complete a series of common tasks on each cruise line website. Statistical analysis of this data is employed to rank sites and uncover the top drivers of loyalty and site satisfaction.

In our 2020 Competitive Benchmark Report on Cruise, we will perform a survey of 2,800 people on Mobile and Desktop.

### Testing 8 Sites and 8 mobile sites:



## Information To Put You Ahead

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Senior leadership and online marketers alike can make at-a-glance decisions about key areas of the user experience to satisfy their existing and prospective customers. What does your customer want and how can you better serve them?

Our report can help address some key strategic marketing questions like:

- How do you rank compared to your top competitors?
- What are user's top pain points using your website?
- What are the best practices for cruise research and booking online?
- How do you measure up in key segments (such as first-time cruisers)?

## What's In The Report

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Buyers rely on this report to include:

- Statistical analysis of quantitative data to yield top predictors of desired outcomes (Behavioral and Attitudinal Loyalty, Site Satisfaction)
- Behavioral data (including first click analysis and average time on task)
- Direct user feedback/ insights from consumers in their own words about what they like, dislike, want, need, and their expectations and frustrations
- In-depth analysis of report subscribers' website
  - What does the site do well relative to the competition?
  - Where are the gaps between the site and its competitors?
  - Specifically, what is responsible for the gaps? And what specific issues with the online experience drive negative user perceptions of site?
- Success factors and best-in-class examples
- Longitudinal tracking and analysis of year-over-year changes
- The report also includes a complete review of user experience questions such as:
  - Can users find and understand what makes cruise line different from its competitors?
  - Can users easily find Shore Excursions, On-board Services & Amenities offered?
  - Does each site provide enough detailed information for users to make a decision about whether or not the cruise would suit their needs? If not, what's missing?
  - Do users know what to do next to make reservation? And what is their preferred booking method? (Online, phone, in person)
- At Key Lime Interactive, we take research one step further by providing insights and recommendations for improvements for each site analyzed.
- Two Reports: One for web and one for mobile

## Get Your Hands On It

KLI is a recognized leader in syndicated reporting and releases a variety of studies across many business verticals on a bi-annual, and annual basis. KLI's reports are largely focused on the user expectations, satisfaction and overall experience. While other competitive benchmark reports found in the marketplace focus on technology or feature set comparison, **only KLI excels at prioritizing features alongside the needs of the consumer audience.** This powerful combination enables industry leaders to prioritize their efforts for future releases of each digital property.

"...Not only are we prioritizing what users claim they need, but we get a first-hand view of what users are doing on the site. In our experience, what our guests say, and how they actually behave online doesn't always align. This methodology [Cruise Competitive Benchmark Study] provides the details we need to in order to focus our development plans in the coming year."

*Rob Casas, Vice  
President of eCommerce  
at Norwegian Cruise Line*

## Pricing

### Contemporary Cruise Report on Mobile and Desktop

\$60,000

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