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MULTI-SPONSOR SURVEYS INTERNATIONAL **2012 EUROPEAN Study of**
Travel Agents' Knowledge & Attitudes Concerning Cruise Lines
~ France ~ Germany ~ Italy ~ Spain ~ U.K. ~

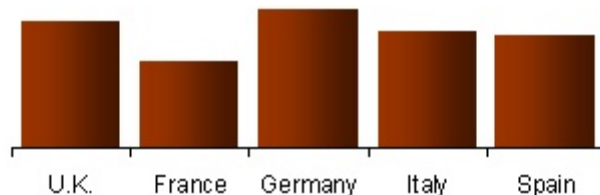
This report is the fourth in a series of studies presenting findings collected among travel agents in France, Germany, Italy, Spain and the United Kingdom. Designed as a counterpart to the ongoing study of U.S. travel agents, the study provides insights into travel agents' image of and experience with booking cruise lines. Findings are reported separately for each country and detail the following topics . . .

- ~ Evaluation of state of the cruise industry including emerging trends
- ~ Cruise line/ship awareness
- ~ Ratings of services and accommodations provided by selected cruise lines
- ~ Image of cruise lines
- ~ Cruise line recommendations made to various types of clients and selected destinations
- ~ Cruise merchandising
- ~ Advertising awareness and participation
- ~ Cruise booking activity
- ~ Group cruises/business meetings or conferences
- ~ Background information on travel agencies surveyed

REPORT EXCERPT --

Travel agents in France report "repeat cruisers" as a lesser proportion of their total bookings compared to other European country travel agents, likely providing French travel agents a greater opportunity to influence the choices of first-time cruise passengers.

Percent of Bookings for Repeat Cruisers
(Among total travel agents)



COST Findings for each country surveyed are reported separately with discounts available for the purchase of multiple reports.
Any single (1) country = \$18,000. Any two (2) countries = \$34,000.
Any three (3) countries = \$48,000. Any four (4) countries = \$61,000.
All five (5) countries = \$73,000.
(Prices subject to New Jersey or New York sales tax where applicable)

METHODOLOGY Pre-scheduled telephone interviews were conducted among a national sample of 300 travel agents in each country. All interviews were conducted between September and October, 2012.

ELECTRONIC DELIVERABLES **Summary Report and Top-Line Trend Tables** volumes detailing results for each selected country in PowerPoint format
Detailed Tabular Analysis volume for each selected country, cross-tabulated by key demographic, behavioral and attitudinal variables in PDF format
Cruise Line Ratings Volume – selected cruise line ratings on various attributes
Optional bound, hard-copy volumes are available for \$75 per Summary Volume or \$100 per full set of report volumes for each country selected (Summary, Top-Line Tables, Tabular Analysis, Cruise Line Ratings)

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