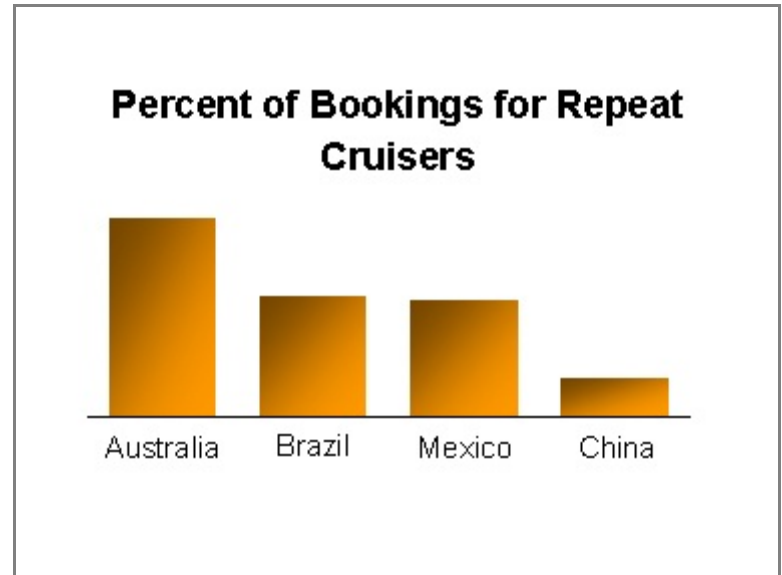


# 2012 Study of Travel Agents in Asia and Latin America - Knowledge and Attitudes Concerning Cruise Lines ~ Mexico ~ Brazil ~ China ~ Australia ~

These reports present findings collected among travel agents in Mexico, Brazil, China and Australia and are designed as a counterpart to the ongoing study of U.S. travel agents, exploring the state of the cruise industry, cruise line images, cruise merchandising, and booking activity, among other topics. Findings are reported separately for each country and detail the following topics . . .

- ~ Cruise Merchandising – percent of bookings from repeat cruisers, influence of travel agent on cruise selection, reasons for cruise line selection, importance of close-to-home port departure, etc.
- ~ Cruise Line Awareness/Booking Activity – unaided cruise line awareness, number of cruise passengers booked past year, delayed bookings in anticipation of price reductions, etc.
- ~ State of the Cruise Industry – emerging trends, cruise lines expect to increase bookings coming year, destinations anticipate booking more cruises next year, cruise line innovations would like to see, etc.
- ~ Cruise Line Image – cruise lines most appealing for various customers, for specific destinations, etc.
- ~ Advertising Awareness – consumer and trade magazine advertising awareness and considered most effective



**COST**                    **MEXICO - \$20,000.    BRAZIL - \$24,700.    CHINA - \$20,000.    AUSTRALIA - \$20,600.**  
(Prices subject to New Jersey or New York sales tax where applicable)

**METHODOLOGY**    Pre-scheduled telephone interviews were conducted among a national sample of 200 travel agents in each country. All interviews were conducted between November 2012 and January 2013.

**ELECTRONIC DELIVERABLES**    **Summary Report** volume for each country in PowerPoint format  
**Top-Line Tables** and **Detailed Tabular Analysis** volume for each country, cross-tabulated by key demographic, behavioral and attitudinal variables in PDF format  
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*)

For additional information, including full **TABLE OF CONTENTS**, please contact:  
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Report issued: January 2013  
MS12502 / PRO-1150