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**MULTI-SPONSOR SURVEYS
INTERNATIONAL, LLC**

2015 GLOBAL STUDY OF TRAVEL AGENTS' KNOWLEDGE AND ATTITUDES CONCERNING CRUISE LINES

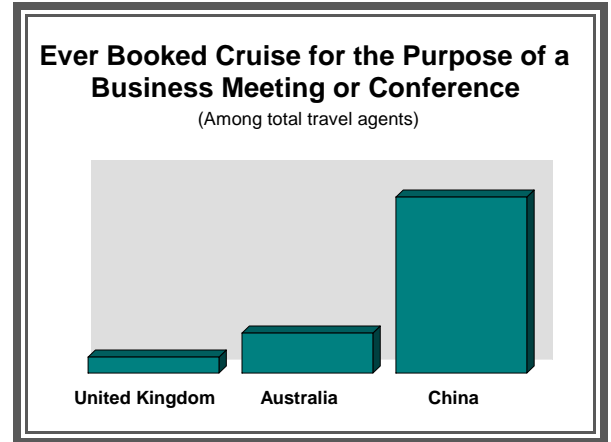
A syndicated research study conducted by Multi-sponsor Surveys International, LLC

Group cruises, for the purpose of a business meeting or conference are becoming increasingly more popular in China, especially when compared against the U.K. and Australian cruise market. These and other findings are further examined in the **2015 Global Study of Travel Agents' Knowledge and Attitudes Concerning Cruise Lines**.

Designed as a counterpart to the ongoing U.S. study, findings collected among travel agents in the United Kingdom, Australia and China provide insights into international travel agents' image of and experience with booking cruise lines.

The overall objectives of each survey were to explore. . .

- State of the cruise industry including emerging trends that will impact the cruise industry
- Cruise line/ship awareness
- Ratings of services and accommodations provided by selected cruise lines
- Image of cruise lines
- Recommendations of cruise lines for various types of clients and selected ports of call
- Cruise merchandising
- Advertising awareness and participation
- Cruise booking activity
- Groups cruises/business meetings or conferences
- Background information of travel agency



COST

Findings for each country surveyed are reported and sold separately. All prices subject to New Jersey or New York sales tax where applicable.

United Kingdom: \$22,350 / Australia: \$24,000 / China: \$21,000

METHODOLOGY

Pre-schedule telephone interviews were conducted among national samples of 200 travel agents in each country (Tier 1 and Tier 2 cities in China). Interviewing dates are as follows: United Kingdom: April 29-June 18, 2015; Australia: April 30-June 19, 2015; China: May 8-June 20, 2015. Trends are included where relevant from previous studies (*UK, 2007-2014; Australia, 2012-2014; China, 2012-2014*).

ELECTRONIC

➤ **Summary Volume** - Written analysis in PowerPoint including Key Findings and Summary.

DELIVERABLES

- **Top-Line Trends Volume** - Trended top-line tables detailing findings from all questions.
- **Tab Volume** - Computer tabulations detailing findings from all questions by key demographic/behavioral variables.
- **Cruise Line Ratings Volume** - Ratings of selected cruise lines on various attributes.

For additional information, including full **TABLE OF CONTENTS**, please contact:

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