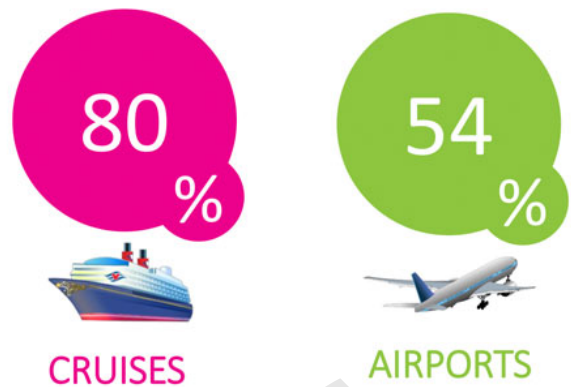


Cruise passengers more 'self-indulgent' and price aware

Swiss research agency, m1nd-set, has identified significant differences between travellers shopping on board cruise ships and those shopping at airports in its latest report.



According to m1nd-set, planning is among the major differences in shopping behaviour, with 65% of global cruise passengers planning their on-board duty free purchases; 20% more than international travellers shopping in airports.

Cruise passengers are also more likely to make price comparisons (80%), while only 54% of global airport passengers compare prices when shopping.

The report also reveals that travel retail exclusives are significantly more important among cruise shoppers as more than 70% of them purchased exclusive items; almost 30% more than airport shoppers.

ONLY 10% OF CRUISE SHOPPERS GIFT

Self-indulgence is much more common among cruise passengers than those at airports; around 8 out of 10 cruise passengers purchase for themselves compared to just over half of passengers in airports. In contrast, 38% of shoppers in airports purchase for gifting, compared to only 10% of shoppers on cruise ships.



"The report also underlines the significant variation in footfall and conversion rates between the cruise and airport retail channels due to the vastly different dwell time factors across each retail sector," says m1nd-

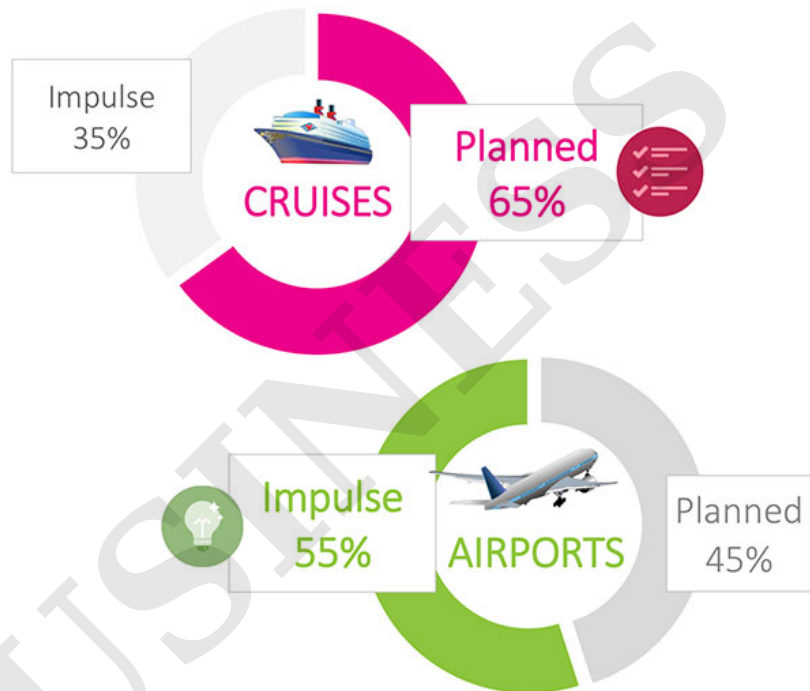
Cruise passengers more 'self-indulgent' and price aware set.

As m1nd-set Travel Retail Research Director Clara Perez explains, this aspect of cruise retail presents highly favourable circumstances for increasing conversion rates: "The cruise retail environment is perfect for understanding customer behaviour and adapting the marketing and merchandising strategies.

"There are unparalleled opportunities for brands, together with the retailers, to fine-tune the product offer and convert passengers, particularly the non-shoppers, during the same journey, thanks to the multiple shopping visits that cruise passengers will make during the trip."



Planning to Visit the Duty Free store



"The duration they spend on board, together with their expressed desire for exclusive items as well as other specific behaviour, such as the tendency to notice advertising for the cruise shopping offer prior to the journey provides a unique scenario for brands and retailers to test different strategies while the passengers are still on board.

"They can roll out different campaigns for specific high value products and fine tune the product and pricing offer based on customer insights and feedback gathered during the passengers' time on the cruise ship. This is every marketers' dream scenario."